

The Billboard

1,001
XMAS MERCHANDISE BUYS
(See Merchandise Dept.)

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 28, 1950



OUT NEXT WEEK...

The Billboard in its new, modern tabloid-size newspaper format

This is it, dear friends and gentle readers, the last issue of The Billboard to be published in the magazine-style format. Illustrated above is the front page of the special souvenir issue, which The Billboard published to demonstrate the physical size and typographical make-up of the paper, as it will look beginning with the next (November 4) issue. Format switch has been heralded by extensive ballyhoo. Basic reasons behind the switch are: It will make possible faster printing (with same news deadlines), faster distribution and more interesting display for both editorial and advertising matter. We hope you like our new look.

RAISING THE DICKENS ALL OVER

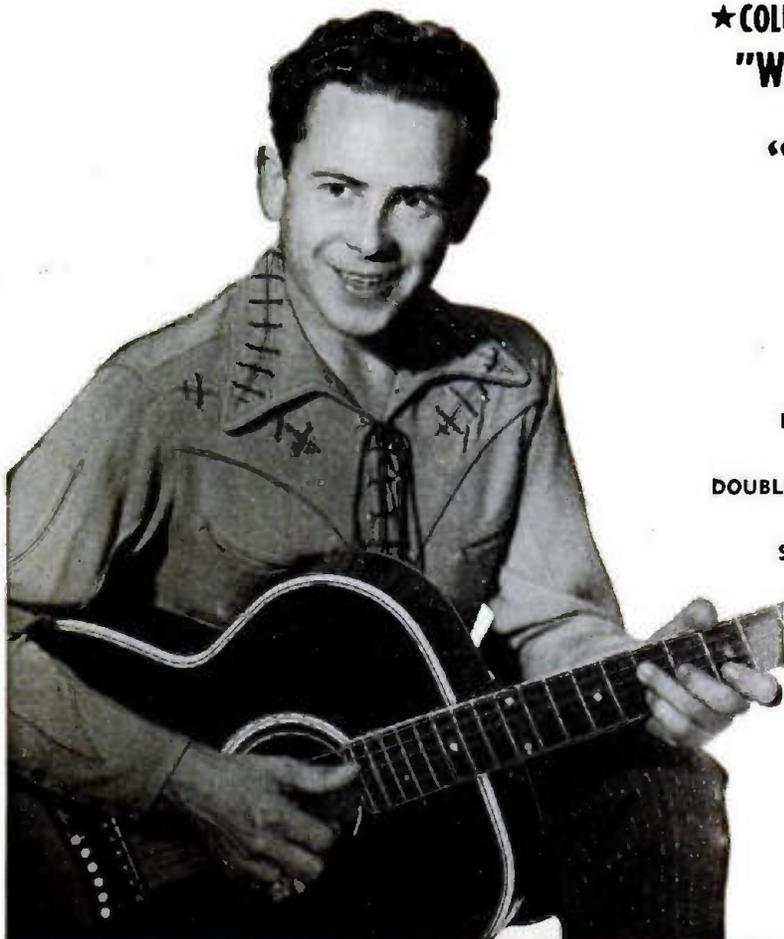
AMERICA'S FASTEST RISING STAR

"LITTLE"

(OLD COLD TATER)

JIMMY DICKENS

and his COUNTRY BOYS



PERSONAL APPEARANCES

- ★ THEATERS HIPPODROME, BALTIMORE
 LYRIC, INDIANAPOLIS
- ★ PARKS VALLEY VIEW, LANCASTER, PA.
 BUCK LAKE RANCH, ANGOLA, IND.
- ★ EXPOSITIONS NORTH AND SOUTH CAROLINA
 TOBACCO EXPOSITIONS
- ★ AUDITORIUMS MUNICIPAL AUDITORIUM,
 OKLAHOMA CITY, OKLA.
 SPORTATORIUM, DALLAS, TEX.
 CONVENTION HALL, WICHITA, KAN.
 ROBINSON MEMORIAL AUD.,
 LITTLE ROCK, ARK.

RECORDS

★ COLUMBIA RECORDS

"WHEN THAT LOVE BUG BITES YOU"

backed with

"OUT OF BUSINESS"

Columbia Record #20744

Both sides picked as hits by the nation's
COUNTRY & WESTERN DISK JOCKEYS

RADIO

Featured Star on **WSM GRAND OLE OPRY**
and

DOUBLE COLA BOTTLING SHOW

FEATURING LITTLE JIMMIE DICKENS
SATURDAYS, WSM-NBC, NASHVILLE, TENN.

And Now ...

TV

FEATURED STAR ON WSM-TV
Nashville, Tenn.



FOR DETAILS WHEN JIMMIE DICKENS CAN RAISE
THE DICKENS WITH YOUR BOX OFFICE

Contact
DEWEY MOUSSON
PERSONAL MANAGER

WSM
NASHVILLE, TENN.

COOK UP NEW COAXIAL RAP

Tin Pan Yowl Greet New ASCAP Payoff

What Price "Consent"?

By Jerry Wexler

NEW YORK, Oct. 21. — All hell broke loose in Tin Pan Alley this week when the American Society of Composers, Authors and Publishers (ASCAP) tunesmiths got their first checks under the new consent decree's 80-20-20 distribution plan. Of the 2,000 plus clefters in ASCAP, an estimated 1,700 were "affected adversely," as one ASCAP spokesman put it—meaning that their quarterly checks showed shrinkages of from 1 to 35 per cent over their last checks.

The two storm centers were the Brill Building and ASCAP's offices in Radio City. In the former locale, excited writers clustered and regrouped around expostulating Jeremiah's, each with his own interpretation of the cataclysm, but nobody had a solution. Petitions were circulated for signatures to be forwarded to the Justice Department asking for review and redress, and Pinky Herman, a longstanding critic of ASCAP civics, called for a Monday meeting at ASCAP, inviting all writers in the area to make a stand.

At the ASCAP offices, a horde of claimants were asking for explanations. (See *Alley Smoulders* on page 12)

Toscy to CBS? CBS Says 'Yes,' NBC Says 'No'

NEW YORK, Oct. 21. — Maestro Arturo Toscanini became the center of another RCA-CBS storm this week when reports were circulated that the conductor was leaving NBC and would do several special concerts over the rival web. Samuel Chotzinoff, NBC musical director and confidant of Toscy, quoting the maestro, who was unavailable for personal comment, said that the reported switch-over was "absolutely untrue." The network, said an NBC spokesman, has a five-year pact with Toscanini, which still has some time to go. (See *TOSCY TO CBS?* on page 10)

Bow, Miss Smith

NEW YORK, Oct. 21. — The Bob Hopes, Eddie Cantors, Arthur Godfrey's, et al., may be opening a private franchise at Fort Knox as a result of their substantial video paychecks, but on many TV network shows bit players are still getting paid off in buttons. Not too unusual, for example, is the situation where web show producers' secretaries double as bit players. One such gal, on the DuMont chain, has done more than a half dozen bit parts in the last several weeks, all in addition to her duties at the typewriter. Gal holds no actors' union card, and gets little more than subway fare for the thesping stints.

Stores Change Color-TV Tune As BB's Sleuths Do Reprise

NEW YORK, Oct. 21.—If you shopped for a TV set this week, you noticed that set salesmen had changed their sales pitches on color video. At least that's the opinion of The Billboard's mystery shoppers, who went back to local TV stores under the guise of buying a video set. The salesman, in most cases, has switched from anti-CBS color talk to a more positive approach. There was much more talk about the adaptability of sets. If The Billboard shoppers had the money, they would have bought.

The salesman in the Dynamic store in the Rego Park area of New York was certain that all TV sets could be adapted to receive color "with any of the gadgets that will be on the market in the next six months."

The Sunset store's salesman "guaranteed" that his company would "take care" of the color conversion "if it ever really comes." Confusion over adapters and converters was evident in almost every sales talk. The terms were used interchangeably.

At B. Altman's the salesman would guarantee that any set purchased now would be adapted to pick up color in black and white, but would not promise that it could be successfully converted to color. He named eight TV manufacturers who were fighting the CBS color system. Eventually a salesman admitted "we don't know anything—we can't guarantee anything—we can only sell what we have and that's black and white."

The Bedford stores in Forest Hills (See *Stores Change Color* on page 53)

Billboard in New Costume; Bows Next Week With Big Sendoff From TV, Air, Disks

Format Switch Means More Copies Faster

NEW YORK, Oct. 21.—The issue of The Billboard you are now reading is the last of this publication in its present format. Beginning with the next (November 4) issue, the amusement industry's leading trade news-weekly will be published in a modern tabloid newspaper format. Basic reasons for the change-over, after 56 years of publication, are:

(1) The newspaper style format will enable the publishers to print more copies more quickly and;

(2) Distribution will be facilitated to the extent that it will be possible to put The Billboard on sale between 24 and 48 hours sooner in most parts of the country than was possible with the old format.

Secondary, but nevertheless important considerations determining the switch are the opinions of the publishers and editors that the new,

five-column make-up will make for livelier, more interesting display of editorial features, as well as of advertisements.

Souvenir Preview

Many of The Billboard's readers have already caught a preview of the paper in its new costume. Part of the promotion in connection with the format switch was a special souvenir issue, in which selected stories and advertisements culled by Billboard staffers from the issues of the paper over 56 years were put together and published in the page size, type faces and head styles of the new format. A total of 17,500 copies of this souvenir issue were distributed originally, and the demand for additional copies was so great that 10,000 more were rushed into print and ear- (See *Billboard in New Costume*, page 60)

NBC Seeks Selznick, Hayward For TV, Film, Legit Marriage

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Television will both dominate and amalgamate existing forms of show business, Pat Weaver, NBC TV veepee, declared this week in commenting on his newest plan for a top caliber network series in which the shows will—if plans materialize—rotate films, legit productions and TV originals. Bare outlines of Weaver's new stunt were revealed to NBC affiliates convening here this week, with Weaver subsequently elaborating on the prospective series.

All told, the new dramatic series—which is to be pitched at Philco for that account's present Sunday night

slot—would air 45 shows. Weaver declared he is currently negotiating with David O. Selznick to turn out the necessary 15 films and it is reported he is discussing the legit contribution with Leland Hayward. Hayward produced *Call Me Madame*, which RCA and NBC financed. Fred Coe, who produces the current Philco series, would do the TV originals under Weaver's present plans.

Weaver stated he believes the TV films he is shooting for can be brought in at around \$40,000 or a bit more, the legit originals and the TV originals at somewhat less. With agency commissions, this would bring (See *Selznick, Hayward* on page 6)

"Socialized" Plan To Share TV Line Costs

NBC Affiliates Start Move

By Jerry Franken

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—A proposal which could lead to a complete revision in methods of paying the costs of the coaxial cable for TV networking, and the initiation instead of a new "socialized" system, was made by TV affiliates attending NBC's convention here. Essentially, the new deal would eliminate the present practice involving free hours, free sustaining programs and payment of cable charges by networks, and substitute a sharing-the-rap system between the affiliates and the originating network.

The proposal was drawn up by NBC-TV affiliates in closed meetings and presented to NBC yesterday. It called on NBC to make a study of costs and overhead involved and, altho many stations anticipated resistance from the network, NBC President Joseph H. McConnell accepted the resolution immediately, declaring the study would get under way shortly. He also commented that despite increases in TV revenue, NBC projections indicate that five years hence the network will still (See *Cook Up New* on page 6)

1st 45 Juke Is Released By Seeburg

78 Line Continued, Too

CHICAGO, Oct. 21.—J. P. Seeburg Corporation announced this week that it was adding the 45 r.p.m. Selectomatic 100 to its line and will continue to keep both speed juke boxes in production "as long as the record companies continue their policy of announcing simultaneous duplicate releases at both speeds."

Samples of the 45 box were on their way to distributors this week, according to C. T. McKelvy, vice-president and director of sales. As they receive their samples, McKelvy said, distributors are inviting operator customers to examine the photo. (See *Seeburg Adds "45"* on page 114)

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For Additional Details in the Color-TV Situation See Stories in Radio Section and Radio-TV-Merchandising Section.

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Voluntary Anti-Red Oath Favored by Movie Council A la Billboard Suggestion

Mankiewicz Wins Signed Approval on Loyalty Issue

HOLLYWOOD, Oct. 21.—Adhering closely to the thoughts expressed in *The Billboard's* September 9 editorial, Motion Picture Industry Council (MPIC) favors the use of a voluntary pledge of allegiance as opposed to a mandatory oath. MPIC's pledge will be based upon Screen Actors' Guild's (SAG) proposals, which were drawn after considerable study and circulation of *The Billboard's* editorial. Editorial, which called for a sane and level-headed approach to the Red evil in showbiz's ranks, won MPIC's approval at an earlier meeting and, at the org's own initiative, was duplicated, with copies sent to all the film guilds and unions as a basis for framing an industry-wide anti-Red oath.

Film guild toppers credited *The Billboard's* editorial for diverting action from hysterical lines which originally threatened to embroil the ranks of pic orgs. Relative calm has descended upon the various member orgs composing MPIC. Joseph L. Mankiewicz, who a week ago faced recall from his post as proxy of

Screen Directors' Guild (SDG), this week won a unanimous vote of approval from SDG's board members (*The Billboard*, October 21). Mankiewicz opposed a mandatory non-Commie oath, claiming a non-government group had no authority to blacklist its members because they refused to comply with such an oath. He further pointed out that he had inked a non-Red oath to comply with Talt-Hartley and therefore was not fighting the mandatory pledge because of personal reasons.

The Billboard's editorial also won the American Federation of Labor (AFL) film council's hearty approval, and similarly MPIC's, which on its own initiative circulated copies of the now widely acclaimed editorial to its various member bodies.

Ouster of Ex-Red Gets Okay of AFM; Mandel "Shocked"

NEW YORK, Oct. 21.—Executive board of the American Federation of Musicians (AFM) has unanimously sustained the action of Local 80, Pittsburgh, in the latter's expulsion proceedings against Max Mandel, symphony musician. Pittsburgh local's executive board interrogated Mandel after the latter had been mentioned as being a Communist by former FBI agent, Matthew Cvetie. Cvetie gave this information in March to the Un-American Activities Committee.

Mandel, testifying before the Pittsburgh exec board in March, stated he had been a Communist but quit the party in 1948. He said he does not advocate the overthrow of the American government and tried to indicate that expulsion was unwarranted in view of his break with the Communist Party.

AFM President James C. Petrillo granted a stay of the Local's action, pending Mandel's appeal to the AFM board. According to AFM, Mandel (See *AFM Upholds on page 14*)

Swing Slings "Smear" Shot At "Channels"

Kirkpatrick Stands Pat

NEW YORK, Oct. 21.—A heated debate between Raymond Swing, WOR newest analyst, and T. C. Kirkpatrick, publisher of *Red Channels*, on the merits of the latter's book and newsletter, *Counterattack*, took place Thursday (19) at the Radio Executives' Club luncheon at the Waldorf-Astoria here.

Kirkpatrick stated that he had published *Red Channels* to create an awareness in the medium and in the (See *Swing Slings on page 10*)

U. of Michigan Buys Para 25% Of Movie Chain

DETROIT, Oct. 21.—The University of Michigan has purchased United Paramount's 25 per cent minority interest in Butterfield Theaters. M. F. Gowthrope, Butterfield president, expressed pleasure at the deal, and pointed out that the "transaction does not in any way affect management of the Butterfield company's remaining stock interests, which are owned by the Butterfield estate."

Deal completes divorce from Butterfield, which operates over 100 theaters in Michigan cities, excluding Detroit. Probably the university will be represented on the board but not take active part. Transaction was reported to be for \$4,000,000, with practically no down payment, and payments spread over 30 years out of earnings.

University officials indicated they made the investment after serious investigation of the effects of television on movies with a favorable conclusion.

Legit "Tab" To Rescue of Vaude Houses

RKO Preps Trial Deal

NEW YORK, Oct. 21.—A tab version of a legit show will be the next innovation tried by at least one chain combo house in an effort to beat the box-office drought.

RKO has a deal on the fire at present with Charles Yates, representing Charles Harrow, producer, to put on a one-hour version of *Anna Lucasta* at the Jamaica (L. I.) Theater. The show was originally to go in the end of the month, but insufficient time for proper ballyhoo has postponed the preem. The show will do 20 performances weekly, with a possibility of 23, and will go in for a guarantee plus a percentage.

If the idea makes a buck, it will be pushed in other theaters, tho the biggest potential will probably be among the indies. The picture will run between shows.

Harrow, the producer of these (See *Legitabs to the B.O. on page 55*)

Candyman Sweet On CBS Circus

NEW YORK, Oct. 21.—Tootsie Roll this week was giving *The Big Top*, the CBS-TV circus, Saturdays 6:30-7:30, a long look-over with a view to buying a portion of it. The candy outfit has not advertised on TV, but is influenced by the growing number of candy companies using video.

If Tootsie Roll says yes, CBS-TV still must clear enough stations to make it worth the sponsor's investment. Meanwhile, the web was also trying to get Peter Paul to switch from NBC-TV, where it bankrolls Hank McCune, to the same circus show. Peter Paul is reported dissatisfied with McCune. Moselle & Eisen is the Tootsie Roll agency.

Sound, Heat, Fury Flare On At Richards' L. A. Finale

HOLLYWOOD, Oct. 21.—After 87 days of sound and fury there was still plenty of fire left over to mark the closing days of the G. A. Richards case here. Wind-up of proceedings here only closes the Los Angeles phase of the KMPC hearing, which will be resumed in Detroit November 9 for its completion. Following conclusion of the Federal Communications Commission (FCC) KMPC hearings, FCC Examiner James Cunningham will listen to testimony concerning Detroit's WJR and Cleveland's WGAR, other Richards stations, prior to moving proceedings to Washington for their ultimate wind-up. Cunningham expects to present his decision in the Richards license renewal application within 90 days after hearings on the three stations are completed.

Final week of the KMPC proceedings here flared to a new intensity when Hugh Fulton, Richards' chief attorney, charged FCC with deliberately suppressing and destroying air checks of KMPC broadcasts made by Radio Reports, Inc. Fulton brought Emily Timmons, manager of

Radio Reports' local office, to corroborate his charge. In cross examination, Benedict Cottone, general counsel for FCC, sought to develop that neither he nor a rep of FCC told Radio Reports to resurface air checks in question, but merely informed the air check firm that the commission had no further use for KMPC material the air check firm held. He also tried to prove that KMPC was aware of these disks and could have purchased them had the station desired. In commenting on this charge, Examiner Cunningham said he saw no evidence substantiating Fulton's claim that FCC had any part in destruction of these recordings.

In rebuttal, Cottone called on Ed Chandler, now employed by KMPC, who testified that the station's program supervisor, John Baird, told him mentions of Presidents Roosevelt and Truman were taboo, while General Douglas MacArthur and J. Edgar Hoover should be played up. Baird earlier denied in his testimony that he had issued any statements to station employees concerning news play.

Listeners' Razzberries May Aid FCC in Its Giveaway Stand

WASHINGTON, Oct. 21.—As the Federal Communications Commission (FCC) prepares to defend its historic giveaways crackdown in a New York City federal court, it was disclosed here this week that the issue has brought the heaviest torrent of public correspondence to the FCC on any single issue in radio history. Unprecedented in liveliness, anger and humor, the correspondence plays all the stops in human emotions, reaching a high point in a letter from a Pacific Coast listener who informed the Commission that he has been a foe of giveaways ever since the night he tripped over a chair and broke his leg while dashing to the telephone to win a fortune.

The possibility that the letters might come into play in the court test of the Commission's giveaway ban developed here as a check-up showed the commission's stand backed by a ratio of eight to one in

nearly 1,000 pieces of mail which have poured into the Commission on the subject. Altho a date for the long-delayed court test has yet to be scheduled, FCC legalists expect that the case may reach the current fall calendar of the U. S. District Court for the Southern district of New York.

No Campaign

Letters on the decision have poured into the Commission from every State in the union, plus Mexico and South America. Noticeable in a survey of the giveaway correspondence was the lack of a planned campaign. In the KMPC case, for instance, and in the various TV issues, batches of postcards and letters with identical wording have been received by the FCC. Also unlike other controversial issues is the apparent lack of congressional pressure. Legislators have been in touch with the Commission on (See *Listeners' Razzberries, page 54*)

The Billboard

The World's Foremost Amusement Weekly

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JACK BENNY RUNS NBC MEET

9 Mil \$ NBC Talent Layout In Year, McConnell Reports

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—NBC has invested about \$9,000,000 in radio talent and program properties during the past year, Joseph H. McConnell, network president, told affiliates meeting here this week for the web's fourth annual convention. This step was necessary, he declared, to bolster NBC's program picture, rebuild the schedule so as to make available to advertisers a good sized roster of moderately priced shows, and to maintain sound broadcasting at a competitive level in view of TV advances.

In the same direction, McConnell continued, NBC has expanded and reorganized its sales operations and additionally plans to make a basic study of radio in the U. S. as it exists today. It is necessary, he argued, that advertisers know just how extensive radio use is, and what the pattern of listening is in TV homes. This requires fundamental research, the NBC president noted.

Review of Rates

McConnell also reiterated the previously announced NBC position insofar as rates are concerned. The network plans a review of its rate picture, in the belief that adjustments in both directions, depending on individual situations, are to be made. Such a step, he indicated, however, is not due immediately.

Pointing to NBC's lead in TV programs and facilities, McConnell rapped the Federal Communications Commission (FCC) for its recent ruling setting up the CBS standards for color video, and also its proposed limit on the number of program hours affiliates could take from one network. He also listed the staggering costs involved in TV production and reported on NBC's acquisition of an

extensive roster of top TV performers and programs. NBC's investment in facilities, upon completion, will run between \$35,000,000 and \$40,000,000, he said.

The pooled sponsorship plan inaugurated by NBC on its *Saturday Night Revue* and other shows contributed considerably to the web's TV sales progress, which finds the network more than 75 per cent ahead of its nearest competitor, McConnell said.

Lists New Veepees

Insofar as the NBC organization itself is concerned, McConnell, stressed the fact that the separation into distinct AM-TV units has been completed. Of the network's 17 vice-presidents 13 were with NBC last year. The newcomers included Ed Madden, TV sales and operations; Vic Norton, administration; Bud Barry, AM programming; John W. West, for the West Coast; Manie Sachs, director of artists relations for NBC and RCA, and Jack Herbert, assistant to McConnell.

McConnell also announced the appointments of Carleton Smith as vice-president in charge of station relations and Bill Brooks as public relations vice-president. Smith moves over from his position as director of TV operations and Brooks, as previously reported, was promoted from his job as AM news v-p.

Reports that a new appointment would be made to head NBC's sound radio operation were disproved when McConnell confirmed the continuation in the position of Charlie Denny, NBC executive vice-president. Denny has been running AM for a year or so now and will continue to handle that function.

Trammell Predicts

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Niles Trammell, chairman of the board of NBC, offered a forecast of broadcasting a quarter of a century hence in his talk to the web's convention here this week. TV, he said, will succeed radio as the primary broadcast medium, offering round-the-clock service as AM does today, with radio serving as a supplementary service.

Network operations, Trammell continued, will exist much as they do today but on a modified scale, with radio sold in combination with TV. Advertisers would buy an over-all broadcast service utilizing both media to reach all of America.

Madden Predicts Triple TV Costs In Time, Talent

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Time and talent costs for an average half-hour television show in 1955 will be approximately three times what they are today, according to Edward R. Madden, NBC v-p. in charge of TV operations and sales. Madden made this estimate in the course of a talk to the NBC convention here this week.

Without identifying specific programs, Madden is reported to have said that an average half-hour show today costs \$19,000. By 1955 the figure is expected to be \$55,000. This would be for Class A evening time, he said.

Comic's Exit Cued Network Counter-Push

Affiliates in Harmony

By Jerry Franken

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Jack Benny left NBC over two years ago, but it was his departure that shaped the course of the NBC convention here this week. There was talk prior to the convention that affiliates planned to howl down the sweeping executive changes being made under President Joseph H. McConnell's administration. Nothing could be further from the truth. NBC and its affiliates danced cheek-to-cheek to the tune of a new song titled, "We're in This Together, Dear, So Don't Ever Leave Me."

It may also be akin to the husband who wouldn't stop holding his wife's hand lest she belt him one. That may come later—the next year may tell.

Actually, it was the most placid of NBC's four conventions. Both the network and its stations are gravely concerned over AM, but the stations can't come up with any gilt-edged solution and are only too happy to let NBC take the lead in developing a counter-offensive.

That counter-offensive is being shaped by NBC's parent, RCA, and McConnell, who has won affiliate admiration for his administrative prowess. At first there was resentment against McConnell's new broom: criticism that many of McConnell's new key men "lacked radio savvy"; resentment that men closely allied for years with NBC Board Chairman Niles Trammell were being shunted aside. Apparently, however, more sober thought has convinced the affiliates that NBC needed a king-sized transfusion, and is now getting it. That's why Jack Benny left his mark on this year's convention—NBC's reverses started when he made tracks for CBS.

The affiliates are also aware that their stake in NBC is virtually their entire economic future. NBC has taken some tough raps lately—the color decision; proposed limits on TV affiliate time; a seeming inability to sell open evening time in AM. These developments, however, have served to strengthen relations between the network and its stations—at least until the counter-irritant is given a fair trial.

There are, of course, dissidents, but they are so few as to be amazing. Even they, tho, are taking the shoulder-to-shoulder attitude. But with the same wait-and-see undertone as the other stations.

N' Avlins Next

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Next year's NBC convention will be held at the Roosevelt Hotel, New Orleans, affiliates voting Friday (20) to go down south. Under any circumstances, NBC would not have returned to the Greenbrier, following a terrific snafu in which broadcasters—despite reservations—were kept waiting 10 and 12 hours for rooms. The network, according to one spokesman, had been assured no other convention would be held at the same time.

Affils Squawk Vs. Video Plug

NBC To Shift TV Emphasis On Radio Seg

Viewed as Liability to AM

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—NBC affiliates this week squawked loud and long over a new radio series being developed by NBC, based on taped recordings of highlights of NBC-TV shows. As a result, the network agreed to revise its plans and will de-emphasize the video aspects of the program. The proposed series title, *This Is Television*, is also being changed, and a closed circuiting of the revise will go on in a week or so.

Loudest beefs against the show came from AM affiliates, who are more than slightly frightened and confused by the TV threat. Their position is that AM should not be used to advance TV in this fashion, nor should AM air any program materials which might turn listeners into viewers. TV, they said, is doing enough to take away the AM audience.

Even with the revision, indications

NBC-TV Puts OO On Phil Silvers

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—The click made by Phil Silvers in the first of three shows staged at NBC's convention here this week may get the bespectacled comic a permanent berth on an NBC-TV show.

One report is that Silvers may go into the Sunday night *Comedy Hour* line-up to replace Bobby Clark. Clark has one show now rehearsing, but then will be off while Bob Hope fills the time. Clark's first show produced by Mike Todd drew an unfavorable reaction.

Another possibility is said to be that Silvers might become permanent emcee on *Broadway Open House* to alternate with Jerry Lester. The spot is now filled by Mofey Amsterdam, who may leave.

are that the program—which will use spots from the Eddie Cantor, Milton Berle, Fred Allen and other TV shows—may find resistance among affiliates running both AM and TV operations. The manager of one such combination declared he wouldn't let his AM outlet air material previously heard over his TV (See *NBC TO SHIFT* on page 54)

TV Growth Leads To Expansion of NBC's SPAC Group

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—The NBC Stations Planning and Advisory Committee (SPAC) liaison group between the network and its affiliates will be expanded as of next January to allow for increased representation of TV stations. The committee will have 12 members instead of the present 10, with four to represent TV instead of the present two.

As of next January, three SPAC members will represent the interconnected TV stations and one of the non-interconnected. The chairman is to be chosen from one of the eight districts representing sound radio and the vice-chairman is to be a TV station exec. Elections are held in December.

Further changes in SPAC may also eventuate. One possibility is an increase in TV representatives or separation into AM and TV units.

Clair McCollough, of the Steinman stations, is the incumbent SPAC chairman.

PAT WEAVER'S TV PHILOSOPHY

Must Build Audience & Circulation

Then Educate Viewers

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Pat Weaver, NBC's vice-president in charge of television and regarded in many quarters as one of the outstanding showmen of the year via his sock *Saturday Night Revue* and *Comedy Hour* creations, among others, outlined a dynamic and vivid approach to the medium in the course of his report to NBC affiliates at this week's convention here. Essentially, the Weaver version of a telecaster's responsibility is to build up maximum audiences and circulation and then give this all-family circulation "information, exposure to" (See PAT WEAVER'S on page 54)

18G Talent Bill At NBC Huddle

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—NBC's bill for entertainment at this week's convention ran around \$18,000, it is reliably reported. Total convention costs are estimated at \$75,000.

NBC staged a show each of the three nights. Talent included Phil Silvers, Mindy Carson, Julie Wilson; the Skitch Henderson, Tex Beneke and Bobby Byrne orchestras; Sid Gary, Allen Roth, Lou Wills, the Acromaniacs, Dunninger, a small line of Copacabana girls and a group of models for a fashion show. All but Milton Berle, who headlined the banquet show, were paid. The web also brought songwriter Sammy Cahn to the convention to write special lyrics and material.

Norman Blackburn staged the shows, with Manie Sacks handling the talent.

Cook Up New Coaxial Rap

(Continued from page 3)

be losing \$2,000,000 annually via cable cost absorption.

NBC's present affiliation contracts give the network, in return for paying all cable costs, 24 free hours per station per month; that is, the stations do not get their regular compensation for those hours. NBC also provides free sustaining service as part of the bargain.

The affiliates' position now is that this arrangement may have been adequate when station TV rates were in the \$250-per-hour class. Receiver circulation has climbed so much, however, that the stations argue they're giving much too much away. They also point out that the NBC schedule is so heavily sold out, and their own local schedules are in many instances approaching that state, that sustaining service is relatively unimportant.

The socialized aspect of the proposal stems from a concept that geographical distances should be equalized if the share-the-costs policy is adopted. Thus, on a mileage basis, stations in the East would have to pay much less than those in the West and Midwest, where distances are so much greater. This would be socialized by increasing the percentage of total

TV's Responsibility

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Some facets of video's obligations as outlined by Sylvester (Pat) Weaver, NBC veepee in charge of television:

"It is a frightening thought that we possess the power to give great stature and maturity to our people thru television, or by slipshod conduct and thoughtless planning, to flood our people with an aimless, witless, characterless outpouring of escape. . . .

"We do not offer a thrown-together potpourri of nothings. Our nothings are planned. There is a pattern behind the ebb and flow of entertainment. The pattern is simple. Use great entertainment to get all the circulation as much of the time as you can. While you have . . . circu-

lation . . . give them adroitly done information, exposure to cultural experiences . . . to personalities who are making contributions to our life and times, so they may stimulate broader interests . . . and a new adulthood. The result is the broadening of interests, the beginning of the self-realization processes we must try to stimulate. . . .

" . . . To fail to influence minds constructively is to betray our trust. We live in a time of trouble, and Western civilization is again under attack. No group will have more influence in building or not building the strength of character . . . people will need in this crisis. For this crisis it is not enough to fall back on ancient prejudices, fictions and reaction. . . ."

Barry Predicts Long Span For Radio at NBC Conclave

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—NBC affiliates, some concerned and some frightened as to the future of AM radio in the growing TV market, blew their tops this week when Charles C. (Bud) Barry, NBC vice-president in charge of AM programs, told them sound radio had a long life before it and no headaches showmanship couldn't cure. Barry's "between halves" talk drew one of the top Hoopers of this week's NBC convention here.

Admitting that TV has temporarily taken the showbiz spotlight, Barry declared this phase would pass and TV would assume a normal position with respect to other forms of entertainment. It may be the top form, but that's a long way off, he asserted, and radio can maintain its present position during that period provided broadcasters do not throw in the sponge.

Radio still has the largest audience of any kind of show business, Barry reported, and this audience is a challenge to be met only by showmanship, and by tailoring programs to the changing times.

After reporting on NBC's fall schedule, Barry put on a big show in connection with the network's

costs to be paid by those stations in closer proximity.

The new arrangement, if it goes thru, would almost certainly affect other networks. This would be a natural consequence of the multiple affiliation situation existing in television. Many telecasters here declared that they didn't see how they could operate one way with NBC and another with ABC and CBS.

Hot Damn

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Altho the absence from this week's NBC convention of Walter Damm, fiery manager of WTMJ, Milwaukee, occasioned considerable comment, it nevertheless was he who initiated one of the meeting's major steps. This was the recommendation that the system of paying coaxial cable costs be studied and revised. Damm made the suggestion in a letter discussing network-affiliate problems.

pending "big show" hour-and-a-half series to start November 5 in the Sunday 6 to 7:30 p.m. slot. This is NBC's answer to the CBS-Jack Benny Sunday night powerhouse, using the biggest star line-up ever set for one radio series. Barry's gimmick was to cue in recorded comments of Fred Allen, Tallulah Bankhead and Jimmy Durante—who will (See BARRY PREDICTS on page 54)

Talent, Gimmicks Galore at Huddle

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—This week's NBC convention served up more entertainment and gimmicks than any of the preceding three, with Phil Silvers, Julie Wilson and Milton Berle scoring clicks. Berle put on one of the greatest shows of his career Friday (20) night, with Mindy Carson, Sid Gary, Galli-Galli, Lou Wills Jr., Allen Roth, Leonard Suss and Skitch Henderson.

Another sock stunt was scored by Frank McCall, head of the NBC-TV news and special events department. McCall brought in a camera crew and commentator Bob McCormick to produce a daily newsreel of convention highlights. The films were shown at meetings an hour after they were taken. Sessions repeatedly saw films of speakers who'd addressed them only a short time before.

Would Eliminate Theater Staging

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—De-emphasis of theater production practices in staging TV shows is being sought by NBC-TV affiliates as a means of improving the quality of kinescopes. A request to this effect was made of the web by non-cable video station officials attending this week's convention here.

The stations expressed the theory that lighting facilities based on theater practice accent kine tendencies to "wash out" the faces of performers. This is especially true, it is claimed, when spotlights are used as primary sources.

TV News Poses More Problems For Radio Men

WHITE SULPHUR SPRINGS, W. Va., Oct. 21.—Total gross business produced by news departments of the four major networks is around \$18,000,000 yearly. Bill Brooks, NBC vice-president in charge of public relations, told the web's convention here this week. However, Brooks added, complexities of present-day news coverage are posing new problems in news gathering and at the same time making the reportage increasingly expensive.

Nevertheless, Brooks said, news coverage by sound radio must keep developing new procedures to meet increased competition, especially from video. AM must now conjure up word pictures to compete with TV's actual pictures, he said, and one major answer has been found in actuality broadcasts.

To get these actualities, NBC now is getting this equipment into virtually every corner of the world. This expansion ties in with a second, whereby NBC is setting up bureaus and correspondents in every section where trouble might arise. NBC, Brooks said, was the only network with a full-time Tokyo bureau when Korean hostilities broke out.

Brooks also declared that NBC bureau chiefs in Europe feel there is no prospect of immediate general war there, and gave the affiliates up-to-the-minute news reports from Europe and Korea via direct reports from Henry Cassidy and George Folster, its men there.

SELZNICK, HAYWARD

(Continued from page 3)

the talent rap to around \$50,000 weekly, comparable to the Sunday and Wednesday comedy programs Weaver initiated.

Thinking behind the three-way proposal is that not only would top dramatic entertainment become possible in this fashion, but that viewers would be given a change of pace every week. It would also embrace, obviously, top talent in all fields of show business.

There are any number of aspects to be worked out before any deals can be consummated. Who, for example, would own the properties? If one or more of the legit productions—certainly the first in the history of the legit theater to be staged for a one night stand—were to rate as a hit, could it be reproduced for a regular Broadway run, and if so, what would the ownership set-up be? And would Hollywood be interested in such a property, shown previously on TV and subsequently on Broadway?

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Sprague Sees Nothing But Blues in Color

Black-White Here To Stay

WASHINGTON, Oct. 21. — The color TV slugfest between industry and the Federal Communications Commission (FCC) resounded louder than ever this week-end as Prexy Robert S. Sprague, of the Radio-Television Manufacturers' Association (RTMA) took to the air to reassure the public that black-white TV is here to stay and that color TV will have to await a compatible system.

In a speech for transcription over the CBS hook-up Sunday (22), in rebuttal to CBS Prexy Frank Stanton's network talk the week before, Sprague advised the public that black-white TV won't be obsolete even when compatible color finally arrives; declared that, under present CBS color any color telecasts will be limited to "fringe" hours and to not more than a few of the nation's 107 TV stations; asserted that some TV set manufacturers obviously will make CBS adapter-converters, but that the consumer price per instrument will be "well in excess of \$100; declared that the output will be limited by this luxury price as well as the 12½-inch screen size and "cumbersome" nature of the gadget, and declared that, under these circumstances, the major agencies will steer clear of sponsoring color telecasts.

Other Highlights

Other highlights in the color-TV battle were:

1. Injunctive proceeding brought by RCA and NBC against the FCC color decision will get a preliminary hearing in a Chicago Federal Court Friday (27), FCC said here. Indicative of the excitement over the issue, the commission, late yesterday (20), announced it would ask for a change of venue of the RCA-NBC proceedings from Chicago to New York, but the commission a short time later "killed" that announcement, explaining it had just learned that Pilot Radio Corporation had withdrawn its injunctive proceedings against FCC in a New York Federal Court.

2. The House Interstate and Foreign Commerce Committee indicated it is studying the possibility of an inquiry into the commission's color decision, but Chairman Edwin C. Johnson (D, Colo.) of the Senate Interstate and Foreign Commerce Committee, issued a statement giving his blessing to the commission's action.

3. All signs continued to point to full-scale reopening of FCC color, with brackets standards hearings and court actions sure to keep the issue unresolved and with RCA determined to demonstrate "compatible" color (See SPRAGUE CALLS on page 53)

Single-Sponsor Vs. Participation Programs

I. Number of Local Shows on New York TV Stations

Total number local	WABD	WCBS-TV	WJZ-TV	WNBT	WOR-TV	WPIX
commercial programs	13	8	17	17	26	20
Single-sponsored	5	1	4	7	10	10
Participation	8	7	13	10	16	10

II. Division of Time of Local Shows

Total hours of local	WABD	WCBS-TV	WJZ-TV	WNBT	WOR-TV	WPIX
commercial time	17½	24½	27	33	51¼	62½
Single-sponsored hours	8¼	½	1	12	13¾	20½
Participation hours	9¼	24	26	21	37¼	42

Kids Can't Learn 'What Maisie Knew'

NEW YORK, Oct. 21.—A strong indication that the self-imposed TV censorship may be even stronger than that practiced by Hollywood was given this week when, because of CBS-TV objections, *What Maisie Knew*, a show already in rehearsal, was yanked from the *Ford Theater*.

Adapted by novelist David Davidson from a novel by Henry James, the story told of the kicking around taken by a child of divorced parents. The property was killed for TV screening because CBS execs felt that it made a mockery of marriage and that the medium had to be extremely careful of what material it allowed to be televised. A network exec who pointed out that children constantly viewed video, said TV must take even greater safeguards than film makers to see that objectionable material did not appear in the homes.

Soap Co. Foams Over NBC Froth On Comedy Seg

NEW YORK, Oct. 21. — Procter & Gamble (P&G) this week was reported to have registered a loud beef to NBC, thru its agency, Benton & Bowles (B&B), concerning its expensive alternate-Monday TV show, *Musical Comedy Time*. Soap firm is peeved about the lack of stars on this week's production of *Whoopie*, which had Nancy Walker as the only player of name caliber in the cast.

P&G is said to have warned the web that unless more solid names are injected into the series, as per agreement, it will bow off the show. It also is reported disturbed about lack of sufficient camera rehearsal on the stanza.

Participations Fetch Most Local Dough

Three-to-One Ratio

NEW YORK, Oct. 21.—A survey of local programming on New York television stations made by *The Billboard* indicates the dependence of TV outlets on the smaller sponsor, as exemplified by buyers of participations. Both in terms of time utilized for this type of aircr, and in number of shows sold as participations, outlets here showed an overwhelming reliance on peddling shows piecemeal, rather than to single sponsors.

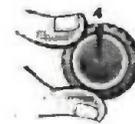
Of 101 commercial local shows on the air on WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV and WPIX, 64 are sold on a participation basis and only 37 to a single bankroller. The significance is even more dramatic in terms of amount of time used by these shows. Local commercial shows sold on a one-sponsor basis take up 56 hours per week on the six stations. Participation shows on the same stations fill 159½ hours per week.

Without exception, all stations have more commercial time devoted to participation shows than to one-sponsor stanzas, with such heavily balanced line-ups as 30 minutes of straight sponsorship compared with (See Small Accounts on page 11)

NBC's 'Tandem' Near Sale Over Both AM and TV

NEW YORK, Oct. 21. — NBC's "operation tandem" sales plan was reported near the "utton-up stage for radio, and a variation of the plan is being readied for TV. The video deal involves the Wednesday night *Four Star Revue*, with Norge and Elgin-American known to be on the verge of joining Motorola in splitting costs. New idea is for one of the three to get the major plugs each week, on a rotating basis, with the other two sponsors also coming in for a pitch. Norge is likely to be ready to start late in December.

On the AM side, American Home Products and Mars Candy are all but set, with a third unnamed client ready to join them. Chrysler, which had been mentioned as a likely prospect, has bowed out of the picture.



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Godfrey Set as Guest

NEW YORK, Oct. 21.—For its first big-time color presentation, CBS-TV this week was packaging a program featuring Ed Sullivan and some of the talent on his *Toast of the Town* show, altho the stanza will have a different name. With Arthur Godfrey as a guest, the show is to go on a Sunday, after the middle of November, probably around midnight.

What participation, if any, Lincoln-Mercury, Sullivan's TV sponsor, will have in his color entertainment one-shot effort, is undecided. CBS-TV this week was also shopping for studio space for its first official demonstration of color programming. The studios are expected to be located in the Times Square area.

Indies Seen in Tuff Tint Spot

LAKE PLACID, N. Y., Oct. 21.—Independent TV stations will find it tough, if not impossible, to air shows in color at first because of their heavy dependence on film shows and the scarcity of suitable color film. This was the view of Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont laboratories, in an address here before the semi-annual convention of the Society of Motion Picture and Television Engineers.

Goldsmith noted that, with black and white film currently in short supply, color film makes up only 15 per cent of the entire film supply. Even scarcer than color film, he added, is equipment to record live TV shows on film. There is no equipment available now, he said, to transmit color film, and none has been developed to handle standard framed film under the so-called color tele "bracket standards."

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BRIEF AND IMPORTANT

WPIX Signs Edwards To Hoot TV on Video

Cliff Edwards last week signed a five-year pact with WPIX, New York, to play the voice of an owl on the video station's across-the-board "Night Owl Theater" film program. The owl-emsce, brain-puppet of Warren Wade, WPIX's program director, will be a TV-hating bird, who totes a radio around in front of the camera and heckles announcer John Tillman on the shortcomings of video. If the character clicks, Wade may use him to tie the station's entire evening programming schedule together. Edwards and Wade have both been associated with puppets in the past. Edwards was the voice of "Jiminy Cricket" in Walt Disney's "Pinocchio," and Wade originated "Howdy Doody" when he was with NBC.

TV Allocations Hearings Continue

The TV allocations hearings turn to minor witnesses Monday (23) after the first full week was devoted to high industry officials. This week's hearings were highlighted by a clash between Commissioner Robert Jones and Thomas T. Goldsmith, DuMont director of research, over whether set makers were responsible for the decline of FM and whether they will make sets and converters to operate in the ultra-high-frequency band.

Chi To Test Phonevision November 1

Phonevision tests in the Chicago area by Zenith Radio Corporation are scheduled to start November 1 as a result of a second deferment granted by FCC last week. Zenith has its trial subscribers already lined up, but is apparently still having trouble lining up top-grade films.

Mug Quits Lug After 16 Years' Tug

After 16 years together, Arthur Godfrey and Margaret (Mug) Richardson last week parted company. Miss Richardson, who was Godfrey's executive assistant, resigned.

Gloria Swanson Show Set for WOR

Gloria Swanson tees off a transcribed across-the-board series over WOR, New York, Monday (30), 2 to 3:30 p.m. The show features Miss Swanson as emcee; the Airliners, musical trio, and vocalist Johnny Thompson. The Charles King-Hal Block transcriptions package-guarantee basis similar to King's sales operation for his Rudy Vallee series. The silent movie queen draws a \$1,000 weekly guarantee, with the possibility of making up to \$10,000 on the syndication rights.

Vim Seeking Rights to "Info, Please"

Vim, New York appliance company, last week was reportedly negotiating with WOR, New York, to take over local sponsorship of "Information, Please," beginning Sunday (29). However, Dan Golenpaul, who produces the show, says the deal has not been consummated as yet.

WXYZ-TV Moves Sked Up to 7 A.M. Across Board

WXYZ-TV, Detroit, made a second surprise move in two weeks to extend its program schedule, with the start of a three-hour morning program, 7 to 10 a.m. across the board, starting Monday (16). Programming previously started at noon. This will be the first regular morning schedule in Detroit.

La Rosa Renews "Hollywood Theater" for Third Year

V. La Rosa & Sons has renewed its sponsorship of "Hollywood Theater of Stars" for the third consecutive year. The dramatic series, which is packaged by C. P. MacGregor Transcriptions, Hollywood, airs across-the-board over selected 50,000 watt stations including WOR, New York; WCAU, Philadelphia; WBZ, Boston; WBZA, Springfield, Mass.; WJAR, Providence, R. I., and WTTIC, Hartford, Conn. C. P. MacGregor fills the triple role of host, producer and director for the show.

Isabel Bigley in 15 Film Shorts

I. D. Levy, former chief of WCAU, Philadelphia, and CBS, has more than a passing interest in the success of the new "Guys and Dolls" legit musical. Levy's official film company has about 15 TV film shorts featuring Isabel Bigley, show's lead songstress. She made the shorts, which Levy bought, when she was playing in "Oklahoma" in London.

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Date for RCA Color Suit Vs. FCC Indefinite

CHICAGO, Oct. 21.—The timetable of the RCA suit in Federal Court here to overrule the FCC color decision was still indefinite today. Speed of the suit depended both on the lawyers and availability of judges.

Three judges must sit on the case. This is called a statutory court, and is necessary in cases involving State or federal commissions. The case was assigned to Judge Philip L. Sullivan. He will be joined by two judges from the District Appellate Court.

Kirkland, Fleming, Green, Martin & Ellis, RCA lawyers, are believed ready to go to court next week. It will take several days to get three judges available. Arguments on the motion for a temporary order to stop CBS color could be made in a day. Then the judges could call for briefs outlining the arguments, or could take the case under advisement, for a ruling in a week or possibly more.

The lawyers' only definite objective is to obtain a ruling before November 20.

NAS To Sue 'Voice' in N. Y.

MINNEAPOLIS, Oct. 21.—Garnishment proceedings against Frank Sinatra thru WCCO, Columbia Broadcasting System local unit, and Music Corporation of America having failed, attorneys for National Apparel Shows, Inc. (NAS), are in New York to start legal action against The Voice in Manhattan.

Melvin Silver, NAS lawyer, said Sinatra will be sued for failing to appear at the National Fashion Show in Minneapolis Auditorium as contracted. The Minneapolis action is for more than \$250,000.

Reactions Hazy To Halligan's TV Color Quiz

CHICAGO, Oct. 21. — William J. Halligan, president of the Hallcrafters Company, wired the managers of 107 TV stations requesting "the date at which you plan to commence color telecasting." He received 54 replies. Forty-five said they had no plans whatever for using CBS color.

Two CBS stations said they not only were reluctant to carry CBS color telecasts, but said they had no time available. Two said they would use CBS color when fed such programs by the net. One said it would use CBS net color only if there were enough color receivers in the area. Another station said "experimental" broadcasts might begin in 1951. Five stations refused to comment.

Here are some of the answers Halligan received:

"My crystal ball is a little hazy today."—WPCO-TV, Cincinnati.

"Are you kidding? How could we telecast color, and who would receive it if we could?"—KDYL-TV, Salt Lake City.

"Have no plans whatever for colored telecasting, plus no equipment. No public clamor hereabouts for TV color. Everyone seems happy with black and white.

"Will transmit CBS color standards when required to do so by the FCC."

store subscribers whenever competitors are plugged. However, home listeners will get the full load of the blurs.

KMGM, Pan-Amer. Mull Store Casting

HOLLYWOOD, Oct. 21.—KMGM, Metro-Goldwyn-Mayer-owned FM station, is currently in negotiation with the Pan-American Broadcasting Company for an outlet to channel its programs into local markets. Set-up would be similar to Stanley Josephoff's store casting in the East. Pan-American has been operating store-cast broadcasting in Mexico City. Deal calls for KMGM to devote its airtime from 8 a.m. to 10 p.m. to the market broadcasts, and would be paid by Pan-Am on the basis of the number of stores carrying the service.

Deal will probably go thru when Pan-Am lines up 100 market subscribers. KMGM received an initial offer from the Mexico City firm, which now is considering the station's counter offer. Supersonic signal will be used to electronically cut off some

Webs Hike Pay; TVA-Net Peace Seems in Bag

NEW YORK, Oct. 21.—In spite of the war cry uttered by the membership of Television Authority (TVA) at its meeting Thursday (19), when it empowered TVA's execs to strike against the networks if necessary, the first big move toward a contract for television performers was made Friday (20) when the webs agreed to pay them according to the length of the show.

The nets thereby recognized a basic principle of the union's demands. Telecasters had previously stated they would pay one fee regardless of the length of the video program. Information is also available that top union and web brass met Wednesday (18) in a secret session in which the employers jacked up their previous counter-proposals. With these new offers, negotiators are believed not far apart, with a settlement likely in a matter of weeks.

Ultimate TV scale, according to informed opinion, may be between \$100 and \$125, including rehearsal rates.

Altho the major TV webs—NBC and CBS—may fall in line soon, an agreement may possibly be held up by the opposition of DuMont, which can ill-afford higher fees at this time. But TVA may reach a settlement with the majors and then pick off DuMont.

Meanwhile the National Labor Relations Board (NLRB) this week scheduled hearings to start October 25 on the Screen Actors' Guild request to decide jurisdiction over film actors working in TV.

Color Too Rich For the Poor?

CLEVELAND, Oct. 21.—Adoption of the CBS color standards is imposing a special hardship on lower-income families, according to James D. Shouse, vicepres of Avco and chairman of the board of Crosley Broadcasting Corporation. Addressing the annual meeting here of the newspaper controllers and finance officers, Shouse estimated that 75 per cent of the 8,000,000 sets now in use are owned by working people who "bought the sets and paid for them out of the money saved thru actual denial of movies and other accessory forms of entertainment."

He called upon the press to warn the public against the color decision, charging that the Federal Communications Commission (FCC) was derelict in allowing the public to invest \$2,500,000,000 in sets since the "freeze" set in two years ago. He added that there is no guarantee these sets can be salvaged even if an additional \$500,000,000 were spent to convert them.

Lever Bros. Weigh Jenny Simulcast

NEW YORK, Oct. 21.—Lever Bros. this week was considering simulcasting Aunt Jenny on CBS-TV. The program is now on the CBS radio web, 12:15-12:30 p.m., across the board for Spry and probably would be programed on video the same time.

Altho plans are in an embryonic stage, Aunt Jenny stacks up as the best of Lever's soapers for conversion to TV. It uses a flock of scripters for fairly short episodic stories instead of a continuing plot, and its thespians act, rather than read, their parts with a boom mike following them around. Ruthrauff & Ryan is the agency.

Woodman Spare Those Fingers

CHICAGO, Oct. 21.—Color TV would have added some unwelcome realism to the Don McNeill show on the ABC net Wednesday (18). Cliff Petersen was honing an ax while waiting to sing *Minnesota Polka*. Looking up for his cue, his hand slipped and he cut a deep gash in his thumb and forefinger, severing two arteries.

Blood spurted into the air. Petersen went thru the number as the blood flowed. It was difficult to see on the TV screen, but women in the front row of the studio audience blanched.

Stagehands did a quick patch job on Petersen's fingers during a four-minute change, and he went thru the whole hour with a makeshift bandage. A doctor treated him after the show.

A real ax was used because Petersen had to chop a real log in the finale.

Chest'd Ogles CBS-TV Pkg. But Watches \$\$\$

NEW YORK, Oct. 21.—Chesterfield this week was evidencing an increasing interest in picking up the tab on *The Stork Club*, the CBS-TV package on 7-7:30 across the board. Whether the cigarette company buys the five segments or a lesser number would depend on whether its already stretched TV budget can stand the strain.

This is the first substantial nibble CBS-TV has had on the package, which is one of its more costly properties. Singer Johnny Johnston handles the entertainment, with mine host Sherman Billingsley aiding proceedings.

Sam Levenson's Benny Hitchhike

NEW YORK, Oct. 21.—CBS-TV this week sold the 15-minute Sam Levenson show to Wildroot. The program will follow Jack Benny on October 28, 8:45-9 p.m. If Benny continues in the 8-8:45 time every two months, Levenson will continue to be slotted after him, with Wildroot taking up the tab.

Batten, Barton, Durstine & Osborn is the agency. This is Wildroot's first dip into network TV.

FCC Ties Coax Allocations To Probe of NBC TV Lead

WASHINGTON, Oct. 21.—The proposal by the Federal Communications Commission (FCC) to curb NBC dominance in TV networking will be expanded to cover a probe to determine whether the Bell System allotments of channels for the last 1950 quarter unjustly discriminated against other webs.

The commission this week called a hearing into Bell's latest tariff schedules embodying the web allotments. The hearing will occur November 20. All Bell System companies and the parent American Telephone & Telegraph Company (AT&T) were made parties to the proceeding and NBC, CBS, ABC, DuMont and all TV stations were granted advance leave to intervene provided they file a notice by November 1.

FCC noted that fourth quarter allotments by Bell gave NBC 160 hours, CBS 114 hours, ABC 49 hours, and

Yankee, CBS High Bidders For DL; Pay \$12.3 Million

HOLLYWOOD, Oct. 21.—Yankee Net (General Tire & Rubber Company) and CBS won the Don Lee radio-TV empire with a top bid of \$12,320,000, topping Hoffman Radio Corporation's bid of \$11,200,000 with the required additional 10 per cent. Originally, Yankee-CBS combine was the low bidder, offering \$10,525,000 as opposed by Hoffman's \$11,200,000 bid (*The Billboard*, October 21). Hoffman's bid was accepted by Public Administrator Ben Brown and referred to probate court Judge Newcomb Condee for approval. According to law, low bidder can top the highest offer with an additional 10 per cent (\$1,120,000) which Yankee-CBS did. Expected action, in which rival contenders for the Don Lee estate would keep boosting the sales price, did not develop. Hoffman bowed out after Yankee-CBS came up with the extra 10 per cent.

According to terms of the deal, CBS will take over Don Lee's tele outlet, KTSL (Channel 2), with Yankee retaining all other assets, including the Don Lee Net's AM-FM stations and affiliates (comprising Don Lee Broadcasting System and the Pacific Northwest Broadcasting Company), Lee's stock in Mutual plus ownership of the net's physical properties. CBS will take over approximately 50 per cent of Don Lee's Vine Street headquarters on a long-term lease basis until its Gilmore Island television city has been completed.

Willet Brown, president of Don Lee, will remain at the net's helm and, according to Tom O'Neil (General Tire's vicepres-director and vice-chairman of Mutual's board) will probably be upped as Don Lee's board chairman. Lewis Alen Weiss, net's present board chairman, told *The Billboard* he was still awaiting acceptance of his resignation. Weiss further stressed he had "no desire, expectation or interest of living with the new ownership." Weiss had tentatively agreed to head the web for Hoffman had the latter won in the bidding. Net's retiring head said he had no future plans, and is currently mulling offers. In retiring from Don Lee, Weiss automatically quits his post as a director of Mutual, the web he recently headed as board chairman.

Yankee-CBS purchase will have to be approved by the Federal Communications Commission (FCC), whose blessings are expected within 60 days. To comply with FCC regulations, CBS will dispose of its 49 per cent interest in KTTV, of which

The Los Angeles Times holds 51 per cent. Times' publisher, Norman Chandler, later disclosed he will exercise his option in buying up CBS's share of the station. Chandler also pointed out that KTTV's affiliation contract will remain at least until December 31, 1950, and possibly beyond that point, depending upon further developments. Acquisition of KTSL gives CBS an owned-and-operated tele outlet here which the web needed in feeding Hollywood-originated shows to its chain. Thru the almost two years' marriage between the newspaper and the station friction existed in directing station's course, with Chandler aiming for a strong indie outlet while the net tried to make the station a web-origination point.

Yankee will also have to dispose of one of its stations—either out of its newly acquired Don Lee chain or its New England link—to comply with FCC regulations. O'Neil said he did not know what station would go on the sales block, or whether the outlet would be from the Coast or Eastern net. Don Lee assets acquired by Yankee include reservation for TV Channel 2 in San Francisco. O'Neil indicated General Tire Company will follow thru on applying for the Bay City tele outlet once the video freeze is lifted.

Interesting situation will develop with Yankee, already a stockholder in Mutual, acquiring Don Lee's MBS stock. Amount belonging to Don Lee (19.4 per cent) is identical to that now held by Yankee, as well as the other major MBS stockholders (New York's WOR and Chicago's WGN). Unless contested by other Mutual stockholders, Yankee would thereby hold 38.8 per cent of Mutual's stock, becoming its largest single stockholder. However, it was learned that MBS specifies new stock to be made available for purchase by remaining stockholders, each of whom can buy as much of it in ratio to what he now holds as desired. This would then re-equalize holdings by Mutual's stockholders.

Promotion Minded?

Plenty of good prizes in the

MERCHANDISE SECTION

beginning on page 85, this issue

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Fresh Feature Film Deal Set By ABC for TV

NEW YORK, Oct. 21.—ABC Television this week completed a film-package deal with Harry Thomas, of Essex Films, Inc., Hollywood, that is said to be one of the biggest deals for feature films ever made by a telecaster. The films acquired (18 features and 14 Westerns) will be shown over ABC's owned-and-operated stations in Hollywood, San Francisco, Detroit and Chicago, beginning about the middle of November, and they will be ABC's property until February, 1952. No plans for programming them have yet been made.

The pix, according to Nat Fowler, ABC's film director, were mostly made in 1947, some in 1946, and have been distributed to exhibitors by Eagle Lion Films, some of them still being seen in theaters around the country. Fowler believes they will be the most recently produced feature films ever to be shown over television. With the deal comes the option to obtain any other pix the distributor might make available in the near future.

Some of the features included in the deal are *Its a Joke, Son*; *Her Sister's Secret*, *Step Child*, *Railroaders*, and three Philo Vance mysteries. Stars appearing in the films are Nancy Coleman, Margaret Lindsay, Allen Curtis, Brenda Joyce, Kenny Delmar, June Lockhart and Phil Reed.

NEW YORK, Oct. 21.—The Sunset Appliance account this week left the Donohue & Coe Agency for Arnold Coban Corporation. An important local TV advertiser, Sunset spends approximately 250G per year in radio and newspaper billings.

The shift was made by mutual agreement between Donohue & Coe and the client.

Got an Audience?

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beginning on page 85, this issue

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U. S. To Resume Mass Buying Of Package Shows for "Voice"

WASHINGTON, Oct. 21.—The State Department is making arrangements to resume large-scale buying of package programs for broadcasting over the Voice of America, officials told *The Billboard* this week. All but out of the market in the last couple of years because of small budgets, State Department is now operating with funds some four times greater than for the last fiscal year.

As soon as the program operations branch of State's International Broadcast Division in New York has been expanded, the branch will be ready to act on a scale at least as big as in the 1949 fiscal year when programs were bought from some 100 different producers. Meanwhile, the branch is ready to talk over program ideas with producers, officials here stated.

The Voice also is interested in scripts with few characters that can be broadcast by the agency's own personnel. The chief specification is that the script must present accurately and graphically some segment of American life that will be inspirational to listeners abroad. State will translate the script for foreign listeners if necessary, but would be glad to see scripts already typed in a foreign language.

Chances for free-lance writers are

Showbiz Parade as Per BB Souve Issue Solid on WXYZ-TV

DETROIT, Oct. 21.—Announcement of the new format of *The Billboard* furnished the material for what was virtually a two-hour show on WXYZ-TV last Wednesday (18). A copy of the special souvenir issue announcing the change arrived at the desk of John Pival, station manager, about noon, and he took a solid hour to go thru it, then went into an enthusiastic conference with John Slagle and Pat Tobin, who do the Pat 'n' Johnny show, outstandingly successful daytime variety show (reviewed by *The Billboard*, March 4).

Pat 'n' Johnny devoted about two hours, primarily to a discussion of the trade paper and its history, including a 25-minute session of reading direct from the contents of the historic souvenir issue. Old reviews, early pieces about Trixie Fraganza, Walter Winchell, and other material were used, with reminiscences of the inside of show business as reported by the publication.

Pival's instructions were simple—"Here's show business on parade—put it on the air," and the team did a real job of it. One result was a flood of calls for two hours that caused the switchboard operator, used to handling a station's normally numerous calls, to complain.

Ironic twist occurred when the management of WXYZ-TV tried to locate the local *Billboard* rep, while the show was still on the air, for a quick once-over. When finally located he was catching a show at a rival station (WJBK-TV).

likely to be less in the future as the Voice builds up its own staff, it was stated, even though the package show market will be greatly expanded. With adequate personnel, more scripts can be handled by regularly employed writers who are more familiar with what is wanted than are free-lancers.

Despite the general set-up in hiring, the Voice plans few additions to its dramatic unit, figuring that shows requiring many voices can be done cheaper by outside producers.

As in the past, package shows will be handled on a contract basis whether they are in series or single shots. Officials said rates will be figured during contract negotiations and will be "adequate if not lavish."

Toni, Pillsbury Swap Godfrey Time, Each Gets ½-Hr. Bi-Wkly.

NEW YORK, Oct. 21.—Two of the three sponsors on the Arthur Godfrey Wednesday night show, CBS-TV, 8-9, reshuffled their bankrolling so that each will have a half-hour on alternate weeks, beginning October 25. The program formerly had Toni for the first 15 minutes, Pillsbury for the next quarter-hour and Chesterfield for the last 30 minutes.

From next Wednesday (25) on, Toni will have the first half hour and Chesterfield the last 30 minutes, and the week afterward Pillsbury the first 30 minutes before Chesterfield's half hour. Also the new arrangement means that Toni and Pillsbury will lose their consecutive weekly discount, they both evidently felt they would gain more commercially. Bob Bleyer is the new director of the show, replacing Byron Paul, who takes over megging on *Magnavox Theater*.

3-Yr., 5-State WNAX Farm Pitch Closing With Big Rural To-Do

SIOUX CITY, Ia., Oct. 21.—The WNAX farmstead improvement program will hold a finale celebration here Saturday (28), marking the completion of a three-year campaign to raise the standard of living on the Midwest farm. More than 15,000 farm folks are expected to attend the day-long affair, at which time merchandise awards of \$40,000 will be presented to 1950 State winners and to the two farm families judged to have made the most improvements in their farmsteads during the entire three-year program.

The farmstead improvement program is a co-operative project of WNAX, Yankton, S. D., and State agricultural extension services in Minnesota, North Dakota, South Dakota, Nebraska and Iowa. The wind-up event will be attended by governors and senators from the five States, name entertainers and national figures in the agricultural and educational fields.

ABC Separates AM, TV Sales

NEW YORK, Oct. 21.—Virtual complete separation of ABC's AM and TV sales departments was finalized this week when Fred Thrower officially became TV sales veepee. Thrower, who has been ABC sales veepee since 1942, actually moved full-time into tele last July. Charles Ayres becomes head of radio sales.

On the local level, Ted Oberfelder will become radio sales head for WJZ, New York, moving from the

Toscy to CBS? CBS Says 'Yes,' NBC Says 'No'

(Continued from page 3)

run. On the other hand, a high-priced CBS spokesman said that Toscanini had agreed to do several broadcasts over the Columbia airwaves, and that he would never again do another broadcast for NBC. It is a fact that Toscanini will not baton the NBC Symphony Orchestra Monday (21). The web issued an explanation saying that the maestro had a bad knee.

It is known that Toscanini has been greatly displeased over several recent NBC situations, notably the web move to convert Studio 8-H into sorely needed TV space, and efforts to find a more tenable time for the symph broadcasts.

It is also no secret that, when the maestro is displeased, he stamps on expensive wrist watches and makes loud, picturesque and uncompromising remarks about all and sundry, not excepting board chairmen, presidents and other assorted brass. Whether his current displeasure with NBC will land him in the arms of the Paley-Stanton camp, however, remains to be seen.

The blow to NBC, if it fell, would be particularly hard to take, in view of the tremendous public relations job the web and its RCA Victor cohorts executed with the recent personal appearance tour of the maestro.

Swing Swings At "Channels"

(Continued from page 4)

minds of the listening public of the dangers of Communism, and to discourage artists unwittingly from lending their names to "front" causes. That he succeeded, he claimed, could be seen from the impact his campaign had had in the industry.

Swing pointed out that the book was put out "by private persons for profit," that it was drawn up without checking, testing or evaluating the evidence; that it does not show there is any clear and present danger to the U. S. public from the radio artists; also that it uses the technique of "the blanket smear" and that, on its own terms, it is doing an inadequate job by not listing radio execs or radio technicians. Swing said that it was the duty of the government to determine what constituted an adequate security risk, and Red Channels was no more "than a black list of . . . artists, which borrows a dignity it is not entitled to because it plays on the very true and present danger to America of Communist influence on American political life."

Hayes-Healy May Land on NBC-TV

NEW YORK, Oct. 21.—Indications this week were that the Peter Lind Hayes-Mary Healy show for Borden would wind up in the 8:30-9 p.m. Thursday slot on NBC-TV. The program was originally skedded to be on CBS-TV three times a week in the 11-11:15 slot, but the web found it impossible to clear enough stations.

The show will have an intimate at-home format built around the couple. Kenyon & Eckhardt is the agency.

ABC promotion chief's job. Chick Doty, who was WJZ sales head, will handle TV sales. Mitch DeGroot moves into Oberfelder's old spot. In Chicago, ABC central division added Cy Wagner, former *Billboard* staffer, as TV salesman, and Arthur H. Berg, formerly with WNG-TV, as radio salesman.

L&M Considered For Kudner Sub Of Admiral Biz

CHICAGO, Oct. 21. — Lennen & Mitchell this week was under consideration by Admiral to handle its TV billings. While the account is still with Kudner agency, both the client and agency have been mutually dissatisfied with each other for some time.

The Admiral has been unhappy with *Lights Out*, its NBC-TV show, Kudner has solidly backed the mystery series because of its low cost and comparatively high rating. No decision has been made by the sponsor on whether to retain the NBC-TV package.

Kudner wasn't too happy when the client, two seasons ago, dropped the *Admiral Broadway Revue*, which first introduced Sid Caesar, Imogene Coca and Max Liebman to TV, and now has become the enormously successful NBC-TV *Show of Shows*. But Kudner really became miffed when Admiral began purchasing TV sports on the Coast without even telling the agency. Since Kudner has had bids from two set manufacturers to take over their advertising campaigns, it won't suffer if Admiral vamps.

Lennen & Mitchell entered the picture because it handles half of *Stop the Music* for Old Gold. Admiral, which bankrolls the other half of *Stop the Music*, is spending about \$1,000,000 in radio and TV, but several Chicago agencies ride herd on its newspaper and magazine billings.

PBS Building Day Web Cross Country

NEW YORK, Oct. 21.—Larry Finley's Progressive Broadcasting System (PBS) this week was active in building the daytime web in various parts of the country. Morgan Ryan was named district manager of the PBS Eastern division following his resignation from Liberty Broadcasting System. PBS also added Kolin Hagar, former assistant to the president at SESAC, to the New York staff.

In Hollywood, PBS took over the Beverly Hills audio-video studios as production offices and studio headquarters, with exec space remaining on Sunset Boulevard. In the South, PBS added the 24-station Palmetto network of South Carolina as affiliates. PBS starts operations next Sunday (26).

4 Research Firms Expand Services To Hike AM, TV Biz

NEW YORK, Oct. 21.—Four research organizations this week stepped up their battle for radio and TV business by expanding their services. C. E. Hooper's entry was the perfection of the new Hooper recorder, an instantaneous automatic-coincident audience measurement system which uses telephone lines. The system of local TV audience measurement will probably be used in Los Angeles within the next six months.

Pulse, Inc., this week moved into five new markets—Birmingham, Buffalo, Minneapolis, New Orleans and Worcester, Mass, for its radio reports—and three new markets—New Haven, Conn, Syracuse and San Francisco for its Telepulse reports, bringing to 20 the cities serviced.

In addition, Jay & Graham, Chicago research firm and publishers of Videodex, opened a New York branch office. A. C. Nielsen Company this week issued the first new national Nielsen Television Index report, measured 100 per cent by Nielsen audimeters.



Designates Radio Review

Turning Points

Transcription service produced by United Hatters, Cap and Millinery Workers' International Union, Writers, Emanuel Demby and Nathan Zatkin. Syndication, Gainsborough Associates, Inc. Cast: Geraldine Fitzgerald, others.

Turning Points is something of a bonanza for local radio stations operating on a low programming budget. The United Hatters, Cap and Millinery Workers' International Union is offering the series of 26 15-minute open-ended dramatic shows free as a public service to any U. S. station. With the exception of one brief plug for union label promotion, the series is non-commercial, and stations are allowed to pitch local sponsors, via the open end on each e. t.

All in all it looks like a good deal for local broadcasters, since the programs are tastefully produced and feature the gratis talents of name players with considerable audience pull, including Tallulah Bankhead, Jose Ferrer, Geraldine Fitzgerald, Mercedes McCambridge, Edward G. Robinson, Melvyn Douglas, Everett Sloan, Edward Arnold, Arnold Moss, Milton Berle, John Carradine, Otto Kruger, Richard Whorf, Canada Lee, Alexander Kirkland, Celeste Holm, Ralph Bellamy and J. Edward Bromberg.

Each show dramatizes a "turning point" in the life of a famous American such as Helen Keller, Tom Paine, P. T. Barnum, O. Henry, Molly Pitcher, Dwight Eisenhower and Walt Whitman. Miss Fitzgerald appeared as Dr. Elizabeth Blackwell, America's first fem M.D. Tagged *The Woman Who Dared*, the saga was scripted in rather elementary language. However, the tinge of soap opera in the dialog will probably make it doubly acceptable in some locales as easy-to-take public service programming.

The sole Hatter's commercial was also handled in sugar-coated fashion, via an endorsement by Miss Fitzgerald as "a member of three unions, Actors' Equity, Screen Actors' Guild and American Federation of Radio Artists." All three of the groups cooperated on the Hatter's transcriptions, along with the American Federation of Labor, the Congress of Industrial Organizations and the American Federation of Musicians.

June Bundy.

Beulah

Reviewed Tuesday (10), 7:30-8 p.m. EST. Presented by Procter & Gamble, thru Dancer, Fitzgerald & Sample, via the ABC-TV web. Producer, Pictorial Productions. Director, Jean Yarbrough; script, Russell Begg. Cast: Ethel Waters, Bud Harris, Butterfly McQueen, William Post Jr., Ginger Jones and Clifford Sales.

Beulah is a good illustration of the difficulty in making the switch from AM to TV. The radio series, with



Hattie McDaniel playing the lead, has been a well-established property from its inception. On the basis of its initial TV stanza, however, the video version, now starring Ethel Waters, will need considerable work. Story trouble was responsible for the flizzling of the first episode. Revolving about the efforts to get Beulah's master to discard his shabby good-luck suit, and subsequent trials when the garment was lost, the situation was only fitfully interesting. The Negro characters were colorful, the white family group were no more

Radio and Television Program Reviews



Designates Television Review

Teller of Tales

Reviewed Wednesday (18), 9-9:30 p.m. EST. Sponsored by Bymart, Inc., for Tintair, thru Cecil & Presbrey, via CBS-TV. Producer-director, Martin Ritt; associate producer, Daniel Mann; host and writer, W. Somerset Maugham; adaptation by Felix Jackson, on "The Creative Impulse"; music, John Cart Trio. Cast: Mildred Natwick, Alan Bunce, Sylvia Field, Chester Stratton, Carmen Matthews, Ben Malik, Bob Harris, Pamela Gordon.

The first of the Somerset Maugham series was, in the main, a success. The script was pure story and, as such, exemplified the title of the series. If some of the stage movement of the characters was contrived and somewhat mechanical, it did not detract too much from a vignette which emphasized characterization.

The tale itself was quite humorous, after the diffident British fashion, concerning itself with a literary lady, a coterie of snobbish friends, and a long-suffering, shy husband who could stand it no longer and went off with the household's cook. All of this resulted in the lady novelist, with a record of artistic success and no sales, turning to the detective story as a source of income, at the suggestion of ex-husband and cook, but proclaimed by her to be the inspiration of "the creative impulse."

Beneath the benign surface of this serio-comedy, Maugham injected a number of tart lines, to keep the audience honest, as it were. Thus, when confronted by his wife, Albert noted that he couldn't stand her friends and her parties, and had an irresistible impulse at these affairs to take off his clothes, wondering only what would happen. When friend wife said that nothing would happen other than sending for the doctor, the cook upped with: "You haven't the figure for it, anyway, Albert."

Alan Bunce, as the husband, took the thesping honors for the opener, with Mildred Natwick frighteningly effective as the intense wife. Others in the cast also were excellent. Direction could have moved the thespes about more fluidly instead of keeping them rigid for the most part, but there can be no complaint about use of the material.

Commercials for Tintair featured hard selling. Middle plug had June Havoc in a lengthy discussion of how she can and does change the color of her hair three times in three days, to fit the occasion. Final pitch showed three models in different stages of the process, which it seems is all the fashion, according to leading fem magazines. Maugham opened and closed the show in dignified manner.

Sam Chase.

than stereotypes of average suburbanites. They need to be developed.

Miss Waters Strongest

In Miss Waters the program has its strongest asset. She lends tremendous strength and flavor to Beulah. In Bud Harris, as her heart interest, and Butterfly McQueen, who continually vamps Bud, the show has thespes who can punch home lines. But the writing of Miss McQueen's part, a garrulous idiotic gal, has to be watched to see that it doesn't offend Negro viewers. William Post Jr., Ginger Jones and Clifford Sales, as father, mother and son, respectively, portrayed their roles competently.

While the film was adequate in quality, undoubtedly the show would have gained were it produced live. The Procter & Gamble filmed plug for its Drest division displayed the various virtues of the product well.

Leon Morse.

Hedda Hopper Show

Reviewed Saturday (14), 9-9:30 p.m. EST. Sustaining via NBC, Hollywood. Producer-director, Gil Faust; emcee, Hedda Hopper. Guests: Helen Broderick, Broderick Crawford, Humphrey Bogart, Lary Storch, Earle Cocks Jr. Music, Frank Worth and his orchestra.

Hedda Hopper's preem show was a smoothly paced razzle-dazzle production, complete with big sound-track-type ork backing and five "name" guests. The dialog was highly literate and scripted in a remarkably spontaneous vein for a Hollywood chatter show. Fortunately, la Hopper herself is too flamboyant a personality to get lost in the star shuffle. The columnist was refreshingly self-assured on her opening gab session about flicker folk in the news; and charming, albeit a bit caustic, in an interview with Humphrey Bogart. The latter featured some frank pro and con comments on film contract morality clauses, with the screen "bad man" sounding off on the con side of the argument. It was potent interview material, and the idea should click big on future shows. However, it's doubtful if Miss Hopper will find many stars as outspoken as Bogart.

Brief Vaude Turn

The rest of the half-hour was rounded out with a brief vaude turn by mimic Larry Storch; a chat with American Legion Commander Earle Cocks Jr., and another interview sequence with actress Helen Broderick and her Academy Award-winning son, Broderick Crawford. Miss Hopper, an ex-actress herself, parried comedy lines with the pair in deft fashion, and Crawford contributed a scene from *All the King's Men*.

The show's only flaw was Miss Hopper's irritating tendency to mount a soap box (political not Woodbury's) at every opportunity. Granted these are difficult times, but the mad-hatter columnist's abrupt switch from frivolity to serious issues threw the whole program off base at the close. She was obviously sincere but the oratory was too hammy to convince.

June Bundy.

Small Accounts Prop N. Y. Tele

(Continued from page 7)

24 hours of participations on WCBS-TV, and the 60 minutes of solo-sponsored time as against 26 hours of participations sold on WJZ-TV.

Film Factor

On number of programs, the balance is not quite so heavy, since multi-weekly shows are counted only as a single ailer. Also, considerable time is filled by feature motion picture films, most of which are sold on a participation basis.

Only WPXK has as many single-sponsored shows as participation shows, with 10 of each. The other stations show strong balance on the side of participations, with WCBS-TV showing a one-to-seven ratio.

The significance of this study is of particular importance to stations in smaller TV cities. If, in the largest TV market of all, stations have difficulty in selling local programs on a single-sponsor basis, the problem in the smaller community must be even more acute. New York outlets are finding that medium-sized local sponsors sharing costs in a participating show can offset lack of revenue from straight shows due to the apparent dearth of bankrollers who can put out enough to carry a stanza alone.

In an adjoining column is a breakdown of how much time and how many shows local stations are using for one-sponsor and participation shows.

ALLEY SMOULDERS AT CHECKS

Cleffers Burn At Society's New Pay Deal

What Price "Consent"?

(Continued from page 3)

tions, redress and relief. Some of the petitioners were widows and old or infirm members no longer able to write, dependent on what they had come, thru the years, to count on as a fixed income.

Hardly a soul had a good word to say about the new operation, and criticisms were voiced not only by the Young Turk rebels who stopped the Meyer plan, thereby indirectly bringing in the present plan, but by directors themselves. The writer-directors who nurtured the new plan from its paper inception to this week's pay-off are perturbed by the reaction and are setting an early meeting to review the inequities. Under the consent decree, the plan is subject to Justice Department review after three years, but it could get a governmental work-over much sooner, some directors think.

Here are some comments from the older ASCAP-ers who represented the Society in working out the plan with the government:

"I foresaw this. The dislocation is too fast and too severe. They would have been much better off with the Meyer plan."

An especially frank admission from a responsible ASCAP spokesman: "It's our fault, not Redd Evans's or Pinky Herman's. We refused to demote all these years; we were derelict in letting things slide. We put a siege gun in Redd Evans's hand and he only turned it on us."

Chief beefs about the plan were: (1) Writer in the bottom class needs proportionately double the performances to maintain the standing that a top writer needs to maintain his.

(2) The boosting of the "super-dreadnaughts" drains off a lot of money that could be spread among the lower classes. Irving Berlin, for example, got a check reportedly in excess of \$13,000. Critics argue that the Berlins and Cole Porters should have been pegged at the old quarterly level of \$5,000, and the differential observed by dropping the rest of the writers down.

(3) The seniority has no ceiling. Many writers object to the heavy seniority payments to old, long inactive members.

(4) Most members were reduced in (See *Alley Smoulders* on page 14)

Mercury Signs Singer Daniels

NEW YORK, Oct. 21. — Mercury Records this week signed Billy Daniels to a disking pact. The singer inked a one-year deal which includes an additional year on option. Daniels in the past few months zoomed from out of nowhere into a top fight nifty talent, topped by a strong box office run at the Riviera.

Daniels has made disks before but actually hasn't been under a contract with a waxery for a number of years. His last recordings were made for Apollo. About a decade ago Daniels recorded for Bluebird Records where he was associated with a hit waxing of Diane. He will slice his first Mercury session next week.

Carle Exploits "Piano by Eye" Via TV Series

HOLLYWOOD, Oct. 21. — Frankie Carle will harness tele's sales powers to exploit his *Piano by Eye* teaching method, and this week started filming the first of a series of 10 30-minute pix at Jerry Fairbanks. Video series will be aired in towns were the Carle schools will be set up.

Carle's system is based on theory of identification. Viewers tune in the show and Carle will play a piece to demonstrate how one will be able to play it a half hour later. A special instructor then takes over. Camera will show finger movements with a complicated set-up of slanting mirrors. Viewers will be asked to follow movements with their fingers on a table.

Stafford Waxes For Two Labels

HOLLYWOOD, Oct. 21. — Jo Stafford's first recording session for Columbia this week placed her in the unique position of recording for two major labels. One of the terms under which the songbird got an early release from her Capitol contract to permit her recording for Columbia stipulated that she still wax eight sides for Capitol. Miss Stafford will have to fulfill the eight-side agreement before December 15, thereby waxing simultaneously for both Capitol and Columbia.

Mitch Miller, Columbia's artist-repertoire chief, flew to the Coast to attend Miss Stafford's first session. Thrush waxed four sides accompanied by Paul Weston's ork who had backed nearly all her sides while with Capitol. Columbia will launch an all-out promotional campaign heralding songbird's initial releases under the new banner.

Miss Stafford's first Columbia release is skedded for early November. Eight sides she will wax for Capitol will include duet numbers with Gordon MacRae, standards as well as some solos needed to round out albums started prior to her departure from the label's talent roster.

Tarzan Lured To S&S Kid Tag

NEW YORK, Oct. 21. — Tarzan has been lured from his jungle to make kiddie records for Simon & Schuster's Little Golden line. The diskery, via a newly inked deal with Edgar Rice Burroughs, creator of the Tarzan strip, has obtained disk rights to the popular character, with first disks to be released next year.

S & S has also effected a tie-in with Johnson & Johnson, makers of Band-Aids, for special merchandising of its forthcoming *Dr. Dan, the Band-Age Man* diskery. Latter is based on a Little Golden book of the same title. J & J is committed to plug the disk in national ads and also to augment its regular drugstore merchandiser racks to hold copies of the book and disk along with Band-Aids. The disk, which will appear late in January, has special music by Alec Wilder and lyrics by Marshall Barer.

S & S has also skedded a cutting of *The Noise Song*, cleffed by cartoonist Rube Goldberg.

Reps Romance \$\$\$ Making Ork Names

Carle, Jones, TD on List

NEW YORK, Oct. 21. — A flock of booking agency romances for management pacts with name crews is brewing. Prominent on the contemporary grapevine are such leading money takers as Frankie Carle, Spike Jones and Tommy Dorsey.

Newest addition to the list is Carle, whose General Artists Corporation (GAC) paper expires February 13, 1951. Reports from the Midwest have stated that Carle will take up with Music Corporation of America (MCA) following the expiration of the current contract. But Carle's rep, Warren Pearl, says that Carle has not committed himself to any management deal for the future. Pearl believes it is unlikely that Carle will make a deal with MCA, GAC or any other agency until the first of the year.

Jones, whose MCA paper ran out in mid-summer, has no deal at the moment. He has told the agents that the first booker to get him a TV deal on his terms will land the Jones organization on a term contract. Jones has been insistent on a TV package show for which he will take no less than \$25,000 per year. He also wants a weekly show which can be done on film. MCA, GAC and the William Morris Agency have all been submitting the Jones package, but with little success to date.

T. D. has been talking to GAC and other agents and has been reported on some occasions prepared to book himself following the termination of his current MCA paper, which runs out in a couple of months. General trade feeling is that MCA will land Dorsey again.

Disk Costs Up; Price Tags Lag

NEW YORK, Oct. 21. — Altho there are regulations ruling out any concerted action by diskers to raise their prices, several individual indies recently have indicated their desire to hike the tag. Citing the rise in plastic pressing costs and in paper, they maintain that it's unfair for them to absorb the loss in revenue while the distributors and dealers continue to make their normal profit.

Rising costs have taken their biggest bite in kiddisks, where several low-price labels admittedly have encountered tough sledding while enjoying unprecedented business. The 25-cent minidisks which require lavish, multi-colored labels and packages, have been operating on a break-even basis for some months, but feel they will have to raise to 29 cents if material takes any more climbs. The same holds true for the 10-inch, 49-cent kiddisks. One 49-er told *The Billboard* he would go to 59 cents one hour after his leading competitor did, but that he couldn't raise unless the other made the first move.

The top exec at a leading rhythm and blues diskery said he was looking for the opportune moment to raise his price from 75 to 85 cents, plus tax, but hoped that other indies would take the step first.

Selvin's Sallies

NEW YORK, Oct. 21. — Ben Selvin, erstwhile Coast a. and r. chief for Columbia Records, occasional gentleman farmer, quondam band leader in the halcyon days of Rector's, and now general manager of Southern Music, has moved into a new sphere of activity.

Selvin, years ago the soul of Muzak and advisor to James C. Petrillo on mechanical music, has just joined the song pluggers' union.

P.S.: The real estate baron already holds cards in Local 802 and Local 47, American Federation of Musicians.

Seek Pattern To Pay for Synch Tunes

Problem Hits TV Nets

NEW YORK, Oct. 21. — The TV networks are grappling with a new problem—setting a pattern for synch payments for tunes used in filmed TV shows. CBS and NBC reps have been having exploratory talks with Harry Fox, publishers' agent for mechanical fees, and with some leading pubbers. To date only two prerecorded TV shows are involved, CBS's Horace Heidt show and NBC's Groucho Marx show, but the networks are anticipating the possibility of a heavy filmed-program era in the future.

Heidt has been charged from \$25 to \$75 for tunes synched on his show, and the webs feel that these prices are out of line. They view a filmed TV show as the video parallel of a taped radio show, for which tunes cost only 25 to 50 cents per station, with a \$7.50 limit. Network thinking is that the tune price should be much closer to \$7.50 than \$25.

Problems of obtaining tunes for soundtracking on a Heidt-type show, a one-shot, destroyed after it is shown, have little in common with the synch question for package productions such as the Snader operation, which is based on repeated use of individual films, sold either on an open-end or library service to all comers (*The Billboard*, October 14).

Gray To Test Decca Promosh

NEW YORK, Oct. 21. — Jerry Gray's Eastern invasion trek to test the effects of the heavy disk promotion handed his crew by Decca Records has been completely set up. It will cover three weeks in November, with two of the stanzas due to be devoted to an engagement at Frank Dailey's Meadowbrook in Cedar Grove, N. J.

Gray, who will bring his regular Hollywood organization with him on the journey, will also take a pulse on theaters and one-nighters in this territory in the third week of the tour. He will play a two-day engagement at the State Theater, Hartford, Conn., and will also work four one-nighters in the New England territory. The promotional path in the East for the band is being slicked by flack Henry Okun.

PRICES RISE ON SHEET SALES

Great Dane?

NEW YORK, Oct. 21.—Sam Wigler, professional manager of Jewel Music, offers a sample of sublime optimism, Scandinavian style:

A Danish songwriter mailed a tune to the Jewel pubbery, and with it, a sliding scale of the sheet music royalties he would like in the contract. The scale covered sales from 1,100 copies up to 100 million.

Diskers, AFRA Puzzle Singer Jurisdictions

NEW YORK, Oct. 21.—An upcoming problem to be thrashed out at a meeting of diskery reps and execs of the American Federation of Radio Artists (AFRA), is the degree of AFRA's jurisdictional claim over singers on records. AFRA has claimed the jurisdiction generally, and for some months has been having exploratory talks with diskeries. The next meeting is scheduled for Wednesday (25). Prior to the scheduled meeting with AFRA, however, the diskery men will meet among themselves to try to formulate a concerted policy and perhaps arrive at a counter offer. AFRA made the first suggestion as to scales, but these were considered excessive by the diskeries.

It was stated by unofficial spokesmen of the platteries that AFRA's claim to jurisdiction would not be questioned in the event such a claim were limited to New York, Hollywood and perhaps Chicago. There's some uncertainty, he stated, as to whether AFRA wants a national contract for certain categories, or just a contract in the aforementioned key cities. Should the union want the latter, then, according to the diskeries' spokesmen, the record companies would have to consider the matter with great care.

Outside Key Areas

An obvious angle here is that singers in the key cities—Hollywood, New York and Chicago—are generally AFRA members owing to the great deal of radio work in those areas. However, much recording activity in the music business occurs outside the so-called key cities—particularly in the folk, rhythm and blues and hillbilly fields. Nashville, for folk and hillbilly; Houston, in the rhythm and blues category; Milwaukee for polkas, are a few instances.

Attending the last AFRA-diskery meeting were reps of RCA Victor, Columbia, Capitol, MGM and Mercury. Decca has remained on the sidelines.

King Makes Bid For Pop Trade

NEW YORK, Oct. 21.—King Records, indie diskery whicl. has occasionally ventured outside the confines of the rhythm and blues and hillbilly fields, is making another bid for the pop trade. Sid Nathan, King chief, and Irv Brabec, head of a record department of the Music Corporation of America (MCA), this week inked a deal whereby warbler Margaret Phelan will record exclusively for King. Three or four

Last Six Mos. Of Sheet Sales Top '49 Tally

May Marks Rise

NEW YORK, Oct. 21.—Sheet music sales during the last six months have shown a consistent increase over the same period in 1949, according to a check-up by Music Dealers' Service. The first two weeks of October were respectively about 22 per cent and 15 per cent ahead of corresponding weeks last year. September, this year, was 8 to 10 per cent above September of 1949; August was 25 per cent ahead; ditto July of this year. June of 1950 exceeded 1949's June by 10 per cent.

The upswing did not start until June. May was 10 per cent below 1949, and it was in May of 1950 that the publisher fraternity became active and set up a number of committees to hypo sheet sales. April this year was fully 60 per cent above April of 1949—but it is pointed out that this was a hangover from winter business and did not cause too much jubilation, particularly in view of the bad year in 1949.

Favorable Situation

The current picture, however, shows a generally favorable situation, even though many publishers maintain that a good portion of the percentage increases can be attributed to good standard and educational, rather than pop, sales.

The sheet music situation parallels the disk picture in the sense that a couple of tunes broke very big during the warm months. Irene, for instance, which broke in June and lasted thru the summer, is now crowding the 400,000 mark in sheet sales. It is currently selling at a weekly rate of between 15,000 and 20,000. All My Love, I Wanna Be Loved, Sam's Song, Bewitched, Mona Lisa, Third Man Theme, My Foolish Heart all created a goodly amount of summer sheet activity.

Dealers have started ordering Christmas items, but this activity is not expected to really get rolling until mid-November.

London Readies Yule Biz Hypo

NEW YORK, Oct. 21.—London Records this week broke with a one-shot special offer to dealers to hypo the Christmas sale of its 45 r.p.m. line. Dealers are offered a 15-per cent return privilege on a single order placed against the 30 presently active albums, and 24 forthcoming issues. London has packaged a number of pop-artist sets to go along with its semi-classical and longhair 45 repertoire.

Disks ordered on the deal will be shipped to distributors by November 10. The return, according to London Sales Manager Joe Delaney, will be exercisable on February 15. Only disks listed on this specific order will be honored.

more MCA-King deals are pending, involving both singers and bands.

Miss Phelan, currently playing at the Maisonette Room of the St. Regis, is pacted for one year, with a one-year option. She will do a minimum of eight sides in the first year. These will include pops and special material tunes which she has been doing at niteries.

Or Bix?

WASHINGTON, Oct. 21.—Irving and Israel Feld, owners of Super Music stores and concert bookers, apparently believe in the law of increasing returns, for a series of musical concerts at Uline Arena they opened with Ralph Flanagan's ork. For concert No. 2, it is Billy Eckstine and the George Shearing Quintet. The third booking is Sugar Chile Robinson, Louis Armstrong's All-Stars and the Elliot Lawrence ork. They haven't announced the artists for concert No. 4 yet—the Mills Brothers, maybe.

BMI Pitches Tallow for Air; Lists 88 Disks

NEW YORK, Oct. 21.—Broadcast Music, Inc. (BMI), currently in process of closing a deal for performing rights in original material recorded on Simon & Schuster's Little Golden and Caravan kidisks, is making a strong bid to make as much tallow as possible available to broadcasters.

Licensing organization has mailed a list of some 88 kidisk albums and singles to over 2,500 licensed stations. The stations may order these direct from BMI at a cost about 40 per cent less than the retail price. List includes Capitol, Mercury and Remington disks, which BMI has licensed for some time, and a new line, the Bormand Music Box Records.

A majority of kidisk material is never published, and the diskeries usually have the publication rights themselves. BMI therefore usually gets performing rights direct from the diskeries, unless as in the case of Capitol, which has Beechwood Music as a BMI pubbing subsidiary, the diskeries put the kid material into pubber affiliates.

BMI pays the diskeries for whatever performances their platters earn, as determined by BMI logging. It is estimated there are some 250 kidisk jocks on the air now (The Billboard, October 14). The earnings are usually small, of course, since kidisks, tho on the rise as broadcast material, are still a minute minority of the total disks aired. Consequently, BMI is not under pressure to make substantial advance guarantee deals with the kidiskeries; first, because the latter realize performance possibilities are limited; second, because they are aware that BMI promotes the disks for airplay, thereby stimulating record sales. For the latter reason, the companies are glad to make their products available to BMI at a good discount, which BMI passes on to the stations.

'Pacific,' 'Kate' Go 45 for Col

NEW YORK, Oct. 21.—Columbia Records, which had been venturing tentatively into 45 r.p.m. by putting out a few of their more successful recent pop singles, has taken a real plunge in releasing the original cast South Pacific and Kiss, Me Kate albums on the 45 speed.

Both have been potent LP sellers; in fact, the South Pacific LP is considered the key item in establishing the 33½ speed as a popular medium.

Pubbers Eye First Boost In Many Years

Hike Due to Production Costs

NEW YORK, Oct. 21.—For the first time in many years, the retail price of sheet music published by many firms has been hiked from 35 to 40 cents. In some instances, the publishers are printing the price on the sheet. In others, the publishers are recommending that the dealer hike the level to 40 cents, and are adding urgency to the recommendation by jacking up the wholesale price from 22 to 23 and 24 cents. Music Dealers' Service, too, is planning an increase of 2 cents. In view of the fact that many pubbers probably will raise their price from 20 to 22 cents. Sheet music purchased on the rack will therefore cost 37 cents.

The trend upward, it should be pointed out, is a series of individual actions rather than a concerted effort by the industry, and is considered necessary by many publishers in order to meet rising production costs (The Billboard, October 7). Every publisher and writer in the business is watching the outcome and in the event no strong adverse reaction is encountered, it is predicted that within a month most pop publishers will take similar action.

Here's a line-up of what's in the works:

E. H. Morris: Firm already has raised its price to the racks from 20 to 22 cents and its wholesale price from 22 to 24 cents. Morris is putting a retail price of 40 cents on copies.

Mills Music: Pubbery has taken the initial step with All My Love, hiked to 25 cents on the wholesale level.

Leeds Music: Execs stated that starting Monday (23) the retail price of It Is No Secret, the tune recently acquired from Stuart Hamblen by the firm's Duchess catalog, will be 40 cents.

Bourne: Stated it is raising prices beginning with its next plug tune, A Friend of Johnny's.

The Big Three: Do not plan to raise prices now, but will follow the trade after the first of the year.

Bregman-Vocco-Conn: Watching the trade closely, have not raised yet, but strongly in favor of doing so because of increased costs.

Music Publishers Holding Corporation: "We have always acted as an independent outlet. No change in price now. No comment on a projected rise. Stated, however, that arranging and engraving bills are up.

Chappel: Operating expenses have gone up. No price rise at this time. It is a case of "watching and waiting." Submitted the thought that possibly the publishers might still be able to absorb heightened costs.

Another indie publisher stated that starting in one week, two of his tunes would be sold for 40 cents each.

A number of important publishers flatly reject the idea of a price rise. Louis Bernstein, of Shapiro-Bernstein, stated "music is too high now. We're not increasing our price." Another large pubbery exec stated that a move to 40 cents would discourage sales. The fact that a consumer can buy three copies for \$1, he said, has sales value. "A price increase," he claimed, "is not the cure. Stop carrying those corny title pages—some pubs use the same one for many (See First Price Rise on page 53)

"One at a Time," Says Goody, As Disk Dealers Gang Up On Embattled Cut-Rater

NEW YORK, Oct. 21.—Local area disk dealers last night took the first step in an effort to clean their own houses in the matter of price-cutting. Twenty dealers, a handful of whom are among those served injunctions by Columbia Records (see other story this section), got together at the fraternal club house to discuss methods of controlling the situation as far as this may be done within the law. An attorney was in attendance.

Proceedings generally were cloaked in anonymity, with invitations extended via unsigned telegrams. No organization was formed, no officers named, and the discussion was conducted in an atmosphere of impassioned anarchy. It was observed, however, that most of the dealers present were from the mid-town area, and that most of them were concerned with the flamboyant price-cutting activity of dealer Sam Goody. Those involved in the Columbia action maintained that they had been forced to cut price because Goody had taken the initiative. A plan was "informally" adopted to invite all area dealers into what could eventually become a "formal" organization.

According to one prominent dealer,

Copyright Aces Mull UN Pact

WASHINGTON, Oct. 21.—The world's leading copyright experts gather here for a two-week session Monday (23) to put a seal of approval on the proposed global copyright pact of the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Up for discussion will be the answered questionnaires sent out to nations by UNESCO asking for comments. According to the State Department, the replies are almost unanimous in favor of calling an international convention to draft a treaty.

After the session is concluded, the experts will draw up a formal recommendation on the treaty to be presented to the director general of UNESCO. Full UNESCO approval may come early next year in time for drafting the convention in the summer of 1951. The long ratification procedure would then follow.

Report Burton Exits P.M. Biz

HOLLYWOOD, Oct. 21.—Personal Manager Billy Burton reportedly abandoned his remaining talent stable and bowed out of the p.m. field. According to reports, Burton left Los Angeles for Phoenix, Ariz., after freeing his talent properties. Burton, who is said to have opened a china shop in the Arizona city, is known to have expressed his desire to quit the personal management field. However, at press time, *The Billboard* was un-

able to confirm these reports as both his office and home phones had been disconnected.

The *Billboard* reported Burton's plan to quit p.m.'s ranks (September 16) when he released Margaret Whiting from his stable. A year ago Burton similarly released Dick Haymes. Properties remaining in his stable included Art Lund, Mary Kaye, Doris Drew, Helen Forrest and the Merry Macs.

Eckstine Signs MGM 5-Year Renewal Pact

NEW YORK, Oct. 21.—Billy Eckstine, Thursday (19), signed a renewal contract with MGM Records which diskery execs estimated could mean as much as \$1,000,000 for the warbler in the next 10 years. Signing puts to an end pitches which were made for the singer by the Decca and Victor diskeries.

The deal calls for a minimum guarantee of \$52,000 per year for a five-year period, with the warbler's income to be paid over a period of 10 years. He will still collect the MGM guarantees in the event he signs with another diskery at the end of the first five-year period. Eckstine will do a minimum of 16 sides and an album each year of the five-year paper.

The diskery will pay all costs of dates, musicians and arrangers and will also assure Eckstine of a minimum of promotion and exploitation. MGM will put on a field deejay man exclusively to service Eckstine on the road.

The deal is effective in February, 1951, the expiration date of Eckstine's current paper with the diskery. The contract was signed with Eckstine's personal manager, Milton Ebbins, and Nat Lefkowitz, of the William Morris Agency, representing the singer, and L. B. Mayer, the MGM diskery's chief; MGM Veepee C. C. Moskowitz; MGM diskery topper Frank Walker, and artists and repertoire boss Harry Meyerson representing the MGM firm.

Eckstine's disk take last year was in excess of \$100,000 and his royalties for the current year are running ahead of last year's figures.

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Counterfeit Ducats Add Sour Note to Louis Jordan Bash

CHATTANOOGA, Oct. 21.—Of the estimated crowd of 3,500 Louis Jordan fans who attended a concert-dance at the local Memorial Auditorium Tuesday (17), it was found that 168 attended on counterfeit tickets. Tommy Thompson, Audi' um manager, said that Ralph Weinburg, of Bluefield, W. Va., promoter of the Jordan appearance here, credited detective Claude Knowles with preventing usage of a large number of the counterfeit ducats, because the detective circulated so fast around the Auditorium that the salesman for the phony paper "blew."

Detective Knowles announced he would confer with FBI agents to determine whether federal law was violated, since the federal amusement tax will be lost on the bad tickets.

Weinburg told reporters "the same thing has happened to me before. . . I was stuck with about 1,100 phony tickets in Atlanta last week at a dance I promoted there." Both Thompson and Weinburg expressed hope that the FBI would enter the case because of the federal tax—25 cents on the \$1.50 tickets and the 29 cents tax on the \$1.75 ones.

AFM Upholds Ex-Red Ouster

(Continued from page 4)

was also given opportunity to clear himself before the Congressional committee or before a Pittsburgh jurist nominated by the local. The AFM says that because he allegedly did not do so and prove he quit the Communist Party, the AFM rejected the appeal.

Under the democratic processes of the AFM, Mandel can take his appeal to the floor of the union's annual convention in June of 1951.

Mandel's Slice

NEW YORK, Oct. 21.—Bennett D. Brown, attorney for Max Mandel, on behalf of his client stated that the AFM's constitution provides that only present membership in the Communist Party or in any Commie front organization, or advocacy of the use of force and violence to overthrow the American government, are reasons for expulsion from the union. He stated that Mandel testified under oath he had left the CP in September of 1948; that when he appeared before the House Committee the latter confined its questions to the period prior to September, 1948, and that the committee did not bother to ask Mandel whether he was still a Communist.

Brown said the AFM, by the expulsion, has refused to believe Mandel's sworn testimony. . . has gone back on its promise to give Mandel a fair trial. "I am inexpressibly shocked that the officers of such a great union should pander to the hysteria of our time. . ." He added he was sure the membership would attempt to rectify the matter, and that Mandel would use every lawful resource in his attempt to secure reinstatement.

ALLEY SMOULDERS

(Continued from page 12)

classification before their new checks were computed. Argument is that the pay-off should have been made based on their last ratings, thereby avoiding a kind of double jeopardy.

A few younger, more active writers were delighted to find their checks doubled and more, but they were in the minority. The prevailing mood is fear, anger and frustration, and it runs thru all strata of ASCAP.

Re-Recording Hit by Court; Favors Met

Helps ABC, CBS, Too

NEW YORK, Oct. 21.—A precedential decision which could conceivably clear up the legal aspects of dubbing and selling re-recordings on the commercial market was made by Judge Henry C. Greenberg, of New York State Supreme Court, in granting an injunction to the Metropolitan Opera Association, the American Broadcasting Company, and Columbia Records, which will enjoin the defendant Wagner-Nichols Corporation from making off-the-air recordings of Metopera shows for resale. The nature of the decision is such that it would make unlawful the sale of platters drawn from dubbed matrices as well as the merchandising of unauthorized off-the-air broadcasts.

The injunction was granted on grounds of unfair competition. The decision points out that the question of money damages is secondary, but goes on to explain that the Wagner-Nichols recordings have injured the Metopera and Columbia incomes. It is pointed out that Columbia is the Metopera licensee for operatic recordings, and that both go to extreme expense to present opera. The Wagner-Nichols recordings are classified in the decision as a product of "unethical business practices."

The decision also points up that the Wagner-Nichols recordings have held up the completion of a deal for the regular annual broadcast series of the Metopera Saturday afternoon presentations. Also pointed out in the granting of the injunction is that the unauthorized off-the-air recordings has placed in jeopardy the Columbia program for operatic recordings to be made under the diskery's license with the Met.

Goldsen Leaves Cap, Turns Pub

HOLLYWOOD, Oct. 21.—After supervising Capitol Records's music pub subsids for two and a half years, Mickey Goldsen gained his release from the diskery to return to the pub biz on his own.

Goldsen's first plug will be *Autumn Leaves*, French ballad by Jacques Prevert and Joseph Kosma, to which Johnny Mercer patterned English lyrics. While still affiliated with Capitol, Goldsen had set eight diskings of the tune. Ballad was formerly included in the Ardmore Music catalog, but now has been switched to Criterion Music, ASCAP firm solely owned by Goldsen.

Snipping of ties goes into effect immediately with Goldsen returning to his own Vine Street office (an address he retained while headquartering at Capitol) Monday (23). Goldsen will also devote his efforts to Leslie Music, the Stan Kenton firm, as well as the Tex Ritter publicties, and his own BMI firm, Atlantic Music.

Goldsen will be replaced at Capitol by Leo Harmon, a copyright attorney. Switch means Capitol will henceforth release its music thru other firms, inasmuch as it will be sans a contact man. Harmon's job will be mostly copyright clearance. Task of acquiring music properties for its catalogs will be tossed into the lap of its artist-repertoire department.

During his term with Capitol, Goldsen is credited with bringing more than 1,000 titles into the cap pub catalogs.

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MPCE Again Seeks DeeJay Contact Men Jurisdiction

NEW YORK, Oct. 21. — The Music Publishers' Contact Employees (MPCE), the songpluggers union, is making a bid for jurisdiction over deejay contact men in the employ of pubbers—the latest of several such attempts over the last few years. The MPCE council voted at a meeting this week to send out a letter to pubbers requesting that any deejay contact men working for them be asked to join the union.

The decision stemmed from a request for a ruling submitted by publisher George Weiner, who wanted to know how the MPCE would react to his putting on a record promoter in Chicago who was already doing similar work for two other pubbers. The two most important implications of extending MPCE jurisdiction are the \$75 weekly minimum salary and the restriction of pluggers to the employ of only one firm at a time. Record pluggers now work on an account basis for as little as \$25 weekly per cent, and often service several pubbers.

In addition to the union's feeling

Petrillo Hits AFL Leaders

CHICAGO, Oct. 21. — James C. Petrillo, prexy of the American Federation of Musicians (AFM) and president of the Chicago AFM local, this week showed his active political hand for a second time in four months. The AFM chief criticized heads of the other 105 American Federation of Labor unions for failure to collect adequate funds to support the AFL's political wing, Labor's League for Political Education.

Petrillo, a perennial dabbler in politics, earlier during the summer held his first meeting with leaders of traveling orks in the Chi vicinity, at which time he asked them to support the AFL political effort. He also asked for voluntary cash contributions. At a meeting held at AFM headquarters Tuesday (17), Petrillo told 40 leaders of smaller combos that his drive to obtain \$10,000 from the bigger orksters had fallen \$2,000 short and said that he felt the 40 leaders of smaller bands might make up the deficit. His pitch was for leaders also to collect from their sidemen, as was the practice in the bigger orks.

Petrillo further reported that the local had sent letters to its 13,000 members, but that the response was apathetic. He added that nationally the effort of the AFL had been weak, with the 8,000,000 AFL members contributing less than \$500,000.

Petrillo said he had been contacted by J. D. Keegan, director of the political league, concerning a nationwide junket to be made by him, contacting AFM locals to obtain funds for the league. Petrillo said he will make the trip when he hears that other AFL union execs are out collecting.

Wrong Court Motion Nixes 'Someone' Suit

NEW YORK, Oct. 21. — As a result of a motion by the Leeds Music Corporation and others, claiming lack of jurisdiction, New York Supreme Court Justice Benedict Dineen this week dismissed an action instituted by Nathaniel Elwood Reed involving alleged infringement of his tune, *Someone Like You*.

The complaint charged that Leeds, Paris Music, Inc., and Ray Ventura published a tune, *Comme Ci, Comme Ca*, which constituted an infringement on *Someone Like You*.

In dismissing the action, the court stated that copyright law confers jurisdiction on the federal courts.

that deejay contact men present a serious long-range job threat to song pluggers, with more and more pubbers favoring deejay promotion over the traditional live plug, the MPCE sees one immediate threat: many pubbers have deejay reps traveling thru the hinterlands, and there is nothing to stop these reps from contacting a band or singer working the territories.

Kassel Signs Pact To Return To MCA's Fold

CHICAGO, Oct. 21. — Art Kassel, the perennial orkster who pulled out of Music Corporation of America (MCA) three years ago after 20 years with that office, returns to that firm after December 18, according to a management pact inked here this week.

Kassel surprised the industry three years ago by moving to Mus-Art, the office started by Russ Facehine, Howie Christensen and a nucleus of other ex-MCA employees. When the Mus-Art personnel merged with GAC, Kassel moved to GAC. Kassel was an important property, especially in the lucrative Midwest one-night field, where he has built a standard name.

Kassel probably will take his usual two to three-month vacation on the Coast before starting to work with MCA sometime after January 1. He will be booked by GAC until he takes his winter hiatus on the Coast.

Spalding Signs Pact In Remington's Bid For Major Competitish

NEW YORK, Oct. 21. — Remington Records, Don Gabor's low-price LP line, last week inked famed American violinist Albert Spalding to an exclusive disk pact. Spalding, latest in a string of top or near-top names to sign with the \$1.49-\$1.99 diskery, cut the three Brahms Violin Sonatas last week accompanied by the Hungarian composer-pianist Ernst von Dohnanyi.

Remington, according to Gabor, is seeking equal recognition with the majors on the basis of its quality and name value, rather than price alone. He cited the recent signings of such names as Simon Barer, Karen Branzenell, Dohnanyi and Georges Enesco.

Remington made a couple of distributor switches this week. Douglas Distributing took over from Melody Records in New York, and Frumkin Sales took over from James Martin in Chicago.

Modern Adds 33 To LP Disk Line

HOLLYWOOD, Oct. 21. — Modern Records, rhythm and blues diskery, will add 33 $\frac{1}{2}$ r.p.m. to their present 78 and 45 r.p.m. line. Initial LP release will be composed of seven 12-inch disks.

Three of the LP's will be composed of yesteryear top sellers by eight artists. They include Pee Wee Crayton, Saunders King, Jimmy Witherspoon, Gene Phillips, Hadda Brooks, Herb Fisher, Vido Musso, Wardell Gray, Little Willie Littlefield, Roy Hawkins, Willie Jackson, Smokey Hogg, Little Esther and Jimmy Grissom. Three other waxings have tunes by Hadda Brooks, Errol Garner and Ben Pollock, while Nappy Lamare and Kid Ory each play four selections on the remaining disk. LP's sell for \$2.85.

U. S., Brazil Set Amuse. Co-Op Pact

WASHINGTON, Oct. 21. — The United States and Brazil are pledging aid to musical, theatrical and other events which promote the cultural progress of the two nations. The first bilateral cultural pact ever entered into by the U. S. was signed this week by Secretary of State Dean Acheson and the Brazilian ambassador.

The treaty, which still must be ratified by the upper houses of Brazil and the U. S., gives both countries the right to establish such agencies as musical and literary libraries, film centers and information offices. Both are called upon to encourage lectures, musical festivals and theatrical performances reflecting each other's arts, crafts and cultural achievements.

The agreement further pledges aid in promoting mutual understanding of intellectual, artistic, scientific, civic and social work. It also provides for exchanges of teachers, students and specialists between the U. S. and Brazil.

Pin Point Drive For Bing Socks Decca's Numbers

NEW YORK, Oct. 21. — Decca Records, employing a pin-point repertoire and promotion schedule, has set out on an extensive exploitation to push the wax output of Bing Crosby. Der Bingle's disk results to date this year have been below his normal impact of the past few years, and the diskery is making this over-all effort to bring Crosby at least close to his recent annual figures. The crooner's royalties for the past couple of years have run over \$600,000 per annum.

Diskery, in the past four weeks, has issued a dozen new Crosby couplings. These include some new Christmas waxings, his renditions of songs from the Irving Berlin and Frank Loesser show scores, several pops, and a group of tunes from his forthcoming flicker, *Mr. Music*.

Among the seasonal waxings is *A Crosby Christmas*, which Crosby did with his four sons and which in its first week on the market zoomed into the No. 1 selling slot among the current best selling lists for Decca. Show tunes he did include *Marrying for Love* and *The Best Thing for You from Call Me Madam*, and *If I Were a Bell* (with Patti Andrews) and *I've Never Been in Love Before* from *Guy and Dolls*. Crosby's pop efforts include a "coverage" on *Harbor Lights*, coupled with *Beyond the Reef*; *Autumn Leaves*, and *It's a Marshmallow World*, coupled with *Looks Like a Cold, Cold Winter*.

Crosby's current sales status is at its peak for the year, with his and son Gary's team effort on *Sam's Song* and *Simple Melody* still going strong and beyond the million sales mark, and his diskings of *La Vie En Rose*, *I Cross My Fingers* and *All My Love* also showing strong signs of brisk activity.

Tepper, Brodsky Quit Mills for Own Pub

NEW YORK, Oct. 21. — Sid Tepper and Roy Brodsky this week left their Mills Music writing contract deal to set up their own publishing house. The new firm is to be known as Packard Music and will be licensed thru the American Society of Composers, Authors and Publishers (ASCAP). The tunesmiths have taken space in the Brill Building.

They are working on material to be used for the new catalog. The writers have been on a term writing pact with Mills Music where they have turned out such ditties as *Red Roses for a Blue Lady* and *Thanks, Mr. Florist*.

Goody Strikes Back at Col. On Price Cuts

Charges New Allegiances

NEW YORK, Oct. 21. — The charge of "calling the kettle black" was flung at Columbia Records yesterday in an affidavit of opposition served by dealer Sam Goody. Goody, a long-time storm center on the local disk scene, is one of the 10 local dealers against whom Columbia is seeking an injunction for price cutting. The injunction issue, originally filed October 10, was skedded for argument in the New York Supreme Court Monday (23). Goody is represented by A. M. Loewenthal of the legal firm, Telsey, Loewenthal, Rothenberg and Mason. Loewenthal is a specialist in fair trade cases.

In his argument Goody charges that Columbia, in effect, "by a series of devices, has encouraged and supported him in the sale of Columbia records." He maintains the diskery was aware of his price-cutting policy all along and, in fact, cut him off several times. But he was reinstated as an account when they found they "could not do without his volume," which is quoted in the document as being in excess of \$1,000,000 a year. Columbia is further accused of switching its affections from one group of dealers to another.

Goody feels that while he was helping Columbia put over LP thru his wide-scale, cut-rate advertising, the diskery rode along with him, but now it's playing footsie with such outfits as Liberty Music Shop. He claims to have positive evidence that the latter shop has sold records at a discount. Liberty is one of the stores with whom Columbia recently established its fair trade status in accordance with this State's Feld-Crawford Act.

Goody's attorney also intends to argue that Columbia's fair trade set-up is defective due to the nature of its exclusive artists' contracts. He maintains that their records are not technically "in competition" as required by the Feld-Crawford Act.

He alleges the diskery has given advertising allowances and priorities to Liberty and Macys that have not been offered to him.

Columbia Records' President Edward Wallerstein, queried about the Goody party, declined to comment before the argument in court.

"Guys, Dolls" Album Set

NEW YORK, Oct. 21. — RCA Victor has recorded and ready for production an eight-sided album of songs from the forthcoming Frank Loesser musical show, *Guy and Dolls*. The album was done by Al Goodman, Victor's show score house man, with a group of singers including Ray Charles, Audrey Marsh and Donald Richards as well as comic Morey Amsterdam. Amsterdam is spotted doing one of the material items from the show, *Sue Me*.

Victor package is likely to be released prior to the Broadway opening of the show. Skedded opening date this week was pushed back to November 16. The legter currently is on a Philadelphia tryout run which has resulted in unanimous raves.

Decca Records has landed the show for original cast recording purposes. Contracts are not yet inked on the deal and it seems likely that Decca will not record the package until the musical reaches the S'em boards. The legter's cast includes Vivian Elaine, Robert Alda, Sam Levene, Isabel Bigley, Stubby Kaye and B. S. Pully.



with **SAMMY KAYE** 607 Fifth Avenue

Playa 3-2636 New York 17, N. Y.

York, Nebraska
October 17th.

Dear Dave,
My October 7th Billboard just caught up with me here in York and I was really thrilled to see

this →

Top "Sweet" Bands of the Year

Question . . . Which band on records in the "sweet" category do you like the most currently?

Scoring . . . Three points for 1st; two for 2d; one for 3d.

PLACE	WINNER	RECORD COMPANY	POINTS
1.	Sammy Kaye	Viktor (now Columbia)	452

Please get word to all of our Disk Jockey friends, expressing our appreciation. I am, personally, deeply grateful.

Sammy

From the desk of
DAVID KRENGEL

October 19.

Dear Sammy,

This is the best way I know to quickly say, "thanks a million" to all our Disk Jockey friends.

What you may not have noticed is the fine support they are giving your very first Columbia record... "Harbor Lights". It's already in the top 5 best sellers and still climbing.

Dave

Columbia Records

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

"DREAM A LITTLE DREAM OF ME"

7 Great Records!

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

Words & Music, Inc.
1619 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	Dee
Cap Jan Barber	Cap
Eddy Howard	Merc
Cur' Massey	Lon
Al Morgan	Lon
Denny Vaughn	Coral
Paul Weston	Coral

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

MUSIC BOURNE TO LIVE

JUST SAY I LOVE HER

JOHNNY DESMOND
MGM 10738

ABC MUSIC CORP. 109-74 Ave. NY, N.Y.

Another BMI Pin-Up Hit!
Bonaparte's Retreat

Published by Acuff-Rose
Recorded by

KAY STARR	(Capitol)
PEE WEE KING	(Victor)
GENE KRUPA	(Decca)
BUZZ BUTLER	(Columbia)
LFON McAULIFFE	(Columbia)
PHIL NAPOLEON	(Capitol)
EDDIE GRANT	(Capitol)

Exclusively licensed by
BROADCAST MUSIC, INC.

THE LITTLE GENERAL

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

RECORDED ON ALL MAJOR LABELS

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

Bibliography of Source Material for Deejays

The following is a listing of works calculated to aid the search of program material

AMONG the numerous books devoted to musical subjects, several are particularly suitable to deejay use.

The *Billboard's* own *Honor Roll of Popular Songwriters*, by Jack Burton, which has run weekly since the issue of January 8, 1949, has, according to jockey response, proven a most fertile source of continually fodder. The *Billboard's* compiled *Fifty Years of Song Hits*, last printed in the *Disk Jockey Supplement*, issue of October 22, 1949, has also proven useful. From this *The Billboard* has also compiled a listing of *Records Available on Top Hit Songs From 1900 to 1940* (*The Billboard Juke Supplement*, March 4, 1950).

BIOGRAPHIES
THE STORY OF GEORGE GERSHWIN—David Ewen. Holt.
THE STORY OF IRVING BERLIN—David Ewen. Holt.
FATHER OF THE BLUES—W. C. Handy. Macmillan.

HE HEARD AMERICA SING (Stephen Foster)—Purdy. Julian Messenger.

SWING THAT MUSIC—Louis Armstrong. Longmans.

THE KINGDOM OF SWING—Benny Goodman. Stackpole.

DEEP IN MY HEART (Sigmund Romberg)—Elliott Arnold. Duell, Sloan and Pearce.

THE INCREDIBLE CROSBY—Barry Ulanov. Whittlesey.

DUKE ELLINGTON—Barry Ulanov. Creative Age.

YEARBOOK OF POPULAR MUSIC (1943)—Paul Eduard Miller. Fernmen of POPULAR MUSIC—David Ewen. Ziff-Davis.

ASCAP BIOGRAPHICAL DICTIONARY OF COMPOSERS, AUTHORS AND PUBLISHERS. Crowell.

NOTE: Biographies of recording artists are ordinarily available on request from the record companies, booking offices, or disk promoters with whom they are associated. BMI's DISK DATA, brought up to date regularly, contains biogs of recording artists, complete with discography of their BMI song waxings.

BACKGROUND AND COLOR MATERIAL

THEY ALL SANG—E. B. Marks. Viking.

THEY ALL HAD GLAMOUR—E. B. Marks. Globe.

FROM RAGTIME TO SWING—I. Witmark and I. Goldberg. Lee Furman.

OUR AMERICAN MUSIC — John Tasker Howard. Crowell.

READ 'EM AND WEEP—Sigmund Spaeth. Doubleday.

FAMOUS SONGS AND THEIR STORIES—James J. Geller. Macaulay (1931).

STORIES OF FAMOUS SONGS (2 Volumes)—S. A. Fitzgerald. Lipincott (1901).

UNFAMILIAR STORIES OF FAMILIAR HYMNS—Wm. J. Hart. W. A. Wilde Co.

OUR TIMES—Mark Sullivan. Scribners.

A HISTORY OF MILITARY MUSIC IN AMERICA — William Carter White. Exposition Press.

HISTORY OF POPULAR MUSIC—Sigmund Spaeth. Random.

CLASSICAL AND STANDARD MATERIAL

THE VICTOR BOOK OF THE OPERAS—Bagar and Biancolli. Simon & Schuster.

MILTON CROSS' COMPLETE STORIES OF GREAT OPERAS. Doubleday.

OPERAS AND MUSICAL COMEDIES—J. Walker McSpadden. Crowell.

THE VICTOR BOOK OF SYMPHONIES — Charles O'Connell. Simon & Schuster.

THE VICTOR BOOK OF OVER-TURES, TONE POEMS AND OTHER ORC' ESTRAL WORKS—Charles O'Connell. Simon & Schuster.

THE VICTOR BOOK OF CONCERTOS—Abraham Veinus. Simon & Schuster.

THE CONCERT COMPANION (Symphonic)—Bagar and Biancolli. McGraw-Hill.

REFERENCE, DISCOGRAPHY, AND DISK EVALUATION

GROVE'S DICTIONARY OF MUSIC AND MUSICIANS—Macmillan.

INTERNATIONAL ENCYCLOPEDIA OF MUSIC AND MUSICIANS—Oscar Thompson. Dodd, Mead & Co.

ENCYCLOPEDIA BRITANICA — Encyclopaedia Britannica.

MUSIC LOVERS' ENCYCLOPEDIA —Rupert Hughes. Garden City.

THE OXFORD COMPANION TO MUSIC—Scholes. Oxford.

A DICTIONARY OF MUSICAL THEMES—Harold Barlow and Sam Morgenstern. Crown.

GRAMOPHONE SHOP ENCYCLOPEDIA OF RECORDED MUSIC. Crown.

RECORDS (1950) — David Holt. Knopf.

NEW GUIDE TO RECORDED MUSIC (1950)—Irving Kolodin. Doubleday.

ALMANACS, ETC.

THE MUSIC LOVERS' ALMANAC—Hendelson and Zucker. Doubleday.

AN ALMANAC FOR MUSIC LOVERS—Elizabeth C. Moore. Holt.

ANNIVERSARIES AND HOLIDAYS —Mary E. Hazelton. American Library Assn.

HOT JAZZ

NEW HOT DISCOGRAPHY—Charles Delaunay. Criterion.

THE JAZZ RECORD BOOK—Smith, Ramsey, Rogers and Russell. Smith & Durrell.

JAZZ CAVALCADE—Dave Dexter Jr. Criterion.

INSIDE BE BOP—Leonard Feather. J. J. Robbins.

SHINING TRUMPETS, A HISTORY OF JAZZ—Rudi Blesh. Knopf.

WE CALLED IT MUSIC—Eddie Condon. Holt.

MR. JELLY ROLL—Alan Lomax. Duell, Sloan & Pearce.

FOLK MUSIC

AMERICANS AND THEIR SONGS—Frank Luther. Harper.

AMERICA SINGS — Carl Carmer. Knopf.

CHILDREN

THE CHILDREN'S RECORD BOOK —Barbour and Freeman. Durrell.

GAMES, ETC.

THE OPERA QUIZ BOOK—Current Books.

THE VICTOR BOOK OF MUSICAL FUN—Ted Cott. Simon & Schuster.

UTILITY MUSIC GUIDE

BMI — RECORDED BRIDGES, MOODS, INTERLUDES—Broadcast Music, Inc.

PITTSBURGH, Oct. 21.—University of Pittsburgh's new album of records, *Songs of Pitt*, is being well received, reports William F. Salbach, assistant to the dean of men, who is receiving mail orders for the album.

Dr. Clarence S. Davis, Pitt dentist, '16, who played with the Pittsburgh Symphony Orchestra for four years, reported "these records are not amateur productions."

Pitt songs—Panther Song, Hail to Pitt, Victory Song and Alma Mater—were performed by the university band and the men's glee club and recorded by RCA Victor.

Songs of Pitt is a three-record album (\$3.50) of 10-inch unbreakables.

Kiddle Sales Stimulators...

good, low-cost give-aways build extra sales and profits.

Be sure to check the MERCHANDISE SECTION beginning on page 85, this issue

A RAINY DAY REFRAIN

(Oadim Dadom Dadim Dadom)

Recorded by

MINDY CARSON (Victor)

THE ANDREWS SISTERS

with GUY LOMBARDO (Decca)

ARTHUR GODFREY with

MARY MARTIN (Columbia)

DON RODNEY (Coral)

LEDS MUSIC CORP.

RKO Bldg., Radio City, New York

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.

RECORD DEALERS!

Make Extra Dollars

in Record Sales

at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real asset for extra record sales and profits—and at a low cost of only 25c a week!

You get an eye-catching, attention-getting, full-color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The *Billboard* Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the top-ten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple... easy to handle... low in cost... a real extra salesman who really sells.

Try The Honor Roll of Hits Poster Service right now! You'll find yourself using them in all your record booths, on your counter and even in your show windows because they pay off and PAY OFF BIG!

USE THE COUPON TODAY

YERMIE STERN
545 FIFTH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my \$1 which I understand covers the first four weeks' service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME

STORE

ADDRESS

CITY STATE

POTENT PETTY PLATTERS!



FRANK PETTY TRIO

plays

**I TORE UP YOUR PICTURE
WHEN YOU SAID GOOD-BYE
SAVE YOUR SORROW**

Available 2 Record Speeds
78 RPM—MGM 10793 • 45 RPM—MGM K10793

**AT SUNDOWN
BLESS YOUR HEART**

Available 2 Record Speeds
78 RPM—MGM 10735 • 45 RPM—MGM K10735

LEO TAKES OVER BROADWAY!

GUYS AND DOLLS

CALL ME MADAM



BILLY ECKSTINE

I'LL KNOW
I'VE NEVER BEEN IN LOVE BEFORE

Available 2 Record Speeds
78 RPM—MGM 10825 • 45 RPM—MGM K10825



JOHNNY DESMOND

A BUSHEL AND A PECK

Available 2 Record Speeds
78 RPM—MGM 10800 • 45 RPM—MGM K10800



ART LUND

IF I WERE A BELL

Available 2 Record Speeds
78 RPM—MGM 10826 • 45 RPM—MGM K10826



RUSS CASE

and his Orchestra
MARRYING FOR LOVE
Vocal by Jack Carroll
IT'S A LOVELY DAY TODAY
Vocal by Bonnie Lake and Jack Carroll
MGM Non-Breakable 10833

YOU'RE JUST IN LOVE
Vocal by Jack Carroll and Cece Blake
THE BEST FOR YOU IS ME
Vocal by Cece Blake
MGM Non-Breakable 10845



JUDY VALENTINE

(Dance To The Music Of)
THE OCARINA

MGM Non-Breakable 10828

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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

YES! M-G-M RECORDS ARE BETTER THAN EVER.....

MUSIC—AS WRITTEN

Rainbow Diskery Adds Regulars

Rainbow Records, headed by Eddie Heller, this week added several new regulars to the label's roster. Sally Starr, Philadelphia hillbilly thrush, who is a deejay on WJMJ signed with the diskery, as did Dick and Don, organ-piano-vocal duo. Heller also pacted Ted Steel to cut several sides with Eddie (Piano) Miller.

British Technical Expert Studies Vinyl Pressing Here

Stanley Mottram, technical service manager of British Geon, is in this country for a month to study domestic vinyls and pressing methods. Geon, partially owned by the Goodrich Rubber and Chemical combine, is the sole supplier of vinyl-type plastic for phonograph records in England. English Decca, producer of London disks for the U. S., is the only vinyl user there at present, being the sole diskery to issue LP platters.

Toronto Book Sellers Plug British Jazz Disks

Importation of English jazz records is being emphasized by W. H. Smith & Son, English booksellers, in their first record outlet in Toronto. Firm recently opened its first Canadian store after opening some 1,400 branches all over Europe, with their greatest proportion in England during the past 150 years. The record department here is under the management of Allen Pringle.

New York:

London thrush Kay Armen is at the Oriental, Chicago, for two weeks. . . . London administrative head Lee Haristone visited the diskery's factory branch in Cincinnati, and new London distrib in Cleveland and Pittsburgh last week. . . . Producer-Personal Manager Maurice Duke, of Hollywood, who recently married Evelyn Williams, is moving to New York. . . . Ralph Peer, head of the Peer-Southern Music combine, due in New York Monday (23) to help tee off the new regime of General Manager Ben Selvin. . . . Harry Zekser, who acted as Chicago manager of the Metropolitan Opera Company during its season in that city last year, will perform the same function this year for the New York City Opera Company. . . . Edward B. Marks Music is publishing a series of arrangements of catalog standards for piano by Skitch Henderson. Seven have already been issued, with more to come.

Al Lerner, accompanist for Dick Haymes, has inked a BMI writing pact. . . . Percy Faith, adept at classy string orking, has waxed a pair of Gaelic gang tunes under the name Percy Faith and His Shillelagh Singers. . . . Mel Torme opens at the Shamrock, Houston, Tuesday (24). . . . Nat Cole and trio return from Europe Saturday (28) via the Queen Mary. . . . Peggy Lee and husband, Dave Barbour are here for the Ed Sullivan and Arthur Murray TV shows. . . . Thrush Cathy Mastice has been signed to wax several sides for Victor.

Tunesmith Abel Baer is recuperating from an operation at Park East Hospital. . . . MPCE, the contact men's union, is raffling six TV sets for the union's relief fund. Drawing will be held December 7. Leo Diston is supervising the raffle. . . . Jimmy Rushing and his new little band of ex-Basiettes have inked a National Records pact, booking thru Shaw Artists. . . . The Joe Morris combo, also booking thru the Shaw agency, goes into the Apollo Thursday (26). . . . Ray Robbins ork debuts at the New Yorker Hotel, November 15.

Wally Schuster has joined Maypole Music as a contact man. . . . Abe Glaser is Coast rep for Miller Music, not J. J. Robbins as reported in this column last week. . . . Aaron Siegel and Murray Albert have formed a personal management partnership. Among their clients are the Szony's and Bradford and Romano. . . . Ned Harvey's ork opens the Paradise, formerly Bop City, Thursday (26).

The last set of Jimmy Dorsey's ork on his opening night (16) at the Hotel Statler proved to be the evening's tantalizer as J.D. managed to get his brother, Tommy, Woody Herman and Bobby Sherwood to climb aboard the bandstand to join him for a free-wheeling two-beat jam session thru "Muskrat Ramble" and "Honeysuckle Rose." . . . Thrush Patti Page, who seems to have made a successful thing of the formula, sliced another duet with herself for Mercury with "Tennessee Waltz," last year's country hit, serving as the material. . . . Warbler Bill Farrell was in town last week en route to an engagement at the Latin Quarter nitery in Boston beginning Sunday (22).

Decca has blended a trio of "Grand Ole Opry" country stars for a rush diskings of the Eddy Arnold hit waxing of "Lovebug Itch." The threesome includes Red Foley, Ernest Tubb and Minnie Pearl. . . . Decca Prexy Milton Rackmil and the label's longhair repertoire and kidslid boss, Sy Rady, return from a European trip this week. . . . Deejay Martin Block is making a stab at reactivating his music publishing interests by stirring up a revival of his hit ballad of the early 1940's, "I Guess I'll Have To Dream the Rest." So far there are new waxings of the ditty by Frank Sinatra on Columbia and Andy Russell on Capitol.

Chicago:

Freddy Nagel, MCA orkster, has purchased a 1,400-acre ranch in the mountains near Las Vegas. He will reform his band in Hollywood soon, following a six-month vacation. . . . Johnny King, GAC act booker here, has switched to WGN-TV, where he is in production. His first assignment is the Al Morgan Monday-nighter on the DuMont web. . . . Sam Suber, excc of the New York local of the American Federation of Musicians, in town last week conferring with James C. Petrillo. . . . Mercury Records working out a new rack set-up to market their LP longhair classics series. . . . Dick Bradley into New York to cut the Bernie Mann band out of Port Washington, N. Y. Ork's Tower Disks will be out in a month. . . . Doc Chinn well on the way to recovery after suffering a heart attack. Chinn held pakver last week with Otto Weber at St. John's Hospital, Fargo, N. D., where he is confined. The NBOA prexy intends to conduct his business from his hospital room.

Lawrence Duchow has added vocalist Danny Ryan, ex-Ted Weems and WSM, Nashville, warbler. . . . The Nebraska ballroom ops held a State meeting Monday (16) at Grand Island. Ops heard a recap of the recent convention of the National Ballroom Operators' Association, as well as talks by Joe Malec, Peony Park, Omaha, and Tom Roberts, NBOA legal counsel. . . . Mort Shaeffer, the local music copyright attorney, has been appointed chairman of the copyright committee for the American Patent Attorneys' Association for the coming year.

Philadelphia:

New Swing Club, inviting dancers with juke box music on weekday nights, adds George Sommers for the live music-making on Saturday nights. . . . Pat Dennis locates his novelty crew at Abe's Cafe, Bellmawr, N. J., making it continuous dance music with Jack Hansbury and His Six Men of Rhythm. . . . Up from an Atlantic City summer season, Lenny Herman returns to the Hotel Warwick. . . . Oscar Dumont, holding forth at the Sunset Beach Ballroom at near-by Almonesson, N. J., goes under the managerial wing of the William Honey Agency here. . . . Jack Verna is back for another season at the CR Club.

Musicians' Union Local 77 has passed regulations carrying all members inducted into the service dues free as long as they are in uniform. . . . Pianist-singer Danny Turner returned to Baggy Hardiman's Kings, opened at Carver's Bar. . . . Cortez Columbo wields the wand over the bandstand at the Embassy Club. . . . Songwriter Clay Boland, who was a lieutenant commander in the last war, was called back into service by the navy.

Myers Music gets three labels to introduce its new plug tune, "I'm Gonna Dry Ev'ry Tear With a Kiss," by Bill Borrelli Jr. and Max Spickol, with Mac McGuire on Capitol, Bill Haley on Atlantic and Charlie Stone on Mercury Records. . . . Slim Harris, who has his own instrumental-vocal trio here featuring the Western rhythms, joined up with Blue Barron for a MGM record session that had him singing for three of the sides. . . . Freddie King, who handled disk jockey record promotions for RCA Victor until a few years ago, takes over the house manager role at the Celebrity Room, one of the town's top supper rooms. . . . James (Coatesville) Harris, drummer boy last with Louis Armstrong, will shake himself from Sax Gill's unit to head one of his own.

Maestro Norman Black, long identified with WFIL, has taken a seat in the fiddle section of the Philadelphia Orchestra. . . . Rumba bandsman Arnold Croce has signed with Rainbow Records to lead a swing unit. . . . Russell (Big Chief) Moore back in town with his Dixieland band at the Club Orchid. . . . Hazel Scott will make her local vaude debut at the Earle Theater November 17. . . . The Ken Moore Karavan returns dancing to Lit Hall. . . . Squire's Club reopens as a dancery with Simmer's Esquires Orchestra. . . . Walt Jeffreys, after summering with a Meyer Davis unit, is back at the piano bench at the Tabu Supper Club. . . . Bassist Herbert Gordoy leaves town to join up with Tiny Grimes at the Piccadilly Club, Newark, N. J. . . . Trumpeter-maestro Charlie Gaines Jr., seriously ill at Mercy-Douglass Hospital. . . . Local 88-er Johnny Acea, who recently left Dinah Washington, came back to town with Illinois Jacquet. . . . Jazz Guid again staging Sunday afternoon jazz concerts at Reynolds Hall. . . . Saxist Johnny Coltrane and drummer Charles (Spec) Wright left Harry Polk's crew to rejoin Dixie Gillespie on the West Coast.

Hartford, Conn.:

General Artists Corporation (GAC) is lining up one-nighter tours for Ralph Flanagan surrounding his January 23-February 3 stand at the Hollywood Palladium. Into Los Angeles, Flanagan will take the Texas route, and following the Palladium run, will swing up into the Northwest and then head east via Salt Lake City. . . . It's Paul Negro (and not Larry Maddi) inked by Capitol for album waxings. . . . There's an error in label credit on Capitol's Stan Kenton-Nat Cole "Orange Colored Sky" duo. Label lists Frank Loesser as tune's penman. Actually, song was clefted by Milton De Lugg and William Stein, but was pubbed by Loesser's firm, Frank Music. . . . Harry James, currently on a six-week one-nighter swing thru the Midwest, inked Jan Stewart as band vocalist. Ben Lieberman, local clarinet player, has left for Israel on a visit. Pee Wee Gherlone, member of the army reserve corps, has been marking time prior to being recalled to active service. Meantime, he's reformed his band, which is playing at El Morocco. . . . Laura C. Gaudet, the soprano, has been named soloist, choir director and organist at St. Patrick's Church, Thompsonville, Conn. She recently returned from an extensive concert tour thru Canada.

The Compounce Ballroom, Bristol, Conn., has concluded its warm weather dance season. . . . Walt Jaworski and his orchestra are booked into the Princess Ballroom, Rockville, Conn., for Polish-American dancing Saturday nights. Top admission is 75 cents.

Detroit:

John Dobranich, owner of the Zora Record label, is resuming active cutting in the Serbian-Croatian specialty field this fall in order to have new numbers on the market for Christmas. . . . Johnny Knapp, who is opening at the Town Pump, has the vocals on the new Serenade Records release, "What's the Use of Dreaming," which is being billed for hit possibilities by WSPD disk jockeys Les Dana and Frank Venner.

**OUT
NEXT
WEEK...**



The Billboard
in its new,
modern,
tabloid-size
newspaper
format

THE SONG THAT STOPPED THE SHOW!!!

ROW

SEAT

A

IMPERIAL
THEATRE

FIRST
WEEK



RESERVED CIRCLE
Call Me Madam

YOU'RE
JUST
IN LOVE

IRVING BERLIN'S TOP
"CALL ME MADAM" HIT!



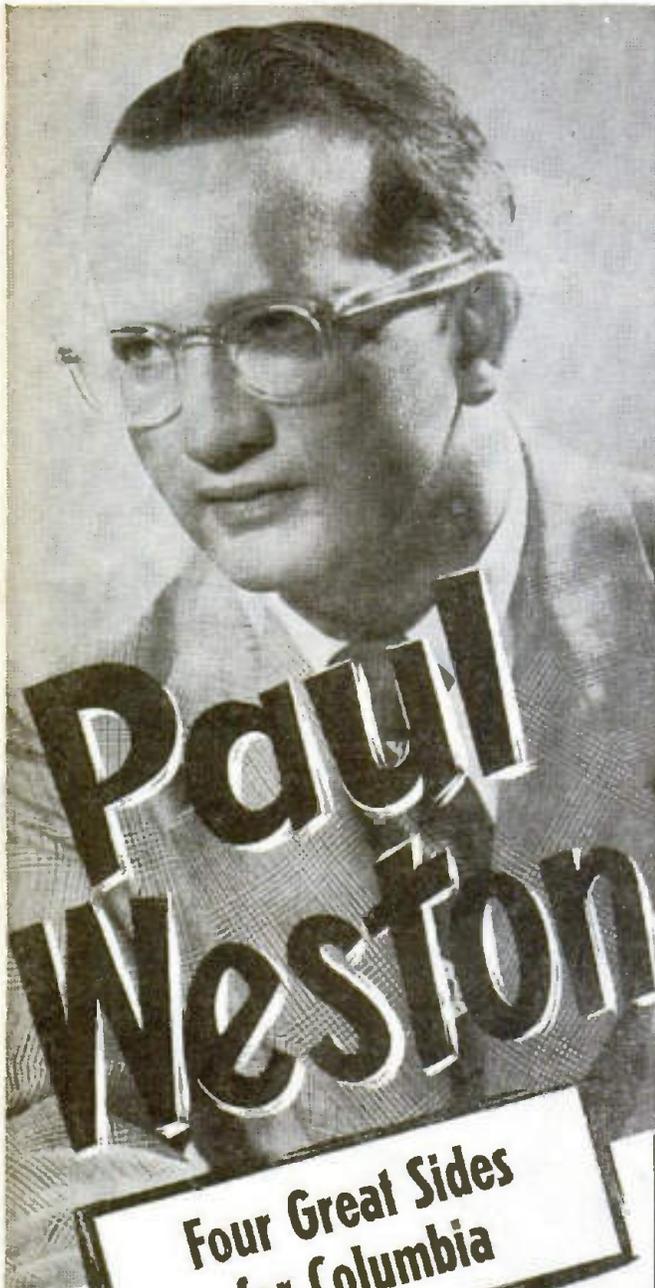
Perry Como
and **THE FONTANE SISTERS**



RCA VICTOR Records

78 rpm—20-3945 • 45 rpm—47-3945





Paul Weston

Four Great Sides for Columbia

**Nevertheless
and
Beloved Be Faithful
So Long Sally
and
These Foolish Things**

The Billboard MUSIC POPULARITY CHARTS
Part I
The Nation's Top Tunes

Based on reports received last three days at **Week Ending October 20**
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 Charts.

HONOR ROLL OF HITS
(Trade Mark Reg.)

This Week Last Week
By Muddle Ladbetter and John Lomax 1
Published by Spencer (BMI)

1. GOODNIGHT, IRENE

Records available: J. Allison, Cap 1122; Alexander Brothers, Mer 5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 40167; J. Shook-D. Dillard-D. Dradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38992, 43310718; O. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Lou-Belly, Atlantic 917; M. Mullican, King 806; G. Aultry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Belts Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3201.
Electrical transcription libraries: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Brito, Associated.

2. HARBOR LIGHTS

By Jimmy Kennedy and Hugh Williams
Published by Chappell (ASCAP) 4
Records available: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 39893; S. Kaye, Col 39963; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5469; T. Papa Ork, Tower 1468; Shep Fields Ork, MGM 10823.
Electrical transcription libraries: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus.

3. MONA LISA

By Jay Livingston and Ray Evans
Published by Famous (ASCAP) 2
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 819; V. Young Ork, Dec 27940; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wexley, Cap, 1151; R. Flanagan, V 20-3888; "Tex" Texas Tyler, 4 Star 1514; F. Cully Ork, Atlantic 918; S. Jaworski-Harmony Belts Ork, Ona 766.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.

4. ALL MY LOVE

By Paul Durand, Mitchell Parrish and Henri Contet
Published by Mills (ASCAP) 3
Records available: M. Bebbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 39913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 39918; E. Grant, Cap 1183; G. Lombardo, Dec 27110; P. Page-M. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006; J. Francois, Polydor-Vox 560.095
Electrical transcription libraries: Allan Holmes-Johnny Convo, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman Muzak; Henry Jerome Lang-Worth

5. CAN ANYONE EXPLAIN

By Bennie Benjamin and George Weiss
Published by Valando (ASCAP) 6
Records available: R. Anthony Ork, Cap 1133; Ames Brothers, Coral 60253; S. Churchill, Arco 1259; V. Damone, Mer 5474; L. Green-The Moneydreamers, V 20-3902; D. Haymes, Dec 27161; A. Morgan, London 766; H. Ranch Ork, MGM 10773; 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.

6. PLAY A SIMPLE MELODY

By Irving Berlin
Published by Irving Berlin (ASCAP) 5
Records available: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-654; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Carter Ork-R. Charles Quartet, Admiral 1016.
Electrical transcription libraries: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

7. LA VIE EN ROSE

By Pierre Louiguy and Mack David
Published by Harms, Inc (ASCAP) 8
Records available: L. Armstrong, Dec 27113; D. Bradley, Coral 60241; D. Crosby, Dec 27111; R. Flanagan Ork, V 20-3899; G. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-580; G. Lombardo, Dec 27127; M. (Arrow, MGM 30227; T. Martin, V 20-3819; Melachrine Strings, V 20-3839; N. Morales, Dec 2133; E. Plaf, 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; J. Francois, Polydor-Vox 560.062
Electrical transcription libraries: Skinny Ennis, Standard; Glenn Osser Ork, Thesaurus; Claude Gordon Ork, Capitol; Novatime Trio, Thesaurus.

8. SAM'S SONG

By Jack Elliot and Lew Quaid
Published by Sa Weiss (ASCAP) 7
Records available: J. "Fingers" Carr, Cap 962; G. & B. Crosby-M. Matlock's All Stars, Dec 27112; H. Geller Ork-The Tune-Timers, Mer 5450; F. Harper-M. Klein's Dixieland Band-Four Hits and a Miss, Col(78)38976, (33)1-675; C. "Shanty" Hoagan-B. Wayne J. Plets Ork, London 693; F. Martin Ork, V(45)47-3798; Melodeons, MGM 19783; L. Noble, Coral 60250; V. Young Ork, Dec 27033.
Electrical transcription libraries: Bob Crosby, Standard; Dick Jurgens, Associated; Chuck Foster, Lang-Worth.

9. BONAPARTE'S RETREAT

By Pee Wee King
Published by Acuff-Rose (BMI) 9
Records available: G. Krupa, V(78)20-3766, (45)47-3766; L. McMilliffe, Col(78)20776, (33)2-664; P. Napoleon, Col 38891; K. Starr, Cap(78)936, (45)F-936; D. Butler, Dec 46209; Pee Wee King, V(78)21-0112, (45)48-0114; E. Grant, Cap(78)1158, (45)1158; Tommy Jackson, Mer 6200.
Electrical transcription libraries: Jack Rivers, Standard.

10. OUR LADY OF FATIMA

By Gindy Gollabon
Published by Robbins (ASCAP) 9
Records available: T. Bennett, Col 39926; F. Elliott, London 752; R. Foley-A. Kerr Singers, Dec 14826; Frisking Sisters, King 15057; R. Hayes-K. Kallen, Mer 5464; D. Kersey-G. Jenkins Ork, Dec 27286; K. Roberts, Coral 60053; S. Sweetland, MGM 10737; L. Vincent, Pearl 600; Phil Spitalny, V 20-3920.
(No information on electrical transcription libraries available as The Billboard goes to press.)

WARNING!
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This week's

New Releases

... on RCA Victor

Release 50-43

Ships Coast to Coast, Week of October 29

POPULAR

FRANKIE CARLE and His Orchestra

The One Finger Melody
The Winter Waltz
20-3952—(47-3952)*

RALPH FLANAGAN and His Orchestra

Halls of Ivy
Oh, Babe!
20-3954—(47-3954)*

EDDIE FISHER with HUGO WINTERHALTER'S Orchestra

You Love Me
When You Kiss a Stranger
20-3955—(47-3955)*

FRAN WARREN with Hugo Winterhalter and His Orchestra

I'll Know
Stranger in the City
20-3956—(47-3956)*

LARRY GREEN and His Orchestra

I Don't Mind Being All Alone
I'm in the Middle of a Riddle
20-3957—(47-3957)*

POLLY BERGEN

Just the Way You Are
I Put My Head in the Lion's Mouth
20-3958—(47-3958)*

COUNTRY

HANK SNOW (The Singing Ranger)

The Golden Rocket
Paving the Highway With Tears
21-0400—(48-0400)*

WESTERN

ROY ROGERS and DALE EVANS

Yellow Bonnets and Polka Dot Shoes
No Bed of Roses
21-0399—(48-0399)*

RHYTHM

BIG JOHN GREER and The Rhythm Rockers

Red Juice
Big John's a Blowin'
22-0104—(50-0104)*

POP-SPECIALTY

LAWRENCE DUCHOW and His Red Raven Orchestra

Holka Polka
Come Wet Your Mustache With Me
25-1178—(51-1178)*

445 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)*
- \$ I'm Movin' On**
Hank Snow 21-0328—(48-0328)*
- \$ A Bushel and a Peck**
Perry Como and Betty Hutton 20-3930—(47-3930)*
- \$ Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Choir... 20-3920—(47-3920)*
- \$ Mr. Touchdown, U. S. A.**
Hugo Winterhalter and his Cheering Section ... 20-3913—(47-3913)*
- \$ Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork and Chorus 20-3901—(47-3901)*
- \$ Patricia**
Perry Como 20-3905—(47-3905)*
- \$ Molasses, Molasses**
Spike Jones and his City Slickers 20-3939—(47-3939)*
- \$ The Love Bug Itch**
Eddy Arnold 21-0382—(48-0382)*
- \$ Harbor Lights**
Ralph Flanagan 20-3911—(47-3911)*
- \$ Sleigh Ride**
The Three Suns 20-3924—(47-3924)*
- \$ A Rainy Day Refrain**
Mindy 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.

- ★ Could Be**
Vaughn Monroe 20-3916—(47-3915)*
No. 7 Disc Jockeys Pick, Billboard, October 21
- ★ I Need You So**
Don Cornell-Hugo Winterhalter 20-3884—(47-3884)*
No. 28 Disc Jockey List, Billboard, October 21
- ★ Can Anyone Explain**
Larry Green 20-3902—(47-3902)*
No. 28 Disc Jockey List, Billboard, October 21
- ★ She's a Lady**
Perry Como-Betty Hutton 20-3930—(47-3930)*
No. 8 Disc Jockeys Pick

TIPS MOMMY, WON'T YOU BUY A BABY BROTHER?
Spike Jones 20-3934—(47-3934)*

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."

Runaway Release!

SAMMY KAYE'S



"The ONE ROSE"

PAIRED WITH "STRANGERS"

Columbia Record 39007,
7-inch LP 1-837
or 45 rpm Record 6-837

COLUMBIA RECORDS
For Uninterrupted Listening Pleasure

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

PART II

Based on reports received last three days of Week Ending October 20



BEST-SELLING SHEET MUSIC

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

POSITION				Publishers
Weeks to date	Last This	Week	Week	
15	1	1.	GOODNIGHT, IRENE (R)	Spencer
20	2	2.	MONA LISA (F) (R)	Famous
13	3	3.	LA VIE EN ROSE (R)	Harms
4	4	4.	HARBOR LIGHTS (R)	Chappell
8	5	5.	ALL MY LOVE (R)	Mills
5	6	6.	OUR LADY OF FATIMA (R)	Robbins
8	7	7.	CAN ANYONE EXPLAIN? (R)	Valando
6	11	8.	THINKING OF YOU (F) (R)	Remick
2	18	9.	AN ORANGE COLORED SKY (R)	Frank
17	9	10.	PLAY A SIMPLE MELODY (R)	Berlin
16	12	11.	SAM'S SONG (R)	Sam Weiss
3	8	12.	NEVERTHELESS (F) (R)	Chappell
10	10	13.	BONAPARTE'S RETREAT (R)	Azzur-Rose
2	13	14.	PATRICIA (R)	Bregman-Vocco-Corn
2	—	15.	MOLASSES, MOLASSES (R)	Essex

ENGLAND'S TOP TWENTY

POSITION				English	American
Weeks to date	Last This	Week	Week		
13	3	1.	SILVER DOLLAR	Pic Music, Ltd.	Hamshire House
4	2	2.	GOODNIGHT, IRENE	Leeds	Spencer
7	4	3.	MONA LISA	New World	Famous
11	3	4.	HAVE I TOLD YOU LATELY?	Leeds	Duchess
9	5	5.	SAM'S SONG	Sterling	Sam Weiss
10	7	6.	IF I WERE A BLACKBIRD	Box & Cox	Leeds
19	6	7.	BEWITCHED	Chappell	Chappell
20	10	8.	DADDY'S LITTLE GIRL	Yale	Bacon
10	9	9.	ONCE IN A WHILE	Magna	Miller
11	8	10.	SENTIMENTAL ME	Cinephonic	Kruegerbocker
15	12	11.	IF I LOVED YOU	Williamson	*
6	11	12.	ASHES OF ROSES	Campbell-Connelly	*
5	14	13.	TZENA, TZENA, TZENA	Leeds	Copyright in dispute
5	15	14.	I ONLY HAVE EYES FOR YOU	Feldman	Remick
4	13	15.	COUNT EVERY STAR	Imperial	Paaton
28	16	16.	MY FOOLISH HEART	Sun	Santly-Joy
24	17	17.	QUICKSILVER	W. H. Morris	W. H. Morris
1	—	18.	JIMMY BROWN SONG	Three Bells	Southern
21	—	19.	DEARIE	Campbell-Connelly	Laurel
13	—	20.	YOUR HEART AND MY HEART	Lawrence Wright	*

*Publisher not available as The Billboard goes to press.

The NEW Billboard SUBSCRIPTION ORDER FORM



The Billboard PC-10-28

2160 Patterson Street
Cincinnati 22, Ohio

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

Name _____ \$10 enclosed

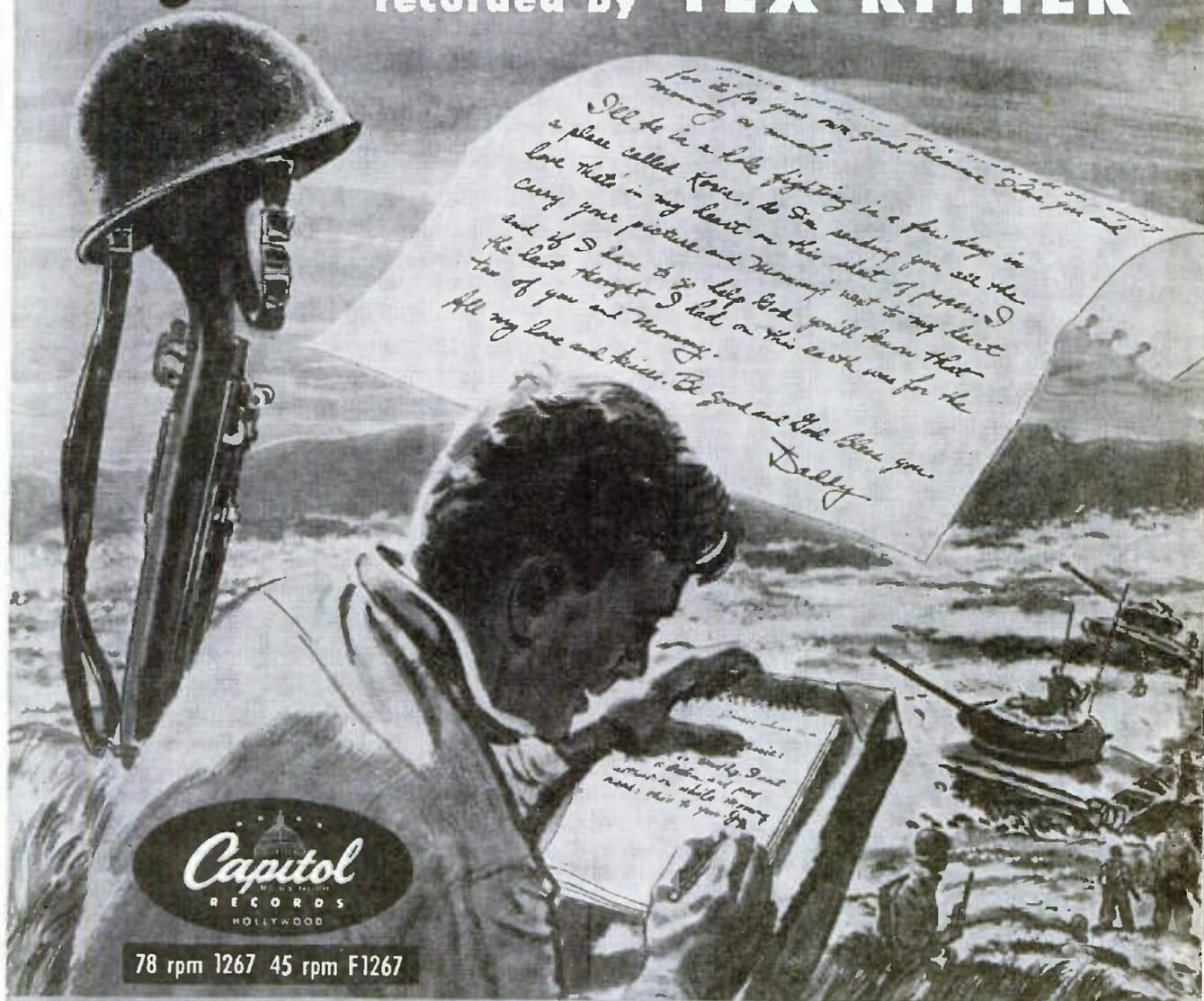
Address _____ Bill me

City _____ Zone _____ State _____

Profession or Business _____

Daddy's last letter *

recorded by **TEX RITTER**



Capitol
RECORDS
HOLLYWOOD

78 rpm 1267 45 rpm F1267

* Pfc. John J. McCormick's last letter to his family. McCormick gave his life at the Korean front. This is the letter you read in your daily newspaper and which has gained nationwide fame.

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending October 20



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, This, to date, Week, Week, Record Title, Artist, Label, Copyright. Includes records like 'ALL MY LOVE', 'MONA LISA', 'HARBOR LIGHTS', etc.

Vox Jox

PREEMS . . . Bob Larsen, WEMP, Milwaukee, appeared on CBS's "ABC's of Music" show last month. . . Stephen Paul, music director of WLEC, Washington, tees off his own 15-minute show this month, tagged "Piano Portraits."

At the same time, Jones is studying for his degree in radio at the University of Texas. . . Bob Marshall, WGBS, Miami, has resumed his daily review of best-selling disks, tagged "Today's Top Five."

SPONSOR TALK . . . Ray Sherman, WLEC, Sandusky, O., landed 13 weeks with Anacin. . . Mary Dee, WHOD, Homestead, Pa., is doing 26 weeks of plugs for Amono-Veas and 13 weeks for Beacon Television on a 15-minute-daily basis.

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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

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

Table listing songs with greatest radio audiences, including 'All My Love', 'Mona Lisa', 'Harbor Lights', 'Simple Melody', 'Goonight, Irene', 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 'All My Love', 'Mona Lisa', 'La Vie En Rose', 'Dream a Little Dream of Me', etc.

Hep to Hot Novelties?

Gander the Gimmicks in the

MERCHANDISE SECTION

beginning on page 85, this issue

UNDISPUTABLY

America's Number One

INTERPRETER

Of Modern Music

FRANKIE

LAINÉ

The first time in his record activity

A DOUBLE HIT!

"Dream A Little Dream"

and

"Music Maestro, Please"

MERCURY 5458 45 RPM • 5458X45



Available for Delivery at All Times, the Greatest Standard Catalog of any Individual Recording Artist

- | | |
|---|--|
| A-22 Frankie Laine Sings | 5096 But Beautiful
I've Only Myself To Blame |
| T026 Black And Blue
Wrap Your Troubles In Dreams | 5105 I'm Looking Over A Four Leaf
Clover
Mandy Again |
| 1027 Blue Turning Gray Over You
On The Sunny Side Of The
Street | 5114 That Ain't Right
Hey I Never Love Again |
| 1028 I Can't Believe That You're In
Love With Me
West End Blues | 5130 Put 'Em In A Box, Tie 'Em
With A Ribbon
Baby Don't Be Mad At Me |
| A-81 Frankie Laine | 5143 All Of Me
When You're Smiling |
| 1178 I'm In The Mood For Love
Chorus I Love You | 5158 Ah, But It Happens
Hold Me |
| 1179 You're Wonderful
Exactly Like You | 5174 Singing The Blues
Thanks For You |
| 1180 Rockin' Chair
Till We Meet Again | 5177 Tora Tolora Tola
Old Fashioned Love |
| 5003 Ain't That Just Like A Woman
September In The Rain | 5227 If Only Happens Once
Rosetta |
| 5007 By The River Sainte Marie
That's My Desire | 5243 Don't Have To Tell Nobody
I Wish You Were Jealous Of Me |
| 5018 A Sunday Kind of Love
Who Cares What People Say | 5275 Sweet Talk
September In The Rain |
| 5028 I May Be Wrong
Stay As Sweet As You Are | 5293 Georgia On My Mind
You're Just The Kind |
| 5048 All Of Me
Mam'zelie | 5301 Be Bad Susken Here
Nevertheless |
| 5059 By The Light Of The Stars
Kiss Me Again | 5311 My Own, My Only, My All
Now That I Need You |
| 5064 Put Yourself In My Place Baby
Two Loves More I | 5316 That Lucky Old Sun
I Got Sentimental Over Nothing |
| 5091 Shine
We'll Be Together Again | |

- | |
|--|
| 5332 Waiting At The End Of The
Road
Don't Do Something To Some-
one Else |
| 5345 Mule Train
Carry Me Back To Old Virginney |
| 5355 God Bless The Child
Don't Cry Little Children,
Don't Cry |
| 5358 Saton Wears A Satin Gown
Baby Just For Me |
| 5363 The Cry Of The Wild Goose
Black Lace |
| 5390 Swamp Girl
Give Me A Kiss For Tomorrow |
| 5421 Stars And Stripes Forever
Thanks For Your Kisses |
| 5442 I Love You For That
If I Were You Baby, I'd
Love Me
(Duet with Patti Page) |
| 5458 Dream A Little Dream Of Me
Music, Maestro, Please |
| 5495 Nevertheless
I Was Dancing With Someone
If I Were A Bell |
| 5500 Sleepy Ol' River |

JUST RELEASED

From "Guys and Dolls"

"If I Were A Bell"

AND ON THE FLIP

"Sleepy Ol' River"

MERCURY 5500 45 RPM • 5500X45



MG-25007



MG-25024



MG-25025



MG-25026



MG-25027

FIVE GREAT LONG PLAY RELEASES

ONLY

Mercury

HAS THE HITS ON NON-BREAKABLE RECORDS



MERCURY RECORDS,

CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

The Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending October 20

PART IV

TRADE SERVICE FEATURE

Dealer Doings

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.

Table with columns: POSITION, Weeks (Last | This to date | Week/Weeks), Song Title, Artist, and Record Label/Info. Includes entries like 'GOODNIGHT, IRENE', 'MONA LISA', 'HARBOR LIGHTS', etc.

NEWS AND CHATTER... Completely remodeled recently was the Associated Stores, Tampa outlet. The disk department now features personalized earphone speakers, stand-up listening booths, and many self-service features. . . . Sam Kienholz, Raymar Sales, Jamaica, L. I., N. Y., is the pappy of a brand new boy. . . . In the Philadelphia area, John V. Mascara has opened the music mart in the northern part of town, and Felix Valdera, owner of the Paramount Record Shop, was re-elected vice-president of the South Street Boosters' Association. . . . Stuart Glassman, Radio Doctors, Milwaukee, reports many local dealers are taking advantage of the success his shop has had in promoting HMV releases of Glenn Miller, Benny Goodman and Lionel Hampton disks.

WESTERN WEEK... To kick off Western Week, the Record Mart, Philadelphia, turned over the use of its diskery to femme deejay Sally Starr, who also records for rainbow. Miss Starr played host to such disk artists as Jess Rogers, Shorley Long, Dolly Dimples, Dick Thomas, Bill Haley, Pee Wee Miller, Slim Harris and Frannie Lee. Hundreds of Western disks fans crowded the shop for the personal appearances.

MERCHANDISE TIPS... S. S. Kresge, Grand Rapids, Mich., reports successful selling by telling disk customers about platters and albums coming into the store within a week or two. The talk takes place, tho, after the purchase has been completed and is designed to create future traffic. Department assistant, Phoebe Nawicki, gets a bow from store management for her selling efforts. . . . Shirley Belson, G. & M. Jewelers, Tuscaloosa, Ala., reports that sales doubled thru the use of Capitol's 45 and LP counter merchandisers. . . . Mars, Los Angeles, claims that it has increased traffic and customer good-will with a "tired of it" table on which customers make free trades of two disks for any two left by other disk buyers. . . . McCrory's disk counter, Hagerstown, Md., reports a simple method of upping sales is "good old suggestion selling" and keeping the hit tunes playing, placing hot records and albums right on the counter. . . . Mary's Parkchester, New York, reports that displaying 45 disks and 45 store albums increases sales on both. . . . It's simple, says the Jansen Music Store, Watsonville, Calif., in that a maximum display of LP records increases interest and sales. . . . Gulck Sales, St. Paul, makes good use of a 2 1/2 by 4 1/2-foot blackboard on which the top sellers are listed, plus some dead stock.

BIG BEEFS... Don Levin, Star Music Center, New Brunswick, N. J., and The Music Box, Chicago, complain that there are unnecessary display problems because all manufacturers don't make 45 albums the same size. London and Mercury 45 albums are larger than Capitol and RCA Victor. . . . Master Music Shop, Austin, Minn., claims it doesn't have difficulty in getting all LP labels—only some of the "off-brand" labels. . . . Retail Record Sales, Deposit, N. Y., wants to know why RCA Victor doesn't issue pop and folk albums on long-playing disks. Claims that Flanagan, Arnold, Martin would be good LP sellers. . . . Nu-Life Radio Shop, New York, and Columbia Amusement, Hazleton, Pa., insist that too many franchises are being handed out by some disk manufacturers. "Everybody and anybody is selling records," says Nu-Life. Columbia claims that RCA Victor and Capitol are opening too many new accounts, but Decca is not following suit. . . . R. & L. Book Shop, Tuckahoe, N. Y., and the Jansen Music Store, Watsonville, Calif., report a big problem is the proper display of LP albums without making heavy investments in new racks. Jansen also claims that 45 albums don't sell.

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.

Table with columns: POSITION, Weeks (Last | This to date | Week/Weeks), Song Title, Artist, and Record Label/Info. Includes entries like 'CINDERELLA', 'TWEETIE PIE', 'HOPALONG CASSIDY AND THE SINGING BANDIT', etc.

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 questionnaires 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 1/2 R.P.M.

Table with columns: Last Week, This Week, Rank, Song Title, Artist, and Record Label/Info. Includes entries like 'THREE LITTLE WORDS', 'SOUTH PACIFIC', 'YOUNG MAN WITH A HORN', etc.

Best Selling 45 R.P.M.

Table with columns: Last Week, This Week, Rank, Song Title, Artist, and Record Label/Info. Includes entries like 'THREE LITTLE WORDS', 'ANNIE GET YOUR GUN', 'SUMMER STOCK', etc.

FOUR BEST-SELLING STYLES | FOR A SENSATIONAL HIT!



SAMMY KAYE

paired with

"PATRICIA"

Columbia Record 39030,
7-inch LP 1-861
or 45 rpm Record 6-861



ERROLL GARNER

paired with

**"THE PETITE
WALTZ BOUNCE"**

Columbia Record 39043
or 7-inch LP 1-874

the
**Petite
Waltz**



FRANKIE YANKOVIC

paired with

"THE POLKARINA"

Columbia Record 39046 or 7-inch LP 1-890



KEN GRIFFIN

paired with

"IN A LITTLE GYPSY TEA ROOM"

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NON-STOP TO THE TOP!

HITS!

BUDDY GRECO

with The KEYS
vocal with
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accompaniment

"I CAN'T GIVE
YOU ANYTHING
BUT LOVE,
BABY"

backed by
"YOU MEET
THE NICEST
PEOPLE IN
YOUR DREAMS"

No. 855
78 rpm

No. 30310
45 rpm

LONDON
RECORDS

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays

PART
V

Based on reports received last three days of Week Ending October 20

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks Last This date Week Week	SONG	Artist	Label
16	1	1. GOODNIGHT, IRENE	G. Jenkins-Weavers	Capitol 38963, (45)F-27077—EMI
20	2	2. MONA LISA	Nat "King" Cole	Capitol 38963, (45)F-1010—ASCAP
14	3	3. SIMPLE MELODY	Gary-Bing Crosby	Capitol 38963, (45)F-27112—ASCAP
8	5	4. HARBOR LIGHTS	S. Kaye	Capitol 38963, (33)1-784—ASCAP
12	7	5. CAN ANYONE EXPLAIN?	Ames Bros.	Coral 60253, (45)F-60253—ASCAP
22	8	6. BONAPARTE'S RETREAT	K. Starr	Capitol 38963, (45)F-936—BMI
10	6	7. I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Capitol 38963, (45)F-1124—ASCAP
			(E. Fitzgerald L. Jordan, Dec 27200; J. Indig-J. Pleis Ork, London 854; P. Gayten Ork, Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 60293; L. Hampton Ork, Dec 24917; L. Millinder Ork, V 20-3622)	
14	4	8. SAM'S SONG	Gary-Bing Crosby	Capitol 38963, (45)F-27112—ASCAP
9	9	9. ALL MY LOVE	P. Page	Mercury 7815455, (45)S455K45—ASCAP
4	10	10. ALL MY LOVE	C. Lombardo	Capitol 38963, (45)F-27118—ASCAP
3	13	11. HARBOR LIGHTS	G. Lombardo	Capitol 38963, (45)F-27208—ASCAP
3	23	12. ALL MY LOVE	B. Crosby	Capitol 38963, (45)F-27117—ASCAP
5	18	13. LA VIE EN ROSE	Bing Crosby	Capitol 38963, (45)F-27111—ASCAP
9	12	14. CINCINNATI DANCING PIG	R. Foley	Capitol 38963, (45)F-46761—ASCAP
			(T. Brewer, London 768; V. Damone, Mer 5477; L. Dee, Dec 46263; E. Gram, 1183; G. Krupa Ork, V 20-3906; M. Carmichael-J. Gray, Dec 27201; D. Jurgens Ork, Col 38965; The Melodrons, MGM 10053)	
14	14	15. MONA LISA	V. Young	Capitol 38963, (45)F-27048—ASCAP
5	16	15. PATRICIA	P. Come	Capitol 38963, (45)F-3905—ASCAP
			(D. Jurgens Ork, Col 38965; E. Howard Ork, Mer 5493; Russ Morgan, Dec 27258; S. Kaye-Kaydets, Col 39030; D. Vaughan Ork, Coral 60316)	
4	16	17. ORANGE COLORED SKY	King Cole-S. Kenton	Capitol 38963, (45)F-1184—ASCAP
			(Janet Bruce-M. DeLugg Ork, King 15061; Doris Day-Page Cavanaugh Trio, Col 38980; B. Hutton, V 20-3908; Roberts Quinlan-Jan August Ork, Mer 5504)	
4	18	17. HARBOR LIGHTS	K. Griffin	Capitol 38963, (33)1-710—ASCAP
7	11	19. I'M FOREVER BLOWING BUBBLES	G. Jenkins-A. Snow	Capitol 38963, (45)F-27186—ASCAP
			(J. Lee, Cap 1149; The Palmers, Tone 502; E. Howard Ork, Mer 5490; Mr. Good Bones-B. Lantz-H. Fisher, Mer 5498; Sheo Fields Ork, MGM 10823)	
5	18	20. OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury 7815466, (45)S466K45—ASCAP
1	—	20. NEVERTHELESS	P. Weston	Capitol 38963, (33)1-813—ASCAP
			(R. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; P. Weston Ork, Col 38982; M. Lewis-H. Mooney Ork, MGM 10772; R. Anthony, Cap 1190; Mills Bros., Dec 27233)	
2	27	22. PETITE WALTZ	G. Lombardo	Capitol 38963, (45)F-27208—BMI
			(D. LeWinter-J. Murad's Harmonicats, Mer 5493; J. Vadnal Ork, V(45)51-1175; L. Weil Ork, Mer 5487; O. Bradley, Coral 60294; Three Suns-L. Green, V 20-3834; S. Kaye, Col 39030)	
12	14	23. GOODNIGHT, IRENE	F. Sinatra	Capitol 38963, (33)1-718—BMI
16	21	23. NOLA	L. Paul	Capitol 38963, (45)F-1014—ASCAP
			(G. Lombardo, Dec 27178; C. Walter-S. Freeman, MGM 10802)	
1	—	23. HARBOR LIGHTS	R. Anthony	Capitol 38963, (45)F-1190—ASCAP
10	22	26. LA VIE EN ROSE	T. Martin	Capitol 38963, (45)F-3819—ASCAP
1	—	26. BEYOND THE REEF	B. Crosby	Capitol 38963, (45)F-27219, (45)F-27219
			(A. Apaxa D. Stewart's Hawaiians, Dec 27100; Mariners, Col 38966; M. Whiting-J. Wakely, Cap 1234; G. Kainapu D. Stewart's Hawaiians, Dec 27098)	
4	—	26. I'LL ALWAYS LOVE YOU	D. Martin	Capitol 38963, (45)F-1028—ASCAP
			(D. Shore, Col 38846; M. Tilton, Coral 60258; E. Wilson-D. Cherry, Dec 27244)	
7	—	26.—MONA LISA	H. James	Capitol 38963, (33)1-588—ASCAP
1	—	26. THINKING OF YOU	D. Cherry	Capitol 38963, (45)F-27128—ASCAP
			(Bobby Byrne Ork, Coral 60298; S. Vaughan, Col 38925; M. Tilton, Coral 78160279, (45)F-60279; A. Marton-P. Weston Ork, Cap 1106)	

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 column under the headings "Weeks to Date", "Last Week" and "This Week". If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

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Vocal and Piano with Orchestra
(Recitation by JOHN McCORMICK)



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LONDON

RECORDS

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RECORDING

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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	Label
2	1	Rachmaninoff: Concerto for Piano and Ork. No. 2 in C Minor; A. Rubinstein, NBC Symphony Ork., V. Golschmann.....	V(33)LM-1005
—	2	Mozart: Overture from the Seraglio; Walter Ludwig, Wilma Lipp, Emmy Loose, Endre Kerech, Peter Klein State Vienna Opera Chorus, Vienna Philadelphia Ork., Krips, conductor.....	London(33)LLPA-3
—	3	Tchaikovsky: Swan Lake Ballet Music, A. Kosteletzky Ork.....	Col(33)ML-4308
1	4	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork.; M. Rosenker, J. Baker, R. Bloom, D. Oppenheim, J. Corigliano, L. Varga, J. Lawrence.....	V(33)LM-1083
3	5	Offenbach-Dorati: Helen of Troy Ballet, Minneapolis Symphony Ork.; A. Dorati, conductor.....	V(33)LM-22

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title	Label
1	1	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork.; M. Rosenker, J. Baker, R. Bloom, D. Oppenheim, J. Corigliano, L. Varga, J. Lawrence.....	V(45)WDM-1394
2	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork.; Pierre Monteux, conductor.....	V(45)WDM-920
—	3	Strauss: Music of Johann Strauss, Minneapolis Symphony Ork.; E. Ormandy, conductor.....	V(45)WDM-262
—	4	Chopin: Waltzes, A. Brailowsky.....	V(45)WDM-1392
3	5	Brahms: Concerto in D Opus 77, Y. Menuhin, Lucerne Festival Ork.; W. Furtwaengler, director.....	V(45)WDM-1361
—	5	Verdi: Highlights from Rigoletto; Erna Berger, Leonard Warren, Jan Peerce, Italo Tajo, Robert Shaw, conductor-Chorale RCA Victor Ork.....	V(45)WDM-1414

Advance Classical Record Releases

(Includes Semi-Classics)

Bach: Brandenburg Concertos No. 1 in F Major and No. 5 in D Major Album—The Stuttgart Chamber Ork.—K. Munchinger, Dir. (1-12") London(33)LLP-222
 Bach: Brandenburg Concertos No. 2 in F Major and No. 3 in G Major Album—The Stuttgart Chamber Ork.—K. Munchinger, Dir. (1-10") London(33)LLP-226
 Bach: Preludes and Fugues Album—C. Weinrich (1-10") MGM(33)E-527
 Beethoven: Sonata in C Minor, Op. 30, No. 2 Album—F. Osborn—M. Rostal (1-12") London(33)LLP-162
 Beethoven: Sonata No. 30 in E Major, Op. 109 Album—W. Backhaus (Chopin: Sonata No. 2) (1-12") London(33)LLP-266
 Beethoven: Symphony No. 2 in D Major, Op. 36 Album—Brussels Radio Symphony Ork.—E. Kleiber, Dir. (1-12") Capitol-Telefunken(33)P-8116
 Beethoven: Symphony No. 7 in A Major, Op. 92 Album—The Concertgebouw Ork of Amsterdam—E. Kleiber, Cond. (1-12") London(33)LLP-240
 Max Brand: The Wonderful One-Hoss Shay Album—The Philadelphia Ork.—E. Ormandy, Cond. (1-10") (Narl McDonald: Children's Symphony) Col(33)ML-2141
 Benjamin Britten: Ceremony of Carlos Album—R. Shaw Chorale—R. Shaw, Cond.—L. Newell (Poulenc: Mass) (1-12") V(33)LM-1088
 Chopin: Sonata No. 2 in B Flat Minor, Op. 35 Album—W. Backhaus (Beethoven: Sonata No. 30) London (33)LLP-266
 George Copeland: Play Debussy Album—G. Copeland (1-10") MGM(33)E-526—Afternoon of a Faun; Clair de Lune; Danse Sacree; Minuet; Prelude in A Minor; Sunken Cathedral, The
 Debussy: En Blanc et Noir Album—Jose and Amaro Turbi (Infante: Andalusian Dances) (1-10") V(33)LM-36

(Continued on page 129)

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; 50-59, poor.

MOZART: SINFONIA CONCERTANTE, IN E FLAT MAJOR, K. APP. 9 AND DIVERTIMENTO NO. 3, IN B FLAT MAJOR, K. APP. 229—Wind Group of the Vienna Philharmonic Ork.—Chamber Ork. of the Vienna State Opera—H. Swoboda, Cond. (1-12") Westminster (33) WL 50-20

The Concertante is an extraordinary rare selection turned out by Mozart during his Parisian period, circa 1778. It contains some of the master's most ingenious writing, here particularly for the four solo instruments—oboe, French Horn, clarinet and bassoon. The work is fashioned somewhat after the concerto grosso but its whole is more in character with symphonic writing. It is a buoyant, richly melodious and spirited work, certainly one which no Mozart admirer will want to bypass. It is performed with musicianly forthrightness and spirit by the soloists and a chamber orchestra under Henry Swoboda. Recording is one of the finest of recent technical achievements. Filling up the last half of the second side of the LP is one of Mozart's delightful divertimentos for woodwinds. Written for the sake of entertainment, the work is light, rich in melody but still a fine sample of Mozart's skill with counterpoint. Performance and recording are first grade.

SCHUMANN: SONATA IN A MI OR, Op. 105 DVORAK: FOUR ROMANTIC PIECES, Op. 75—Louis Kaufman—Artur Balsam (1-10") Cap (33) L-8112

After a sunny first movement, the Schumann work, while a romantic, poetic piece, holds little interest for the more casual listener. The fiery, melodious Dvorak pieces offer another story, but will require introduction to most buyers of fiddle fare. Kaufman plays both works with lush tone and great warmth. Recording is good.

MOZART: FLUTE QUARTETS—Julius Baker—Harry Zariel—David Mankwitz—Ralph Orman (1-12") Oxford (33) OR 101 K. 285, K. 285 b, K. 298

Baker, one of the top flutists of the day, has formed his own label to make available some of the little known chamber music gems featuring his own instrument. The three quartets included here are graceful, often sparkling, relatively minor Mozart. The playing is excellent, especially Baker's, and the recording tone tops. Quality of the pressing is also above reproach. A classic-style connoisseurs' item that could also register appeal with casual longhair buyers.

(Continued on page 130)

Our New beautiful ballad which will soon be at the top!!!

"Where Do I Go From You"

recorded by

Ray Anthony — Capitol
Jan August — Mercury
Rosemary Clooney — Columbia

Anton Karas & Kay Arman — London
Jerry Gray — Decca
Freddy Martin — Victor

OTHERS COMING

Now it's a hit...

The Halloween and Thanksgiving Song
for This Year and Every Year!

"PUNKY PUNKIN"

(The Happy Pumpkin)

recorded by

Fran Allison — Victor
Teresa Brewer — London

Roberta Quinlan — Mercury

Ray Charles' Chorus — MGM
Rosemary Clooney — Columbia

"SHE'S A LADY"
coming up fast at Victor
Perry Como
and
Betty Hutton

NO. 1 SELLER
AT LONDON RECORDS
'LITTLE RED CABOOSE'
recorded by
AL MORGAN

"MISTER TOUCHDOWN U.S.A."
One of Victor's Certain 7 by
HUGO WINTERHALTER
and Chorus

PAXTON MUSIC CORPORATION
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KEN SCHERMIE TRIO

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HARVEST TIME
DISCOVERY NO. 525

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BOX 586

The Billboard 1564 B'way, N. Y. C.

The Billboard MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VII

Based on reports received last three days or Week Ending October 20

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label	
15	1	1.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
4	2	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
12	3	3.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255; (45)9-46255—BMI
3	4	4.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
7	5	4.	(REMEMBER ME) I'M THE ONE WHO S. LOVES YOU	Hamblen	Col(78)20714; (33)2-692—BMI
3	7	6.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261; (45)9-46261—ASCAP
30	8	7.	I'LL SAIL MY SHIP ALONE	M. Mulligan	King 830—BMI
22	5	8.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
10	10	9.	NOVA LISA	M. Mulligan	King 886—ASCAP
1	—	10.	YOU DON'T HAVE TO BE A BABY TO CRY	E. Tubb	Dec 46257

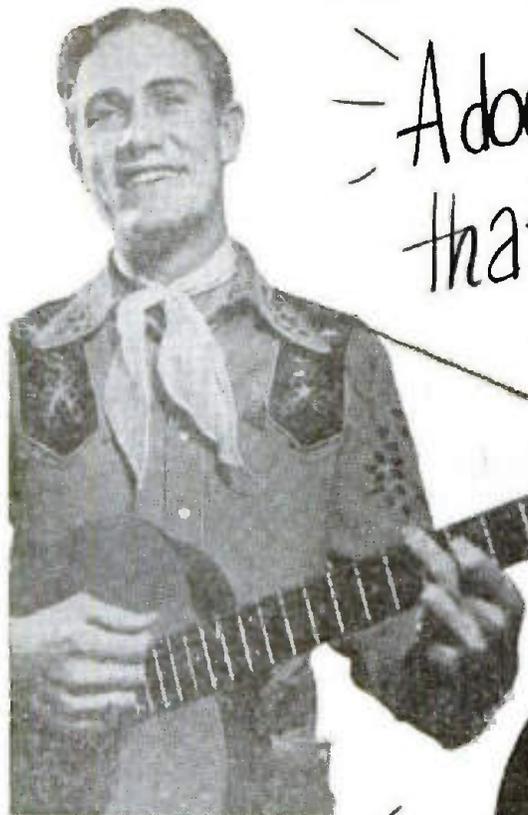
BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label	
17	1	3.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
5	2	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
8	5	3.	CINCINNATI DANCING PIG	R. Foley	Dec(78)46261; (45)9-46261—ASCAP
9	3	4.	(REMEMBER ME) I'M THE ONE WHO S. LOVES YOU	Hamblen	Col(78)20714; (33)2-692—BMI
6	9	5.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124—ASCAP
12	4	6.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255; (45)9-46255—BMI
13	6	7.	I'LL SAIL MY SHIP ALONE	M. Mulligan	King 830—BMI
20	—	8.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
10	10	9.	ENCLOSED, ONE BROKEN HEART	E. Arnold	V(78)21-0342; (45)48-0342—BMI
1	—	10.	IF YOU'VE GOT THE MONEY I'VE GOT Lefty THE TIME	Levy Frizzell	Col(78)20739; (33)2-770

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Angie Cry—Dude Martin (Mosey On) Mer 6279
 Bandera Waltz—J. Wacey (Pot o' Cap) 1240
 Bonaparte's Retreat—T. Jackson (Old Joe) Mer 6280
 Bright Lights and Blunde Haired Women—Tennessee Ernie Starlighters (Cincinnati Dancing) Cap 1174
 Christmas—E. Arnold (Oh! Santy) V 21-0124
 Cincinnati Dancing Pig—Tennessee Ernie-Starlighters (Bright Lights) Cap 1174
 Coal Smoker, Valve Oil and Steam—Tex Ritter (Nobody's Fool) Cap 1188
 Cowgirl Polka—Dale Evans Ork (San Angelo) V 21-0395
 Daddy Blues—M. Thompson (Humpty Dumpty) Cap 1198
 Deep Water—Al Rogers (Gee, But) MGM 10816
 Gee, But It's Lonesome Out Tonight—Al Rogers (Deep Water) MGM 10816
 Guilty Years—M. Monroe (Oh, How) Col 20752
 Humpty Dumpty Boogie—M. Thompson (Daddy Blues) Cap 1198
 I Wanna Do Something for Santa Claus—J. Bond (Jingle Bells) Col 20756
 I'm Gonna Have My Picture Took—H. Penny (Remington) King 902
 I'm the One Who Loves You—J. Allison (Lose Your) Cap 1172
 Jelly Bean Bay—L. McAuliffe's Western Swing Band (What've You) Col 20755
 Jingle Bells Boogie—J. Bond (I Wanna) Col 20756
 Lose Your Blues—J. Allison (I'm the) Cap 1172
 Medicine Show, The—Buz Butler (Rubber Ball) Mer 6281
 Merry Christmas to All—Al Dexter (Santa Is) King 899
 Hog Rag Boogie—Per Wee King-G. Stewart (River Road) V 21-0393
 Mosey On—Dude Martin (Angelo Cry) Mer 6279
 Nobody's Fool—Tex Ritter (Coal Smoker) Cap 1188
 Oh, How I Miss You—M. Monroe (Golly Tears) Col 20752
 Old Joe Clark—T. Jackson (Bonaparte's) Mer 6280
 Place Where I Worship, The—L. Vincent-B. Little-Pine Mt Boys (That Little) Playa 1100
 Pot of Gold—J. Wakely-Foy Willing Quartet (Bandera Waltz) Cap 1240
 Puppy Love—Eddie Kirk (Somebody's) Cap 1173
 Rag Man Boogie—Red Perkins (Big Blue) King 903
 Remington Ride—H. Penny (I'm Gonna) King 902
 River Road Two Step—Per Wee King (Mop Rag) V 21-0393
 Rubber Ball Bounce, The—Buz Butler (Medicine Show) Mer 6281
 San Angelo—Dale Evans Ork (Cowgirl Polka) V 21-0395
 Santa Claus Is Comin' to Town—E. Arnold (White Christmas) V 21-0390
 Santa Is On His Way—A. Dexter (Merry Christmas) King 899
 Somebody's Crying—Eddie Kirk (Puppy Love) Cap 1173
 Tamburitz Boogie—T. Williams (Wild Card) Cap 1166
 That Little Boy of Mine—L. Vincent-Pine Mt. Boys-B. Little (Place Where) Playa 1100
 Three Little Dwarfs—S. Hamblen (You Can't) Col 20754
 What've You Got—L. McAuliffe's Swing Band (Jelly Bean) Col 20755
 White Christmas—E. Arnold (Santa Claus) V 21-0390
 Wild Card—T. Williams (Tamburitz) Cap 1166
 Will! Santy Come to Shanty Town—E. Arnold (Christmas) V 21-0124
 You Can't Kiss Santa Goodnight—S. Hamblen (Three Little) Col 20754



A double-header
that's a runaway!



LETTY

SINGING

"IF YOU'VE GOT THE MONEY I'VE GOT THE TIME"

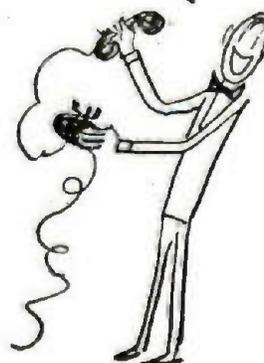
AND

"I LOVE YOU A THOUSAND WAYS"

Columbia Record 20739 or 7-inch LP 2-770

COLUMBIA RECORDS

ORDER TODAY—
KEEP IT IN PLAY!



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

IT'S DIFFERENT!

CHRISTMAS in KILLARNEY

IT'S NEW!

Being Recorded This Week—Watch for Announcements

The **Billboard** MUSIC POPULARITY CHARTS PART VII
Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending October 20

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION	Weeks Last	This date	Record	Label
10	1	1	I'M MOVIN' ON	H. Snow-V(78)21-0328; (45)48-0325—BMI
13	3	2	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen-Col(78)20714; (33)2-492—BMI
5	4	3	LOVEBUG TITCH	E. Arnold-V(78)21-0382; (45)48-0382—BMI
7	2	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie-Cap(78)1124; (45)F-1124—ASCAP
23	5	5	WHY DON'T YOU LOVE ME?	H. Williams-MGM 10696—BMI
6	7	6	CINCINNATI DANCING PIG	R. Foley-Dec(78)46261; (45)9-46261—ASCAP
11	6	7	GOODNIGHT, IRENE	R. Foley-E. Tubbs-Dec(78)46255; (45)9-46255—BMI
5	8	8	MONA LISA	M. Mullican-King 886—ASCAP
3	—	9	THEY'LL NEVER TAKE HER LOVE FROM ME	H. Williams-MGM(78)10760; (45)K-10760—BMI
31	—	10	I'LL SAIL MY SHIP ALONE	M. Mullican-King 830—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Ramblin' Red Boyd, WHKP, Hendersonville, N. C., reports that Gene and Beatrice Heaton and the Foggy River Boys have joined the local jamboree. . . . Bee Puffenberger is replacing Helen Carter with the Carter Sisters and Mother Maybelle at WSM, Nashville. . . . Earl Senger (Fortune) will work the Hank Williams one-nighter with the MGM recorder at Convention Hall, Detroit, October 15. . . . Chet Atkins's brother, Jimmie, a pop singer who once worked with Fred Waring, did "Sunday Down South" webber out of WSM October 8. It was the first reunion for the fraters in several years.

Red Kirk (Mercury) has been given a substantial raise and his own show at WIMA, Lima, O. . . . Bill Woods, formerly with Gov. Jimmie Davis and now with Tommy Duncan, intends to reorganize his Orange Blossom Playboys. He is waxing for Modern. . . . Eddie Hill (Decca) has left his country music post at WMP, Memphis, to concentrate on television. Bonnie Lou and Buster (Mercury) worked with him until late August, when they returned to Knoxville, due to illness of Bonnie Lou's mother. . . . Eddie Dean (Mercury) started a Northwestern tour for Jim Windell, the Spokane, Wash., promoter, October 16. . . . Orville Clarida, leader of the Valley Rhythm Boys, has been inked by Blue Ribbon disks. He is currently working niteries in the Corpus Christi vicinity.

Donna Reynolds, the Australian yodeler, is making Chicago his headquarters. He has inked a booking pact with Bill Ellsworth, the Chi percenter. . . . Billy Caswell is doing a daily show at CJCH, Halifax, N. C., with his Surprise Jamboree Gang. The troupe includes 10 entertainers. They are working outdoor dates, with the station's d. j., Bob Lockhart, emceeing. . . . Karl Farr, of the Sons of the Pioneers, an expectant grandpa. . . . Al Clauser and His Oklahoma Outlaws, KTUL, Tulsa, Okla., has inked with Bullet. . . . Buddy Starcher (Columbia), who worked a three-month cross-country tour this summer, has returned to Philadelphia, where he did several d. j. and live radio shows. He starts soon as manager of WAVL, Apollo, Pa. . . . Will Durham and His Monticello String Band have been working personals with Bill Clifton, the WINA, Charlottesville, Va., platter-spinner.

Red Foley has dropped out of the two publishing ventures which he entered with Joe Diamond, of New York. . . . Lulu Belle and Scotty (London) racked up the year's record gross at Buck Lake Ranch, Angola, Ind., October 1, when they drew 12,866 admishes. . . . Ann Jones (Capitol) reports that she and her hubby, Huey, have purchased a house trailer for use in making her personal appearances. . . . Ken Hovey is boss of the newly reopened 97th Street Corral, Los Angeles. They have been using two bands alternately, Joe Bean (4 Star) and Jimmy LeFevre. . . . Texas Jim Lewis has shuttered his Valley Ballroom, San Bernardino, Calif., and is doing personals. . . . Walkin' Charlie Aldridge has a moppet show daily on TV over KTTV, Los Angeles. . . . Sid Haynes and His Country Boys are the first live talent to work on KAVL, Lancaster, Calif., which opened three weeks ago. . . . Ollie Cook, of Cookie and Ollie, has inked with Mutual Records. The team is heard daily over KFSB, Joplin, Mo.

DISK JOCKEY DOINGS

Johnny Small, WOCB, West Yarmouth, Mass., has added live interludes to his evening show. Featured between disk sessions are the Country Cousins; Cre Costa, gal yodeler; Johnny and Joyce, George Washington Snow and Capt. Dave Scott, comedians; Cousin Louis Janard, and Tex, the Singing Trooper. Small has taken over a 13-acre tract of woodland near the town, which he intends to convert into a summer hillbilly park and summer cottage grove. Small is opening his own disk shop, The Johnny and Joyce Shop, October (Continued on page 129)



Hawkshaw Hawkins
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King Record 897

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with MARCIE OAY
AND
"RIFFIN' WITH GRIFFIN"
with the GRIFFIN BROS.
DOT 1010

"HULA BLUES"
AND
"I GET THE BLUES WHEN IT RAINS"
with JOHN MADDOCK
DOT 1012
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America's

Montana Slim

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BRITISH EMPIRE'S

Wilf Carter

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THE WORLD'S

Singing Cowboy

WILF'S
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HIT!

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WHEN THE LOVE BUG BITES YOU**

(He'll Keep Gnawin', Gnawin', Gnawin')

RCA Victor Record 21-0397—(48-0397)*

and

**RUDOLPH THE RED-NOSED REINDEER
JOLLY OLD ST. NICHOLAS**

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XMAS
CHEER



RCA VICTOR Records



* 45 rpm number

IMPERIAL
RECORD
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5102

SMILEY LEWIS

"DIRTY PEOPLE"

"IF YOU EVER LOVED A WOMAN"

IMPERIAL
RECORD
NO.
5103

T-BONE WALKER

"TOO LAZY"

(TOO LAZY TO WORK—TOO NERVOUS TO STEAL)

"I WALKED AWAY"

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RECORD
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MERCY DEE

"EMPTY LIFE"

"HOMELY BABY"

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FACTS SPEAK FOR THEMSELVES — THE fastest selling Rhythm and Blues records in most territories right now are: *Anytime, Anyplace, Anywhere*, by Joe Morris Ork., with vocal by Laurie Tate, on Atlantic Record #314, and *Teardrops From My Eyes*, by Ruth Brown, on Atlantic Record #319.

ATLANTIC RECORDS, 301 WEST 54th St., New York, N. Y.

The Billboard
MUSIC POPULARITY CHARTS
PART VIII
Rhythm & Blues Records

Based on reports received last three days of Week Ending October 20

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.

Weeks Last This to date/Week/Week	POSITION	Record Title	Artist	Label
10 4	1	BLUE SHADOWS	L. Fulson	Swingtime 226
		Low Society Blues		
12 1	2	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114; (45)9-27114—BMI
4 3	3	ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
		Come Back Daddy Daddy		
16 —	4	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
		Rockin' After Midnight		
1 —	5	TEARDROPS FROM MY EYES	R. Brown	Atlantic 919
		Am I Making the Same Mistake Again?		
1 —	6	BESAME MUCHO	Ray-O-Vacs	Decca 46162
		You Gotta Love Me Baby, Too		
1 —	6	CADILLAC BABY	R. Brown	DeLuxe 3308
		'Long About Sundown		
1 —	8	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
		Strange Things Happening		
6 2	9	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306—BMI
		Dreaming Blues		
2 —	10	SHOTGUN BLUES	Lightnin' Hopkins	Atlantic 3063
		Rollin' Blues		

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.

Weeks Last This to date/Week/Week	POSITION	Record Title	Artist	Label
12 2	1	BLUE SHADOWS	L. Fulson	Swingtime 226
10 1	2	BLUE LIGHT BOOGIE (Parts I and II)	L. Jordan	Dec(78)27114; (45)9-27114—BMI
4 3	3	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306—BMI
1 —	4	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
2 8	5	BESAME MUCHO	Ray-O-Vacs	Decca 46162
1 —	5	I'M GOING TO HAVE MYSELF A BALL, I	Bradshaw	King 4397—BMI
1 —	7	MILLION DOLLAR SECRET	M. Humes	Modern 779
22 5	8	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
4 6	9	GOODNIGHT, IRENE	P. Gayten	Regal 3281—BMI
4 8	10	ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
2 8	10	EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Dec(75)27176; (45)9-27176
1 —	10	BALD HEAD	R. Byrd	Mercury 8175

RHYTHM & BLUES RECORD REVIEWS

FLOYD DIXON ORK Peacock 1544	Sad Journey Blues Ork sings an affecting, sorrowful slow blues with guitar, piano and rhythm supporting moodfully and in dominating tempo.	78--78--78--78
WYNONIE HARRIS King 4402	She's Understanding Medium-tempo boogie blues, hard-nosed and ebullient.	73--73--71--75
	Mr. Blues Is Coming to Town Mr. Blues really goes to town in this rocking and romping jump blues. Should start the uptown coin rolling.	84--84--83--85
	I Want To Love You, Baby Wynonie claims that they call him Sampson but his strength ain't in his hair and proceeds to tell his baby that he wants to love her and does it in no uncertain terms. His plea should be widely known before long.	85--85--95--85
JOHNNY OTIS' CONGREGATION Savoy 764	Wedding Boogie This is a production piece with many amusing moments and featuring Little Esther, Mel Walker and Lee Graves as well as Otis. Potentially a big one.	85--86--85--85
	Far Away Blues (Little Esther & Mel Walker) The sizzling hot Little Esther and Mel Walker team a Christmas blues which figures to be a coin grabber.	83--83--83--84
LITTLE WILLIE LITTLEFIELD Modern 20-775	Hit the Road Real funky, lowdown orking with a rocking medium blues beat has more attraction than Willie's laments. A potential nickel grabber.	78--80--75--78
	Trouble Around Me Muddy diction detracts on this rocking slow blues deal which nevertheless has tremendous booming beat.	66--65--65--68
HADDA BROOKS Modern 20-769	This Time We're Through Miss Brooks applies her husky, intimate tonality to a pleasant but slight ballad which will satisfy her followers. Neat guitar solo enhances.	73--75--73--72
	Linger Awhile Hadda tries it with this great oodle as a keyboard effort which isn't anything especially noteworthy.	63--65--63--62
FLOYD DIXON Modern 20-776	Play Boy Blues Dixon wails a feelingful slow blues, similar to a recent Roy Milton effort, could pick up more than moderate action.	73--72--72--76
	Baby, Come Home Dixon affects his Charlia Brown-ish style for a light-weight slow blues try which is enhanced by neat mood and a moving beat.	72--72--70--74



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SWING TIME
ST 238A+



CHARLES BROWN
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**MERRY CHRISTMAS
BABY**

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JOHNNY MOORE'S 3 BLAZERS
Backed by
LOST IN THE NIGHT
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ANOTHER SUREFIRE SELLER!

MABEL SCOTT
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**BOOGIE WOOGIE
SANTA CLAUS**

ASK FOR ST 239A+
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**THAT AIN'T THE
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On Savoy #764

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Boogie" Xmas Blues"**
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Savoy RECORD CO., INC.
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FATS DOMINO
ON IMPERIAL RECORD NO. 5099

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"KOREA BLUES"**

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Regal 3298

**ANYTIME, ANYDAY,
ANYWHERE**
Little Jimmy Scott
Roost 612

GOODNIGHT, IRENE
Paul Gayten
Regal 3281

I'LL NEVER BE FREE
Paul Gayten
and Annie Laurie
Regal 3258



Regal RECORD CORP. linden, n. j.



best sellers



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15072 STRANGERS
WHEN YOU LOVE (YOU SHOULD LOVE FROM THE HEART)
- ★ **JOHNNY LONG**
15068 DON'T WHISTLE TILL YOU SEE THE BLUE OF HER EYES
15060 THE B-I-E-E-I-E JUST FRIENDS
LOVER COME BACK TO ME
- ★ **JANET BRACE**
15061 AN ORANGE COLORED SKY
OCEANA ROLL
- ★ **FRIELING SISTERS—**
Narr. **NEILSON KING**
15057 OUR LADY OF FATIMA
THE STORY OF OUR LADY OF FATIMA
- ★ **TERRY SHAND**
15064 DUST OFF THE OLD PIANO ROLLS
I WOULDN'T TOUCH YOU WITH A TEN FOOT POLE



- ★ **MOON MULLICAN**
894 NINE-TENTHS OF THE TENNESSEE RIVER
WELL ON WELL
830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
- ★ **COWBOY COPAS**
895 MY HULA BABY
SIGNED, SEALED, THEN FORGOTTEN
- ★ **RAWKSHAW HAWKINS**
897 HANDCUFFED TO LOVE
STOP PLEASE STOP
- ★ **JIMMIE OSHOINE**
893 GOD PLEASE PROTECT AMERICA
THE MOON IS WEEPING OVER YOU
908 THANK GOD FOR VICTORY IN KOREA
THE OLD FAMILY BIBLE



- ★ **WYNONIE HARRIS**
4402 I WANT TO LOVE YOU, BABY
MR. BLUES IS COMING TO TOWN
4389 ROCK MR. BLUES
BE MINE, MY LOVE
4378 GOOD MORNING, JUDGE
STORMY NIGHT BLUES
- ★ **IVORY JOE HUNTER**
4405 LYING WOMAN
TOO LATE
- ★ **TINY BRADRAW**
4397 I'M GOING TO HAVE MYSELF A BALL
BUTTERFLY
4357 WELL, OH WELL
I HATE YOU
- ★ **THE TRUMPETERS**
4403 NOBODY'S FAULT BUT MINE
THIS IS A MEAN OLD WORLD (TO TRY TO LIVE IN)
- ★ **SONNY THOMPSON**
4399 BLUES FOR THE NIGHTOWLS
HARLEM RUG CUTTER

- ★ **ROY BROWN**
3308 'LONG ABOUT SUNDOWN
CADILLAC BABY
3306 DREAMING BLUES
LOVE DON'T LOVE NOBODY
3304 HARD LUCK BLUES
NEW REBECCA

**KING
Records**

The Billboard
MUSIC POPULARITY CHARTS
 PART IX

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; Interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation record adv'ts-promotion film, legit and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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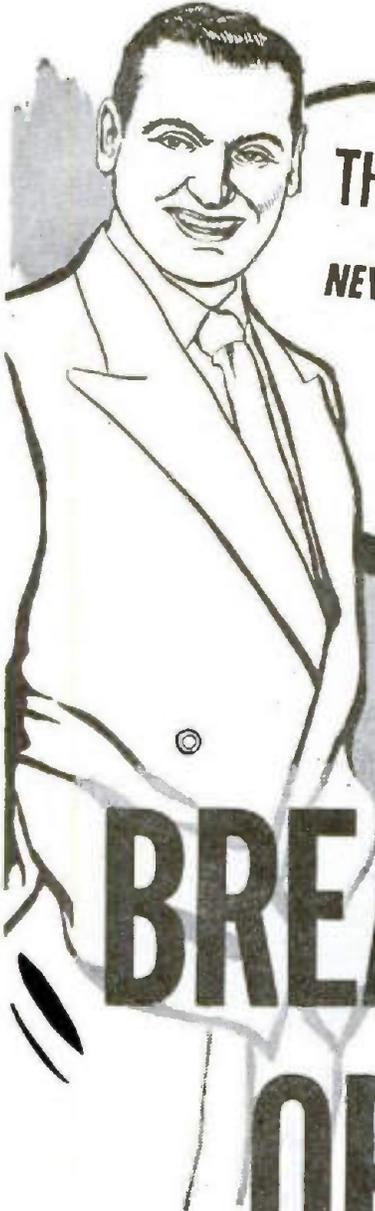
ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
MARY ANN McCALL (P. Moore Ork) Discovery 512	I'm Yours The fine, husky-throated style of Miss McCall is heard to advantage in a wonderfully relaxed job with this lovely oldie. Moore's backing is tasty and expert. Mainly for the hip set the.	67--70--66--64			
	Nice Work If You Can Get It Another luscious, relaxed effort by the thrush on a rated rhythm ditty from Garshwin.	65--67--63--65			
JUNE CHRISTY (Shorty Rogers Ork) Cap 1207	A Mile Down the Highway There's a Toll Bridge Miss Christy, on her own again after her Kenton concert tour, doesn't sound too happy about doing this rather far-fetched rhythm piece. Rogers' backing is heavy on pop influences.	58--60--55--60			
	He Can Come Back Anytime He Wants To The thrush doesn't impress one way or the other with this warm job of a sentimental love ballad.	60--63--56--60			
VINCE "BLUE" MONDI Mondl VM 103	Zany Zoo Mondl's a high-caliber one-man band and here does an original novelty which has a couple of cute lines but little general appeal.	50--50--50--50			
	Red Head Mondl turns to a razzmatazz comball which could draw a buffalo here and there.	60--58--58--63			
FRANKIE CARLE ORK (Alan Simms) Victor 20-3923	What Can You Do Carle delivers another of his sound dance diskings, tho his swing is a bit heavy behind singer Simms. Ballad is nothing extraordinary.	72--74--72--70			
	Humpty Dumpty Dainty, delicate instrumental original by Carle and Larry Wagner spots his keyboard in a neat dance diskling which should draw spinner action.	81--82--80--80			
PERRY COMO-BETTY HUTTON (Mitchell Ayres Ork) Victor 20-3930	A Bushel and a Peck Delightful rhythm novelty from Frank Loesser's "Guys and Dolls" score is handled buoyantly and amusingly by this new team. Should hit for big returns.	89--90--88--88			
	She's a Lady The coupling is a rowdy, windy novelty which might have juke and saloon attraction. Name power alone can sell it.	84--85--83--85			
TONY PAPA ORK (Bill Snary) Tower 1488	You and Your Eyes Good technical recording of a pretty sloppy performance on a dance diskling of an attractive bounce ditty. Snary sings it pleasantly.	58--57--57--59			
	Harbor Lights Miller-style orking which micky touches slices the revival hit instrumentally, but competition is too tough for this to mean much. Ork performance is sloppy.	61--60--60--63			
AL MORGAN London 783	Little Red Caboose Novelty ditty is done brightly in Morgan's distinctive manner both vocally and at the keyboard. Orking is thin. Should score with the guy's growing following.	80--80--80--80			
	Rosie the Elephant Morgan's buoyant personality makes much of a slight, lightweight novelty with some obvious kiddity appeal.	71--72--72--70			
BARBARA CARROLL TRIO Discovery 130	and Puppet That Dances Be-Bop Miss Carroll, an expert modern keyboard performer, shows a refreshing vocal sound in tackling this innocuous bit of material. Her trio's vocal backing is fetching.	48--50--48--45			
	Dancing on the Ceiling Miss Carroll's 88-ling is featured in a tasty trio run-down of the Rodgers-Hart oldie.	52--55--52--50			
MUGOSY SPANIER AND HIS DIXIE-LAND BAND Mer 5494	Home Two-beat, quite relaxed and easy flowing for dancing, set to the lovely melody of this revived oldie spots large chunks of Muggsy's driving horn style.	62--62--62--62			
	It's a Long Long Way to Tipperary The World War I evergreen serves as a vehicle for an up-two-beat instrumental effort which spots Spanier's constantly pushing horn. For Dixieland and Spanier fans.	70--72--70--68			
BING CROSBY-CAROL RICHARDS (John Scott Trotter Ork) Decca 27229	Silver Bells A seasonal ditty from the "Lemon Drop Kid" flicker has a charming folk flavor which could catch big.	86--86--86--86			
	That Christmas Feeling (Jeff Alexander Chorus) A new Burke-Van Heusen seasonal ballad has a sentimental warmth which is richly brought out by Bing doing one of his finer ballad turns.	80--82--80--78			

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
ANDRE PREVIN V(45)47-3263; (78)20-3043	I Didn't Know What Time It Was Clean-cut, relaxed 88 version of the fine show tune should please jazz and cocktail piano buyers in a moderate way.	71--72--70--70			
	Should I Facile, flashy pre-bop jazz piano by the versatile Hollywood musician, with rhythm backing.	67--68--67--66			
THE MADCAPS (Carl Ford-Joe Di Fulvio) London 786	Sleighride Vibrant harmonica-echo chamber, with guitar and sleighbells, make for a sparkling instrumental version of the Leroy Anderson special, due for plug action this season.	76--77--76--76			
	Nightingale Latin-flavored standard gets a colorful, imaginative whirl that should appeal to Harmonicat followers.	74--76--74--70			
VIC DAMONE Mer 5476	Whom the Lights Are Low Sock tune selling by the crooner, who milks the romantic meat out of a competent ballad creation.	81--82--82--78			
	It's a Marshmallow World Highly promising wintertime plug has the earmarks of another "Winter Wonderland," with Damone's sock rhythmic rendition likely to enhance its chances no little bit.	88--89--88--88			
FRANKIE LAINE Mer 5495	Nevertheless Revive!, fast arriving via several band versions, takes on a new measure of strength via this potent warble effort. Should be a big one for Laine.	87--87--87--88			
	I Was Dancing With Someone (Carl Fisher Ork) Less likely prospect here, tho Laine hams up the pretty ballad with his usual effectiveness.	78--80--76--78			
OWEN BRADLEY AND HIS QUINTET (J. Shook-Dottie Dillard) Coral 60314	Written Guarantee Light-weight pop-corn ditty is for Bradley regulars.	71--72--70--72			
	Wabash Blues Hill-boogie from interpretation of the blues oldie, with harmony vocal, could score in rural and Midwest regions.	81--81--80--82			
EVE YOUNG (J. Pleis Ork) London 774	Somewhere, Somehow, Someday Sweet selling job by Miss Young, of a pretty French adaptation.	77--79--77--75			
	Squeezle Me Rhythm novelty—on the precious side—falls to ring the bell, despite an effective rendition.	62--62--62--62			
BUDDY WILLIAMS ORK (Echo-Airca) Rainbow 30033	Oh, Babe! Band displays terrific intonation and attack on this Louis Prima sleeper riff, chorus chanting could have been sharper.	75--78--73--75			
	Margot (Bob Manning) Tune's a love theme from the track of a film, "Where Danger Lives." Warbler sounds good, band sounds dull.	60--60--60--60			
SARAH VAUGHAN (Norman Leyden Ork) Gal 39001	Perdido Lyric treatment of the jazz fave should garner good response from Miss Vaughan's fans and all the modern-kick jockeys.	78--82--77--75			
	Whippa-Whippa-Woo Gal pours feeling into a tasty singing job of an interesting new ballad much like "Willow Weep for Me" in mood and essence.	83--83--83--83			
PAULETTE SISTERS (Harmony Bells Ork) Dana 2081	Tee-Ka Tee-Ka Tah Gal group plot an oomph waltz ditty with a nonsense refrain. Nothing special here.	60--60--60--60			
	I Don't Want To Love You, But I Do, Do, Do Material here's a so-so novelty, taken at a medium dance tempo. Gals blend well, but don't sell strong.	57--57--57--57			
FRANK GALLAGHER (M. DeLugg Ork) King 13057	Now You're in My Arms Warbler and mixed group do a capable if uninspired job with a good ballad oldie.	65--65--65--65			
	Santa From Santa Fe Tune's a re-write of an old folk song. Gallagher does it brightly, to a jingly, lively combg backing.	67--67--66--68			
TOMMY DORSEY ORK Decca 27215	Rainbow Gal A bright, vivacious dance diskling of a happy new novelty ditty. Sy Dorsey sparkles at the mike—and his arrangement sparks the band.	82--83--81--83			
	Only a Moment Ago Johnny Amoroso sings the new ballad in a warm, burry bary.	74--74--74--74			
BLUE BARRON ORK (Bobby Beers-The Blue Notes-John McCormick) MGM 10820	You Are the Ideal of My Dreams A most effective formula side: A simple, winning "I Love You" tune, warm solo and choir chanting, and a persuasive recitation. Crying tram effects are catchy.	86--86--86--86			
	That's the Way It Goes With Love (Betsy Clark) Thrush and chorus do nicely with a traveling-blues kind of ballad.	73--73--71--75			
KITTY KALLEN-R. HAYES (H. Geller Ork) Mer 5501	A Bushel and a Peck The "Fatima" team do a workmanlike job with the happy "Guys and Dolls" ditty. They face potent competition on the tune, however.	76--77--75--77			
	Silver Bells One of the likeliest of the new Yule ditties, from "The Lemon Drop Kid" flick, gets a warm atmospheric job from the duo, chorus and ork.	85--85--85--85			
HARRY JAMES ORK (Jan Stewart-Dick Williams) Col 39009	Guys and Dolls Title tune from the Loesser show is a stagey production item, thin wax fare. James and his boy and gal singers do what they can with it.	69--70--66--64			
	I'll Know Romantic ballad from the same musical gets a colorless rendition.	67--67--67--67			

(Continued on page 42)



THE BILLBOARD PICKS:

NEVERTHELESS... FRANKIE LAINE... MERCURY 5495

Here's a great old song. Laine's sensitive rendition could send the tune spiralling!

OCTOBER 21st BILLBOARD

★★★★★

**BREAKING WIDE
OPEN FROM
COAST TO COAST!**

★★★★★

ORDER NOW! DON'T WAIT!



MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

Record Reviews

(Continued from page 40)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
JACK SMITH Col 39006	POPULAR All My Love The high-pitched warbler does the pop hit in a subdued, intimate fashion. Not strong enough to challenge at this point. Ca Va Ca Va Like Flip, this is an adaptation of a French pop. Job a silling waltz, has a music hall feel, as Smith falls into his happy-happy groove, with help on the refrain from a male group.	68--70--68--66 75--76--75--74
TOMMY TUCKER ORK (Judy Valentine) MGM 10824	Molasses, Molasses Disk carboys all the others, is in no way different or remarkable. Could catch a piece. Looks Like a Cold, Cold Winter (Don Brown-Sally Sweetland) Boy-gal duet and a swing ork treatment of one of the pleasant new winter tunes. A prosaic rendition against strong competition.	73--74--72--73 72--72--72--72
MR. COON-BONES & BARNEY LANTZ (Harold Fisher) Mer 5498	I'm Forever Blowing Bubbles Organ, bones and banjo knock out a corny, jogging rendition of the revival. Not enough variation, in the successive choruses—a dull side. Crazy Bone Rag Piano joins the group for an old ragtime tune. No inspiration or imagination in use of personnel.	52--50--50--56 54--56--54--58
THE CALLI SISTERS National 9127	Molasses, Molasses Gals get out a creditable version of the licky-sticky item, but it isn't different enough to stick out from all the others. Childhood Days (George Nolan) For some reason, the flip offers a tenor warbler and choir doing a Gay Nineties type of tune. Nolan and choir do some handsome vocalizing.	72--73--72--71 70--70--70--70
RUSS MORGAN ORK Decca 27216	The Blue Canadian Rockies A schmaltzy Canadian waltz is done up ever so tastefully by Morgan. A fine disk which could pull a surprise. Close Your Pretty Eyes Morgan, vocal group and lady ork add another fine silling to his list with this dreamy imported waltz. Morgan fans will like this.	85--86--84--85 77--80--77--75
THE TAPROOM BOYS (Freddie and Susie Piano-Zeb Carver) SMC 1277	You Tell Me Your Dream Freddie Mendelson, his tonked-up piano and a wash-board grind out the oldie in effective tavern style. Popularity Another oldie, this one is a brighter tempo. More obvious appeal here, if the disk reaches its market.	62--62--60--64 62--63--61--63

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
BING CROSBY-ANDREWS SISTERS (V. Schoen Ork) Decca 27228	POPULAR Peppa Santa Claus Bing and the Andrews team to do a new seasonal rhythm novelty which has spirit but slight tentative qualities. Melo Kikikimaka In Hawaiian this title means "Merry Xmas." Seasonal ditty with a switch dealing with the sun of Hawaii instead of the usual snow, etc.; done with a buoyant bounce by Bing and the Girls. Now! Idea could pick up coin.	74--77--74--72 79--80--80--77
GEORGIA GIBBS (C. Oasser Ork) Coral 60310	If I Were a Bell Rhythm piece from Frank Loesser's "Guys and Dolls." score is cleverly contrived and has earmarks of hitdom. Her Nibs turns in a fine coverage job for the label. I'll Know A lush ballad from the show score grows on you with repetition. Miss Gibbs does a handsome straightforward job with it and could garner a sizable share if the song catches.	73--74--72--74 81--82--81--80
TED STRAETER ORK (Straeter Singers) MGM10821	It May Be on Sunday Straeter's breathless singing style makes a most attractive wazing of this St. Louis-bred sleeper with a choral group and echo-chambered fem fo support. Why Fight the Feeling This fine Frank Loesser ballad from the "Let's Dance" movie is done with perfect taste in Straeter's unusual style. The this is a late release of the song, it's hard enough to build sales with proper promotional aid.	78--80--77--77 77--80--77--75
SARAH VAUGHAN (T. Wilson Ork) MGM 10819	Don't Worry 'Bout Me Reissue from the Musicraft original to cash in on a current revival attempt on behalf of this lovely, rich ballad. It's one of Sarah's most feelingful wazed efforts.	70--70--70--70
MONICA LEWIS (H. Mooney Ork) MGM 10814	I Cover the Waterfront Another Musicraft reissue of this great standard is another of Sarah's finer recorded efforts. Superior to most of her current slicings. Life Is So Peculiar The philosophical rhythm deal from the "Mr. Music" flicker is dressed up in a fine Mooney ork with Monica turning in a pleasant job with vocal group aid. My Heart Is Out of Town Bluesy ballad, similar in texture to "One for My Baby," is handled well enough by Miss Lewis. Should have some solisver appeal.	70--70--70--70 65--65--65--65 63--65--61--63

Continued on page 115

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

PERCY FAITH
COLUMBIA

FRAN ALLISON
VICTOR

JUNE WINTERS
MERCURY

"CHRISTMAS IN MY HEART"

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

The Billboard

MUSIC POPULARITY CHARTS

PART X

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. 75—RAY HENDERSON (Part IV)

RAY HENDERSON'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

EVEN AS YOU AND I
ROOM ENOUGH FOR ME
SAY IT WITH A SABLE
THE GIRL OF TOMORROW
LOVELY LADY
WHAT A WORLD THIS WOULD BE
BEWARE OF THE GIRL WITH A FAN

1928—GEORGE WHITE'S SCANDALS OF 1928

Book by George White and William K. Wells, lyrics by Lew Brown and Buddy DeSylva, and presented by a cast headed by Ann Pennington, Frances Williams, Harry Richman, Willie and Eugene Howard, Tom Patricia, McCarthy Sisters and the Fair-

banks Twins. Harms, Inc.
TALENT IS WHAT THE PUBLIC WANTS
THIS IS MY LUCKY DAY
TWEET-TWEET
LADY FAIR
WALKING DOGS AROUND
BLACK BOTTOM
(Available on the following records: Decca 24038 in A-1926, Fingerle and Schutt, dual pianos; Victor (P-20-1502) in P-134, Bunny Berigan orchestra.)
BIRTH OF THE BLUES
(Available on the following records: Decca 24038 in A-1926, Fingerle and Schutt, dual pianos; Decca 24389 in A-632, Harry Richman; Columbia 7577-M, Morton Gauld orchestra; Decca 25408, Bing Crosby; Decca

24531, Guy Lombardo.)
SEVILLA
DAVID AND LENDRE
THE GIRL IS YOU (THE BOY IS ME)
(Available on Decca 24036 in A-1926, Fingerle and Schutt, dual pianos.)
MY JEWELS
TWENTY YEARS AGO
ARE YOU SATISFIED?

1927—GOOD NEWS
Book by Lawrence Schwab and Buddy DeSylva, lyrics by Lew Brown and Buddy DeSylva, and presented by a cast headed by Joseph Sanly, replaced by John Price Jones during the play's run; Mary Lawlor, Zelma O'Neal and George Olsen and his band. Crawford Music Corporation.
A LADY'S MAN
FLAMING YOUTH
HAPPY DAYS
JUST (IMAGINE)
(Available on Decca 24328, Monica Lewis and Bob Eberley.)
THE BEST THINGS IN LIFE ARE FREE
(Available on the following records: Decca 24043 in A-1927, Bob Grant orchestra; Decca 25289, Jimmy Lunceford orchestra; Decca 24327, Ink Spots; Capitol 15017, Jo Stafford; Columbia 37964, Dinah Shore.)

ON THE CAMPUS
VARSITY DRAG
(Available on the following records: Decca 24045 in A-1927, Bob Grant orchestra; Capitol 15286, Benny Goodman sextet; MGM 30085, June Allyson and Peter Lawford; Victor (78)20-3677 and (45)47-3200, Spike Jones.)

BABY! WHAT?
LUCKY IN LOVE
(Available on Decca 24328, Monica Lewis and Bob Eberley.)
GIRLS OF PI BETA PHI
GOOD NEWS
IN THE MEANTIME

1927—MANHATTAN MARY
Book by George White and William K. Wells, lyrics by Lew Brown and Buddy DeSylva, and starring Ed Wynn in a cast that included Marian Dixon, Ona Munson, George White, Lou Holtz and Paul Fraley. Harms, Inc.
BROADWAY (THE HEART OF THE WORLD)
HUSOON DUSTER
MANHATTAN MARY
THE FIVE-STEP
NOTHING BUT LOVE
IT WON'T BE LONG NOW
MY BLUEBIRD'S HOME AGAIN

1928—GEORGE WHITE'S SCANDALS OF 1928
Book by George White and William K. Wells,

lyrics by Lew Brown and Buddy DeSylva, and starring Willie and Eugene Howard in a cast that included Harry Richman, Tom Patricia, Ann Pennington, Frances Williams and Arnold Johnson's orchestra. Harms, Inc.
NOT AS GOOD AS LAST YEAR
SECOND CHILDHOOD
OLD-FASHIONED GIRL
PICKIN' COTTON
A REAL AMERICAN TUNE
WHERE YOU CARVED YOUR NAME
WHAT DYE SAT?
ORIGIN OF THE TAP DANCE
BUMS
STARS, STARS SHINING BRIGHT

1928—HOLD EVERYTHING
Book by John McGowan and Buddy DeSylva, lyrics by Lew Brown and Buddy DeSylva, and presented by a cast headed by Ona Munson, Betty Compton, Jack Whiting, Bert Lahr and Victor Moore. Crawford Music Corporation.
YOU'RE THE CREAM IN MY COFFEE
(Available on the following records: Decca 23794 in A-510, Carmen Cavallaro, piano solo; Decca 24045 in A-1928, Basil Fomereau orchestra; Capitol 10086 in CD-49, King Cole Trio.)

DON'T HOLD EVERYTHING
WE'RE CALLING ON MR. BROOKS
AN OUTDOOR MAN FOR MY INDOOR SPORTS FOOTWORK
WHEN I LOVE I LOVE
TOD GOOD TO BE TRUE
TO KNOW YOU IS TO LOVE YOU
FOR SWEET CHARITY'S SAKE
GENEALOGY
OH GOSH
IT'S ALL OVER BUT THE SHOUTING

1928—FOLLOW THROUGH
Book by Lawrence Schwab, lyrics by Lew Brown and Buddy DeSylva, and presented by a cast that included Irene Detroit, Zelma O'Neal, Jack Haley, Eleanor Powell, Madeline Cameron and John Barber. Crawford Music Corporation.
BUTTON UP YOUR OVERCOAT
(Available on the following records: Decca 24045 in A-1929, Basil Fomereau orchestra; De Luxe 1188, Hey Jackson; Musicalz 593, Sarah Vaughan; Capitol 57-718, B. Strong orchestra; Mercury 5366, Gene Williams orchestra; Coronet 500, Glenn Brown Trio.)
I WANT TO BE BAD
YOU WOULDN'T FOOL ME WOULD YOU?
MY LUCKY STAR
THE DARING GIBSON GIRL
THE 1908 LIFE
IT'S A GREAT SPORT
HE'S A MAN'S MAN
THEN I'LL HAVE TIME FOR YOU
MARRIED MEN AND SINGLE MEN
IF THERE WERE NO MORE YOU
(Continued on page 50)



First "Sentimental Me" ... Now ...

"Longing"

Recorded by

- SPADE COOLEY—RCA Victor
- JAMETE DAVIS AND BRL LAWRENCE—Columbia
- JAN GARDNER—Capitol
- RUSS MORGAN—Decca
- LEE MORSE—Decca
- DON AND LOU ROBERTSON—Coral
- BILLY WILLIAMS QUARTETTE—MGM

A note on your letter-head will bring a viny of the record you want for your program.

KNICKERBOCKER SONGS, Inc.

1619 Broadway

New York 19, N. Y.

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(General Manager)

HERB WALD
(Hollywood)

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"THE BLACK ROSE"

and

"EV'RYBODY CLAP HANDS"

with orchestra under direction of
HARRY GELLER
Mercury 5509

ONLY HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS CHICAGO, ILLINOIS MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

*Inspired by 20th Century-Fox Picture
"THE BLACK ROSE"

The Billboard MUSIC POPULARITY CHARTS

PART XI

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.

PETITE WALTZ.....Sammy Kaye Ork.....Columbia 39030

Kaye, taking a leaf from the Lombardo book, has created a happy, sweeping instrumental dishing of an import which has been stirring up action via Guy's Decca treatment.

CROSS MY HEART, I LOVE YOU.....Hugo Winterhalter Ork and Chorus...Victor 20-3943

Winterhalter could hit pay dirt again with this lulling and retentive waltz. The rich orking and clean recording features a handsome solo vocal effort by Peter Hanley.

NEVERTHELESS.....Mills Brothers.....Decca 27295

The fine taste and cream-smooth execution of the tresses Mills are at a peak for this reading of the Ruby-Kalmar ballad which is scoring via the "Three Little Words" flicker and is getting its strongest impo from a Paul Weston waxing on Columbia.

I'LL ALWAYS LOVE YOU.....Oen Cherry and Eileen Wilson.....Decca 27244

A late coming but decidedly on the upgrade beguine from the "My Friend, Irma, Goes West" flicker draws a refreshingly handsome duet from the pair of warblers from Decca's new crop of talent. Cherry's growing acceptance should enhance values on this platter. Song was stirred by Ufan Martin (Capitol), Dinah Shore (Columbia) and Martha Tilton (Coral).

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. TO THINK YOU'VE CHOSEN ME.....Eddy Howard.....Mercury 5517
2. PERDIDO.....Sarah Vaughan.....Columbia 39001
3. IN THE MIDDLE OF A RIDDLE.....Percy Faith.....Columbia 39005
4. SO LONG, SALLY.....Perry Como.....Victor 20-3931
5. MOLASSES, MOLASSES.....Terera Brewer.....London 794
6. MOLASSES, MOLASSES.....Lenny Carson and Whiz Kids.....Discovery 531
7. COULD BE.....Dick Haymes.....Decca 27217
8. THE PLACE WHERE I WORSHIP.....Al Morgan.....London 784
9. WHERE DO I GO FROM YOU?.....Rosemary Clooney.....Columbia 38983

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. TO THINK YOU'VE CHOSEN ME.....Eddy Howard.....Mercury 5517
2. MOLASSES, MOLASSES.....Terera Brewer.....London 794
3. BUSHEL AND A PECK.....Doris Day.....Columbia 39008
4. BUSHEL AND A PECK.....Perry Como-Betty Hutton.....Victor 20-3930
5. LUCKY, LUCKY, LUCKY ME.....Evelyn Knight.....Decca 27182
6. OH, BABE.....Louis Prima Ork.....Robin Hood 101
7. IT'S A MARSHMALLOW WORLD.....Vic Damone.....Mercury 5496
8. GOOFUS.....Les Paul.....Capitol 1192
9. THIRSTY FOR YOUR KISSES.....Ames Brothers.....Coral 60300
10. MOLASSES, MOLASSES.....Lenny Carson-Whiz Kids.....Discovery 531

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. I DON'T MIND BEING ALL ALONE.....Ames Brothers.....Coral 60300
2. BUSHEL AND A PECK.....M. Whiting and J. Wakely.....Capitol 1234
3. BEYOND THE REEF.....M. Whiting and J. Wakely.....Capitol 1234
4. BUSHEL AND A PECK.....Perry Como and Betty Hutton.....Victor 20-3930
5. LUCKY, LUCKY, LUCKY ME.....Evelyn Knight.....Decca 27182
6. THIRSTY FOR YOUR KISSES.....Ames Brothers.....Coral 60300
7. MOLASSES, MOLASSES.....Lenny Carson and Whiz Kids.....Discovery 531
8. RAINY DAY REFRAIN.....Andrews Sisters-Guy Lombardo.....Decca 27202
9. DADDY'S LITTLE BOY.....Mills Brothers.....Decca 27236

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. DADDY'S LAST LETTER.....Tex Ritter.....Capitol 1267
2. I NEED ATTENTION BAD.....Ernest Tubbs.....Decca 46269
3. GEE, BUT IT'S LONESOME TONIGHT.....Al Rogers.....WGM 10816
4. NO, NO, JOE.....Lute the Drifter.....WGM 10806
5. HUMPTY DUMPTY BOOGIE.....Mark Thompson.....Capitol 1198
6. I'VE GOT THE CRAZIEST FEELING.....Jesse James.....Four Star 1520
7. DON'T EVEN CHANGE A PICTURE ON THE WALL.....Lee Morse.....Decca 27163
8. THREE LITTLE DWARFS.....Sisart Hamblen.....Columbia 20754
9. WELL, OH WELL.....Moon Mullican.....King 894

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



DANNY KAYE and PATTY ANDREWS SING



ORANGE COLORED SKY

coupled with

CHING-ARA-SA-SA by the ANDREWS SISTERS and DANNY KAYE

With Vic Schoen And His Orchestra • DECCA 27261 (78 rpm) 9-27261 (45 rpm)

SPECIALS

- I'm In the Middle of a Riddle EVELYN KNIGHT and GUY LOMBARDO and His Royal Canadians Decca 27279 *9-27279
- Green Grass and Peaceful Pastures GUY LOMBARDO and His Royal Canadians Decca 27280 *9-27280
- The Sea of the Moon
- Time Out for Tears INK SPOTS Decca 27259 *9-27259
- Dream Awhile
- To Think You've Chosen Me! SY OLIVER and His Orchestra and RALPH YOUNG Decca 27262 *9-27262
- Just the Way You Are
- The Halls of Ivy ELLIOT LAWRENCE and His Orchestra Decca 27260 *9-27260
- The Bear That I Left on the Bar
- Que Hay De'So Men ALBERTO JENAGA Y Su Orquesta Decca 21323
- Infamia
- Walking With the Blues EDDIE CLAY and MERVIN SHINER Decca 46273 *9-46273
- Beloved, Be Faithful
- If You've Got the Money I've Got the Time MERVIN SHINER Decca 46274 *9-46274
- I Overlooked an Orchid
- I'm So Crazy for Love THE BLENDERS Decca 48183 *9-48183
- What About Tonight

UP AND COMING

- Patricia RUSS MORRAN and His Orchestra Decca 27258 *9-27258
- The Winter Waltz
- Our Lady of Fatima BILL KENNY of THE INK SPOTS and GORDON JENKINS and His Orchestra and Chorus Decca 27256 *9-27256
- Stranger in the City
- Molasses, Molasses (It's Icky Sticky Goo) ILLA FITZGERALD Decca 27255 *9-27255
- Santa Claus Got Stuck (In My Chimney)
- Thirsty for Your Kisses MILLS BROTHERS Decca 27253 *9-27253
- Nevertheless
- Gooch TOMMY DORSEY and His Orchestra Decca 27248 *9-27248
- Everybody Wants to Go to Heaven
- Music, Maestro, Please! TOMMY DORSEY and His Orchestra with DON CHERRY Decca 27247 *9-27247
- Strangers
- I'll Always Love You EILEEN WILSON and DON CHERRY Decca 27244 *9-27244
- If May Be On Sunday
- Daddy's Little Boy MILLS BROTHERS Decca 27256 *9-27256
- I Still Love You

*INDICATES 45 RPM VERSION

NEW RELEASES ALBUMS

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RONALD COLMAN with Supporting Cast
Music Composed and Directed by Victor Young
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DL 5215 • 10-inch Long Play Microgroove Unbreakable Record • Price \$2.85

NEW RELEASES SINGLES

- Accidents Will Happen BING CROSBY with Orchestra directed by VICTOR YOUNG Decca 27241 *9-27241
- And You'll Be Home
- Jing-A-Ling Jing-A-Ling ANDREWS SISTERS with VIC SCHOEN and His Orchestra Decca 27242 *9-27242
- Parade of the Wooden Soldiers
- Accidents Will Happen JIMMY GRAY and His Orchestra Decca 27246 *9-27246
- And You'll Be Home
- Melo Kalikimaka GEORGE KAINAPAU with SAM KOKI and His Paradise Islanders Decca 27220 *9-27220
- Silent Night (Polka)
- Winter Waltz in a Swiss Chalet WALTER DOMBROWSKI and His Polka Orchestra Decca 45117 *9-45117
- Cobina
- Better Dead Than Wed LENNY DEE and His D-Men Showin' My Lovin' Decca 46270 *9-46270
- Jesus Gave Me Water THE FAMOUS BLUE JAY SINGERS OF BIRMINGHAM, ALABAMA Decca 44178 *9-44178
- Jesus Met the Woman at the Well

*INDICATES 45 RPM VERSION

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.



America's Fastest Selling Records

2 GREAT DECCA VERSIONS!



"BELOVED, BE FAITHFUL"



by **RUSS MORGAN**
and his orchestra
coupled with

"YOU DREAMER YOU"
on DECCA 27006* (78 rpm) and 9-27006 (45 rpm)
"Music in the Morgan Manner"



by **MERVIN SHINER**
and **EDDIE CROSBY**
coupled with

"WALKING WITH THE BLUES"
on DECCA 46273* (78 rpm) and 9-46273 (45 rpm)



America's Fastest Selling Records



Picked by
BILLBOARD—DJs
OPS—DEALERS
America's Singing Sweetheart
EILEEN BARTON
'BABY ME'
 #11p "WHAT WILL BE, WILL BE"
NATIONAL #9123
 ★★★★★★★★★★
9119—DANNY SCHOLL
 "I'M GONNA LIVE TILL I DIE"
 ★★★★★★★★★★
LATEST RELEASE
9100—JOE TURNER
 "HOLLYWOOD BED"
 "NEW OO-WEE BABY BLUES"

ORDER FROM YOUR NEAREST DISTRIBUTOR OF NATIONAL RECORDS
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 Louis Prima's
OH BABE
Julio Bossy, Disk Jockeys
Remember it was on...
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 COMPLETE INVENTORIES BOUGHT
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 100 Cards for... \$28.00
 200 Cards for... 32.00
 300 Cards for... 45.00
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 \$5.00 with order, balance C.O.D. Samples sent on request.
ART STUDIO • FRANK J. RINCARI
 144 Forest Road • Glen Rock • New Jersey

Billboard
MUSIC POPULARITY CHART
PART XII
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
 (100 points—the maximum)

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

THE CATEGORIES

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, stage and other sales)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

POPULAR

COLLEGE PROM—E. Lawrence Ork **72**
 (1-10")
 Decca (33) DL-5274
 Star Dust; Once in a While; Laura; I've Got a Crush on You; I Can't Get Started; East of the Sun; Deep Purple; I'm in the Mood for Love.
 Elliot Lawrence makes his Decca debut in this package. His Ork, a crack college prom favorite, dishes the right dreamy dance favorites of tunes which otherwise are top collegiate standards—just as well as progress favorites of the general public. Elliot's lasty 88-ning it featured through the set while Gerald Patton adds her tonils to five of songs. The thrush treats the tunes with an appalling gentle warmth which hasn't shown on wax previously. Effortings are in keeping with the intended mood of the package. This dishing should find favor with the fraternity and sorority set and should please dancers of the younger set.

JUKES **JOCKS**
 Not suitable Top notch dance seg
 but 78 singles would fare.
 make good program fillers.

COCKTAIL SKETCHES—Charles Magnante **68**
 (1-10")
 Col (33) CL-6135
 Sweet Sue—Just You; Blue Skies; It Had To Be You; Laura; This Can't Be Love; I Never Knew; The Continental; I Can't Get Started.
 Magnante, one of the most versatile and best of the accordionists around today, here fuses his talents with a rhythm crew to make a delightfully airy and danceable collection of cocktail lounge styled selections. Tunes are right from the top drawer. Selections are played without break—four tunes to a side of this LP. There's nothing flashy about the set, just full emphasis on tempo and melody. The arrangements making use of amplified guitar and piano in ensemble and solo are attractive. A novachord is used for "Continental." Pleasant, inoffensive stuff for easy listening and dancing.

JUKES **JOCKS**
 Not suitable Good bet for cocktail hour and dance session segs.

ERROL GARNER (1-10") **72**
 Savoy (33) MG-15002
 She's Funny That Way; Until the Real Thing Comes Along; Confessin'; Stormy Weather; This Can't Be Love; The Man I Love; Moon Glow; I Want a Little Girl.
 This is certainly a Garner year, for both singles and LP's, but it must be presumed that his old fans plus a growing circle of new ones can't get enough of his piano. Tunes in this package afford him the chance to show his dreamy ballad style and his crackling rhythm style. Well recorded and transferred, the piano sound is clean and free of blurry overtones. On some of the slow sides the drummer's brushes have an annoying, sandpaper effect.

JUKES **JOCKS**
 Not suitable. Garner's popular with spinners, the more the merrier.

HANK SNOW FAVORITES—Hank Snow **78**
 (3-7")
 V (45) WP-295
 You Broke the Chain That Held Our Hearts; Wasted Love; Somewhere Along Life's Highway; No Golden Tomorrow Ahead; My Two Timin' Waman; Within This Broken Heart of My Mine.
 Snow, the long-time Canadian country favorite, has become a positive entity in the U. S. of late with his smash "I'm Movin' On." In this the collection he specializes in heavy throed ballads, tho there's a potent dash of boogie-blues, too. Should register heavily with his new loyal legions, and could provide spinner material to increase their selection.

JUKES **JOCKS**
 Any side should care For country spinners.
 its keep in rural regions.

A SYMPHONIC PORTRAIT OF GEORGE GERSHWIN—G. Luypperts, Ork **80**
A SYMPHONIC PORTRAIT OF JIMMY MCHUGH—F. DeVol Ork (1-12") **80**
 Cap (33) P-254
 A rich and familiar flow of the best loved works of Gershwin and the equally well known, but less publicized, efforts of McHugh comprise this handsome package. A dozen Gershwin and 15 McHugh songs have been wrapped up in big, uninterrupted arrangements in the symphonic style which the package advertises and come off as a pair of wear-half-hour side of easy listening. The Gershwin, which covers such loves as "I Got Rhythm," "Summertime," "Man I Love," etc., was done in France by Luypperts, who also was responsible for the diskery's package of Cole Porter in the symphonic style. Frank DeVol, whose effort is graced with more profound musical effect, did the McHugh collection which covers "Sunny Side of the Street," "Don't Blame Me," "Exactly Like You," etc.

JUKES **JOCKS**
 Not suitable For those who can spare the time, these 25-minute collections will be tough to top for listenability.

SWINGING THE CLASSICS—Jan Savitt **63**
 (1-10")
 Brunswick (33) BL-58028
 Liebestraum; My Heart at Thy Sweet Voice; The Young Prince and the Young Princess; Les Preludes; Meditation; Nocturne in E Flat Major; Parade of the Wooden Soldiers; Indian Summer.
 The title of this package is somewhat misleading. These adaptations are not righteously swung. Actually they were adapted for dancing and the results make a delightful set for the teep-minded crowd. The good taste and equally good sound of these recordings point up the brilliance of the late Jan Savitt's work in the band field. Tho Savitt passed away only two years ago, his name will probably not mean too much to the current market. But if properly merchandised as a dance package loaded with melodies everyone knows, this could prove a moderate selling item.

JUKES **JOCKS**
 Not suitable Tops for dance segs and equally good for historical reminiscences of the late Savitt.

VAUGHN MONROE SINGS A MELODY OF COLLEGE SONGS (4-45 s.p.m.) **82**
 Victor WP-299
 Yale, Harvard, Michigan, Ohio State, U. S. C., Stanford Georgia, Ga. Tech., U. of Penn., Columbia, U. of Texas, Texas Christian, Army, Navy, Notre Dame, Indiana.
 Booming bary Monroe leads a big male chorus and enlarged band thru a spirited collection of top college marching tunes. He has strong competition from Percy Faith and Russ Morgan, so inclusion of any one particular song may determine which is sold. Monroe fans, of course, will eat this one up, and its availability on 45 will determine some choices, just as Faith will be the choice of LP fanciers.

JUKES **JOCKS**
 Choice of sides depends on locale. For Monroe shows, pre-game warm-ups, or post-game fillers.

BARREL HOUSE PIANO—Frank Melrose, Alex P. Johnson, Mary Lou Williams, James Hill (1-10") **60**
 Brunswick (33) BL-58022
 Pass the Jug; Jelly Roll Stamp; Jingles; Night Life; Drag 'Em; Stompin' 'Em Down; Tack Head Blues; You've Got To Be Modernistic.
 Biggest interest in this collection of piano solos in the barrel house style will be with jazz collectors and students of jazz piano styles. The Decca people, who turn out this Brunswick series, deserve a low bow for the masterful job of re-recording which was done with these ancient diskies—they all were sliced in the late '20's and early '30's. Recordings are clean and distinct. Recordings are fascinating miniatures for historical interest pri-

THE ORIGINAL
 Louis Prima's
OH BABE
Julio Bossy, Disk Jockeys
Remember it was on...
ROBIN HOOD RECORDS
 ← ALWAYS A HIT! →
 1619 Broadway New York City

A NATURAL FOR THE OPS
 Lefty Johnson's Right Fielders
 and
 The Twilights
TANTALIZIN' DARLIN'
 and
HELENE
 on the
THEME
 Release P108
 10" flex 75¢ plus tax

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DISK JOCKEYS—COIN OPERATORS
1. Christmas Kisses
 #20035
2. Sweeter by the Dozen
 BY SALLY STARR
 #20022
RAINBOW RECORDS
 767 10th Ave. New York, N. Y.

WE'RE BEING FLOODED
 (With orders, that is.)
 for Sonny Callo singing
"When You Kiss A Stranger"
 and "Cuban Love Song"
 Better Get in the Swim
 Apollo No. 1170
APOLLO RECORDS, INC.
 457 West 45th St. New York 19, N. Y.

THE PEAK MUSICAL ACTION
 DIS
 "CORN SILK"
 Flip
 "SOMEBODY'S KISSES"
 by
LEO PIEPER
 TOWER RECORD T480
TOWER RECORDS
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RECORD PRESSINGS
 Shellac—Vinylite—Flex
 78 RPM—4533, L.P.
 Fast Pressings Free
 Small or Large Quantity.
 Labels—Processing—Masters
SONG-CRAFT, INC.
 1850 Broadway New York 19, N. Y.

marily and make an entirely worthwhile addition to the growing list of Brunswick collector pieces.
JUKES **JOCKS**
 Not suitable Jazz-minded spinners will find these interesting specimens of the once upon a time.



Patti Page and Patti Page
singing

**"TENNESSEE
 WALTZ"**

MERCURY
 5535

Flip Side—"Boogie Woogie Santa Claus"



ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



"For the Best in Folk Music"

NEW Just Out...

- **Jerry Jericho**
1537—'I'm Cravin' Levin' Who's Kiddin' Who?
- **Don Whitney**
1531—Give Yourself to Me for Christmas Santa Claus Valley
- TOP TEN SELLERS**
- **Maddox Bros. & Rose**
1527—Oklahoma Sweetheart
- **Solly Anne**
It's Only Human Nature
1473—We Will Set Your Fields on Fire We Are Climbing Jacob's Ladder
- **Cactus Pryor**
1522—Packing Up My Barracks Bag Blues Excuses
- **Hank Locklin**
1536—No One Is Sweeter Than You The Love Lost
1444—Pinball Millionaire Paper Face
- **Jesse James**
1526—The Criminal Feeling Joaquin Special
- **T. Texas Tyler**
1501—You'll Never Break My Trust—In Heart Again Wrona Side of Town
1535—Solitaire Trouble Then Satisfaction
- **Ivory Joe Hunter**
1535—Jumping at the Dew Drop We're Gonna Boogie
- **Happy Joe Lewis**
1528—Party Line Mean, Mean Man
- **Cecil Gant**
1524—My Baby's Changed Can't Get You Out of My Mind

We are grateful for the interest distributors have shown in GILT EDGE RECORDS

"TOPS IN COUNTRY MUSIC" OUR FIRST RELEASES

- **Slim Pickens**
3018—Save a Little Love for Me Skunk Hollow Boogie
- **Curley Cole**
3014—I'm Loovin' Now, for Now I'm Free
- **Grady Cole & Cole Family**
3017—I'll Follow Jesus All the Way I'm Getting Ready for Heaven
- **Buccaroo Billy**
3016—Shake Hands With the Devil You Done Daddy Dirty
- **Joe Morris**
3018—I Wonder if you Care Chattanooga Moon
- **Big Jim Denoore**
3020—E. Ramble Dream Wells
- **Arkie Shibley**
3021—Hot Rod Race I'm Living Alone With an Old Love

We Now Have Giltedge Distributors in St. Louis, Kansas City, Baltimore, Memphis, Cincinnati, Chicago, Portland, Seattle, Houston, Dallas and Miami.

DISTRIBUTION IN OTHER AREAS OPEN

GILT EDGE RECORDS 305 South Fair Oaks Avenue Pasadena 1, California

RAY HENDERSON (Part IV) (Continued from page 43)

I COULD GIVE UP ANYTHING BUT YOU FOLLOW THROUGH

1930—FLYING HIGH

Book and lyrics by Jack McGowan, Lew Brown and Buddy DeSylva and presented by a cast headed by Oscar Shaw, Bert Lehr, Grace Brinkley and Kate Smith. Crawford Music Corporation.

I'LL KNOW HIM WASN'T IT BEAUTIFUL WHILE IT LASTED? AIR-MINDED

THE FIRST TIME FOR ME FLYING HIGH

THANK YOUR FATHER HAPPY LANDING GOOD FOR YOU BAO FOR ME

REO MOI CHICAGO WITHOUT LOVE RUSTY'S UP IN THE AIR MRS. KRAUSE'S BLUE-EYED BABY BOY I'LL GET MY MAN

1831—GEORGE WHITE'S SCANDALS OF 1931

Book by Irving Caesar, Lew Brown and George White, lyrics by Lew Brown, and starring Ethel Merman in a cast that included Willie and Eugene Howard, Everett Marshall, Rudy Vallee and Ray Bolger. Crawford Music Corporation.

LIFE IS JUST A BOWL OF CHERRIES (Available on the following records: Decca 24454 in A-681, Ethel Merman; Decca 24059 in A-1931, Ray Benson's orchestra; Victor P(27843) in P-111, Rudy Vallee and Connecticut Yankees.)

THIS IS THE MISSUS THE THRILL IS GONE THAT'S WHY DARKIES WERE BORN (Available on Decca 24059 in A-1931, Ray Benson's orchestra.) MY SONG (Available on Decca 24059, in A-1931, Ray Benson's orchestra.)

THE BEGINNING OF LOVE LADIES AND GENTLEMEN, THAT'S LOVE SONG OF THE FOREIGN LEGION HERE IT IS BACK FROM HOLLYWOOD GOOD OLD DAYS

1832—HOT-CHA

Book by Lew Brown, H. S. Kraft and Mark Hellinger, lyrics by Lew Brown, and starring Lupe Velez in a cast that included June Knight, Charles (Buddy) Rogers, Bert Lehr and Lynn Sherman. Crawford Music Corporation.

YOU CAN MAKE MY LIFE A BED OF ROSES SAY WHAT I WANNA HEAR YOU SAY SO THIS IS MEXICO CONCHITA

I WANT ANOTHER PORTION OF THAT JOSE CAN'T YOU SEE FIESTA I MAKE UP FOR THAT IN OTHER WAYS THERE I GO DREAMING—AGAIN THERE'S NOTHING THE MATTER WITH ME SONGS OF THE MATADORS

1933—STRIKE ME PINK

Book and lyrics by Mack Gordon and Lew Brown, and starring Jimmy Durante in a cast that included Hal Lorrer, Roy Atwell, Eddie Gurr, Lupe Velez, Hope Williams and George Dewey Washington. Harms, Inc.

AN OLD HOLLYWOOD CUSTOM IT'S GREAT TO BE ALIVE STRIKE ME PINK

HONK TO HARLEM LOVE AND LET'S CALL IT A DAY RESTLESS MEMORIES OOH, I'M THINKING

MORE MORE MORE MORE MORE MORE I HATE TO THINK THAT YOU'LL GROW OLD, BABY

HOLLYWOOD, PARK AVENUE AND BROADWAY

1934—SAY WHEN

Book by Jack McGowan, lyrics by Ted Koehler, and presented by a cast headed by Bob Hope, Harry Rikman, Betty Dell, Linda Watkins, Taylor Holmes and Dennis Moore. J. B. Harms, Inc.

WHEN LOVE COMES SWINGING ALONG EXCITATION DAY IT MUST HAVE BEEN THE NIGHT SAY WHEN DON'T TELL ME IT'S BAD SUNDAY MORNING ISN'T IT JUNE? PUT YOUR HEART IN A SONG SO LONG, FOREVER SO LONG TORCH PARADE LET'S TAKE ADVANTAGE OF NOW

1835—GEORGE WHITE'S SCANDALS OF 1935

Book by George White, William K. Wells and Howard Shielder, lyrics by Jack Yellen, and presented by a cast that included Rudy Vallee, Bert Lehr, Willie and Eugene Howard, Hal Forde, Cliff Edwards, Gracie Barrie and Peggy Mostely. J. B. Harms, Inc. ANYTHING CAN HAPPEN CIGARETTE I'M THE FELLOW THAT LOVES YOU I'VE GOT TO GET HOT LIFE BEGINS AT SWEET SIXTEEN MAY I HAVE MY GLOVES? PIED PIPER OF HARLEM TELL THE TRUTH

1943—ZIEGFELD FOLLIES OF 1943

Lyrics by Jack Yellen, and presented by a cast headed by Milton Berle, Eric Blore and Sue Ryan. THIRTY-FIVE SUMMERS AGO THIS IS IT LOVE SONGS ARE MADE IN THE NIGHT COME UP AND HAVE A CUP OF COFFEE SWING YOUR LADY, MISTER HEMINGWAY BACK TO THE FARM HINDOO SERRAHOE HOLD THAT SMILE THE MICROMANIAC By Harold J. Rome.

Film Songs and Scores

1928—THE SINGING FOOL

A Warner Bros. picture starring Al Jolson in a cast that included Betty Brenton, Davey Lee and Josephine Dunn. Lyrics by Lew Brown, Buddy DeSylva and Al Jolson. Crawford Music Corporation.

*SONNY BOY (Available on the following records: Decca 23614 in A-469, Al Jolson; Decca 24044 in A-1928, Basil Fomcen's orchestra; Capitol 57-743, Mel Tormé; Victor 2-3560.) IT ALL DEPENDS ON YOU I'M SITTING ON TOP OF THE WORLD

1928—SAY IT WITH SONGS

A Warner Bros. picture starring Al Jolson. Lyrics by Lew Brown and Buddy DeSylva. Crawford Music Corporation.

LITTLE PAL SEVENTH HEAVEN WHY CAN'T YOU USE TO YOU SUNNY SIDE UP A Fox picture starring Janet Gaynor and Charles Farrell in a cast that included Joe E. Brown and El Brendel. Crawford Music Corporation. (I'M A DREAMER) AREN'T WE ALL? (Available on Decca 24048 in A-1929, Fingerte and Schust, dual pianos.) IF I HAD A TALKING PICTURE OF YOU KEEP YOUR SUNNY SIDE UP. (Available on Decca 24048 in A-1929, Fingerte and Schust, dual pianos.) TURN ON THE HEAT

1930—FOLLOW THE LEADER

A Paramount picture based on the stage musical "Manhattan Merry," and starring Ed Wynn in a cast that included Ginger Rogers, Gene Holtz and Ethel Merman. Lyrics by Lew Brown and Buddy DeSylva. Harms, Inc. BROADWAY BRO'TER, JUST LAUGH IT OFF By E. Y. Harburg and Arthur Schwartz. Famous Music Corporation. SATAN'S HOLIDAY By Irving Kahal and Sammy Fain. Famous Music Corporation. GOOD NEWS

A MGM picture with Bessie Love, Mary Lawrence and Cliff Edwards. Lyrics by Lew Brown and B. G. DeSylva. This film utilized the songs from the stage production of the same name.

JUST IMAGINE A Fox picture with El Brendel and Maudgen

O'Sullivan. Lyrics by Lew Brown and Buddy DeSylva. Crawford Music Corporation. OLD FASHION GIRL MOTHERS OUGHT TO TELL THEIR DAUGHTERS I AM THE WORDS NEVER SWAT A FLY DANCE OF VICTORY

1934—GEORGE WHITE'S SCANDALS

A 20th Century-Fox picture with Rudy Vallee, Jimmy Durante, Alka Faye, Gregory Ratoff, Adrienne Ames, Cliff Edwards, George White, Dixie Dinkar and Richard Carle. Lyrics by Jack Yellen and Irving Caesar. Movie-tone Music Corporation. OH, YOU NASTY MAN SO NICE SWEET AND SIMPLE FOLLOWING IN MOTHER'S FOOTSTEPS EVERY DAY IS FATHER'S DAY WITH BABY SIX WOMEN MY DOG LOVES YOUR DOG HOLD MY HAND

1935—CURLY TOP

A 20th Century-Fox picture, starring Shirley Temple in a cast that included John Bales, Rochelle Hudson and Jane Darwell. Lyrics by Ted Koehler and Irving Caesar. Movie-tone Music Corporation. ANIMAL CRACKERS IN MY SOUP CURLY TOP IT'S SO NEW TO ME WHEN I GROW UP THE SIMPLE THINGS IN LIFE

1947—GOOD NEWS

A MGM picture with June Allyson Peter Lawford, Patricia Marshall, Joan McCracken and Mel Tormé. Lyrics by Lew Brown and Buddy DeSylva. Crawford Music Corporation. TAIT SONG HE'S A LADY'S MAN LUCKY IN LOVE THE BEST THINGS IN LIFE ARE FREE JUST IMAGINE VARSITY DRAG

SONGWRITERS COMING UP!

ARTHUR SCHWARTZ

In Subsequent Issues The Billboard Will Present

- MILTON AGER
- TON CONRAD
- BILLY ROSE
- HARRY WARREN
- HARRY M. WOODS
- ALLIE WRUBEL
- RALPH RAINGER

THE ORIGINAL

Louis Prima's

OH BABE

Julie Brown, Dick Jenkins Remember it was on...

ROBIN HOOD RECORDS

← ALWAYS A HIT! →

1619 Broadway New York City

Customers, This Is It

LARRY VINCENT'S Record "THAT LITTLE BOY OF MINE"

Backed by "THE PLACE WHERE I WORSHIP"

Two ace sides on one record. You can't miss with this one. It's terrific.

THE ORIGINAL

Louis Prima's

OH BABE

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1619 Broadway New York City

OUT NEXT WEEK...



The Billboard in its new, modern, tabloid-size newspaper format



SIX best-sellers by MITCH MILLER

COLUMBIA'S ace conductor-stylist-arranger

"IN MY ARMS"
AND
"AU REVOIR AGAIN"

Columbia Record 38964
or 7-inch LP 1-789

"AUTUMN LEAVES"
AND
"SONG OF DELILAH"

Columbia Record 38971
or 7-inch LP 1-796

"TZENA, TZENA, TZENA"
AND
"THE SLEIGH"

Columbia Record 38885 or 7-inch LP 1-706

COLUMBIA RECORDS

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

COLOR STILL RAISES LOUD HUE

Sprague Calls Color Faded Sub for B-W

Multi-Hue War Continues

(Continued from page 7)
anew. In connection with this, the FCC in what appeared to be open wrath, ordered NBC to halt experimental colorcasts during regular commercial hours and denied a request by NBC to sell color time.

Lengthy Court Hearings

Sprague predicted that the FCC's color decision "probably will be before Federal Courts for some time to come." "Ultimately," he said, "it is the Federal Courts that will decide whether and when the color system approved by the commission will be broadcast. These courts will decide whether the 8,000,000 persons who have invested over \$2,000,000,000 in television receivers are to be penalized by the adoption of an incompatible color system."

Answers Charge

Answering Stanton's charge that TV manufacturers have created "confusion" about color and were keeping it from the public, Sprague emphasized that RTMA's membership includes companies which have pioneered in the development and perfection of electronics "and who have been steadily improving (TV) receivers and reducing costs thru mass production so that today 8,000,000 homes can view this modern miracle." He described his views, therefore, as "not one man's opinion" but "the considered judgment of the best informed men in our industry."

Retorting to Stanton's assertion that manufacturers "are trying to create the impression that the public's investment in TV sets is about to be wiped out," Sprague said he knows of nobody who believes that and that, in fact, "present black-and-white television sets are a better investment than ever before."

"Action Was Unwise"

As to Stanton's assertion that "some manufacturers are trying to create the impression that the commission's decision was sudden and that, as a result, they are not prepared to build adapters, converters and new color receivers," Sprague declared, "It is true that the manufacturers could not believe—until it actually happened—that the FCC would actually approve the noncompatible CBS color system. They believed—and still believe—that the action was unwise." Sprague went on to point out that, in addition, "even minor changes in existing television receivers take six months to make" and that basic changes take much longer. Answering questions which he said have (See SPRAGUE CALLS on page 54)

Nix Color TV Ads

NEW YORK, Oct. 21. — The Columbus (O.) Dispatch, it was reported here this week, refused to accept Telecolor color TV ads. At The Billboard's press time no Dispatch spokesman was available, but belief was that the paper feared acceptance of color video advertising would jeopardize black and white TV advertising lineage from local dealers, and hence rejected the polychrome copy.

Stores Change Color-TV Tune As BB's Sleuths Do Reprise

(Continued from page 3)

would "give our word" that any set purchased could receive color or black and white with the addition of a unit that will take care of it. The clerk at Macy's admitted that he had been instructed in his sales pitch that "all sets are adaptable for color." He reported that, while he couldn't put it in writing, he was authorized to give his word on the subject of adaptability. The rest of the pitch included such phrases as "there's only one station," "color will be on at odd hours—you won't be home at those times," "two years before color is ready for the mass market" and "converters will cost between \$100 and \$150."

Most unusual of the sales pitches came from the salesman at the Spear furniture store. "You don't want to be a color pioneer," he said. "After all, if you've waited until now to buy a black-and-white set, you're obviously not the pioneering type. The set you buy now will be worn out by the time you start to think seriously about color." This salesman was the only one willing to put his store's name on a guarantee that

any black-and-white set purchased could be converted to color "if it didn't have doors."

First Price Rise In Many Years Hits Sheet Sales

(Continued from page 13)

songs—and give sheet music more eye appeal."

That individual publishers are being forced to hike the price level is indicated by a study of production costs. As stated in The Billboard October 7, the publishing fraternity for years has absorbed increases in labor, printing, engraving, arranging, etc. In addition, publishers point to increased rentals, higher-salaried professional staffs—even the 20 per cent tax whenever they pick up a tab—as justifying a price rise. Latest price hike has been in printing, which was raised 8 per cent October 1 by Kuperman & Del Gaudio, who pointed to increased costs of paper, labor and materials.

It is to be noted that those pubs who are increasing the price do not do so on all tunes. They do so only on some specific song or songs upcoming, because their current tunes are listed at the old price. However, dealers are already aware of what is coming. Music Sales, chain music dealer operators, stated that they had not yet received any of the new and higher priced stock, but they had heard of the upward revision of some items.

Under the new rate, with a greater spread for the dealer, it is expected that the latter will handle sheet music with more enthusiasm. The practice, incidentally, of printing the 40-cent price on the sheet is expected to give the dealer more ammunition to overcome such consumer resistance as might develop.

Stock Quotation Ad Draws Eyes to RCA

PHILADELPHIA, Oct. 21. — With TV dominating the stock market news in the financial section of the local newspapers, Morgenstern, one of the larger dealers, with two stores in this city, got plenty of attention with an advertisement listing stock market quotations.

A teaser streamer offered "A real tip on RCA Victor television." And under headings of "investment," "dividends," "guarantee," "prices" and "opinion," ad copy proceeded to spell out the sales virtues of RCA Victor's TV line.

Manufacturer's Color View

WASHINGTON, Oct. 21.—What amounts to a ready-made nutshell explanation which set dealers can use in answering customer queries about black-white TV and color was supplied by Prexy Robert C. Sprague, of the Radio-Television Manufacturers' Association (RTMA) to be broadcast nationally in his speech tomorrow.

Sprague asserted that "when any good friend of mine asks me what he should do about color television, here is what I tell him:

"1. The color system now authorized by the Federal Communications Commission produces a picture in satisfactory color, but it has these definite limitations:

"A. Except for projection sets, which the public has shown little interest in, the CBS color system is limited in its present form to pictures no larger than 12½ inches.

"B. Sets and converters will require a mechanical disk or fly-wheel which, in my opinion, will never be acceptable to the majority of set owners.

"C. Color programs for some time to come will be necessarily restricted—even in a few cities where they are broadcast—to off hours and the less popular entertainment.

"2. Long before the present color system can win any real measure of public approval or establish a substantial audience, the combined talent of America's electronic engineers will have developed an all-electronic and compatible color system which will probably replace the present incompatible system.

"3. I will tell my friend that if he can't get along without color, despite all of its limitations, he will be able shortly to buy a converter and adapter which will enable him to receive the CBS color broadcasts on his present set or one which he will buy at any time.

"Finally I tell my friend, that if he is interested mainly in good reception of all of the better television programs he can buy a black-and-white set with confidence that it will continue to receive these programs for years to come.

"In other words, there is no reason for him to delay his purchase of a television set."

Confusion Reigns on All Levels

Industry Treads Carefully

NEW YORK, Oct. 21.—On the subject of color television, actions, reactions and emotions were growing more and more confused this week. This was true at customer, retailer and distributor levels. Even at manufacturer levels there was confusion over the proper steps to take to avoid tripping—sales or public relations-wise.

In New York over 600 distributor personnel attended a meeting at which Radio-Television Manufacturers' Association (RTMA) President Robert C. Sprague gave the industry viewpoint. Similar meets were either held or scheduled in other parts of the country. Dealer groups also met in hopes of coming up with some constructive action to prevent a drop in traffic and sales.

In general this is the way the TV scene looked:

Manufacturers: A barrage of press releases, statements, direct mail and ads was aimed at the retailers and consumers. RTMA President Sprague was scheduled to state his organization's case over the CBS network tomorrow (22). (See separate story this issue.) In a letter to dealers, General Electric's Sales Manager Arthur A. Brandt said color was a long way off and that color sets would cost 50 per cent and maybe as much as double the present price for equal size black and white pictures. Pilot took large ads in New York papers calling the CBS color system a "flying saucer." Crosley's General Manager John W. Craig said the industry considered the CBS system "impractical" and that the FCC ruling was "not the final word."

Leonard Ashbach, Majestic president, called the color issue "a political football with the public taking a beating in the bureaucratic scrimmage." Walter A. Buck, vicepres and general manager of RCA Victor, told distributors that substantial color broadcasting was at least two years away. Admiral sent to dealers wall posters intended to reassure potential purchasers and explain why most manufacturers were against the CBS system. DuMont, originally one of the most outspoken foes of the CBS system, remained silent. There was speculation that the DuMont silence was meant not to buck the FCC which has scheduled hearings on the possible reallocation of cable time—extremely important to the future of the DuMont network.

Distributors: Many reported that dealers had sent thru cancellations or "holds" on orders, but that the sales picture was still bright. Many claimed that cancellations were due more to the recent amendment to Regulation W than to color TV. Those handling lines of manufacturers violently opposed to the CBS system were placating dealers and arranging for co-op ads to reassure customers. One distributor, who handles TV and the Webster-Chicago line, claimed that several dealers had asked for preferential treatment on the W-C color converters when they became available.

Dealers: There was jittery feeling (See Confusion Reigns on page 54)

Listeners' Razberries May Aid FCC in Its Giveaway Stand

(Continued from page 4)

giveaways, but only to transmit letters from constituents.

Of the writers commending FCC restrictions, a great many took time to include various gripes against broadcasters. Irritating commercials were the subject of most secondary complaints. Crime shows were deplored by many, and horse races and baseball broadcasts were hit by a few. A Brooklyn correspondent suggested the FCC "abolish radio."

Some Cry, "Gyp"

Educators, jurists, churchmen and civic club members who wrote in were unanimous in condemning giveaways as reducing the time on the air of what they termed shows of better quality. A dozen listeners wrote to claim they had been gyped by giveaways. One claimed he won a radio contest in which he was to receive a Tucker car or \$2,000 in cash. "Tucker went bankrupt, and I never got a nickel," he complained. A Midwestern lady said she won a radio which arrived "in pieces." The station, she added, never replied to her letters of complaint. Other complaints came from contestants who said they won watches but never received them.

Rouser Roster

The minority who hollered at the FCC for jumping on giveaways are vehement in their praise of such shows. A New York City resident claimed the Commission was trying to end his only chance of getting rich. To this letter, Coy responded, "your chances of winning a large sum appear to be slight."

Comedian Fred Allen, who carried on a long campaign of his own against giveaways, was raked over the coals by several giveaway enthusiasts. The

mildest epithet directed toward Allen was "a tired, un-funny man." A dozen letters accused the FCC of leading America toward Socialism or trying to establish a dictatorship. While two such correspondents described themselves as "100 per cent Americans," heading the list was a self-styled "200 per cent American."

A large number of letters condemning the FCC giveaway stand praised such shows as both educational and entertaining. Several correspondents said they were shut-ins and their chief pleasure was listening to giveaways.

SPRAGUE CALLS

(Continued from page 53)

come to him from many sources since the FCC decision, Sprague took up first the question whether present black-white programs will continue and what programs will come in color.

"There are two primary reasons why we believe black-and-white programs will continue to provide the best television entertainment for years to come," he said. "One is our profound conviction—the FCC to the contrary notwithstanding—that the right kind of color television system simply isn't here yet. The second is an equally firm belief that black-and-white television will never be obsolete, even when a sound color system is developed.

"As black-and-white receivers will always cost less, they will appeal to many economy-minded persons," he said. "Moreover, the advertisers who sponsor most of the best television programs will never abandon this mass audience to any large extent in favor of a much smaller number of persons who will be willing to pay extra for color."

Concerning CBS's announcement that it will broadcast 20 hours of color weekly, Sprague said the telecasts "will be in fringe hours, when the average person is at work or asleep." He said the programs will not be popular evening ones and that, "in all probability," only one or, at the most, a few of the nation's TV stations will be carrying these colorcasts because of the "incompatibility" of CBS color with black-white. Sprague said that, for this reason, national advertisers won't want to risk commercially valuable evening time "unless and until a substantial number of sets have been converted." He added that few people will want to buy converters and adapters under this arrangement and that this accounts for RTMA's insistence on a compatible color system.

Sprague went into a detailed explanation of compatibility and the terms converter and adapter and he voiced certainty that adapter-converters will cost consumers well in excess of \$100.

"Are these adapter-converters going to be a mass production item?" he asked. "CBS and FCC currently believe they will, and I am willing to concede that both parties are sincere in saying so. But I point out that neither CBS nor FCC has ever been in the manufacturing business; they have never sold radio and television

Pat Weaver's TV Philosophy

(Continued from page 6)

cultural experiences in which most people have little interest, exposure to . . . people making contributions to our times . . . and a new adulthood."

Weaver drew one of the top receptions of the convention. His appearance was in contrast to his talk last year which, while well received, was taken with a grain of salt. This year, however, the NBC video veep arrived at the convention with a record of accomplishment.

NBC has a responsibility to broaden the interests of its viewers, Weaver asserted. It cannot spell out their education but it can make a vital beginning thru, for example, top news and public affairs coverage, presentation of the top artists in all fields and thru stimulating viewers to the fundamental process of thinking.

Telecasters will fail their responsibility, according to Weaver, if they serve up only escapist programs. The proper function, he offered, is to program for maximum effectiveness and to avoid a characterless measure of pulp-magazine content. It is a frightening load, Weaver declared.

Weaver warned the NBC stations that airing such telecasting is not "dull stuff" but even more important under today's world conditions than ever before. Television must assume a major role in educating people as to the facts in the present world crisis, he said.

To attract viewers to NBC programs, Weaver said, NBC is applying to this philosophy the principle of appealing to people thru common, not special interests, with emphasis on block programming. The intent is to telecast programs that "all people like some of the time rather than shows which some people like all the time." NBC's job is to forward the general level, Weaver claimed, not to supply the needs for special groups.

The NBC-TV veepee listed NBC's hit shows and the large roster of top names the network has under contract for TV. Citing this advantage, he cracked that as far as TV goes, "Columbia is back again being the gem of the ocean."

Weaver also touched on plans now in the works for a dramatic program alternating specially produced films, legit shows and TV originals. Details are elsewhere in this week's TV-Radio Department.

equipment to the public. So I am more inclined to take the opinion of set merchandisers, who know by long experience that the public, especially the housewife, does not want an extra "gadget" on her receiver, whether for radio or television, if the converter required to receive the CBS color broadcasts is particularly cumbersome looking, due to its mechanical disk or flywheel. It is this wheel which makes it impractical to convert any television set with a picture tube larger than 12½ inches, and then only to a picture no larger than that of a 12½-inch tube, as the wheel must be more than twice as large as the tube face to function. As the public in recent months has shown a definite preference for larger pictures, it is doubtful that it will be willing to revert to the smaller TV screen merely to receive color.

"Consequently," he continued, "it is a fair assumption that only a very small percentage of present TV set owners will buy adapters and converters even when they are freely available, and then only when the more popular programs are broadcast in color during the most favorable viewing hours. And such scheduling of color broadcasts is unlikely until a substantial viewing audience, equipped with converters-adapters, is available. So we have another enigma like the question: Which comes first, the hen or the egg?"

"There is only one clear answer to the set owner's dilemma" he con-

NBC To Shift Tele Emphasis On Radio Seg

(Continued from page 5)

station, nor would he risk repeating TV material to AM listeners who might have seen the shows on TV.

Plans for the program were outlined to this week's NBC convention by Charles R. Denny, executive vice-president of the network, as part of NBC's plans to develop new and aggressive AM sales plans. Other new show-sales plans revealed by Denny were titled "Night and Day" and "Sight and Sound."

"Night" will offer a daytime show, *Break the Bank*, and *Nero Wolfe* on Friday nights, to three sponsors, each of whom will pay a third of the costs or around \$11,500 each. "Sight" will offer a TV-AM combination, either as a simulcast or via tape on AM. The combination is based on the theory that advertisers will get unduplicated audiences.

Denny also declared that even if "operation tandem"—the first of the NBC-AM sales gimmicks—does not succeed, it is the sort of sales approach necessary under current sales conditions.

Some affiliates are cold to the tandem plan. One school argues that it may hurt national spot business—which pays them full card rate as against the reduced network compensation. Others say that it is in effect a rate cut, since the stations are to be paid at the hourly rate, rather than the higher half-hour rate, even tho the shows are all half-hour programs.

U. S. Raps Again At Supply Group

WASHINGTON, Oct. 21.—Justice Department this week submitted to a New York Federal Court a proposed anti-trust consent judgment against a group of New York and New Jersey electrical wholesalers and the Eastern Electrical Wholesalers' Association.

The judgment is being presented in a civil suit to halt practices for which the defendants were previously fined in a criminal anti-trust suit. Justice had charged the defendants with forcing manufacturers of electrical supplies to sell only to association-approved wholesalers, and with having prevented direct sales to retailers, consumers and federal and local agencies. A further charge was made that the defendants prevented the lowering of prices in the New York area.

The proposed judgment would terminate all the illegal trade restraints attacked by justice, suspend activities by the trade association for 21 months, and require it to deny membership to any wholesaler not agreeing with the judgment's provisions.

BARRY PREDICTS

(Continued from page 6)

be on the premier broadcast—with the records integrated into his own speech.

"The big show" will have a bigger budget than any single continuing show in radio, Barry declared. Alto he did not reveal costs, it is understood the weekly talent nut on the series is \$30,000.

cluded, "and that is a fully electronic compatible color system, which the industry's engineers and scientists are confident can be developed in the reasonably near future. Such a system will offer no problems for the set owner, as he will be able to receive all broadcasts, whether in color or black and white, and in black and white without any expenditure for adjustments or new equipment."

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4 Toronto Clubs Sign AFM Pacts

TORONTO, Oct. 21.—Smaller niteries here are raising plenty of beefs to the local liquor licensing board about big dough being spent by the hotels and some of the larger taverns for imported talent and advertising.

Ontario Liquor Control Board, which doles out the licenses for all forms of liquor selling, is looking into matter and it is speculated it will clamp down.

Liquor over the bars is a recent innovation, having been brought in only three years ago. At first the clubs and hotels didn't bother putting in fancy entertainment, but as more licenses were handed, some high-priced talent was imported as competition became stiffer.

At present every tavern is forced to hire some form of entertainment and many members of the AGVA and AFM are being kept busy. There are 30 spots which are using members of either union.

As a result the AFM and the AGVA are able to write their own tickets when it comes to setting up contracts. This has had some effect at Club Norman, one of the more exclusive spots. AFM told Owner Norm Cornell he was paying his upstairs trio below scale and that he had better make up the difference. When he refused, the union pulled trio and Cornell slipped in another which was non-union. Then the AFM pulled the house band and Cornell slipped in a non-union group.

While the Club Norman continues to be picketed by the Beverage Dispensers' Union, and continues with a non-union band, the other clubs here have signed agreements with the Toronto Musical Protective Association (AFM).

The Prince George has agreed to a 52-week year, while the Barclay has renewed its old agreement. The Casino, city's only vaude house, has added a man, in addition to putting in a steward for the band. The Sheraton outlet, King Edward Hotel, continues on the "unfair" list of the Musical Protective Association, since it won't come to terms with the union headed by Walter Murdoch.

Meantime rumors are that Norm Cornell, who heads the Club Norman along with his mother, is anxious to sell the club, this particularly in the light that no union acts will play in his house.

This follows the action last summer when Wally Wicken and his eight-piece band were pulled out by the AFM because of an alleged non-payment by Cornell of about \$5,000 to an upstairs trio. Wicken was reported to have turned in his card, but this was later found out to be incorrect. Wicken and his boys, tho some are not still in the music business, still hold their card in the AFM.

Time Marches On

NEW YORK, Oct. 21.—Harry Morton, who books a cafe in Brooklyn, made a deal with a performer to come in for a personal appearance in conjunction with a disk he'd made for Adam Records.

Morton told the owner how grateful he should be because he made a deal that wouldn't cost him anything. If the guy did business he'd get paid; if no business, no loot.

"Okay, okay—so who've you got?" asked the op.

"I got Freddie Bartholomew."

"Ya mean that kid actor?" demanded the op in indignation. "What'll we do with him here? This is a night club. Ya want the Gerry Society to close me up?"

P.S.: Bartholomew's now in his upper 20's.

Legitabs to the B.-O. Rescue

AGVA Clears Panto-Disk Acts

NEW YORK, Oct. 21.—The latest move on panto-record acts made by the American Federation of Musicians (AFM) was seen as indicative of opening up new territory, particularly in and around Toronto.

Henry Dunn, head of the American Guild of Variety Artists (AGVA), received a letter from James C. Petrillo advising him that the AFM considered Connolly and Conway (a record act) in AGVA's jurisdiction. Heretofore, said Dunn, many such acts were AFM members.

With Petrillo's letter on file, Dunn promptly notified Canadian AGVA branches that, in the future, the area could use the record acts. AFM jurisdiction, however, will still obtain if these acts use instruments in addition to panting to disks.

Page New Prez Of Chi's EMA

CHICAGO, Oct. 21.—Sidney J. Page, indie agent, was elected proxy of the Entertainment Managers' Association, local chapter of Artists' Representatives' Association, here Tuesday (10). Other officers for the coming year include Jack Russell, Mutual Entertainment Agency, first v.-p.; Freddie Williamson, second v.-p.; James A. Roberts, indie, third v. p., and Sid (Senator) Epstein, William Morris, secretary-treasurer.

The new board of governors includes, in addition to those named, Lou Breese, Lyman Goss, Seymour Shapiro, Sam Levy Sr., and Paul Marr, all indies; Chuck Suber, GAC, and Sid Harris, Mutual Entertainment.

Syd Slate Plans To Open Club

NEW YORK, Oct. 21.—Syd Slate, of the Slate Brothers, is planning to open a club. He and Jack Healy, co-manager of Rocky Graziano, are dickering with the owners of an East Side room and say they expect to close the deal soon.

Slate expects the spot to feature a rumpus room, in addition to the bar up front, where he and his brother will either work in shows or get additional acts.

Columbus Day Ducat Hikes Haul Stem Up to 409G

NEW YORK, Oct. 21.—A Columbus Day, with its increased holiday prices, brought Stem takes up to \$409,000, as against the previous week's figure of \$384,000.

Radio City Music Hall (6,200 seats; average \$123,000) did \$125,000 for its third week with *Glass Menagerie*, the Ivanovs, Ade Duval and the Four Macks. The previous week saw \$127,000 against an opener of \$139,000.

Roxy (6,000 seats; average \$68,000) did \$90,000 for Martha Stewart, the Blackburn Twins and *All About Eve*. The no-admission-while-pics-on policy cut income down somewhat. The house is now back to regular admissions.

Capitol (4,627 seats; average \$43,000) did a robust \$75,000 first week with the Three Sons, Andy Russell, Jerry Colonna, Dick Humber's ork and *Life of Her Own*.

"Nuf Said"

LOS ANGELES, Oct. 21.—Frank R. Merritt, 67, former vaude and minstrel comedian, who died early in September in General Hospital here of cancer of the stomach, post-carded his own prolog to his final curtain to *The Billboard* as follows:

"Frank Merritt, comedian (?) in drama and vaudeville for years (that's what he thought) passed out of the picture. What was the complaint? None. Everybody was satisfied. He leaves the earth for the other actors to make a living on. No friends, no enemies, no relatives to mourn. Just an orphan. No bows, no encores, no applause. Bows out gracefully. Final curtain.

"P. S.: The above act was written by the deceased before shoving off. Nuf said.

"Born in Philadelphia. Why? Nobody seems to know or care."

Shelvey Case Nix Denied by Court

NEW YORK, Oct. 21.—The request for a dismissal of the charges made against the Associated Actors and Artists of America (Four A's) by the Boston faction of performers, was denied Friday (20) by Supreme Court Justice Felix Benvenga.

A request for dismissal after one side presents its case is a formality. The denial is usually a similar formality.

Case being heard in the Bronx Supreme Court is now in its fourth week. The charges were made as an outgrowth of the Matt Shelvey dismissal from American Guild of Variety Artists (AGVA) in 1949, which the Boston group claims is a usurping of power over AGVA by the Four A's.

Steinman Sole Owner

PHILADELPHIA, Oct. 21.—Harry Steinman, operator of the Latin Casino, is now the sole owner of the downtown supper club. Since entering the nitery fold several years ago as head of a combine, Steinman has bought out all other interests in the present set-up.

Vaude Chain Plans Trial; N. J. Club, Too

Miami Eyes Packages

(Continued from page 4)

packages, also put on *High Button Shoes* at the Strand.

The idea of legit shows has also intrigued Bill Levine, op of the Rustic Cabin, Englewood, N. J. The spot is mulling a gimmick calling for three-quarter round legit productions, plus complete dinners and dancing for \$3.95, sans drinks. The idea is to have the legit show go on at 8 and break at 11. As people come in they'll order their dir ers, which won't be served until after the show, when dancing to a name band will take over. The shows would run six days a week. Sunday to Friday. Saturdays will spot a top name band.

Miami To Use Tab?

Miami Beach hotels, which were expected to become a ripe field for entertainers in the variety field, are also mulling plans for tab shows, each headed by a name actor. Negotiations are currently going on between the gold coast hotel ops and Stan Greson, of the Buddy Allan office, toward an agreement which will bring in such legit packages.

The entrance of what is commonly accepted as Equity performers into a field, jurisdiction of which is claimed by the American Guild of Variety Artists, will undoubtedly start a rumpus of no minor proportions.

Harrow said he's not interested in what union obtains jurisdiction. He is willing to sign with either one.

Impersonators Nixed By Bridgeport Chief

BRIDGEPORT, Conn., Oct. 21.—Police Chief John A. Lyddy issued orders this week banning the appearance of female impersonators in night clubs or other public places here. In his order he stated that he considers their acts "nauseating, revolting and generally disgusting." He further said that the same view is held by the State Liquor Commission of Connecticut.

Niteries hit by the ruling are the Club Rio and Good Luck Lombards, which have been playing to capacity business nightly with shows entirely manned by female impersonators.

Call Bramson For Used Auto

NEW YORK, Oct. 21.—Sam (Morris office) Bramson has the "tall, thin, Chrysler" for sale. And this time it's no gag.

He borrowed the Chrysler and was coming down to New York along the Saw Mill River Parkway, Sunday (15), driving like he owned the car, when his front wheels hit the cement side partition and the car turned over.

Bramson wasn't hurt, except for a scratched pinky and some assorted aches and pains.

"The only reason I wasn't killed," said Bramson, "was because I had to confirm a date for Fran Warren the next day."

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VAUDEVILLE REVIEWS

Palace, New York (Thursday, October 19)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, week-ends. RKO chain booker, Dan Friendly. Producer, Dave Banis. Show played by Don Albert's house band.

This bill needs a couple of shows under its belt. As caught, it had loose ends and lulls that slowed most of it to a walk. Show is a promotion gimmick tied to the international motif. So, acts booked are of different nationalities to give the package the international flavor.

Show started with Marc and Sylvia, a good acro team that combines its weird lifts with dancing. Boy looks good and is an excellent understander. Gal, a short brunette, is on the plumpish side, which makes his lifts so much more difficult. Act knows its way around a stage and has enough tricks to sell solidly.

Zorran Not Ready

Zorran, a tall, distinguished chap, showed a magic act, cigaret and ball disappearing bits, topping it with a pickpocket routine with the help of some audience participation. Zorran's biggest handicap is his poor English, which makes him often unintelligible and hinders his getting people up to help him. Once he learns the language and acquires a more forceful manner, he could be satisfactory in theaters and cafes. He's not ready yet.

Nat Mills and Bobble, a standard British Music hall act, works somewhat like a Burns and Allen or a Block and Sully, except that all chatter is in cockney. Both short people, she plays it straight. He does the bits, and some of them draw real yocks. Act's approach to comedy is a little strange to U. S. audiences but should make the grade.

The Ben Yost Guardsmen, toggled out in those skin-tight pants and flashy coats and capes, did a series of fast medleys of show tunes, college songs and U. S. armed service numbers to fair hands.

Celia Adler, in her vaude precm, did a dramatic sketch based on a wife's visit to her husband in the hospital. The act was too long, it held the audience. Miss Adler's reading was excellent and even if there were no big laughs, it had enough chuckles to keep 'em interested.

The Ballet Sevillano (10 people) have been reviewed before (Latin Quarter and Cabalgata). This time around the group had a little trouble with its music. They have added a boy accordionist to work between costume changes. Other than that the act does a good job to solid hands.

Alan Carney did a competent job with his soap box dialects, getting the usual bellies. The Five Amandis, Danish teeterboard act, worked fast, showed socko tricks and were as solid this time as their previous date here.

Pic. He's A Cockeyed Wonder. Bill Smith.

Oriental, Chicago (Thursday, October 19)

Capacity, 3,100. Price policy, 10 to 99 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes's house band.

This four act bill shows that clever booking can produce a good 45 minutes of entertainment without stretching the bankroll. There's actually no headliner, but each act does a swell job.

Sherman Hayes has been here four weeks as house ork leader and shows more improvement each time in. The handsome fronter has the smile and casual manner that makes for top emseing. He also does a good job of vocalizing. On this show, band did a good Dixieland number between opening and second act.

Nora Toomey and Company opened with two gal aerialists doing standard web work on dangling rope. Bit is slow and should be zippier for vaude. When a plant came out of the audience to do excellent comedy trapeze work, the act pepped up. Miss Toomey, who acted as the plant, has a laugh-packed five minutes built around a pseudo-amateur on the swinging bar. Walked off to a nifty mitt.

Jan August has dropped his trio and is working with the house rhythm section. August got good attention with a medley of his top piano specialties. He's added a fine player piano impress that is realistic. Bit got the biggest mitt of anything he did and is fine pacing for his piano interpretations.

Kay Armen, a Chicago gal, displayed an extremely mellow voice that is just right for any type of listener. The Stop the Music chirp is ultra-relaxed. Even after five numbers, the response was so good she had to do two encores.

Ming and Ling, in the anchor spot, got good response, but the boys haven't changed a line in two years and they've worked here at least three times during that period. Act, which is a natural novelty, needs some new lines and songs to regenerate interest.

Pic. I'll Get By. Johnny Sippel.

Strand, New York (Friday, October 20)

Capacity, 3,000. Price policy, 35 cents-\$1.75. Four shows daily; five, week-ends. Warner chain booker, Harry Meyer. Show played by house ork.

This one is, by far, the best hunk of show seen here in many a booking. It opens fast and keeps going with hardly a let-down right down to the last bow. It isn't production, either; just four solid acts tied together with Florian Zabach's emseing and fiddling.

Val Setz opened with his standard juggling act mixed up with just enough laughs to keep the customers happy and amazed with his dexterity. He bowed off to a good mitt and encoered with a bit of tossing four silver coins in the air from the back of his hand and catching them individually. Zabach ran thru a neat violin solo of Tea for Two and a trick country fiddling solo with an unstrung bow.

The Martells and Mignon, three hefty boys and a petite gal, sold well with their adagio turn. The intricate timing necessary for this type of act impressed the house. Finishing with a one-hand catch of the gal after a toss across the stage, the quartet went off to a big hand.

Gil Lamb started with giggles which kept building until they were guffaws and bellies. A routine based on singing versions of Little Jack Horner to the music of Vincent Youmans, Cole Porter, the Russian composers and bepop, left the house limp with laughter. His dance bit of a guy tangoing without a girl and Lis tiny harmonica bit were equally well received.

At show caught, Ella Logan had to be Y. Tho never a name on disks, there are still thousands of appreciative Logan fans. Those who catch her

Paramount, New York (Wednesday, October 18)

Capacity, 3,054. Price policy, 55 cents-\$1.50. Four shows daily; five Saturdays. Chain booker, Harry Levine. Show played by Charlie Ventura band.

If the flicker, Dark City, gets anywhere, the bill should do some biz, even if the marquee isn't loaded with big names. What it lacks in draw it makes up in solid entertainment.

Flesher teed off with Dick and Dot Remy doing their standard act. Gal's heft, always good for extra laughs, got the same reaction. The team's comedy across, alligator waddle and boy's skates-on-hands cartwheels came off very well. Small stage made latter particularly tough to do. Full house paid off in bigger than usual hands.

Richard Hayes, in his Stem vaude preem since he signed with Mercury Records, did a creditable bary job. Lad has much to learn, can't manage his hands, but can sing. Using special lyrics to standards, the boy manages to become ingratiating without contrived humbleness. He started with Wonderful You, went into Time Goes By, followed by Old Master Painter, with a rhythmic hand-clap beat by the ork. Then came a down tempo, If You Were But a Dream, followed by the up Orange-Colored Sky, for a solid performance.

Janis Paige, billed as extra added, is a tall, Junoesque redhead who can act, besides looking good up there. Her walk-ons, a loping stride, will need changing, but her act doesn't. Gal showed a marked ability to do comedy novelty songs and rhythm numbers. She didn't do as well with straight ballads, tho she can sing. She proved that with a brilliant Granada. Her best, however, was a special, Hop-Along Page, with props. Whoever wrote that one for her did a real job and one that Miss Page complements by selling with plenty of skill.

Morey Amsterdam dissipated some of his act thru emseing, but once in his own spot, as the closing act, he hit 'em with both hands. His fast one and two-liners had 'em howling so much that he frequently stepped on his own laughs. He sustained throat. Even when the pit started down, he was on, with the house yocking it up.

The Charlie Ventura band is a hot-stepping aggregation. In the show-ba-ling slot the band did very well. In its own spot, the high point was Dark Eyes, with Ventura soloing on his sax for enthusiastic applause. Bill Smith.

for the first time will become fans immediately. Her repertoire consisted of Who Cares, I Don't Want Him, Cot-tage for Sale, Give My Regards to Broadway and A Little Bit of Heaven. None of the tunes are current hits, but sheer showmanship and vocal ability made a smash rep. ire out of what would have been tough material for most fem singers. The gal was great.
Pic: Three Secrets. Joe Martin.

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Follow-Up Reviews

BLUE ANGEL, NEW YORK: Barbara Cook, a short, chubby brunette, showed possibilities that needn't be limited to cafe rooms. Gal has a high contralto that is clear and pleasant to listen to. But what is perhaps equally important is that she can sell.

Miss Cook's act, when caught Wednesday (19), consisted of standards in various tempi. Each called for a different approach and each got it. Canary's dramatic interpretations were so good they kept the audience enthralled. On the basis of her work she could do a job in a musical and do it well.

Wally Cox, the Mad Moisesles and the Weavers, all caught before, continue. *Bill Smith.*

CAFE SOCIETY, NEW YORK: The show at this Village spot is brief, but qualitatively good, and includes Dixielander Phil Napoleon and his Memphis Five, pianist Errol Garner and thrush Ruth Brown. This reviewer has seen both Garner and Miss Brown at this location within the last six months and their styles and deliveries, if anything, are enhanced. Garner, a darling of the jazz cognoscenti, currently inked to a Columbia Records pact, displays a refreshing keyboard attack. His approach is at times pixie-ish, whimsical, then solemn. His chord structures and melodic embellishments are modern, the not extreme. He stooped the show here and had to beg off after several encores.

Ruth Brown, currently under contract to Atlantic Records, rhythm and blues diskery, has an unusual quality and range. She seems able to drop two octaves on the turn of a syllable and possesses admirable control. Her appearance is lithe and alert. Her opening number, titled *Miss Brown Is Back in Town*, a parody, is a waste of time. She can better use those minutes for a number more suited to her style. In a beguine-type tune, rhythmic and melodic tune, such as *That Old Black Magic*, she is tops.

Phil Napoleon, horn-blowing Dixielander, came out of retirement about a year ago when the Dixieland revival started. The maestro, under contract to Columbia, plays two-beat rhythm with nostalgic effect and proves a quiet, capable emcee.

House was doing good business when caught Wednesday (10:15 p.m. show). It is not unusual for Cafe Society to include a comic or a dance act in addition to the musical package. Such an addition would make for a more-rounded nitery show but would up the budget considerably. *Paul Ackerman.*

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NIGHT CLUB REVIEWS

Tic-Toc Club, Milwaukee

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Al Tusa; booking, Phil Tyrrell; manager, Armin Weinberger. Estimated budget this show, \$1200. Estimated budget last show, \$1200.

Making a bid for better fall and winter biz, the Tic-Toc has added Steve Varela and His Rhumbaaires combo on the bandstand to spell fixture Johnny Davis's aggregation.

The Gerardos, Jeri and Toni, opened cold on one of the best shows club has bought in a long time. Terp team won friends immediately with their modern dance routines and sharp appearance. Couple made few concessions to commercialism but, nevertheless, won healthy mits from audience, especially with their Frankie and Johnny fantasy number. Their honors were cinched with an encore mambo routine that had the Murray and Astaire instructors in the audience drooling.

Doubling on the floorshow, along with her 88 work with the Varela outfit, dark and pretty Yvonne Rivera gave out with three fiery semi-classic numbers that almost stole the show. Big selling factor in her favor was the exciting authentic Latin rhythm background the Varela boys gave her.

Bev Palmer can sing, and sells okay, but her stint of four songs would have sold much more solidly if not so heavily loaded down with special material. While the special lyrics tagged on to *I Love the Guy* and an original, *All Women Are Wolves*, were clever and got fair hands, she lost her audience at times due to the songs requiring close ear-cupping to fully appreciate the wordings. A good standard or pop tune would have rounded out her offerings to advantage.

Playing a return shot, Larry K. Nixon did a commendable job of emceeing the show, and his fast, sharp delivery of fresh material raked the genuine yocks most of the way. When he did dig down in the barrel for an old story he sold it for all it was worth. High spot of his work was reached with his take-off on a nervous plane passenger.

Johnny Davis and his boys come thru with well-cut show and dance music. *Benn Oiltman.*

Minnesota Terrace, Hotel Nicollet, Minneapolis

(Wednesday, October 11)

Capacity, 425. Shows at 8:30 and 11:30. Price policy, \$1.50 cover, \$2.50 minimum. Management, Neil B. Masick, president; Morgan Nichols, manager; James Jickman, room manager. Publicity, Anne Morrow. Estimated budget this show, \$5,000. Estimated budget last show, \$4,250.

Back to its name attractions policy, spot hit a winner with Hoagy Carmichael—so much that he raked up a new all-time record, surpassing Hildegarde's mark. On his first Saturday night he drew 628 covers. Hildegarde's 622 was the previous high.

Carmichael's aim is to entense the tense businessmen and their wives, and he succeeds extremely well. He sells from the start his attitude that the audience can go about its business, eating, drinking or visiting without having to watch him perform. Works with a three-piece rhythm section and clary so that there's no loud horn-fooling to upset the pattern of patrons. Hoagy uses as a gimmick three notes whistled by a patron which he converts into a passable on-the-spot-composed melody.

All Carmichael favorites are offered, starting with *Buttermilk Sky* and including *Huggin' and Chalkin'*, *Little Old Lady*, *Old Rocking Chair*, *Georgia on My Mind*, *Lazy Bones*; *Doctor, Lawyer, Indian Chief*; *A Woman Likes To Be Told* (his latest), *Old Man Harlem*, *Hong Kong Blues* and the inevitable *Star Dust*.

Cecil Golly's ork, a fixture here, does its usual top job, as does Mildred Stanley, canary. *Jack Weinberg.*

Lookout House, Covington, Kentucky

(Monday, October 9)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, Ben W. Brink. Assistant manager, Jim Clark. Booking policy, non-exclusive. Publicity, Joe W. Johnston. Estimated budget this show, \$4,500. Estimated budget last show, \$5,000.

New bill isn't a big name line-up but it packs plenty of entertainment value. Cagey production gives it a lively tinge, with the Arden-Fletcher Dancers (8) matching smart attire with excellent hoofology in three routines that hit home.

Stan Kramer, marionette perfectionist, had diners with him from the start. With perfectly timed maneuvering he puts his characters thru a potpourri of take-offs on nitery performers, brightened by an effusion of strobolighting. Grabbed continuous palms and yocks.

The Talbots, handsome ballroom duo, speed gracefully thru three numbers. Lifts, pinwheels and butterflies are accomplished in effortless fashion and their blow-off, a nostalgic dance bit that encompasses the Schottische, Lambeth Walk and Bunny Hug, brings solid applause.

Headliner Jane Dulo knows her way around an intimate spot. Her material is good and she possesses the sales savvy to put it across in grand style. Started with a capable canarying of a novel *Just Like You and Me* and went ahead to stay. Tickers then with a few characterizations before putting together a hilarious Princess Pearl, lady wrestler, bit. Done in typical rattle jargon, she fractured patrons' risibilities time and again. Her life story before a pseudo *We, the People* audience earned similar results.

Johnny Boswell, bary, ably emceed and handled vocal backgrounds for the line. Bob Snyder's ork parlayed an excellent show-cutting job with good dance music.

Shirley and Jim Hahns and Bill Grant share Steinwaying chores in the Wonder Bar. *Bob Doepker.*

Terrace Room, Hotel William Penn, Pittsburgh

(Wednesday, October 18)

Capacity, 300. Shows at 8:30 and 11:45. Price policy, \$1 and \$2 cover. Statler-operated. Manager, Tom Troy. Booking, Music Corporation of America. Estimated budget this show, \$2,000. Estimated budget last show, \$2,500.

Music Corporation of America (MCA) has put together an excellent package of young entertainers, all of whom have a good chance of hitting the top, and has tied them together with the sock performance of crack 88-er, Evelyn Tyner, to give the Terrace Room one of its most entertaining shows since it went back to the show policy.

The show got off to a great start with the top-drawer terping of Elaine Dunn and Don Powell. Russ Emery, New Columbia Record artist, followed, and showed enough to warrant top billing anywhere within the next six months. The lad's excellent treatment of songs and floor presence gave every indication of approaching big time.

Raymond Chase followed and easily scored with his droll humor and cute tricks with his concertina. Jody Miller who is probably the most beautiful singer around today was an easy winner in the next spot, and had the warm appeal that should make her a sock bet for a musical and pictures.

Miss Tyner closes the show with her backing of bass and drums and brought the house down with her great keyboard work.

Joseph Sudy's ork (8) backed in artful fashion and their dance music was in exact keeping with the likes of the Statler clientele. *Len Litman.*

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Boston Showbiz Stacks It High

BOSTON, Oct. 21.—Tho the movie segment of local entertainment business is crying poor mouth, the rest of the amusement trade is troubled only with the size of the taxes it will have to pay.

Before the season opened October 6 the Boston Symphony was completely sold by subscription for every series it plays in every city for its 1950-'51 season. The New England Opera Theater is more than two-thirds sold out for its four productions at the Boston Opera House. Sadler's Wells Ballet doesn't play here until early January, but the week's engagement has been sold out for a month. Aaron Richmond reports his Celebrity Series of concerts (confined entirely to the biggest name artists) has the biggest sale in its 20-year history.

Business has not been quite so phenomenal in legit, except for a couple of isolated instances. But even here the level of business is a good deal higher than last year and higher than the movies.

The record breaker, of course, was *Call Me Madam* which led everything for the month of September. In a way *Madam* hurt other shows, since all local interest was centered in the Merman shindig. All but a few house seats were completely sold for the three-week run here a week before the show opened. This far exceeded the advance of *South Pacific*, as did the three-week (minus one day) gross of \$121,200.

Here, by theaters, is the legit gross report for Boston for the month of September:

Boston Opera House

Sept. 4.—*Pardon Our French*. The Olsen and Johnson revue got tepid reviews, yet managed to chalk up a respectable four week's gross of \$149,596.

Wilbur

Sept. 12.—*Season in the Sun*. Wolcott Gibbs' comedy got good notices, but one, and managed to amass \$25,800 in two weeks, minus a day.

Sept. 12.—*The Curious Savage*. \$12,700 for the first week of its engagement on Theater Guild subscription.

Plymouth

Sept. 11.—*Black Chiffon* got mild notices, and drew a respectable \$28,400 for two weeks.

Shubert

Sept. 19.—*Call Me Madam*. The unprecedented demand for seats nearly caused riots. Most probable explanation: interest engendered by the names of Merman, Berlin, Hayward, et al., and the fact that the general public got left out of *South Pacific* and *Oklahoma* in their first appearance here, got in early on the mail orders and snapped up all the tickets. Mail orders in the first two weeks totaled more than three times the capacity of the theater for three weeks. Total gross for three weeks, minus a day, was \$121,200.

Copley

Sept. 25.—*City Lights*. Revival of the Charlie Chaplin film has been repeating its New York success here. (See *Boston Showbiz* on opp. page)

"Streetcar" Goes A-Truckin'

PHILADELPHIA, Oct. 21.—Trucks, instead of the railroads, will be utilized by the touring company of *A Streetcar Named Desire* for its off-the-beaten-track tour. The company holding forth at the Erlanger Theater, has engaged James P. Clark's Highway-Express Company here to transport their show on tour for the next nine weeks. Clark will step into the travel competition with specially designed trucks.

Sides and Asides

Cincy Children's Theater Extends Season

Cincinnati's Children's Theater has opened its season ticket sale, with two extra performances of each play scheduled to meet demand. The low-cost, professional performance will give four plays during the season for a \$1 season ticket. Additional costs are borne by the Junior League. The schedule offers two out-of-town companies and two local groups. They are "Indian Captive," November 13-18, by the Children's World Theater of New York; "Merlin the Magician," January 29-February 3, National Youth Theater of New York; "Mystery at the Old Fort," March 5-10, University of Cincinnati Mummies Guild, and "Sleeping Beauty," April 2-7, Junior League Players. Each play will be given six times. The theater will also sponsor an institute in creative dramatics for teachers and group leaders in schools to help them plan dramatic presentations by pupils. Eventually a children's workshop will be organized.

"Out of This World" Has 300G Advance Sale

Advance of the new Cole Porter song-and-dancer, "Out of This World," looks to touch off a new ticket-buying fever. A single weekend ad drew 5,000 replies over a three-day period. Mail-order plus theater parties racked up to over a \$300,000 advance six weeks before the skedded opening November 30. The Century b-o. staff expects plenty of headaches over the next five weeks.

Blackfriars Guild Holds On to Quarters

The Blackfriars Guild, leading experimental off-Broadway group, will not be evicted from its quarters on West 57th Street after all (The Billboard, October 7). The School of Radio Technique (SRT) has taken a long lease on the building for its TV operations and has invited the experimental group to continue its use of the theater. SRT directors Frankin Hauser and John F. Gilbert believe that the work of the Blackfriars is important in uncovering new talent and scripts, access to which can become of prime importance to their organization. SRT intends to get into live TV production shortly and the arrangement appears a good one on the score of mutual aid.

Equity Report in Hands of D. C. School Board

A follow-up of Equity Council's censure of the authorities of Washington's Anacostia High School for refusal to permit the performance of a scene from the Sesquicentennial pageant, "Faith of Our Fathers," with Negroes in the cast (The Billboard, October 21), is a decision of a special school board committee that the Capital's school segregation law bans simultaneous appearances of Negro and white groups in public schools during school hours. Dr. James A. Gannon and Albert W. Lee voted that Anacostia Principal Mrs. Opal Corkery had acted legally under the school segregation law in refusing to permit the performance September 12. Woolsey W. Hall, Negro member of the board, cast a dissenting ballot. The committee report is in the hands of the full school board for consideration.

Sylvia Siegler, Brokers Tic Hassle Still Deadlocked

The hassle between the ticket brokers and Sylvia Siegler and her Show-of-the-Month Club continues with no signs of immediate settlement. A delegation of the Committee of Theatrical Producers (CTP) met with the Ticket Code Enforcement Authority (TCEA) Friday (20), represented by James Reilly and Warren Munsell, League of New York Theaters, and Paul Dullekell and Alfred Harding, of Actors' Equity. The meeting wound up with a request from the CTP that the TCEA withhold its final decision on the controversy until the CTP can call another meeting of its own for further discussion of the problem. A member of the Code Authority refused to make any prediction as to the attitude of (TCEA) to date. He would only state that the board had listened to both Miss Siegler's and the brokers' sides of the story and was now getting the views of the managers. He hoped that all chips should be down for rendering a decision within the next two weeks.

News Review

Miami Copa Legit Preems With Tone

MIAMI, Oct. 21.—Sandy Scott and Irving Barrett kicked off the legit season at Miami Beach's converted Copa City with S. N. Behrman's comedy, *The Second Man*, starring Franchot Tone with Margaret Lindsay, Barbara Peyton and Walter Brooke, Wednesday (18). Originally scheduled to open the day before, preem, postponed one day because of the hurricane, played to a packed and enthusiastic house. As reported in *The Billboard* (October 14), Scott and Barrett have taken over Copa City for nine weeks and will present legit bills with Broadway casts weekly.

Tone turned in a polished performance and was ably supported. The single set show and four-person cast reflect economy of operation without sacrificing quality of production. House accommodates 800 and is scaled to \$3.69 top which should make it a profitable operation. Producers plan performances daily except Monday, with special midnight performances Saturdays. The next scheduled attraction is Helmut Dantine in *Angel Street*. Art Green.

Margo Jones's Dallas Schedule Announced

DALLAS, Oct. 21.—Margo Jones's production schedule for her theater of '50-'51 is as follows:

Lady Windermere's Fan, by Oscar Wilde, November 6; *A Play for Mary*, by William McCleery, November 27; *The Merchant of Venice*, December 18; *The Willow Tree*, by A. B. Shifren, January 8; *An Innocent in Time*, by Edward Caulfield, January 29; *One Bright Day*, by Sigmund Miller, February 19; *School for Scandal*, March 12; *We Ride a White Donkey*, by Ethel Harris Gregory and George Panetta, April 2. Plays run three weeks each, followed by six weeks of repertory.

Personnel of the resident company includes Charles Proctor, John Denney, Edwin Whitner and Betty Greene Little, all with the theater last season, plus newcomers Mady Correll, Raymond Van Sickle and Carolyn Martin.

Sari Scott, author of *An Old Beat-Up Woman*, which was presented both here and in Boston last season by Miss Jones, will be in Dallas all season on a Rockefeller Foundation grant, writing and working with the theater.

"Les Ballet" Shines Brightly

NEW YORK, Oct. 21.—Just a year ago the Messrs. Shubert and Arthur Lesser imported Roland Petit's *Les Ballets de Paris* troupe to the Winter Garden here, where it enjoyed a prolonged three-month stand to sock business. Sunday (8) the group teed-off a return four-week visit at the National Theater. Over-all, a current review of their talents would cover the same ground as of last year (*The Billboard*, October 15, 1949). This reporter predicted that the Paris terps would pack them in at the Winter Garden, and there is no reason to believe that they will not repeat at the National.

Anyone who doesn't take ballet too seriously can have a good time. A balletomane purist my turn up a nose, for Roland Petit's Parisiennes bother themselves little with classical tradition. They put on a dancing show—and a good one—with the accent firmly on sex and interspersed with always lively and sometimes quite brilliant stepping.

The troupe's opening menu once more spotlights the two items which proved hits last year, *Carmen* and *L'Opus a La Coque*, plus a new one to the stem, *Les Forains*. The last is (See "Les Ballet" on opposite page)

BROADWAY SHOWLOG		
Performances Thru October 21, 1950		
DRAMA		
	Opened	Perfs.
Affairs of State (Royale)	9-25, '50	31
Angel With Red Hair (Blackfriars' Guild)	10-19, '50	4
Arms and the Man (Arena)	10-19, '50	4
Black Chiffon (48th Street)	9-27, '50	29
Burning Bright (Broadhurst)	10-18, '50	5
Daphne Laureola (Music Box)	9-18, '50	40
Death of a Salesman (Morosco)	2-1, '49	708
Legend of Sarah (Fulton)	10-11, '50	13
Water Roberts (Alvin)	2-18, '48	1069
Season in the Sun (Cort)	9-28, '50	28
The Cocktail Party (Henry Miller)	1-21, '50	316
The Glacé Smile (Lyceum)	10-7, '50	17
The Happy Time (Plymouth)	1-24, '50	311
The Member of the Wedding (Empire)	1-5, '50	332
MUSICAL		
Call Me Madam (Imperial)	10-12, '50	12
Gentlemen Prefer Blondes (Equity)	12-8, '50	364
Kiss Me, Kate (Shubert)	12-30, '48	754
Les Ballets de Paris (National)	10-8, '50	15
Michael Todd's Peep Show (Winter Garden)	6-28, '50	133
Pardon Our French (Broadway)	10-5, '50	20
Peter Pan (Imperial)	4-24, '49	208
South Pacific (Majestic)	4-7, '49	636
The Consul (Barrymore)	3-15, '50	253
Tickets, Please (Coronet)	3-15, '50	204
COMING UP (Week of October 23)		
The Curious Savage (Martin Beck)	10-24, '50	
Mrs. Warren's Profession (Bleecker St. Playhouse)	10-25, '50	
The Day After Tomorrow (Booth)	10-26, '50	
CLOSED		
Southern Exposure (Biltmore)	10-14, '50	23
Opened 9-26, '50		
The Medium and The Telephone (Arena)	10-14, '50	101
Opened 7-19, '50		

BROADWAY OPENINGS

CALL ME MADAM

(Opened Thursday, October 13)

IMPERIAL THEATER

A musical. Book by Howard Lindsay and Russel Crouse. Music and lyrics by Irving Berlin. Staged by George Abbott. Dances by Jerome Robbins. Sets and costumes by Raoul Paine Du Bois. Miss Mermans dresses by Main Rocher. Musical director, Jay Blackton. Orchestration, Don Walker and Joe Glover. General manager, Herman Bernstein. Stage manager, Don Hershey. Press representatives, Leo Friedman, Abner Kipstein and Robert Ullman. Presented by Leland Hayward.

Mrs. Sally Adams.....Ethel Merman
Secretary of State.....Geoffrey Lomb
Supreme Court Justice.....Owen Coll
Congressman Wilkins.....Pat Harrington
Henry Gibson.....William David
Kenneth Gibson.....Russell Nype
Senator Gallagher.....Ralph Chambers
Secretary to Mrs. Adams.....Jeanne Bel
Butler.....William Hall
Senator Brockbank.....Jay Velle
Commo Constantine.....Paul Lukas
Pemberton Maxwell.....Alan Hewitt
Clerk.....Stowe Phelps
King Pauline.....E. A. Kramschmid
Sebastian Sebastian.....Henry Lascoe
Princess Maria.....Galina Talva
Court Chamberlain.....William David
A Maid.....Lily Paget
Grand Duchess Sophia.....Lila Stalup
Grand Duke Otto.....Orest Coll
Principal Dancers.....Tommy Hall, Muriel Bentley, Arthur Partington, Norma Kaiser

The "Potato Bugs":
Ole Krogshus et al., Richard Fjellman
SINGERS—Rae Abruzzo, Jeanne Bel, Trudy De Lux, Lydia Fredericks, Estelle Gardner, Ruth McVayna, Lily Paget, Noelia Petoquin, Helene Whitely, Artistic Barrios, Nathaniel Frey, William Hall, Albert Linville, Robert Fenn, Tom Balder, John Sheehan, Stanley Simmons, Ray Stephens.
DANCERS—Shelie Parrell, Nina Franklin, Patricia Hammerley, Barbara Heath, Norma Kaiser, Virginia Roy, Kirsten Valbur, Fred Hearn, Allan Knolls, Kenneth LeRoy, Ralph Linn, Douglas Moppert, Arthur Partington, Bobby Tucker, William Westow.
SONGS—"Mrs. Sally Adams"; "The Hostess With the Most on the Ball"; "Washington Square Dance"; "Lichtenburg"; "Can You Use Any Money Today?"; "Marrying for Love"; "The Ocarina"; "It's a Lovely Day Today"; "The Best Thing for You Would Be Me"; "Something to Dance About"; "Once Upon a Time Today"; "They Like It"; "You're Just in Love".

Arriving with the biggest pre-publicized fanfare since George Cohan bowed at the Alvin Theater on election night, 1937, in *I'd Rather Be Right*, *Call Me Madam* tees off to similar prefabricated cheers. Obviously, *Madam* is set as a commercial smash—with about \$1,000,000 advance in the till, an all-time cash record for a song-and-dancer. So there is no argument as to where it is heading financially. But *Right* was an oversold disappointment on opening night and *Madam*, despite a variety of virtues, adds up similarly.

In all honesty, the Lindsay-Crouse book is labored and reaches for laughs. Occasionally, a bit of sharp and crackling wit comes thru, to set a pew-sitter upright on his spine. But for the most part, interest sparks from the superlative efforts of Ethel Merman and some assistants to keep a rather mediocre song-and-dancer plot on the right side of the ledger.

Since by this time anyone remotely interested in things theatrical is doubtless familiar with the plot of *Call Me Madam*, it is redundant to take up its details. It concerns a well-known Washington hostess, appointed ambassador to a mythical Duchy of Lichtenburg (which could be spelled Luxembourg), and pokes fun at her battles with protocol and ceremony. All of which high jinks may predicate a certain amount of amusement, but wear thin over a full evening. Such is *Madam's* book.

Insofar as the score is concerned, Berlin has written some pleasant melodies and lyrics. *Marry for Love* and *It's a Lovely Day Today* may likely make the pop hit grade, but to rate his current score with *Annie Get Your Gun* is an anemic comparison. There are other tuneful entries, but they are hardly off the Berlin top shelf, dedicated as they are to political pitches.

Obviously, *Madam* has Merman—and Merman, as usual, is quite wonderful. She can and does project a mediocre line or a run-of-the-mill lyric for sock reception. Hence, *Madam* seems better than it is, while she is on stage—which is most of the time.

There are excellent assists, also,

ARMS AND THE MAN

(Opened Thursday, October 13)

THE ARENA

A comedy by Bernard Shaw. Staged by Richard Barr. Designed and lighted by Paul Morrison. Business manager, Joseph Moss. Stage manager, Clinton King. Press representative, Regina Demehoff. Presented by David Hellwell and Derrick Lynn-Thomas.

Catherine Petkoff.....Josephine Brown
Raina Petkoff.....Lee Grant
Louka.....Anne Jackson
Captain Bluntschli.....Francis Lederer
Russian Officer.....Milton Scher
Nical.....Fred Stewart
Maj. Paul Petkoff.....Will Kuluva
Major Sergius Baranoff.....Sam Wanamaker

For the first time in 25 years Shaw's satire on soldering gets another Stern airing. Fifty years ago it was the fashion to regard Balkan disagreements as amusing opera bouffe fracasces. Time and consequences, unfortunately, have altered that condescending viewpoint. However, dissection of stuffy heroics and military blundering still packs a sugar-coated wallop of barbed observation. *Arms and the Man* is wonderful fun.

The impresarios of Broadway's only theater-in-the-round, David Hellwell and Derrick Lynn-Thomas, have picked a fine follow-up for their just closed *The Medium* and the Telephone in the Hotel Edison's ballroom, and Richard Barr's staging of the comedy for arena-type theater is a small masterpiece. For the first time a reporter was literally unconscious of the pew-sitters facing him on the other side of the platform stage. Paul Morrison has devised props which are exactly right without being obtrusive and his lighting is excellent. *Man*, in one opinion, is the Arena's best offering to date.

Francis Lederer is well-nigh perfect casting as the resourceful, professional man-at-arms with a preference for chocolate creams over bullets. He retishes his Shaw and doesn't let a line or a situation go to waste. Running his contribution a close second is the stuffy hero of Sa., Sam Wanamaker. Possibly due to Barr's direction, the Bulgarian major is not quite the arrogant dimwit of other revivals. In fact, he exhibits flashes of real intelligence. At all events, Wanamaker's reading provides a splendid foil for the competence of Lederer's exuberant Swiss.

An excellent quintet of featured players support the co-stars. Lee Grant does well by the romantically inclined girl whom Shaw allows more character than meets the eye, and Anne Jackson is splendid as the maid-servant with social and marital ambitions. Josephine Brown and Will Kuluva get all the fun out of Mama and Papa Petkoff that the old maestro has written into them. Fred Stewart makes a capable, class-conscious butler. Barr has put them all in a pattern which is just right for the tongue-in-cheek frolic that the comedy intends.

Continued intelligent approach such as this to Arena staging will bring theater-in-the-round definitely into its own. Bob Francis.

notably from Russell Nype, who runs the star close for top honors. The other half of the juvenile love interest, Galina Talva, likewise rates a high score. Paul Lukas, featured opposite la Merman, is ingeniously likeable as the mythical kingdom's ex politico, but he should never be permitted an attempt at a Berlin—or anybody else's melody.

Other assets are the dance patterns of Jerome Robbins, admirably led by Tommy Hall and Muriel Bentley, and plush sets and costumes by Raul Peine Du Bois.

Madam, in sum, bows in as a financial record-smasher. Likely it will be a long time before anything matches its bally. But a reporter honestly wonders, in spite of Merman et al, about the average pew-buyer's reaction to a \$7.20 top tariff at the Imperial. Bob Francis.

BURNING BRIGHT

(Opened Wednesday, October 18)

BROADHURST THEATER

A drama by John Steinbeck. Staged by Guthrie McClintic. Sets and lighting by Jo Meisner. Costumes by Althe Bernstein. Company manager, Paul Orrell. Stage manager, Windsor Lewis. Press representatives, Michel Mok and John L. Toohy. Presented by Richard Rodgers and Oscar Hammerstein 2d.

Joe Saul.....Kent Smith
Friend Ed.....Howard Da Silva
Mordeen.....Barbara Bel Geddes
Victor.....Martin Brooks

Productionwise, *Burning Bright* presents a redoubtable list of credits. It bows in under the aegis of that top producing team, Rodgers and Hammerstein. It is authored by a talent which commands more than considerable respect. It is staged by one of the theater's top-flight directors and its deceptively simple mountings come from the drawing board of one of the most knowing designers. Its cast of four boasts three stars and a featured player, exceptional at their jobs. However, there the matter ends. *Bright* is loaded down with pretentious, high-falutin', poetic dialog which never attains any solid impact of reality. It is snob theater, dedicated to pew-sitters who like to think they are intellectually a cut above the rest of the congregation. Perhaps there are enough of these gentry to keep *Bright* on stage at the Broadhurst for a while. A reporter doubts it.

Despite considerable advance bally on Steinbeck's part, as to exactly what his words portend, the result comes across as resoundingly repetitious verbiage against a wobbly ideologic sounding board. Thru three acts, the theme is identical—shall a sterile husband accept as his own the child of another man begot on his worshipping wife? Steinbeck says yes. It seems, however, a notion which will find many dissenters. At all events, stagewise the argument is overwritten and incredible.

For purposes of "universality," the four characters—husband, wife, family friend and other man—appeared in turn as acrobats, farmers and sailors. Steinbeck has explained this triple-take, because he thinks humanity's oldest traditions stem from the stage, land and sea. He puts words into their mouths which would never occur to acrobats or plow-pushers, altho it is possible that ships' officers might talk his way. The result is that the characters have no color or personality of their own. They are just springboards to launch Steinbeck's esoteric arguments.

As stated above, the cast is fine and three of them get much more into their characterizations than the two-dimensional quality of the writing warrants. Kent Smith, always an able actor, gets progressive force into the acrobat-farmer-sea captain with an almost religious fanaticism to see his line carried on. Barbara Bel Geddes plays his wife with a sincerity to make her almost credible, and Martin Brooks is excellent as the temporary stud horse. Howard Da Silva achieves a moment of stature in the last act as the family friend. For the rest, he seems slightly in awe of the beauty of Steinbeck's periods.

Bright sums up to superlative production and little play. Eugene O'Neill might have done something with the notion, if it had interested him—which it probably wouldn't. Bob Francis.

"LES BALLET" SHINES

(Continued from opposite page)

a simple little fantasy, about a band of strolling players who set up shop for pennies which don't come, and depart disconsolate. With beguiling music by Henri Sauguet and imaginative props by the late Christian Berard, the dancers build with little for considerable charm. There are pleasant contributions from Petit as a magician, Danielle Darmance and Jack Clause as a pair of acrobats, and Belinda Wright as a sleeping beauty.

Naturally, *Carmen* remains the troupe's piece de resistance. The news about it, this time, is that Collette (Les Legs) Marchand is dancing the title role instead of Renee Jeanmaire, who is still recovering from a leg operation. La Marchand, of the svelte underpinning, is giving a performance with a capital "P." Aside from possessing more technical ability than anyone else in the company, she combines a fine sense of dramatic values with figurative elegance. She makes the celebrated seduction scene in the bedroom something right off the top of the stove. Petit's Don Jose, while still considerably given to hammy pantos, seems more restrained than as remembered and he offers the sexy doings a fine assist.

L'Ouef is as gay and frisky as of yore—a tongue-in-cheekier right out of the *Follies Bergeres*. La Marchand is again the newly hatched chick in black tights and spike heels to turn a hell's kitchen upside down. Some very able assistance in partnering by Serge Perrault is wholly coincidental. Les Legs, in high heels, is something to lure even visiting firemen to the ballet—and make 'em like it. Bob Francis.

BOSTON SHOWBIZ

(Continued from opposite page)
First full week saw \$9,700 in the till. And it's still running.

Colonial

Sept. 25.—*Olelaha* back for the sixth time, drew \$23,000 in the first of three weeks.

The respectable business done by shows carrying over into October, and the long list of bookings for the future, promises both an active and profitable fall season.

ROUTES

Dramatic and Musical

As You Like It, with Katharine Hepburn (Erianger) Chicago.
Blackstone (American) St. Louis.
Brigadoon (Erianger) Buffalo.
Bell, Book and Candle (Shubert) New Haven, Conn.
Cante, D'Oyly, Opera Co. (Boston G. M.) Boston.
Country Girl (Majestic) Boston.
Crane, Bird (Loeust 84) Philadelphia.
Come Back, Little Sheba (Case) Detroit.
Death of a Salesman (KRNT) Des Moines 24-25; (Shrine Mosque) Peoria, Ill. 27-28.
Diamond Lil, with Mae West (Blackstone) Chicago.
Edwina (Forrest) Philadelphia.
Guys and Dolls (Shubert) Philadelphia.
Innocent, The (Harris) Chicago.
I Know My Love, with Lunt & Fontanne (Plymouth) Boston.
Kiss Me, Kate (Traf. Auditorium) Cincinnati.
Lady's Not for Burning, The (Shubert) Boston.
Lend an Ear (Nixon) Pittsburgh.
Lost in the Stars (Hartman) Columbus, O.
Mr. Roberts (Ford) Baltimore.
Oklahoma (Royal Alexandra) Toronto.
Relapse, The (Gayety) Washington.
Summer and Smoke (Billmore) Los Angeles.
Street Car Named Desire (Rajah) Reading, Pa. 25; (Playhouse) Wilmington, Del. 28-29.
South Pacific (Orpheum) Omaha.
Two Blind Mice (Shubert) Astabula, O. 25.
Colonial Akron 25; (Virginia) Wheeling, W. Va. 27; (Weller) Zanesville, O. 28.

OUT NEXT WEEK...



The Billboard in its new, modern, tabloid-size newspaper format

Magic

By Bill Sachs

RUSSELL SWANN and his comely brunet assistant, **June Nolden**, following a fortnight's stand in Cleveland, hopped to Cincinnati last Wednesday (18) to participate in NBC's gala show at the Hotel Netherland Plaza's Hall of Mirrors before the convention of the National Association of Food Chains. Swann's comedy magic was, as usual, one of the outstanding items on a corking seven-act bill that included such satellites as **Henry Morgan** and **Thomas L. Thomas**. Swann and Miss Nolden left Cincinnati early Thursday for Minneapolis, where they opened Friday night (20) at the Radisson Hotel for a two-week engagement. Visiting with Swann during his Cincy stopover, we found him vitally concerned with AGVA's new plan for raising funds. He isn't so much concerned with the idea of raising additional funds, he said, but he doesn't like the plan suggested for corraling the dough—that of taxing all members 1 per cent of their salaries. "That would set a bad precedent," argued Swann, "and there's no telling what it might bring in another five years. Remember, the cigarette tax and gasoline tax started out as only a one-cent levy! Look where it has gone to today. All performers should protest to the AGVA board against adopting such a plan for building the organization's funds." . . . The Magic Desk holds an important communication for **Mandrake the Magician**. Please send in your route. . . . **Stan Abrams**, known in magic circles as **Stan Lee**, past president of the **Wizards' Club of Chicago**, is now manager of **Minsky's Rialto Theater** in the Windy City. He still finds time, however, to work in an occasional magic date in the Chicago area. . . . **Ade and Tru Duval** were held over for a fourth week at **Radio City Music Hall, New York**. . . . **Roy B. Hall**, who operates **Hall's Magic Shop**, Detroit, is back at his place of business after mending from a recent heart attack.

LIEUT. LEE ALLEN ESTES, Safety First Magician of the Kentucky State Police, rates a full page in the comic book, **Gang Busters**, for December-January coming up. Estes is pictured in cartoon form demonstrating his safety magic to school kids. . . . **Tommy Windsor**, performer, magician, chalk-talk expert and magic manufacturer, with studios in Marietta, O., netted a full page with photos in the magazine section of **The Columbus (O) Citizen** dated October 1. . . . **New England Magicians** will hold their 14th annual convention at **Hotel Barnum, Bridgeport, Conn.**, October 27-29, opening with a **Night Before Party** on Friday. There will be various dealer shows Saturday, with the Saturday night headliner show being made up of **Buddy Fraser**, emcee; **Larry Weeks**, **Great Yadah**, **Joan Brandon**, **Chang Kuo Lao** and **Hardeen Jr.** Sunday will be given over to various contests, with **Audley Walsh** slated to present his lecture-demonstration, "Rockets Are My Racket," Sunday afternoon. Climaxing the affair Sunday night will be a banquet at the **Three-Door Inn**, followed by a show which will include **Joe Karston** and **Sandra**, **William Greenough**, **Bob Porter**, **Eddie and Lucille Roberts** and others. **Royal Vilas Assembly, Society of American Magicians**, is playing host for the affair. On the convention committee are **James P. Ryan**, **Charles Munkasy**, **Harold Seltenreich**, **Gary W. Harger** and **Walter A. Schwartz**, general chairman. . . .

Billboard in New Costume; Bows Next Week With Big Sendoff From TV, Air, Disks

Format Switch Means More Copies Faster

(Continued from page 3)

marked for special request distribution.

The special souvenir issue was only one item in **The Billboard's** new format campaign, which is generally accepted in the amusement and publishing industries as being the most extensive and elaborate promotion campaign ever conducted by a trade paper in any field for any purpose. The campaign, divided into two separate phases, pre-publication and post-publication, consisted of teaser ads, full-page color ads and four-page color inserts in **The Billboard** itself, (and yet to come) in other trade and daily newspapers and magazines; direct mail running into literally several million pieces spread thruout all branches of the entertainment business; radio and television programs, and recordings.

In the last two special promotional categories, the radio-TV and disk industries indicated their affection for, and support of, **The Billboard** in a manner rarely, if ever, displayed in behalf of any publication.

Web and Local Radio-TV Shows

The NBC network, for example, is carrying a half hour, combination documentary-entertainment program built around **The Billboard** and its 56 years of service to show business. Program is set for November 3, but actual time and cast have not yet been finalized. Literally hundreds of other network (including CBS, ABC and Mutual) and local shows are devoting part or all of one or more of their stanzas to **The Billboard** and its present change in format. TV web and local stanzas are going equally strong in carrying bits or whole programs on the publication (see WXYZ-TV story in Radio Department). The **Robert Q. Lewis** show on **WCBS-TV**, the **Dave Garroway** show on **WNBC-TV**, the **Dennis James** show on **DuMont**, and many another video show, both local and network, have featured or will feature some phase of **The Billboard's** activity and present change-over.

Disks of "Billboard March"

Three of the major record companies have made or are in the process of making, for public release, new platters of one of the great, old standard march airs, the well-known **The Billboard March**, written over 25 years ago by **John Klorer** and dedicated to this publication. **RCA Victor** has made the disk with **Ralph Flanagan** and his orchestra, **Columbia Records** is making it with **Jimmy Dorsey** and his orchestra, and **MGM Records** is cutting it with **Le Roy Holmes** and his orchestra. The records are being heavily pushed by all three diskeries, as well as by **The**

J. C. Admire, of **Mid-State Assemblies**, reports that the following Indiana counties are closed to school shows on daytime dates: **Hancock**, **St. Joseph**, **Howard**, **Vanderburg**, **Dubois**, **Crawford**, **Union** and **Jefferson**. **Vigo** and **Park** counties are partly closed, says **Admire**. Close-down order was given by the various county superintendents of schools, according to **Admire**, who blames the bad, hit-and-run shows for the action.

Billboard. A special disk jockey kit has been prepared by **The Billboard's** editorial and promotion department, and this is being sent to over 3,000 disk jockeys thruout the country.

The print order for the first four (November) issues of **The Billboard** in the new format will be increased to over 75,000. Additional 15,000 copies will enable the 10,000 present newsstands, which carry **The Billboard**, to receive more copies of each issue (a large percentage of newsstands have regularly run out of copies before the off-sale date), and will also permit distribution to 1,000 stands which never carried **The Billboard** in the past.

Promoting the new format will be 2,500 color posters, displayed on newsstands in key cities such as **New York**, **Chicago** and **Hollywood** the day the **November 4** issue goes on sale.

The present net paid circulation of **The Billboard**, verified by the **Audit Bureau of Circulations (The Billboard** is the only all-inclusive show business trade paper which boasts ABC membership) is 57,533, by far the largest circulation of any paper in the field.

Per copy and subscription price of the publication in the new format will be the same.

In general, line rates have been adjusted downward, while some unit costs, such as full columns or full pages (due to larger page-size) have increased.

TISA Seeks FCC Rehearing on Color

CHICAGO, Oct. 21.—Television Installation and Service Association (TISA), made up of 35 Chicago TV service companies, has told its Washington counsel, **Mayer, Rigby and Seelye**, to ask the FCC for a hearing on color to permit the public to express its views.

Should the hearing be denied, an injunction will be sought in District Court at Washington to force the hearing, **Frank J. Moch**, president of TISA, said.

The association reported that from the service companies' point of view, bracket sets will entail far greater service problems at additional cost to the companies and consumer. They said insufficient qualified personnel makes it impossible to convert 7,000,000 to 10,000,000 sets.

Major circuit changes caused by adaptation of sets to CBS color would void Underwriters' Radio Lab approval on any set which has qualified for the seal, TISA stated.

Wis. Gives Swagbags The Works, They Quit

MILWAUKEE, Oct. 21.—Wisconsin Atty. Gen. **Thomas E. Fairchild's** opinion that seven radio and television programs airing over **WTMJ-TV**, **WTMJ**, **WISN**, **WMIL** and **WMAW** were lotteries, and therefore illegal in Wisconsin, resulted in immediate dropping of the shows by the stations. The opinion maintained that the three elements of lottery under Wisconsin law—prize, chance and consideration—all were present in the programs banned.

All stations queried announced they will abide by the attorney general's opinion and plan no immediate fight in court. Among the shows dropped are **Stop the Music** on **WTMJ-TV** and the **AM** version on **WMAW**, plus five other **AM** quiz and giveaway shows on other stations.

Burlesque

By UNO

FREDDIE FULTON honored **Marty May**, of the "Pardon Our French" musical, with a party at his studio in New York October 14. Entertainers included **Chickie and June (Mrs. Marty May) Johnson**; their dad, **Chick Johnson**, of **Olsen and Johnson**; **Walter Quish**, **Marilyn Miller**, **Mr. and Mrs. Harry Sukman**, **Lynn Cole**, **Jane Stevens**, **Marcia Morris**, **Billy May** and **Leigh Whipper**. Among the guests were **Barney Ross**, **Jean Bracken**, **Mr. and Mrs. Isadore Sparber**, **Mr. and Mrs. Herman Olin**, **Mr. and Mrs. Harry Freed**, **Mr. and Mrs. Albert Lerner**, **Pearl Kluger** and **Irving Kaufman**. . . . Producers **Shirley Paige** and **Jack Montgomery** have again switched houses, former returning to the **Empire**, **Newark**, and later back to the **Hudson, Union City**. . . . **Fred Block**, former exec of the **Mutual Circuit**, is seriously ill in the **Polyclinic Hospital, New York**. . . . **Harry Lander** subbed for **Scurvy Miller**, still under treatment at the **Jefferson Hospital, Philadelphia**, during **Miller's** scheduled week in **Newark**. . . . **Mike Sacks** and **Alice Kennedy**, with **Charlie Robinson** and **Suzanne Day** replaced **Herbie Faye** and **Loney Lewis** at the **Maryland**, **Baltimore**. **Faye** returned to **New York** to join the **Jack Carter** video show and **Lewis**, ditto, for the **Fred Allen** tee-vee.

CARRIE FINNELL, after her lengthy Paris engagement, will be featured in the first **Minsky-Rosenberg** show at the **Beachcomber**, **Miami Beach**, skedded to open next month. . . . **Arabella Andrea** opened October 13 at the **Burbank**, **Los Angeles**, where **Shirley**, **Dick Bernie**, **George Rose** and **Marie Jordan** are other headliners. . . . **Nancy Long**, contortionist, left **St. Louis** to work niteries in **Miami**. . . . **Valerie Parks**, during **Union City** week, missed two shows because of a cold. **Comet**, new strip-talker, a graduate from **dramatics** at the **Pasadena (Calif.) Playhouse**, did her strips, and **Joan Corino**, of the chorus, played **Comet's** scenes. . . . **Bob Alda** is among those heading the cast of "Guys and Dolls," new musical due to open at the **46th Street Theater, New York**, **November 9**. . . . **Penny Page** celebrated a birthday October 13 while at the **Hudson, Union City**, with the **Foster-Lewis** unit. . . . Four niteries playing a burly policy in **Los Angeles** are **Dolly's Bowery**, **Jack Groa's Bombshelter**, **El Rancho** and **Last Call**. . . . **Kitty Parker**, former number producer, is now treasurer of the **Gaiety, Detroit**. . . . **John Head** and **Jeanne Raye**, with a **Hirst** show, have moved their home from **Detroit** to a 20-acre site in **Louisville**. . . . Seems the **Shuberts** are going burly to judge from a phone inquiry from their **New York** office to **The Billboard** regarding the ownership of the **Gaiety** in **Cincinnati**, and other houses. Info was sought by **Lee Shubert**, who was to launch a burly show, the particulars of which would be forthcoming later. . . . **Ginger Britton** is at the **Follies**, **Los Angeles** with **Bobby Faye**, **Leon DeVoe** and **Gay Dawn**, among other principals.

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REP RIPPLES

HERR LOUIE STANGER, funologist and emcee, is contemplating organizing his own radio dance and vaude unit, following completion of dates at Cheese Day Festival, Monroe, Wis., and Dakota, Ill. Firemen's Fall Festival. . . . **George L. Clarkson** advises from Bowmont, Idaho, that he has been playing to good business with 16mm. pix and novelty show. He will head south for the winter and play one-day stands en route. He also plans to promote a number of indoor fair dates. . . . **T. A. (Ted) Closser**, who reports a satisfactory summer trek, says that he has a museum show that he will put into stores and halls this winter. He's making his headquarters in Vicksburg, Miss. . . . **Lee Gilland** recently concluded his third successful minstrel promotion around Savannah, Ga. He has several spots booked for minstrels in Alabama. . . . **Butler's Show** is completing a tour of West Virginia on its way to the South. . . . **Frank E. Irwin**, old-time small show operator, pens from Watertown, N. Y., that he spent the summer in Ontario with a sales crew

and ran into Henri Lavine and his small-cast roadshow. Irwin says that Lavine's unit tops anything he's seen and that he's putting on a sure-fire bill. Irwin also met **George S. Campos**, who had a store show of museum and oddity items. "The recent remark that you've got to have material to show small towns is 100 per cent correct," Irwin says. "The old-time vent, magic and paper-tearing entertainment has passed on." . . . **Tellier's vaude-pic show** has been playing the Harbor Springs, Mich., area to successful returns. Unit is working its way south for the winter. . . . **Florian Players** are in Indiana on their coast-to-coast jaunt. **D. D. Florian** says that the unit is getting money all the way. Org moves west to Seattle. Florian says that he believes that the days of big cast tricks in small towns is over, adding that tent rep is no more. He says that one must have original and better-than-Broadway stuff to take on all sorts of spots and if one has such stuff he can get spotted in any town for one or two days.

Conn. Open-Airers In Policy Switch

HARTFORD, Conn., Oct. 21.—Two Connecticut outdoor theaters have announced new operating policies. **Waterford Drive-In Theater**, Waterford, Conn., is running early and late shows, with the feature attraction screened at 6:30 and 9:30 p.m.

Pike Drive-In, Newington, Conn., has a new Sunday policy. It shows the feature picture at 5:30 and 9:25 p.m., "for the benefit of people who would like to get home early and still enjoy a complete program."

Swap Night

PHILADELPHIA, Oct. 21.—The 309 Drive-In near suburban Montgomeryville has borrowed an effective promotional note from other fields to build up Thursday night attendance during late season weeks. Being located in a territory widely known for its antique shops and country auctions, the open-airer is holding a Swap Night every Thursday at intermission, with patrons bringing household, food and clothing items for swapping with other movie-goers.

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35MM. PROJECTORS AND FILM
 Late Musical Westerns rented, \$7.50 two nights or sold outright. Acme Suitcase Projector, 2000 ft., complete with sound, \$85.00. Pair of Holmes Projectors, 200 ft., with amplifier and speaker, \$45.00. Shipping Cases, 2000 ft. for \$4.00 each. Silent Features, \$15.00; Shorts, \$3.50. Poster supply. Free lists.
SIMPSON FILMS, 155 High St., Dayton 3, Ohio

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.
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Otstett Pushes Rep Cause; Uses Plunkett as Yard Stick

SCOTT CITY, Kan., Oct. 21.—Although out of the business for the past 12 years, **Jess Otstett**, still champions the rep show cause. He says that the good old rep show cannot and will not be permitted to die by the general public, especially when the entertainment comes from an organization like **Plunkett's Stageshow**.

After catching the Plunkett aggregation's recent three-day performance here, Otstett made the following

Loew Plans Spots In Conn., Mass.; First Runs Okay

FARMINGTON, Conn., Oct. 21.—Plans for construction of a \$125,000, 850-car capacity drive-in theater here this fall by **E. M. Loew's Theaters** circuit have been announced by **George E. Landers**, Hartford division manager. **Hector Frascadore**, of Bristol, Conn., will be a partner with **E. M. Loew** in the new project.

Loew interests also will open a 1,200-car capacity drive-in theater at **West Boylston, Mass.**, next spring. The two new projects bring to five the number of drive-ins in **Landers' Hartford division**. **Loew's Drive-ins** at **Montville, Milford, and Newington, Conn.**, close their seasons **November 19**.

A first-run picture policy launched this season at **Loew's Norwich-New London Drive-In, Montville, Conn.**, has met with satisfying returns, according to **Landers**.

Spot's booking of first-run film product marked the initial move by a Connecticut outdoor theater to play them on an occasional basis. **Bruno Weingarten** manages the drive-in.

Canaan Drive-In Closes; New Fall Policy for Post

CANAAN, Conn., Oct. 21.—**Canaan Drive-In**, operated by **Louis Consolini** is the first spot in Connecticut to close for 1950.

The **Post Drive-In, East Haven, Conn.**, operated by **Phil Cahill**, has announced a new fall policy of operating only week-ends, with new shows on **Fridays and Saturdays**. Theater admission is \$1 per car, regardless of the number of occupants, on **Sundays**.

observations: "The unit packed them in for a complete show and concert every night here. It is giving its customers a generous portion of entertainment. I've watched the show build for the last 20 years and each year it gets bigger and better."

"This year the show plays three-act standard bills and offers nine vaude acts. The latter consists of musical chorus numbers, with eight girls in the line, and dances are strobolitized. Acros and trampolline acts also are featured. **Fuzz Plunkett** has a large number of trained animal acts. He also presents three well-trained seals. An outstanding performer is **Congo, the chimp**.

"Bills and comedy bits are directed by **Kennedy Swain**, who also does **Toby**. The chorus and all musical dancing numbers are produced by **Dick Darling**. Show carries 40 people. It is rumored that the **Plunketts** are planning a circus in connection with the regular show, and **Corky and Fuzz Plunkett** already are training horses in a temporary ring. Unit also carries a solid six-piece ork. This year's new top accommodates 1,200 patrons."

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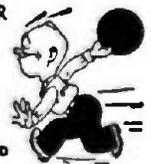
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IN MEMORY

**MATTHEW
J. RILEY**

Who Passed Away
November 3, 1948

IMOGENE RILEY

IN MEMORY
Of My Dear Husband

GEORGE YAMANAKA

Died October 25, 1941, in Columbia, S. C.

LUCY YAMANAKA

In Memory of My Beloved Husband

D. C. (MAC) McDANIEL

Died in Spartanburg, S. C., October 29, 1932

Bertha (Gyp) McDaniel

THE FINAL CURTAIN

ALLEN—T. L., 79, October 9 in Ossian, Ind. Survived by his widow, Maude, and two daughters, Mrs. Frank Doris, Chicago, and Mrs. Alta M. Frye, Ossian. Burial in Oak Lawn Cemetery, Ossian, October 12.

ASHBY — Mrs. Ada Lydia, 66, known as Nina Phillips when she danced with the former Flora Dora Girls, October 14 in New Orleans of a heart ailment. Mrs. Ashby quit the stage over 30 years ago to marry William Ashby, of New Orleans, whom she met while playing at the old Tulane Theater there. There were no survivors. Burial October 15 in New Orleans.

BELL—Artora, Negro girl trombone player who had trouped with circus bands, October 11 at her home in St. Augustine, Fla. Survived by her husband, Jones. Burial in Pinehurst Cemetery, St. Augustine.

BENTLEY—Mrs. Birdie, mother of Thomas Bentley, professionally known as Belmonte Florenz, of the Florenz (McIntosh) Troupe, wire walkers on the Biller Bros.' Circus, October 10 in Chapmansville, W. Va. Survivors include a daughter, Mrs. Julia Parsley.

BOOTHE—Mrs. Ethel Monypeny, 65, widow of Earle Boothe, former theatrical producer, who once had 23 plays simultaneously, October 12 in New York.

BORGATTI—Giuseppe, 79, Italian Wagnerian tenor, October 18 in Reno, Italy. He created the title role of *Andrea Chénier* and was one of Italy's leading singers until 20 years ago, when he went blind.

CABANNE—William C., 62, former actor and pioneer film director, October 15 in Philadelphia. He began his career 40 years ago in summer stock in St. Louis and later played opposite such stars as Blanche Sweet on Broadway and Mary Pickford in films. He later joined the old Biograph Company and became a movie director. Five children, three sisters and a brother survive.

CARTER—Werner Steven, 70, magician and card trick expert, October 4 in Berlin of a heart ailment.

FREEBORN — James Livingston, 79, former drama critic for *The Hartford Courant*, October 17 in Germantown, N. Y. He had been president of the Freeborn & Company insurance firm, was a music expert, exec of a sugar company and the Standard Oil Company of New York, and postmaster at Tivoli-on-the-Hudson, N. Y. His widow, a son and two daughters survive.

FREEMAN—William J., 61, stage carpenter with the former New York Winter Garden shows and other stage groups, October 13 in Boston. Survived by his widow, two sisters and four brothers, three of whom are in show business.

GLAESSNER—Elly, 54, prominent German nitery star, recently in Essen, Germany.

GLUSKIN—Sam, 64, former carnival agent, October 15, in his Chicago home. (Details in Carnival Section).

HERCHENRIDER — William Charles, 71, in the movie business for 45 years before his retirement last June, October 16 in Presbyterian Hospital, Philadelphia. He was with the Warner Bros.' film department in Philadelphia for 30 years and prior to that in the buying and booking department of the Stanley Company of America. His son and a brother survive. Burial in Arlington Cemetery, Philadelphia, October 19.

HERLOCKER—Elizabeth, 51, radio singer known as Betty Huston, October 7 in Chicago. Her husband, son and daughter survive.

HILL—David R., 72, Onondaga Indian chief and musician, October 14 in Syracuse. He was the leader in the Six Nations of Indians of New York State and played in bands in various countries. In 1910 he organized and directed the American Indian Concert Band which toured Europe.

HILL—Ralph, 51, music critic and former music editor of *Radio Times*, of the British Broadcasting Corporation, October 19 in London. He had been music critic of *The London Sunday Express*, had written many books on music and was co-editor of the British publication, *Music of Our Time*, published in 1945.

HUGHES—Hugh Latmer, vice-president of Micro-Verter, Inc., radio corporation, New York, October 15 in Charlottesville, Va. His widow, a daughter, two sons and a brother survive. Burial in Monticello Memorial Park, Charlottesville.

HUNNICUTT—George W., concessionaire and cookhouse operator, October 5 in Chicago. Survived by two children, Billy and Janis; his father, W. N. Hunnicutt; three brothers, W. C., San Francisco; Richard, Benton, Ark.; Frank, Honolulu, and three sisters, Mrs. O. E. Stinson, Mrs. W. B. Thompson and Mrs. H. L. Montgomery, of Benton. Burial in Rosemont Cemetery, Benton.

JAAP—Walter, 76, former carnival trouper, recently at his home in Park River, N. D. He was a member of the Showmen's League of America.

Survived by his widow, Inez; two sons, Archie, Tacoma; A. E., of Denver, and two daughters, Mrs. Henry MacDonald, Los Angeles, and Mrs. D. K. Edwards, San Bernardino, Calif., the last three children by a previous marriage. Burial in Mount Calvary Cemetery, Park River.

JOHNSTON—Jesse (Scotty), 64, concessionaire, October 16 in Chicago following a long illness. Survived by his widow, Queenie, and a son, Jack.

KOUNTZ—Richard, 54, composer and pioneer in the broadcasting of music, October 16 in New York. A former organist, he first broadcast over KDKA, Pittsburgh. Among his many songs are *The Sleigh*, *The Little French Clock*, *Cossack Love Song*, *The Road to Derry*, *Sleepy Hollow Tune*, *Prayer of the Norwegian Child* and numerous cantatas, as well as several recent male chorus numbers. His widow and brother survive.

LEVENTON—Alexander, 54, former violinist-concertmaster of the Rochester Philharmonic and the Rochester Civic Orchestras, October 12 in Rochester, N. Y. He was the nephew of the actress Alla Nazimova. His widow, his mother and a son survive.

LONDON—Joseph, 37, brother of Sam (Blackie) London, American Guild of Variety Artists (AGVA) representative in Cleveland, in that city October 19 of a heart attack. He had assisted his brother in the management of the AGVA office there.

MAGIRL—Art, 60, former boxer and known in outdoor show circles, September 29 in Oklahoma City of injuries sustained when hit by an auto the day before. Survived by a son, Dennis, in the army in Korea. Burial in Sunny Lane Cemetery, Oklahoma City.

RUNDLE—G. Mortimer, 95, general manager of Danbury, Conn., Fair, secretary of Danbury Agricultural Society and past president of New England Fairs Association, at his home in Danbury October 16. (Further details in Fair Department.)

SCHNELL—Albert H., 60, a director of the Regina (Sask.) Exhibition Association, October 6 in that city. Survived by his widow, a son and daughter. Burial in Regina.

In Memory of

**MAX
LINDERMAN**

SHOWMAN, PARTNER AND FRIEND

FRANK BERGEN

WORLD OF MIRTH SHOWS

IN LOVING MEMORY

Of Our Beloved Daughter

Who Passed Away

October 29, 1943

"Darling, Time Can
Never Dim Our Sorrow"

You Are Constantly
In Our Thoughts

**BILLIE and
HARLEY
SADLER**

GLORIA SADLER ALLEN

The unveiling of the Monument
Erected in the Memory of the late
HYMIE GOLDSTEIN

WILL TAKE PLACE AT
Mount Lebanon Cemetery,
Glendale, L. I.

on the grounds of
ORDER OF LIONS
Sunday, October 29, 1950

Block 102, at 12:30 o'clock.
If inclement weather the unveiling
will take place the following
Sunday.

LEONARD M. STONE

In loving memory of
AGNES MORRIS

who died Oct. 26, 1949.

A Loving Mother and
Grand Wife.

Charles (Doc)
Jackie Jr.

RUBE NIXON

Passed away October 26, 1948.

He is not dead—just away.

And I am so lonely without you, dear.

Loving Wife,
VERNA NIXON

DALLAS PEAK UP TO WEATHER

See Early Curb On Building For Funspots

NPA Ruling Looms Soon

WASHINGTON, Oct. 21.—Curbs on amusement park building were seen here this week in the wake of a meeting of National Production Authority (NPA) and construction representatives to discuss bans on new showbiz construction and extensive alterations of existing structures.

Despite opposition expressed by the construction industry, NPA officials said curbs are practically inevitable. They plan a confab with building trades unions in the next few days, after which an order is expected.

Details of the order remain to be worked out, but it is likely that construction of any new amusement park buildings will be prohibited. Alterations and renovations are expected to be allowed up to a maximum of \$500 or \$1,000 per affected building, but changes costing more would be banned.

A provision making exemption for "hardship" cases and setting up provisions for appeal is almost certain to be included in the order.

That the order will include a ban on the installation of new rides is doubtful, since that matter probably will be taken care of in future steel allocations and cut-backs. Any buildings necessary to house rides would be affected, however.

Construction men protested showbiz construction curbs, claiming that recent credit controls on housing will reduce residential building to the point where construction supplies will be adequate. NPA aids responded that not only is that premise unlikely, but that it is unfair to curb housing while allowing amusement construction.

Sarasota Nitery To Use R-B Acts; Concello in Deal

SARASOTA, Fla., Oct. 21.—Utilization of top Ringling-Barnum circus acts this winter as part of a floorshow for a revamped Lido Beach Casino here is planned by Rudy Bundy, who was awarded a four-year lease on the city-owned gulf shore resort recently. Art Concello, R-B general manager, is associated with Bundy in the project.

Bundy said he will manage the casino and lead the orchestra. Spot will be maintained on a year-round basis. On obtaining the lease he told the city commission that Ringling acts would remain here instead of going to Havana or other places as in the past. Acts will participate in the filming of a Cecil B. de Mille movie, which will be shot at quarters, and will be available for casino work.

Bundy, who got the site on a bid of \$31,300 for the first two years and \$33,000 for the last two years each of the lease, said quarters visitors will be informed of Lido Beach thru circus advertising and publicity facilities.

289,307 Saturday Gate Gives Dallas All-Time Record

DALLAS, Oct. 21.—State Fair of Texas set a new single-day attendance record for annuals with 289,307 Saturday (14), beating the Canadian National Exhibition's mark of 283,000 set Labor Day of this year.

Unique day-night football double-header in the Cotton Bowl drew more than 150,000 and was mainly responsible for the record. Event matched Texas and Oklahoma universities in afternoon and pitted Southern Methodist against Oklahoma A & M at night.

As a result, Texas-Oklahoma game, a sellout for months, drew paid attendance of 76,060 into the 75,347-capacity bowl (extra seats were added on playing field), and SMU-Okla. Aggie game, which ordinarily wouldn't have drawn more than about 40,000 or so, was a sellout, with more than 5,000 ticket-seekers turned away.

Fair officials estimated more than 85 per cent of crowd at the afternoon game stayed on the midway, preferring to stick around and see the fair rather than buck incoming traffic for the night game.

Police had estimated that at least 50,000 out-of-town cars would be in Dallas Saturday, including 14,000 Oklahoma cars, so fair started radio and newspaper plugs Thursday (12) urging Dallas folk to leave cars home and use public transportation. Dallas Railway & Terminal Company officials estimated 500,000 fares were (See Dallas Tops CNE's on page 74)

Jim Malone Dies; Vet Press Agent

TAMPA, Oct. 21.—J. L. (Jim) Malone, 55, former outdoor showbiz press agent, publicity director of Florida State Fair and newspaperman, died Monday (16) at Bay Pines Veterans' Hospital, St. Petersburg, following an extended illness. Burial followed here Thursday (19).

For many years until he quit that field to establish his permanent home here in 1941 and become a Tampa Times staffer Malone was rated one of the best auto race press agents in the country. He started out as a newsman in his native Grand Forks, N. D., served in the navy during World War I, joined the late J. Alex Sloan, Midwest auto race promoter, in 1922, and traveled the Midwest, Pacific Coast and Canada on behalf of Sloan's promotions for about 10 years.

He then joined the late Ralph A. Hankinson, Eastern auto race promoter, and served as press agent for Hankinson until 1941, when World War II restrictions banned auto racing.

For 23 years, beginning in 1927, Malone directed publicity for the Florida State Fair here. When he joined The Tampa Times nine years ago he covered city hall but was shifted to the State-city desk following a stroke in February, 1949.

He is survived by his widow, Rose Anne Malone of this city; two brothers, Joe, of Bemidji, Minn., and Greg, of McCloud, Calif., and three sisters, Mrs. H. J. Welter and Mrs. J. F. Norman, of Crookston, Minn., and Mrs. Edgar Crosby, West Woodburn, Ore.

Gate Outpaces Peak '49; Will Hit Peak 2,250,000 If Given Clear Week-End

Leads Previous High by 104,588 Going Into Last Four Days

DALLAS, Oct. 21.—Chances of State Fair of Texas to reach its arbitrarily set goal of 2,225,000 depend almost entirely on the kind of weather it gets this week-end. Fair is almost assured of exceeding last year's record-breaking attendance of 2,047,540. It had perfect weather for 10 straight days following opening October 7, but hit overcast skies with intermittent sprinkles Wednesday night (18) and Thursday morning (19). Forecast Thursday, however, was for partly cloudy skies but no rain over week-end. Attendance should pass the 2,000,000 mark sometime Saturday morning. Fair ends Sunday (22).

Intern'l Dairy Expo Tops '49 By 10 Per Cent

INDIANAPOLIS, Oct. 21.—Second annual International Dairy Exposition wound up its eight-day run here Saturday (14) with a total estimated attendance of 160,000, about 10 per cent over 1949. Oscar A. Swank, expo's executive vice-president, announced. This increase was registered despite a 60-cent outside gate admission charge the first six days, compared with a free gate last year. Elimination of the front gate the final two days did much to build attendance at the Barnes-Carruthers coliseum show which played to good crowds both Friday and Saturday.

Midway grosses by Baker's United Shows were reportedly 40 per cent ahead of last year, due to the large influx of school children who came in as guests of the expo management.

Next year's show is skedded for October 6-13.

Chicago Rodeo Ends With 125,000 Gate; May Become Annual

CHICAGO, Oct. 21.—Continuation of the International Championship Rodeo and Ranch Exposition as an annual event here seemed assured this week with the close of the first edition Sunday (15) which drew a reported 125,000 for 15 performances.

Altho the expo ended up with little profit, officials said that attendance indicated good possibilities for future years. The event this year was staged in the International Amphitheater, sponsored by a group of stockyards men.

As an added kid attraction, five rides were set up on the second floor of the building. They were booked by McDermott Amusement Company here.

Nippo in Baytown Hospital

BAYTOWN, Tex., Oct. 21.—William (Bill) Nippo, thrill show clown, is in the San Jacinto Memorial Hospital here recuperating from injuries sustained at the local Channelview Speedway, recently. Nippo suffered a broken left leg and internal injuries when he was struck by two of the show cars.

Going into Thursday (19), the expo was out in front of last year's gate count to the same point by 104,588.

Comparative figures thru Wednesday (18) follow:

	1950	1949
Saturday (7)	147,582	209,558
Sunday (8)	173,500	132,781
Monday (9)	53,627	48,058
Tuesday (10)	45,369	33,895
Wednesday (11)	47,898	158,202
Thursday (12)	174,778	42,828
Friday (13)	212,967	211,657
Saturday (14)	289,307	276,984
Sunday (15)	221,742	234,765
Monday (16)	189,406	146,349
Tuesday (17)	102,337	71,951
Wednesday (18) ..	80,982	81,082
Totals	1,733,496	1,628,908

Five Big Days

Expo had five big days in a row, racking up 1,073,199 Thursday (12) thru Monday (16). Thursday (12), Dallas Day, was boosted by an advance sale of 35,000 State Fair "keys" by Junior Chamber of Commerce. Keys gave purchaser admission to grounds at will, half-price on ice cycles and midway shows. Midway biz was good.

Friday (13) was Elementary School Day, with about 90,000 kids on hand. Merry-Go-Round rode 14,000 for its best day to date. Saturday (14) the fair set a new single-day attendance record of 289,307.

Sunday (15) offered no special attraction but is traditionally the big Sunday. Midway biz matched Saturday until early evening when bottom seemed to drop out. Midway take was (See Record 2,250,000 on page 75)

Nashville Ordinance On Utility Pole Ads

NASHVILLE, Oct. 21.—A new city ordinance forbids the placing of cards or signs on utility poles without first securing permission to do so from the Police Department, according to Hatch Show Print of this city. One prerequisite to securing a permit is that the advertiser must give the city a bond guaranteeing that the cards will be removed within a week.

In lieu of filing a bond, he may use the services of a bonded commercial billposter, of which there are several in Nashville. These billers have already obtained permits to put out signs and have filed bonds to cover their activities. The ordinance further provides that tacks, staples, nails or wires must not be used in fastening cards to poles.

Close-Ups:

Waldo (Salesman) Tupper Cuts It in Many, Varied Show Jobs

By Tom Parkinson

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

FOR A self-styled First-of-May, Waldo T. Tupper, general agent of Ringling Bros. and Barnum & Bailey Circus, has a lot of showbiz behind him. He was a Los Angeles exposition producer, pitchman, pioneer movie theater op, Side Show talker, actor and auditorium manager, and he put showmanship into the tile and marble trade.

In his Ringling role, Tupper quickly learned the ropes of the post filled by several circus notables and has added his own flair of promotion in the form of mass ticket sales to industries.

The flowing blond hair of his theatrical days has given away to white, but at 87 Tupper still has an actor's approach. He's noted for his story telling—an art enhanced by his skill with dialects and a comedian's knack for timing. He is a sentimentalist who sees the heart-warming side of life and a family man who speaks proudly of his wife, daughter and grandchildren. Basically, Tupper is a salesman—and it's that quality which has served him best in business.

Watched Pitchmen

He was a small boy when his family moved from Montreal to Nova Scotia and shortly thereafter to California. His father was a railroader known as "the gentleman conductor." Tupper's stint with school books was cut short in grammar school and he notes now that his education came the hard way.

Pitchmen gathered near the courthouse in Los Angeles 60 years ago, and Waldo was among their most regular patrons. One knight of the trips opened his pitch with a promise to cut a boy's head off and selected the Tupper lad as the lucky demonstrator. The illusion, to say nothing of the head, never came off, but the "victim" returned several times in hopes that it would. At 12, Tupper became a supernumerary in Darrel Vinton's *Shadow of a Great City* at Burbank Theater across the street from the Tupper home. Then he obtained a bit part in a play called *One of the Braves*. He was to fan the flames of a burning building from backstage and then leap from a window while the fireman hero battled the blaze. Tupper stayed on as an usher and bit player for stock companies of T. Daniel Frawley, Frank Bacon and James Neil. When Charles F. Blancy



WALDO TUPPER

(Continued on page 69)

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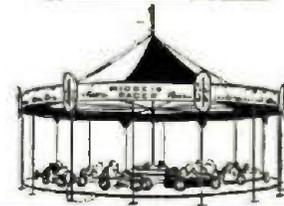
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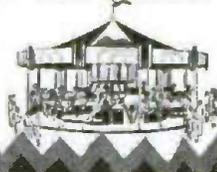
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Weather Tumbles Gotham Garden Rodeo Handle 12%

NEW YORK, Oct. 21.—With the wind-up of the Madison Square Garden Rodeo slated for tomorrow night, an exec reported that business for the event, which opened September 27, would probably be off at least 12 but no more than 15 per cent from last year's figure.

Advance ticket sales have maintained a consistent average of about 15 per cent ahead of the 1949 pace, but the story was the same for every week of the run—customers wanted ducats for Fridays, Saturdays and Sundays. This concentration failed to equalize shrunken demand for tickets during the week, and a possible overall gain was nullified.

Weather was a principal factor in keeping the rodeo gross low. For most of the run, New York had a mild unseasonal heat wave, and the exec felt that the heat kept potential customers outside the Garden.

Rodeo staged 42 performances, including 16 matinees, with Gene Autry, movie, radio and record name, back as the star attraction. The higher advance sale this year was made despite continuance of a \$6 top. With the minimum charge pegged at \$1.50, the approximate potential performance gross was \$25,000.

Casualty during the run was

veteran trick rider Faye Blessing, who suffered a broken bone in one leg when her horse stumbled and fell on her. Ten horses died in their stalls prior to the opening of an illness diagnosed as shipping fever.

Rodeo heads for Boston Garden Monday (23). The run there will be from Wednesday (25) thru November 5.

Attention, Bookers!

CHICAGO, Oct. 21.—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.

Flashbacks

25 Years Ago

Condemnation proceedings were instituted against Paradise Park, Rye, N. Y., by the Westchester County Park Commission as a result of the commission and the owners, Fred H. Penny and Joseph Haight, having failed to arrive at a satisfactory sale price.

The Charles Siegrist Troupe of aerialists was re-engaged by Ringling-Barnum circus for its 17th season. . . . Bert Snow closed the season as manager of the Cullen Animal Circus and announced plans to offer an animal act in vaudeville.

Directors of Summit Beach Park Company, Akron, O., were re-elected. One new director, G. F. Burkhardt, was elected.

The Casting Campbells closed their fair season at Durand, Wis., and opened on the Keith Circuit. . . . Prince Rangoon, of the Happyland Shows Side Show, closed with that organization and joined the Fritz & Oliver Shows.

Visitors on the Morris & Castle Shows at Jackson, Miss., were G. B. Lewis, secretary of Ohio State Fair; Ralph T. Hemphill, secretary of Oklahoma State Fair; William R. Hirsch, Louisiana State Fair, and Joe C. Clemmons, president, and J. B. Herring Jr., secretary, South Texas State Fair. . . . Joe Baker was on the advance for the Al G. Barnes Circus. . . . George White, clown with the Sells-Floto Circus, left the show to take a position with the Chicago Civic Opera Company.

Crew of the No. 3 advertising car of the Ringling-Barnum circus, which closed at Salisbury, N. C., included C. G. Snowhill, George Hardy, A. Bush, Charles Berg, Mac Dakers, T. K. Titus, Wilbert Winn, F. H. Rogers, Leo Haggerty, I. A. Fichten, H. South, William Brown, Harry Service, A. O'Donnell, C. Tipka, John Bosanko, Hans Schwitters, A. Wolff, L. Bidwell and G. Chaplin.

Williams and Lee, free attraction, closed their fair season at Gays Mills, Wis. . . . Beverly White was handling press for the Clarence A. Wortham's World's Best Shows. . . . Dad Stanton, fat man with the John Francis Shows, left the show for hospitalization. . . . Visitors on the Greater Sheesley Shows at Birmingham included Octavius Roy Cohen, author; Mr. and Mrs. Hyla F. Maynes; Joseph R. Curtis, secretary of Interstate Fair, Chattanooga; James E. Fahey, secretary of Kentucky State Fair; E. J. Kilpatrick, ride man, and Joe Norton, scenic artist. . . . In the clown alley lineup on the Hagenbeck-Wallace Circus were Joe Coyle, Micky McDonald, Earl Shipley Trio, Jack Howe, Fred DeMarris and Doodles, Fred Leslie, Mineri DeOrlo, Mark Alexander, Tom Moffet, Billie Ward Shipley, Jimmie Thomas, Billie Hart, Johnnie Judge, John Moore, Louis Plamondon, Wallace Cobb and Shorty Horn.

Deaths: W. A. Baker, concessionaire; Madame Sidonia Barscy, circus woman; Don Gerrell, concessionaire; Frank Griffin, carnival man; James Haskell, carnival man.

10 Years Ago

Sailor Harris left outdoor show business to operate a cafe, garage

and sign shop near Kentwood, La.

Wolandi, high-wire walker, joined Lawrence Greater Shows at Camden (S. C.) Fair. Masked Ranger was the other free attraction on the show. . . . Harry Rogers brought suit against Larry and Marian Sunbrook for \$2,500 which he alleged was due him as his portion of the profit from a rodeo, circus and thrill show staged in St. Louis. . . . Bill and Babe Woodcock closed the season with Wallace Bros.' Circus and returned to their home in Hot Springs. . . . Leo Francis, singing and dancing clown, signed to do Santa Claus at Block's department store, Indianapolis. . . . Art LaRue, clown cop, closed a two-week engagement with Cole Bros.' Circus and was rehearsing an act with his partner, Billy Mack, for vaude dates.

Charles R. Bull was re-elected president of Yorkton (Sask.) Agricultural and Industrial Exhibition. Also elected were W. T. Moore, honorary president; J. Sherwin and D. Cameron, vice-presidents; T. Matheson, treasurer, and W. J. Cowan, secretary-manager. . . . Certificate of incorporation of Greensboro (N. C.) Fair was filed in Guilford Superior Court, Greensboro, giving the following as officers: Norman Y. Chambliss, secretary - treasurer; George A. Hamid, president, and R. R. King Jr., vice-president. . . . Bill Carsky, of Casey Concession Company, was in Alexian Brothers' Hospital, Chicago, recovering from an operation. . . . Fred Sawyer, accompanied by his troupe, joined the Lawrence Greater Shows to take over management of a revue. . . . Mr. and Mrs. Harry Sucker booked their kiddie ride for the holidays in Auerbach department store, Salt Lake City.

Cedora Edwards had her photo (See Flashbacks on opp. page)

Cedora Edwards had her photo (See Flashbacks on opp. page)

Cedora Edwards had her photo (See Flashbacks on opp. page)

Cedora Edwards had her photo (See Flashbacks on opp. page)

Cedora Edwards had her photo (See Flashbacks on opp. page)

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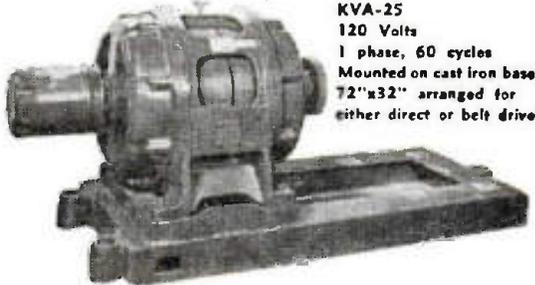
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Arenas and Auditoria:

Vet McElravy Lines Up Array Of Legit Shows for Memphis

By Daphne (Dec) Poli

MEMPHIS, Oct. 21.—Col. Charles A. McElravy, veteran director of Ellis Auditorium here, returned recently from a trip to New York booking offices with a brief case bulging with signed contracts. Here's the schedule:

October 31-November 5, *Skating Vanities of 1951.*

November 24-25, *Death of a Salesman.*

December 15-17, *Kiss Me Kate.*

January 19-20, *Brigadoon.*

January 27-February 4, *Holiday on Ice.*

March 15-17, *Mr. Roberts.*

May (dates tentative), *South Pacific.*

McElravy says advance sales are running ahead of the corresponding point last year.

Following the Chicago run, *South Pacific* is scheduled definitely to play the South. Tentative dates are being reserved for its showing in the Memphis aud about May 13.

On Job 27 Years

McElravy, who has held the post of aud manager here for 27 years, is a past president of the International Association of Auditorium Managers and is in his 10th year as secretary-treasurer.

It took McElravy five years after he assumed its management to establish the aud as one of the best in the country. In the intervening 22 years the building has never been in the red.

The aud is owned and operated by this city and Shelby county, but its management has been left to McElravy for 27 years. Building is four blocks from the heart of the downtown district.

Two Halls Use Same Stage

It was the first in the country to have two separate halls using the same stage at the same time, one of McElravy's engineering ideas. Only one other aud, the New Orleans building, is known to have copied this feature.

One side of the stage in the North Hall has a capacity of 2,450 seats; the other side in the South Hall, which is in arena form, has a 6,200 capacity. Hydraulic jacks permit the lowering of the stage into the floor, thus merging the North and South Halls into one large arena bowl seating 11,000.

Equipment Up to Date

The arena floor is 96 by 120-feet.

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With the lowering of the stage into the floor the over-all space is 96 by 155 feet. The stage is as modern and fully equipped as any in the country. It has 46 four-line sets, 106 feet wide by 38 feet deep; 75 feet gridiron (high) and 50 feet to the fly gallery. Twelve dressing rooms on each side of the stage are on-half light up with three large dressing rooms on each side of the stage level and three 20 by 30-foot chorus rooms on each side of the stage.

The building's West Hall, 212 by 60-feet, is leased for conventions and exhibit space. The building carries a complete set of drapery booths for these exhibits.

In addition, there are 11 committee rooms, seating from 40 to 240 persons. West Hall is to be remodeled this month. A new Celotex ceiling will be installed, with a repainting and decorating job costing \$13,000.

Founder of International Org

Apart from his duties as manager here, McElravy devotes considerable time to the International Association of Auditorium Managers, which he helped found in 1924. Association's aim is to better the aud field as a whole and to serve as a clearing house of ideas.

Convention meetings are held annually in different major cities, with the acting auditorium manager of the convention city as host. Usually, the meets are held in July or August but the 1951 confab will be held in June in Quebec, with Emery Boucher as host. At present, the association has 79 active members, two honorary members and four associate members. Ed Furni, manager of the St. Paul Auditorium, is president.

St. Joseph, Mo., Gives V-F Icer Fair Business

ST. JOSEPH, Mo., Oct. 21.—Voorhees-Fleekles Ice Varieties of 1950 pulled a half house Wednesday night (18), opening stanza of a five-day stand here in city auditorium, according to L. N. Fleckles, unit manager. Advance sales for week-end performances indicated strong crowds, he said.

Unit moves outdoors next week. It's skedded to open Wednesday (25) for five days under Shrine auspices at the Arkansas-Oklahoma Livestock Exposition grounds, Fort Smith, Ark.

FLASHBACKS

(Continued from opp. page)

gallery in a building in Wellston, O., for the winter. Gladys Collins was assisting her. . . . Roster of Don Newby's Side Show on the World of Fun Shows included Dick Bech, Johnny Smith, Bob Lafor, Bluey Thompson, Harry King, Ida Harris and Anna Brower. . . . Acts with Polack Bros.' Circus at Al Kaly Temple Shrine Indoor Circus, Pueblo, Colo., included Betty Hilton, Wanda Duo, Larkin Duo, Aerial Michels, Madame Marie, Black Brothers, Captain Spiller's Seals, Ruben Castang's chimps, Rudy Rudynoff, Teresa and Peggy, Arthur Earl, DeLane Sisters and the Seven Bellis. . . . Virgil Shepard was elected secretary of Butler County Fair Association, Allison, Ia., replacing C. H. Wild. H. C. Newbury was re-elected president; Will Allan, vice-president; J. A. Barlow, treasurer. Major Art McChrystal, 1939 concessions director at Golden Gate International Exposition, San Francisco, was assigned as military attache to the Court of St. James, London.

Deaths: James A. Boyd, fair man; Clinton Bradley, carnival man; Bert Cole, circus man; Ernest Dalrymple, carnival man; James Meinhardt, circus man; Dr. Wilbur J. Southey, circus man.

Wilson, N. C., Event Sets 2 New Records

WILSON, N. C., Oct. 21. — Aided by six days of ideal weather, Wilson County Fair here, October 9-14, chalked up new attendance records at both gate and grandstand.

The Joie Chitwood Auto Daredevils played to overflow crowds at both its performances, and the Circle W. Ranch Rodeo on Saturday (14) drew sizable attendance.

Night grandstand show booked in thru Cooke & Rose, Lancaster, Pa., pulled good crowds. Acts included Elmer Dade and His Parke Avenue Debutantes; Heron and Richardson, musical; Ray Lidy, unicycles and juggling; Yvonne and her dogs and ponies; LaBelle and Ray, comedy act; Ruth Ramon, contortions; Mervyn the Great, balancing; Kavanaugh and Ramon, comedy and Frank Lowe at the Hammond organ. Art Kavanaugh doubled as emcee.

Petersburg, Va., Annual Gets Above Average Gate

PETERSBURG, Va., Oct. 21. — The Petersburg Fair closed its six-day run here Saturday (14) with attendance above average. Night grandstand show, booked thru Cooke & Rose Theatrical Enterprises, Lancaster, Pa., included Josef Smiley and Company, magic; Starlette Sisters, tumbling; Marimba-Aires, musical; Capt. Frank Doss' animal circus; three Ems, ladders; Ed Hodgins, clown car; Panzy, the skating cow, and the Aerial Winters. Circle W. Ranch Rodeo was in for three matinees.

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Barker Bros.: Lufkin, Tex., 24.
Beatty, Clyde: Aberdeen, Miss., 24; Kosciusko 25; Grenada 26; Greenwood 27; Greenville 28.
Biller Bros.: Vicksburg, Miss., 24; Rayville, La., 25; Bastrop 26; Ruston 27; Minden 28; Leesville 29; Natchitoches 30.
Capell Bros.: Jean, La., 24; Marksville 26; Bunkie 26; Ville Platte 27; Melville 28.
Cole & Walters: San Saba, Tex., 24; Llano 25; Marble Falls 26; Blanco 27; New Braunfels 28.
Daynport, Orrin: Kansas City, Mo., 30-Nov. 4.
Flamante: El Paso, Tex., 24; Yaleta 25; Fabens 26; Pecos 27-28.
Kelly, Al O., & Miller Bros.: Springhill, La., 24; Homer 25; Minden 26; Arcadia 27; Winnfield 28.
King Bros.: Snyder, Tex., 24; Lubbock 25; Pilsenview 26; Paducah 27; Stamford 28; Breckenridge 29; Abilene 30; Sweetwater 31; Coleman Nov. 1; Cisco 2; Dublin 3; Cleburne 4.
Mills Bros.: Winston-Salem, N. C., 24; Thomasville 25; Mooresville 26; Rock Hill, S. C., 27; Gastonia, N. C., 28; Gaffney, S. C., 30; Spartanburg 31; Greenville Nov. 1; Greenwood 2; Columbia 3; Denmark 4; Oldsboro 31; Greensboro Nov. 1; Winston-Salem 2; Raleigh 3; Fort Bragg, Fayetteville 4-5.
Rogers Bros.: DePue Springs, Fla., 24; Quincy 25; Perry 26; High Springs 27; Ocala 28; Leesburg 30; season ends.
Stevens Bros.: Stephens, Ark., 24; Waldo 25.

Carnival Routes

Send to
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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A-1 Am.: Hayti, Mo.
Alamo Expo.: Fort Arthur, Tex.
American Beauty: Portageville, Mo.
American Eagle: (Fair) Greenville, Miss.
American Midway: (Fair) Waco, Tex.; Corpus Christi Nov. 1-12.
B. & H.: (Fair) Barnwell, S. C.; Williston 30-Nov. 4.
Big State: Lorenzo, Tex.
Blue Grass: (Fair) Fitzgerald, Ga.; (Fair) Panama City, Fla., 30-Nov. 4.
Brewer's United: Houston, Tex.
Burdick's Greater: Franklin, Tex.; Belton 30-Nov. 4.
Burke, Harry: (Fair) Crowley, La.; (Fair) Jennings 30-Nov. 4.
Burkhart: Turrel, Ark.; Cherry Valley 30-Nov. 4.
Capital City: (Fair) Sylvester, Ga.; (Fair) Ashburn 26-Nov. 4.
Caravan: Blasco, Ark.; Hazen 30-Nov. 4.
Cattlet Greater: Dawson, Tex.
Cavalcade of Amusements: (Fair) Beaumont, Tex.
Central Am. Co.: (Fair) Loris, S. C.; (Fair) Andrews 30-Nov. 4.
Cetin & Wilson: (Fair) Albany, Ga.; (Fair) Sumter, S. C., 30-Nov. 4.
Crafts 20 Big: (Cow Palace) San Francisco Calif., 27-Nov. 6.
Crescent Am. Co.: (Fair) Gilmer, Tex.
Diamond State: (Fair) Orlando, Fla.
(See Carnival Routes on page 83)

Misc. Routes

Send to
2160 Patterson St. Cincinnati 22, O.

Aunt Billy (Lions Club) Copague, L. I., N. Y., 26-27.
Ice Capades of 1951 (The Arena) Philadelphia, Pa., 23-Nov. 4.
Pan-American Animal Exhibit: Shallotte, N. C., 26-28; season ends.
Skiing Vanities of 1951 (Auditorium) Milwaukee, Wis., 23-29; (Auditorium) Memphis, Tenn., 31-Nov. 5.
Walton's Jungle Exhibit: Manning, S. C., 25; Orangeburg 26; Bamberg 27; Walterboro 28; Aiken 30; Augusta, Ga., 31.

Roanoke Rapids, N. C., Winds Up on Strong Note

ROANOKE RAPIDS, N. C., Oct. 21.—After light attendance its first two days, Halifax and Northampton Fair here picked up momentum to wind up its six-day run Saturday (14) with strong crowds. Weather was ideal all week.

Day grandstand attractions included the Joie Chitwood Auto Daredevils, in for two matinees. Night revue, booked thru Cooke & Rose, Lancaster, Pa., included the Wilfred Mae Trio, hoops; Bingo, chimpanzee, and Houghton and Houghton, bicycles. Semenza Fireworks Company handled the pyro display.

Aussie Show Club Head Turns Down Re-Election

SYDNEY, Oct. 21.—M. L. Darling, president of Showman's Guild of Australia (SGA) for 15 consecutive years, has announced that he will not seek re-election at the group's annual meeting here January 21, 1951.

SGA will present him with a gift at that time in recognition of his services. Pacific Coast Showmen's Association and Showmen's Guild of Great Britain and New Zealand have been asked to send him congratulatory messages on the occasion. The January issue of the SGA journal, *The Showman*, will devote a story to his life.

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Coming Events



ARIZONA

Tucson—Old Tucson Distr. Nov. 4-5. John Alexander.

CALIFORNIA

Los Angeles—Great Western Livestock Show. Nov. 25-30. Wm. H. Byrnes, Union Stock Yards.
San Francisco—Natl. Livestock Expo. Horse Show & Rodeo. Oct. 27-Nov. 5. Carl L. Garrison, Cow Palace.
Turlock—Turkey Show. Nov. 28-Dec. 1. W. F. Hollingsworth.

FLORIDA

Orlando—Central Fla. Home Show at Coliseum. Nov. 27-Dec. 2. Chamber of Commerce.
Wauchula—Cucumber Expo. Nov. 6-11. Carl Hanna, Am. Legion.

GEORGIA

Atlanta—Shrine Circus. Nov. 11-20.
Macon—Shrine Circus. Nov. 14-18. Otis F. Hughes.

ILLINOIS

Chicago—Internal Livestock Expo. Nov. 28-Dec. 4. Wm. E. Ogilvie, Union Stock Yards.
Chicago—Trade Show of Natl. Assn. Amusement Parks. Nov. 26-29. Paul H. Huedepohl, 176 W. Adams St.

INDIANA

Evansville—Shrine Circus. Nov. 20-26. Lewis I. Petford, 8 West St.
Warsaw—Muck Crop Show. Oct. 31-Nov. 3. Roscoe Fraser, W. Lafayette, Ind.

KANSAS

Wichita—Shrine Circus. Nov. 6-12. Jesse L. Moore, 115 N. Topeka Ave.

KENTUCKY

Louisville—Pat. Cattle Show. Nov. 15-17. George E. Tomes, Johnson & Main Sts.

LOUISIANA

Baton Rouge—Livestock & Horse Show. Nov. 9-12. W. M. Babin.
New Orleans—Shrine Circus. Nov. 23-Dec. 3. (See Coming Events on page 111)



Dog Shows

CALIFORNIA

Fresno—Nov. 5. Mrs. Jack Bradshaw.
Glendale—Nov. 26. Mrs. Jack Bradshaw.
Pleasanton—Nov. 12. Miss A. Stockman, San Lorenzo.
Turlock—Nov. 4. R. Jackson, Box 428.
Ventura—Nov. 19. Mrs. O. Greenbury, Camarillo, Calif.

GEORGIA

Augusta—Nov. 14. Moss & Mulvey.
Savannah—Nov. 16. Moss & Mulvey.

ILLINOIS

Chicago—Nov. 19.
Rockford—Nov. 8. Mrs. William Gugerll.

MASSACHUSETTS

Boston—Nov. 11. Mrs. Mason Cook, Pembroke, Mass.

MICHIGAN

Ferndale—Nov. 5. Ann McCarthy, 14855 Dexter, Detroit.

MISSOURI

St. Louis—Nov. 4. P. Gerstner, 7205 S. Lindberg Blvd.

NEW JERSEY

Elizabeth—Nov. 5. Blakely, 2014 Sansom St., Philadelphia.

Newark—Nov. 19. Foley, 2009 Ranstead St., Philadelphia.

NEW YORK

Albany—Nov. 26. Foley, 2009 Ranstead St., Philadelphia.

Syracuse—Nov. 12. Foley, 2009 Ranstead St., Philadelphia.

Troy—Nov. 25. Foley, 2009 Ranstead St., Philadelphia.

NORTH CAROLINA

Fayetteville—Nov. 3. Moss & Mulvey.

New Bern—Nov. 5. Mrs. T. Marsh, Box 762.

Wilmington—Nov. 7. Moss & Mulvey.

OKLAHOMA

Norman—Nov. 18. Mrs. C. S. Correa, Oklahoma City.

OREGON

Portland—Nov. 4. Mrs. O. Ferris, 2220 S. E. Yamhill St.

SOUTH CAROLINA

Anderson—Nov. 11. Moss & Mulvey.

Charleston—Nov. 18. Blakely, 2014 Sansom St., Philadelphia.

Columbia—Nov. 13.—Mrs. R. Sackett Jr., 2410 Blossom St.

Florence—Nov. 9. Mrs. M. Windham, 401 E. Day St.

TEXAS

Austin—Nov. 26. Mrs. W. Forster, Box 466.

Beaumont—Nov. 12. Mrs. R. Reynolds, Box 931.

Dallas—Nov. 5. Mrs. L. McAnelly, 8237 Biscayne St.

WASHINGTON

Port Lewis—Nov. 11-12. Mrs. E. Sessions, Box 1543, Tacoma.

LONDON, O., Oct. 21.—Steele's Cavalcade of Stars, a three-unit operation this season, returned to local quarters for the winter Wednesday (18). Robert Steele, owner-operator of the attraction, said that his main unit remained out 17 weeks this year, covering Iowa, Wisconsin, Minnesota and Michigan. The other two units were used on dates in Ontario, Quebec and New York. Steele again will send some acts to South America this winter but he will remain in this country.

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Waldo (Salesman) Tupper Cuts It in Many, Varied Show Jobs

(Continued from page 65)

brought a show to the theater. Tupper won a part and stayed with the company for a road tour. Blaney was famed for blood and thunder drama, Tupper recalls, and the company joked that it had to pump blood from the theater basement after each performance.

"Been Talking Since"

His first full role was that of a comedian—"a talking insurance agent, and I've been talking ever since," he states. But the laughs were gone from the part when he was stranded in Butte, Mont., a short time later. He was at the end of his meager bankroll when he had the hotel bill him for 50 cents in cash. With that he bought five potato peelers at a hardware store. Then he promoted three spuds and a tray rack at the hotel kitchen. Thus equipped, he became a pitchman, modeling his patter after that of the experts he had watched, and announced that as an introductory offer he was selling five—no more—five peelers. Getting \$1.25 for his entire stock, he reinvested it in more peelers and repeated the process until he had \$38 at the end of the day.

With a partner from the Blaney troupe, Tupper talked his way into an engagement at a beer hall which was one of a number in the West used by vaude performers to break the long jumps. Shows were continuous each night until the customers started their inevitable fight, but Tupper's black-face act wowed the boisterous miners, who postponed their fistcuffs and cheered the act until the boss was convinced that Tupper should have a raise. His success, however, was short-lived; other performers resented him, and Tupper found himself at the receiving end of a gang-fight.

Works in Gold Mine

At the behest of his father, Tupper gave up his dramatic career and returned to California to become handy man in the general store of a mining camp. A fellow Canadian owned the Expose Treasure gold mine there and gave Tupper a job in the pits. Soon he had worked thru the ranks to an office job under direction of Bert Conklin. Tupper learned bookkeeping from Conklin and at the latter's suggestion took his \$800 savings to Los Angeles to enroll in business college. Many years later, Conklin would be Tupper's auditor for 12 years.

In L. A., Tupper did go to school, but not until after he answered a blind ad for someone with capital. The advertiser turned out to be T. M. Tally, nickelodeon op who wanted to expand into the infant motion picture biz. Tupper passed up the offer after deciding that two houses already operating seemed to fill the movie needs of the populace. Tally built the theater with other money, expanded and eventually sold out for \$1,000,000; Tupper ran thru his \$800 and turned to the boxing game to augment the account.

He fought 16 fights under the name of Harry Cornell, winning 13 by knockouts and three by decisions. His 17th match was with one Kid Solomon and was supposed to be a clinch but turned into a rout for Tupper. Later he met Solomon on the street and suggested a return bout in a near-by alley. The offer was snapped up and, as Solomon had a friend along, Tupper recruited a second from a grocery store. Again Tupper took a drubbing but the grocer-second gave him a job and later got him a post with the telephone company.

Pioneers Movie Biz

Tupper moved soon to the gas and light firm, where he began as a lamp renewer, installing new bulbs for old in business houses, and moved rapidly to a position as department head. Next, he was salesman for a steel company and was assigned a territory in several Southwestern States. Tupper won bonuses for recapturing two

of the firm's lost accounts, and in the office of one he met Josephine Blackwell, who became Mrs. Tupper 43 years ago.

They settled in Bisbee, Ariz., and entered the movie theater field. A flash flood delayed their opening but the first month brought them \$1,500. Tupper's knack for promotion and showmanship expanded that theater, the first flicker house in Arizona, into a chain of seven. At the peak, Tupper turned down an offer of \$75,000 for his business, but before long the panic of 1907 kicked the props from under the theater business and Tupper was forced to sell at a loss.

Moving to Tombstone, Ariz., he operated a twice-a-week movie hall for a while and then went to Globe, Ariz., to start a theater in competition with one he had lost there. Tupper continued the experiments he had begun earlier with Cameraphone, a pre-talkie sound outfit, and he imported a stock company for 20 weeks of big business. Tupper likes to recall that he played bits with that troupe and regardless of what dialect or make-up he used, his infant daughter would recognize him.

Works Park Midway

Tupper met a petrified man whom he called Immuno and played the Globe Theater. They moved to California and opened at Venice Amusement Park, where their capital increased from 10 cents to \$740 in two days. But Immuno became dissatisfied and friends of the Tupper family came to convince Waldo the midway biz wasn't for him.

Next he became a \$2-a-day finisher in the Woodstone Marble & Tile Company, Los Angeles, where he found three setters were working alternate days because sales were so slow. Tupper talked his way into a salesman's job and on his first day brought in the largest order in the firm's history. He got a county hospital order as well as others and stepped into the manager's shoes.

Branching out in San Diego, Tupper sold marble like movie tickets before the city's 1915 exposition and furnished the tile for major housing developments, hotels and depots. He was out of debt and owned the company in 1917, but the war broke out and put the business on the rocks in 30 days.

Builds Bowling Biz

A bank gave Tupper a bowling alley which had failed, and he built it into a \$1,200 per month business thru promotion of bowling leagues, including the first women's league in those parts. The war boom helped, but Tupper realized it would end, so he sold out at the peak and in 1920 opened a West Coast branch of National Business Shows, a Tupper family business. He staged office efficiency expositions in Seattle, San Francisco, Portland and Los Angeles. There was no auditorium in L. A., so Tupper rented a circus top from United States Tent & Awning Company, a practise followed later by other trade shows.

An auditorium for Los Angeles has held Tupper's attention since. The first step he took to fill the need was to rebuild and operate the Ambassador Hotel's auditorium from 1924 thru 1932. There he staged the elaborate shows of which he is most proud. Included were General Motors and Ford auto shows; radio, foods, business, machinery, direct mail, music, motor boat and Christmas shows, and the Wampus Ball, at which movie studios introduced starlets most likely to succeed.

The depression killed Tupper's exposition business so he tried indoor presentation of big-time tennis, badminton, golf, billiards and other games at what he then called the Am-

bassador Sportatorium. The idea was good, he states, but bad times caught up with him, and the Sportatorium failed.

Raises Aud Dough

Hopes for a \$12,000,000 Los Angeles auditorium were high at this time and it was to be Tupper's baby. A Los Angeles newspaper gave a banquet for potential donors and assured the group L.A. would have its auditorium if Tupper could raise the first \$1,000,000. It was raised in 20 minutes at the banquet, but the stock market's tumble began and those who pledged money no longer had it; the auditorium dream fell thru.

Tupper's biggest promotion came in 1931, Los Angeles's 150th anniversary. As managing director of La Fiesta de Los Angeles, the birthday party, Tupper raised \$500,000 in 10 days and operated the show at a major profit altho backers had entered the scheme expecting a loss. He turned away 300,000 persons at a movie pageant which was part of the fiesta. Coronation of the queen was patterned after the British royal ceremony and cleared \$40,000.

In 1933, Tupper staged the Neptune Electrical Show at Long Beach for earthquake victims. His annual World's Congress of Rough Riders grossed \$46,000 in a single performance, a record which stood until recent Sheriff's Posse rodeos surpassed it.

Opens L. A. Depot

Zack Farmer, manager of the Olympic Games in Los Angeles was named director of the 1935 San Diego fair and made Tupper director of exhibits. Working on a percentage, Tupper sold \$998,000 worth of space in five months and framed such shows as the model town illustrating new trends in housing.

Los Angeles Union Station was opened in 1939 with a Tupper promotion and exhibition. An elaborate banquet with a railroad theme introduced the idea and raised money for the opening. Then Tupper staged the show, which featured floats on flat cars, which rolled by in what Tupper believes was the only parade on rails. Contacts made with railroads then stood him in good stead later as a circus general agent.

When San Francisco began work on its 1939 world's fair, Tupper was called in to fill a key post but later he and another official clashed and Tupper resigned. Back in Los Angeles he played golf and reorganized the downtown merchants association.

Russell "Sold"

While working on the merchant's program, Tupper was visited by Bill Antes, press agent for Russell Bros.' Circus. Antes and Claud Webb, Russell show owner, wanted a newspaper tie-up for their opening stand and wanted Tupper to arrange it. He went to the Russell quarters at Selig zoo, and he and Webb agreed a mud show is "a pretty sick looking animal in winter quarters." But when Tupper saw some repainted rolling stock ready for the road and some acts in training he decided the show was okay. Later that day he brought some newspaper men to quarters and, as Tupper recalls, he used the circus terms he had learned that morning as if he had always known what they meant. The newspaper agreed to the deal and with a drug chain for ticket outlets, boosted the Russell show for an exceptionally good opening run for 1942.

Tupper repeated the deal in San Diego and Webb offered him the general agent's post. He stayed as g.a. that season and returned the next. Half way in midseason the following year, Arthur Concello bought the show from Webb, and Tupper was introduced to opposition when the Russell and Arthur shows clashed in the Northwest. The Beatty and Russell shows were combined in 1944 and Tupper was the agent who lead the org to rich takes in Texas. The following year he was ahead of Russell Bros.' Pan-Pacific Circus, his first

rail show, and in 1946, with Beatty and Concello together again, Tupper routed the circus to fabulous business in Canada.

Concello sold out and Tupper went back to the golf course for a season, but early in 1948 he received a telephone call from Concello, who had just become general manager of the Ringling-Barnum show and who offered Tupper the general agent's post. Tupper has been there since.

Outsiders have said that Tupper adds much in the way of public relations to the general agent's position. He also has added ideas which stem from his days as actor, pitchman, talker and producer and which crop out now in advertising and promotion policies.

In appearance Waldo Tremaine Tupper resembles Vice-President Alben Barkley. He also can spin a yarn as well as the veep. If he had watched the soap-box orators instead of the pitchmen, he might have been buying campaign literature rather than show paper.

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GIVE TO THE RUNYON CANCER FUND

Billers Skeds Heavy Flack Campaign for Gotham Date

NEW YORK, Oct. 21.—Hy Sturmak, co-owner of Biller Bros.' Circus, which is currently prepping for an indoor stand here starting December 28, pulled a switch Wednesday (18). He said that altho he remained undecided on video presentation of his show he felt TV might prove a crowd attraction rather than a distraction. Sturmak said he had received tentative offers from a few broadcasting companies to do live video shows during show's two-week run at a local armory. He felt that if not overdone, the TV offerings would serve as a teaser, merely whetting the appetites of prospective patrons instead of hurting the gate.

K. of P. Auspices

Show plays the local date under Knights of Pythias auspices on a percentage deal. Sturmak estimated that sponsors could peddle at least half of their ticket allotment. He said the circus should be able to dispose of the rest at the door. He said the group was staging a heavy mail campaign plus using extensive notices in their publication, *The Pythian*, to expedite the sale.

In the matter of flacking, a local advertising agency will spot cat and bull acts from the circus on local TV shows. Pending is a tie-in with Gimbel's department store, one of the city's largest, under which a baby elephant will be shown in the store's toy division and the show pitched in the store's advertising. Biller Bros. will maintain a ticket booth at the store.

Circus will use posters on subway and elevated stations and on busses. Newspaper and radio space also will be utilized.

Ark. Towns OK For Miller Org; La. Trek Starts

BENTON, Ark., Oct. 21 — Al G. Kelly & Miller Bros.' Circus found Arkansas territory to its liking and prepared to start its first invasion of Louisiana this week.

At Jonesboro, Ark., Wednesday (12) the circus played to a full-house for the matinee and a straw house at night. Here on Tuesday (17) the org drew a three-quarters matinee and an evening crowd of near-capacity proportions.

The show, which usually has closed at the end of October, this year will stay out most of November. Much of the extra time will be spent in Louisiana.

Danish Units End Outdoor Seasons

COPENHAGEN, Oct. 21.—Most of the Danish circuses wound up their tours during the past two weeks. Among the last to close were Belli, Benneweis, Mielhe, Louis Schmidt and Schumann circuses.

Circus Schumann, following a successful summer at its indoor arena in Copenhagen, went on tour under canvas, playing one to two-week stands at Aalborg, Aarhus and Odense.

Circus Moreno-Reinsch, a comparative new-comer, has split up. It is reported that Moreno will bring the three-ring Swedish circus of Mijares-Schrelber to Denmark next season.

Medrano Features Hoofers

PARIS, Oct. 21.—Current bill at the Cirque Medrano, headed by the seplan hoofers, Stump and Stumpy, lacks outstanding circus and animal numbers. Held over are Yves and Benji de la Cour, with their horses. Other circus acts on the bill are the Four Freddy Harrys, equestrians; Kenways, aerialists; Wonder Wheelers, comedy bike; Koba and Kalee, equestrians; Teddy Lorent, trained bears, and Mylos and Boulicot, clowns.

Mills Tent Trek Near End

LONDON, Oct. 21.—Bertram Mills Circus winds up its season under canvas Thursday (26) after a four-day stand at Nuneston. Advance sales for the annual Mills circus and fun fair at the Olympia here opened several weeks ago. Indoor season starts in mid-December and runs about six weeks.

King Draws Full One

ALBUQUERQUE, N. M., Oct. 21.—King Bros.' Circus played to a three-quarter matinee and full night house here Wednesday (12). Weather was clear and mild. Show starts its trek thru Texas Friday (20).

Gainesville Org Drills for 1951

GAINESVILLE, Tex., Oct. 21. — Work on the 1951 edition of the Gainesville Community Circus got under way, with Joe Seigrist and Eldon Day on hand to instruct Ralph Gerneth's flying act, Verne Brewer and Portis Sims are breaking animal acts.

Brewer is training the show's new baby elephant. Sims is forming an act with two ponies, four dogs and a monkey.

Officers and directors of the city circus will be elected at a meeting Monday (23), and the annual budget meeting is set for Thursday (26).

Paul McGehee took the Gainesville big top and seats to the Dallas fair for a livestock arena. Recent visitors have included Dolly Jacobs, en route with her elephants to the West Coast for motion picture work; Ed Weidman, and execs of West Bros.' Circus.

Billers Show Attracts Big Houses in South

PASCAGOULA, Miss., Oct. 21. — Deep South business for Biller Bros.' Circus has been above the season's average recently, with the show registering two full houses here Monday (16).

At Enterprise, Ala., Wednesday (12) the show played to a half matinee and full night house. Weather has been good.

UNDER THE MARQUEE

James Colleani, 17, tight-rope walker with Clyde Bros.' Circus, was severely clawed by a lion recently at Freeport, Ill., when he walked too close to the beast's cage. He suffered deep claw slashes in his right leg. Fifteen stitches were required to close the cuts. It was reported that it was his first day with the circus.

Yesteryear showman thinks that the mauler, "Doc," given to Side Show talkers, went out of circulation along with lion-claw fobs and canes.

Circus fans in Hagerstown, Md., pitched in to help the Civitan Club there with promotion for Mills Bros.' Circus, selling tickets and arranging for radio programs. . . . The Columbus, Ga., Ledger-Enquirer's mid-century special issue in November will include a circus history yarn.

Polack Tops Mark

DENVER, Oct. 21. — Polack Bros.' Western unit closed a week's stand here Saturday (14) with a new Denver attendance record on the books. Manager Lou Stern said the gate was 25 per cent better than in 1949. Turnaways were registered for one matinee and three evening shows. Org began a four-day stand at Little Rock on Tuesday (17) and next doubles back to make a week at San Antonio.

Beatty Closes Nov. 11 in La.; Shuffles Staff

Howe Named Press Chief

GRENADA, Miss., Oct. 21.—Clyde Beatty Circus will close November 11 at Monroe, La., but winter quarters have not yet been announced. The new closing date is eight days earlier than the one previously announced. Quarters were expected to be set up in Louisiana or Texas to facilitate Beatty's move to New Orleans for Tom Pack's date in mid-November. The Beatty org will move to Southern California for its usual spring route next season, it was reported.

Meanwhile, Beatty has named Edward Howe publicity director for the show, replacing Frank J. Lee, who returned to his San Antonio home. C. S. Primrose remains as contracting press agent. Howe, formerly on Ringling and with Cole earlier this season, joined Beatty in the Southeast recently as rep for Sunset Carson, concert feature, and began some press duties then. Beatty said the appointment is for 1951 as well.

Business for the show has improved, with a number of full houses being scored. At Decatur, Ala., Tuesday (17), the matinee was a three-quarter house and the night show a full one. At Gadsden, Ala., Saturday (14) the org played to a half matinee and full night house.

Anniston, Ala., (13), gave a half matinee and near-capacity at night. Payday crowds helped there, and some school children were dismissed for the circus. Matinees have been delayed in most places to permit children to attend.

Cole Arrives in Peru

PERU, Ind., Oct. 21.—Cole Bros.' Circus arrived here from St. Louis at 7 p.m. Tuesday (17) and work began the next day to move animals to Terrell Jacobs's barns and wagons to the Bunker Hill navy base near here.

. . . Annual round-up of the Circus Historical Society's Division 1 will be October 28 at Coldwater, Mich., where Member John Walker will be host.

One of the big problems of a porter on a three-high berth car on a two-car show was to decide which actor was small enough in rating to draw the top deck.

Gil and Lillian Wilson are working their dogs at Ingham's school dates. . . . The Chuck Naidis, operators of a reptile farm at Baraboo, Wis., will join Ingham soon for their second season. . . . Recent visitors at the Ruffin farm included Dime Wilson and family, Mr. and Mrs. Albert Fleet, all with Polack Eastern; S. B. Warren and family of the Bartox Medicine Show; L. L. Jeffery, Wild Life operator on the Heller shows, (See Under the Marquee on page 103)

RB's Memphis Biz Boosted By Firestone

Turnaway at New Orleans

MEMPHIS, Oct. 21. — Ringling Bros. and Barnum & Bailey Circus played to two capacity houses totaling 18,000 employees and families of the Firestone Tire & Rubber Company here Wednesday (18) while the first half of the two-day stand here Tuesday (17), pulled a half matinee and better than three-quarters night house.

The show arrived here Monday after closing in New Orleans Sunday (15), where it scored a turnaway Sunday afternoon to top the three-day stand there. Sunday night's house was light and Saturday (14) business was trimmed somewhat by football competition.

Ringling moves thru Tennessee this week and makes another long jump, 392 miles from Chattanooga to Roanoke, Va., over Sunday (22), to start its final lap of the season. The No. 1 advertising car is scheduled to close November 5 at Miami. The show closes November 19.

Still remaining on the schedule are two major block-ticket sales. One will be at Fort Bragg, Fayetteville, N. C., November 3-4, where the show will use a lot on the army reservation. The other is at Orlando, Fla., with the Chamber of Commerce buying all seats.

At Memphis Wednesday (18) Hilda Alzana fell as she began climbing down from the high wire rigging at the matinee. Her fall was broken by Harold Alzana. She received minor injuries and was out of the night performance.

Virginia Stands Give Mills Biz

NEWPORT NEWS, Va., Oct. 21.—Mills Bros.' Circus showed to big business here Friday (13) and at Fredericksburg, Va., Wednesday (11).

Both performances here were to full houses, while at Fredericksburg both shows were straws despite cloudy, cool weather. At Williamsburg, Va., Thursday (12) the org drew a half matinee and three-quarter night house.

Mills Sets Sumter Closing; Waddell Marries Aerialists

CINCINNATI, Oct. 21.—Mills Bros.' Circus will close its 11th season at Sumter, S. C., November 13. . . . Lead of at Augusta, Ga., as previously announced, reports Doc Waddell, who says that the 1950 tour has been the most successful in history of the show.

On October 12 at Toano, N. C., Waddell married two Mills aerialists, Mary Hahn Waddell and Robert Alexander. The bride is the grand niece of the late Mary Hahn Waddell, mother of Waddell. Following the ceremony the couple left for a European honeymoon.

Hamburg's Hansa Theater Featres Big Top Acts

HAMBURG, Oct. 21.—Circus numbers on this month's bill at Hansa Theater are Lowy, comedy wire; Two Evellos, Riskey act; Erik von Arno, juggling novelty; Three Maxims, fem tumblers, and the McSovereigns (2), Diabolo novelty.

Roth and Shay, American acrobatedy duo, who were held over for their second month at the Hansa, will play the Ambassadeur, Copenhagen, during November.

DRESSING ROOM GOSSIP

Clyde Beatty

Archie (Yellow) Hindon, Dave Stan, Leon Drewry and Lonnie Wilson had a fish fry last week. Barter (John the Baptist) Neale celebrated his 71st birthday. Albena Beatty has returned to school at the Hillsdale College in Hillsdale, Mich. A dinner was given in her honor the night before she departed. Those attending were Mama Caudillo and the Caudillo sisters, Joan and Jerry Lewis, Barter (See Clyde Beatty on page 83)



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10 PHONEMEN

The best crew I ever had; all good, sober, reliable men who know how to sell. Write

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Year-Round Deal.

If I know you—come on—25%.

Others write, phone, wire—pay your own.

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Acts of all descriptions that do two or more.

State lowest.

J. C. PATTERSON—PATTERSON BROS.' CIRCUS

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25 head of top Bucking Horses and 5 head of Brahma Bulls. Write

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Top-mount for Teeter Board Act. Top salary within reason. Good amateur considered; one willing to learn.

JAMES O'DONNELL

Care Robert Bros.' Circus, High Springs, Fla.

Oct. 27; Ocala, 29; Leesburg, 29-30; then winter quarters, Ft. Myers, Fla.

King Bros.

For the past three weeks we have been in Arizona and New Mexico after saying farewell to California. Jumps have been long but we have managed to open on time.

Charley Ryan, big show boss canvasman, is back after a seige of blood poisoning. He was in a California hospital. Eddie and Mabel Brown and Dot Zeiger spent several days with the show in California. Mama and Hortans Cristiani are spending a few weeks in Sarasota.

Don Beall's truck containing a candy floss outfit went over a precipice near Sante Fe, N. M., and was destroyed. Elizabeth Sadowiski and daughters, Jane and Barbara, left at Clovis, N. M., for their home at York, S. C., where the children were to enter school. At Lubbock, Tex., Barbara was stricken with appendicitis and underwent an operation.

The show has been blessed with fine weather. Martha Renaud arrived from her home in Montreal to visit her husband, Reno. J. C. Rosenheim, who was manager of the No. 1 car, has moved up to general press representative. A girl was born October 18 to Mrs. Corky Budd at Sarasota. Sophia Trutzl, of Sarasota, is visiting her husband on the show.

Billor Bros.

Dee Aldrich has taken over the Side Show. New acts include Ramona Cortez, snakes; Yogie Ray, tattooing and magic, and Angeline Ray, girl who hangs herself. Horace Laird is making a clown out of Paul Head. Laird visited the snake farm at Biloxi, Miss., and we are wondering whether we'll have snakes in a walk-around.

This seemed to be convention week for Side Show managers with Dee joining, and Milt Robbins and wife, Ray Cramer and Scott Hall visiting. Other visitors included Capt. C. D. McKowan and Cap Curtis.

Tommy Bently returned after attending his mother's funeral. Al Duncan, drummer in the Side Show band, has received greetings from Uncle Sam. Charles Cox is doing well as announcer and makes Side Show openings when he finds time.—IRA GASKILL.

Kelly-Miller

The Aches and Pains Club recently organized and Evalina Rossi was elected president; Lee Virtue, vice-prez, and Helene Hendricks, secretary. Other members include Shirley Logan, Billie Burke, Mrs. Ira Watts, Ted Rea and Eddie Dullum.

Georgia Sweet recently joined and is featured in the concert with her horse, Leopard King. Billie Burke and Gene Lewis joined clown alley. Leon and Kitty Snyder, John (Ming) Toy, Corkey and Mary Clark, Whitey and Mary Thorn, Montana Earl and Charles and Iza LaBird left recently. Mary Thorn is undergoing a spinal operation as a result of an accident. Mrs. Ira Watts has recovered and is back at work.

Miss Oklahoma, hippo, decided to meet the public at close range and (See Kelly-Miller on page 73)

Mills Bros.

Authoress Jean Helm spent two days on the lot gathering further material on the circus at Alexandria and Fredericksburg, Va. King Reynolds and the Juggling Jewels, playing the Capitol Theater, Washington, motored to Fredericksburg to catch the matinee. Chief White Eagle, Larry Benner, Jose Torres, the Wallabies and clowns Jack LaPearl, Lenny Schreiner and Bill Bailey entertained patients at the Veterans Hospital at Newport News, Va. Patty Goody, back at school in Ohio, celebrated a birthday and received a motor scooter from parents Ray and Jay Goody. Mayme Ward continues to merit (See Mills Bros. on page 73)

Ringling-Barnum

Louisiana tour was big with ideal weather. Baton Rouge gave us straw houses and the three days in New Orleans over the week-end proved to be good. Dr. and Mrs. H. H. Conley, of Park Ridge, Ill., came down for the week-end; also Ernestine Clarke Baer and Donna Cameron from California. Vivian Webster and Sheila Blood motored from Sarasota and Ann Freil came on from Miami. Pop La Vane had a good time talking with friends and some of his boys. The members of the My o My Club spent Sunday afternoon on the lot. The all-day run into Memphis on Monday was made in good time with trains arriving in town before dark. Liz and Mark Johnson celebrated their wedding anniversary. Jim Moriarity, Dwayne Thorp and Tex Copeland celebrated birthdays.

Visitors were Happy Oakley, CFA; Janice and Jerry Wilson and son, Jimmy Harrington, Bones Brown's wife and children, Helga and Santos Glorioso, Mr. and Mrs. Eddie Milam and daughter, Blackie Miller, Bella Attardi, John Attardi, Roxy Cropper; Joe Simon, former librarian with Merle Evans's band; Ed Raycraft, Sam Stern, Jerry and Jimmy Hicks, Juanita Hobson Thompson and husband, Mr. and Mrs. Al Flair.

Backyard scenes: Alberto Zoppe making a fast plane trip into Sarasota to see wife and newborn son. Bob Dover reporting for his army physical.—MARY JANE MILLER.

Polack Western

Turnaway business in Denver. Date was promoted by George Westerman. Denver is his home town and he threw a party at his home. Those who attended included Louis Stern, Mr. and Mrs. Ross Paul; Honey, Walter and Alfred Shyrette; Hubert Castle, Gus and Betty Bell, Harold Ward, Millie Keathley, Jo and Silvers Madison, Mr. and Mrs. George Paige; Viola McLeod, from the Chicago office; Nellie Vaughn, from the Theatre-Duffell Enterprises, and Grace Ritchey. On the trip from Los Angeles to Denver, Emil and Hanna Palenberg made it in 22 hours. They must have a jet engine and wings on that Cadillac. The stage being slanted a la Europe in Denver, Hubert Castle, the Ward-Bell Flyers and the Loyal Repensky riding act had a little gravity trouble. They kept leaning down (See Polack Western on page 103)

Polack Eastern

Daytona Beach, our last stand in Florida, was promoted by Bill Kay. Weather was ideal and business fine. Bill and Dorothy Kay entertained (See Polack Eastern on page 73)

ACTS WANTED FOR MY 1951 FAIRS AND CIRCUSES

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STEVENS BROS.' CIRCUS

Wants on wire
Sober Lithographers and
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Oscar Wiley, wire again or come on.
Stephens, Ark., Oct. 24; Waldo, 25.

Permanent Address: Hugo, Okla.

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FOR 6-10 WEEKS OF INDOOR DATES

Family Acts or any Act priced right for small indoor dates. Also can use Acts suitable for 1951 Fairs and Celebrations.

RUBE LIEBMAN

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Teams or Family doing three or more. Carrying Parch, Contortion, Rialty, Bars, Acrobatic, Bicycle, Globe, Wire, Ponies and January with mat. Indoors, Small Towns, make it low. State all, no wires, send Photos, will be returned. Salary in advance if I know you. Must have wardrobe on and off and good equipment. One young Promoter and Wife who can produce and work clean.

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ACTS WANTED

FOR OUR 1951 FAIRS

Singles, Doubles, Troupes. Long season, small jumps. This is a Unit Show. Mail Photos, Full Descriptions.

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WANTED ELEPHANT

For Riding Children
Contact Harry Stahl
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PHONEMEN-PROMOTIONAL DIRECTORS START AT ONCE

All winter's work Indoor Circus Dates, U.P.C.'s, Book and Banners. Larry Lawrence, Morrie Reaves, V. E. Tripp, answer. Jack Hagen, call.

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PAGE BROS.' CIRCUS

Want Grab Joint on trailer or bus. Also want family acts for big show, doing two or more. Want working men in all departments. Address Portland, Tenn., Oct. 24; Westmoreland, 25; Hartsville, 26; Lafayette, 27; Red Boiling Springs, 28.

OUT NEXT WEEK...



The Billboard in its new, modern, tabloid-size newspaper format

Geist Starts 195G Project At Playland

New Buildings, Rides Set

NEW YORK, Oct. 21.—Under way at Rockaways' Playland is a \$185,000 renovation program, which includes the building of several new structures and refurbishing of others under spot's art director, Edward J. Hayden.

President A. Joseph Geist said park's Wings building, which was moved to the center of the spot and used by the Nathan Farber Concession Company to house the Wings games, will be modernized to house a 24-unit Bowl-o-Game and 30-unit shuffleboard set-up. A new Octopus ride also will be installed.

Geist is examining the possibility of securing the Velare brothers Sky Wheel, last used at Los Angeles County Fair, Pomona. Cost of the ride, exclusive of shipping and installation, is \$27,500.

Park's electrical department has augmented lighting fixtures to give the midway a 23 per cent increase in illumination. Kiddie adjunct will feature the new Sky Rocket, built by Allan Herschell Company. Device will feature electrically operated buzzer guns.

The Wilson Line is building a new excursion vessel. Hudson River Day Line and the Circle Line also will continue to service the spot next year. Four bus lines will link Rockaways with various points in New York and New Jersey.

NAAPPB Sees Overflow Show

CHICAGO, Oct. 21.—Trade show displays at the convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), November 28-29, will overflow the usual space and utilize aisle and lobby areas at the Hotel Sherman here, Mrs. Belle Cohen, NAAPPB staffer, said this week. All but five small booths have been sold for some time, and with those reserved now, exhibitors are taking substitute space.

A deal is pending, she said, for a second major display in the hotel lobby. One already has been set. Final lists of exhibitors will be prepared soon to include additions and changes from the earlier edition.

Paul H. Huedepohl, NAAPPB national secretary, is expected here soon following a trip to Dallas. He stopped over at Hot Springs on the return trip.

Barbour Reappointed

DETROIT, Oct. 21.—William T. Barbour was reappointed commissioner of the Detroit Zoo for another term by Mayor Albert E. Cobo.

Palisades Gets German Rotor

NEW YORK, Oct. 21.—New thrill ride, a German import tabbed the Rotor, was shipped by seven trailer trucks from this city across the Hudson River to Palisades (N. J.) Park this week.

Device will debut next April. Teaser posters on the trucks called the ride a secret that would be unveiled next year.

Last Gross of Summer?

Good Weather Tilts Grosses For Chi Kiddieland Operators

CHICAGO, Oct. 21.—Kiddieland operators here basked in sunshine and upped grosses for several days this week when temperatures climbed into the 80's and business kept pace.

But despite the boosts, ops had complaints, starting with the temperature's scheduled skid to normal October levels on the eve of this week-end.

Miller's Fairyland Park reported hyped business starting with the good weather Saturday (14). Takes were well above those of recent fall week-ends and held up well on weekdays. They fell about 50 per cent short of an average summer take, however, and Al Miller, manager, noted it had to be summer on the calendar as well as the thermometer to register summer biz.

Fritz "Forgotten"
Ronald Rynen, manager of Arthur

Tax Case Appeal Expected Soon

CHICAGO, Oct. 21.—Filing by the government of an appeal in the admission tax case won in the lower court by Arthur E. Fritz, Kiddieland operator here, is expected in the next several days, Fritz's attorney said this week.

Earlier a spokesman for the Bureau of Internal Revenue office here said the bureau's general counsel in Washington was preparing the appeal.

Federal District Judge Michael Igoe ruled here September 5 that the admission tax law did not apply to amusement rides. The bureau is allowed 60 days from the time of the court's decision in which to file its appeal to the District Court of Appeals.

Hennies Buys Rides For New Kiddie Park

HOUSTON, Oct. 21.—Harry Hennies, former owner of Hennies Bros.' Shows, has purchased 12 rides for the Kiddieland he is building here. He plans to open the spot in March. He is also building a new residence at the park site.

Hennies delivered his show to J. C. McCaffery and Paul Olson, new owners, at Hot Springs recently.

Ride Take Bolsters Gross To '49 Par at Playland, Rye

RYE, N. Y., Oct. 21.—Drops in beach and concession business at Playland here this season were offset by a gain in gross from rides to give the park over-all biz about equal to that of 1949, Director Allan MacNicol reported this week.

He estimated the ride gain at about 8 per cent and the beach drop the same. MacNicol said that Harry Travers, operator of a kiddie jeep ride, had a particularly successful season.

MacNicol attributed the drop in beach take and failure to gain in over-all biz to foul weather which prevailed for a large part of the season. Because the Korean war and the weather were simultaneous factors, he could not determine in what manner the war affected biz.

Plan No Big Changes

Plans for further construction, addition of rides and possible hiking

Fritz's Kiddieland, agreed that recent grosses were below those of summer days, but pointed out that they were 100 per cent above corresponding days of the previous week.

He said park goers "seemed to have forgotten we were still open," and that it took several days of warm weather to bring them out again.

Mrs. Rose Klatzco said her Kiddieland benefited from only two days of the extra summer because the spot closed Sunday (15). Tabulations for the season showed the spot zoomed about 35 per cent ahead of its 1949 gross.

Building Aids Klatzco's

The 12-ride operation showed improved returns each month, she stated, for the best year of the three it has been in business. She pointed out that her location is within walking distance for many patrons and will be improved next year thru the opening of a major shopping center adjacent to the Kiddieland.

In the good weather, her park showed a jump in gross for its final week-end. Rain spoiled the previous Sunday (8). Late fall business was about 15 per cent ahead of that for the same period in 1949.

Boosting interest at Miller's Fairyland this week was a new monorail aerial train which carried 700 payees Saturday (14) and 1,100 Sunday (15). Its first week-end of operation. Miller said the device, with novelty a factor, out-grossed some of the other rides.

N. E. Meeting Set for March 29

BOSTON, Oct. 21.—The annual meeting of the New England Association of Amusement Parks and Beaches will be held at the Parker House here Wednesday, March 29. The date was set by the officers and members of the executive board, meeting here last Tuesday (17).

Fred L. Markey, Association secretary, announced that the meeting will mark the 25th anniversary of the group. John J. Dineen, operator of the Casino properties at Hampton Beach, N. H., is chairman of the program committee. Special features will be skedded to mark the silver anniversary celebration, Markey said.

Motor City Kiddie Park Nears Finale

Prepping 1951 Plans

DETROIT, Oct. 21.—Detroit Kiddieland, 10-ride unit opened in August as an addition to the West Side Drive-In Theater, is being operated on a week-end schedule and probably will continue until theater's November 6 closing date.

Attendance at Kiddieland has been only fair since Labor Day. Peak business comes on Sunday afternoons. Saturday matinees have failed to draw. Spot closes early Sunday nights inasmuch as youngsters must go to school the next day.

Kiddieland Unusual

Detroit Kiddieland has been unusual among drive-in theater installations because it charges full ride prices for all patrons. There have been no free rides and no reduced rates for theater patrons. Altho there is a special entrance to the park from the drive-in, the park has been conducted as a separate venture.

Seen as a "pilot model," the installation has drawn marked attention from park men in this area.

Plans for next season are incomplete but probably will include a major promotion policy. Late opening this year did not give Kiddieland a fair start and the actual level of business has not been a fair measure of the spot's potential.

More Seating

Installation of more seating for spectators in the park section is one part of plans for next year. It has been found that enough benches near the rides should be supplied to seat twice the capacity of the rides. Park ops feel parents watching their offspring enjoy the rides are important builders of the park's good will.

Possible installation of a regular refreshment stand is seen for next season, and it would offer a regular menu of hot dogs, coffee and milk. A trailer-type concession stand selling popcorn and peanuts was the only refreshment stand this year.

Coney's Luna Set To Become Big Housing Center

NEW YORK, Oct. 21.—Thrice burned-out Luna Park at Coney Island here has been sold to Fred Trump, Brooklyn builder, who plans to improve it as a housing development and shopping center.

Sale did not include frontage on Surf Avenue which houses concession space. The eight-acre property was sold for cash above a mortgage of \$125,000.

Sellers Leon Rottenberg and associates acquired the location last January with the intention of developing it as a drive-in theater, but zoning restrictions prevented the move.

Luna Park was built in 1903 by Elmer S. Dundy and Frederic Thompson and later was owned by Barron Cullier. It is bounded by Surf, Neptune and Eighth avenues and 12th Street. The buildings of the park, which served as a model for similar structures thruout the world, were destroyed by fire in 1905, 1906 and 1944. They were not reconstructed after the last blaze.

Bad Luck Badgers Blackpool Wind-Up

LONDON, Oct. 21. — England's leading shore resort, Blackpool, has had a below-par year. Attendance was considerably under normal during most of the season, which started Easter week-end and is now drawing to a close.

Ill fortune dogged the spot to its finale as a severe gale knocked out the resort's elaborate closing week illuminations the day after the lights went into operation. Electrical set pieces and tableaux were damaged to the extent of \$11,200 to \$14,000. A crew of 100 workmen rushed repairs, but some of the more elaborate set pieces were out of commission for several nights.

Thompson Coaster Firm Skedded for Liquidation

LONDON, Oct. 21. — Thompson's Patent Gravity Switchback Railway Company, Ltd., 62-year-old gravity Coaster construction firm, is slated for liquidation.

Firm was founded as a direct result of the success of the switchback constructed by the American ride designer, L. A. Thompson, at the Earls Court Exhibition here. Alfred Pickard, a brother-in-law of one of the exhibition's promoters, John Robinson Whitley, bought the European rights to the Thompson Coaster and formed the company.

About nine shareholders will divide \$28,000 in the dissolution.

CALGARY, Alta., Oct. 21 — Two West Coast black-tailed deer have been given to the Calgary Zoo by H. W. Warren, parks administrator of Victoria, B. C. First animal in the zoo, it was recalled, was a black-tailed deer that had been given to the city by the Johnny J. Jones Shows in 1922. The zoo also has added two golden eagles from the Yukon and a yearling bull moose from Northern British Columbia.

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POLACK EASTERN

(Continued from page 71)

several of the personnel at their beach apartment.

The Wiswells bought a home in Gibsonton, Fla., and plan to spend some time there this winter. Al Tucker, general agent, has returned to his home in Sarasota. Art Barrett and Mrs. Barrett handled Charlotte, N. C., our last outdoor date of the season, and Mrs. Barrett is back on the show after a brief illness.

Mrs. Howell, sister of Mrs. Polack, has returned to the show after a visit to her home in Cleveland. Alex Konyot left the show for a six-month engagement in South America. While in Florida, many of the folks took fishing trips. Dime Wilson, Ed Raymond, Nicko and Mrs. Eddie Boon were lucky.

George Georgetti has a new walk-around, burlesquing Miss America, that is a big hit. Mr. and Mrs. Bill Kay stopped off in Charlotte, N. C., en route to Syracuse. Billy Barton is busy writing poetry for his new book. Ernie Wiswell, who leaves the show at Charlotte, showed color films taken of the show this season. IRENE LAFFERTY.

MILLS BROS.

(Continued from page 71)

everyone's nomination as the hardest worker on the lot. New menage costumes are her latest production. Other new wardrobe she's recently turned out has been much in evidence the past few days while the lot was turned into a photo gallery, with some 40 photos being taken for the 1950 route book. Every department has been photographed. The book also will carry route, program, season's highlights, personnel lists and statistics of the tour.

Fan J. P. Yancy, of Newport News, was on the lot in his town, as well as at Williamsburg, where Spedy Vader also was a guest. Other visitors included brothers Harry Taylor, of Portsmouth, brother of the late Egypt Thompson, and C. H. Taylor, Portsmouth; Mr. and Mrs. John Fulgham, Richmond; Mr. and Mrs. Arnold; Doc Holland, Suffolk, and Don Montgomery, Ed Berryman, Tommy Poplin, C. S. Karland and E. H. Cox, all of Norfolk.

KELLY-MILLER

(Continued from page 71)

caverted among—started reserved seat patrons. Dutch Narfski quickly rerouted her. Steward Frank Francois continues to put out hot biscuits, corn bread and pies.

Recent visitors included Melvin Hildreth, who flew from Washington to catch the show; Ramond Duke, Nora Kline Ramsey, L. Claude Meyers, Tommy and Margaret O'Brien, Tom Packs, Jack Lontini, Harry Hennes, Bob Stevens, Claude Gardner, Charley Smith and family, Paul Van Pool, Bobby Kellogg, Harry Dann, Billy Griffin and Justus Edwards, the last four from the Polack Western unit.—EDDIE DULLUM.



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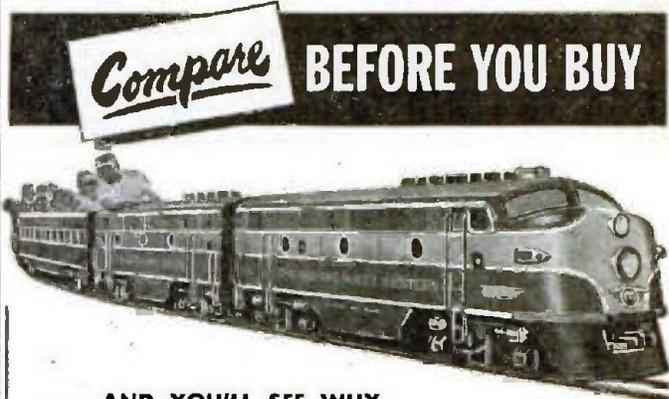
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CAROLINA STATE EVENTS BIG

Raleigh Gate Near Record

100,000 sets single day mark—model for \$8,000,000 rebuilding program

RALEIGH, N. C., Oct. 21.—Despite rain which cut heavily into attendance Thursday (19), Dr. J. S. Dorton, manager of North Carolina State Fair, today said that a record gate, eclipsing the 427,000 tabulated last year, was still possible.

Yesterday, Children's Day, a record crowd of moppets attended despite intermittent rain and the muddy grounds. A big crowd was on hand for the Tuesday (17) opening which was favored by excellent weather. Attendance on opening day, including city school children, was estimated at 75,000 and said to be larger than a year ago.

Wednesday (18) a single day record was set with an estimated 100,000 persons on the grounds. The bad weather affecting the gate at week's end was attributed to the hurricane which caused extensive damage in Florida.

Spending was reported good in all departments. The James E. Strates Shows reported biz about on a par with 1949 despite the loss because of rain.

Grandstand Clixes

Grandstand features, including George A. Hamid's night grandstand revue and the Jack Kochman thrill show have been playing to capacity audiences. The thrill show events packed the grandstand and hundreds of patrons stood along the rails in the infield. Big car auto races, promoted by Sam Nunis, are to be featured this afternoon. Fireworks were a nightly feature.

A Wild Life exhibit, featuring native animals, was among the most popular attractions, Dorton said. Also popular were new pony races and the folk festival, a feature inaugurated several years ago. Squire Lunsford is again handling the festival.

U. N. Flag Raised

On Sunday (15) preceding the opening, Gov. Kerr Scott officiated at the raising of the United Nations flag for the first time over State property. The crowd on hand was equal to that of almost any fair day. The flags of all members of the United Nations were displayed prominently thruout the operation of the fair. The multiple flag poles outlining the promenade, which were installed several years ago by Dorton, served as standards for the banners. A huge globe depicting the United Nations was on display in the mall.

One of the most interesting exhibits was the model for the \$8,000,000 rebuilding program which will be started here soon. The \$12,000 model depicts the enlarging of the grandstand, the new coliseum and the proposed 100,000-seat stadium. Architecture is of unorthodox design and contains many features which will be utilized in building for the first time anywhere in the world, Dorton said. The fair already has a legislative grant of \$2,000,000. Additional grants are expected to cover the cost of the entire program which will include new exhibit buildings and unusual features such as covered walks and lavish landscaping.

Premiums this year amounted to \$38,000, a new high. Exhibit space was sold out for weeks in advance of opening.

Dallas Tops CNE's Single Day Gate With 289,307 Saturday

(Continued from page 63)

paid on street cars and busses. Radio spots warning of traffic situation resulted in football fans coming to fair early Saturday, helping midway biz considerably. Parking lot was closed at 10:30 a.m.

Traffic Eased

Expected traffic jams did not develop and 500 traffic officers were able to control flow well, using five three-wheeled motorcycles fitted with loud speakers. Motorcycle cops would meet incoming cars blocks away from grounds and urge them via loud speakers to turn around and find parking space further back. Police used airplane to spot traffic bottlenecks before they developed too far.

Ray Marsh Brydon, general manager of Associated Independent Midway Operators, said the Midway take was \$43,000 after taxes, \$8,000 ahead of any day at Dallas fair since 1941 and an all-time record. Brydon said it was the biggest day he had seen in many years in outdoor show business. He brought in 28 shows for the Dallas midway.

Sally Breaks Record

Sally Rand show did 29 shows beginning at 9 a.m. and ending about 1:30 a.m. Sunday (15). Take was \$15,281, breaking the record of \$14,371 on corresponding day in 1949, when she did 26 shows. Show personnel didn't even take time out for meals; sandwiches and coffee were served between numbers. Sally's previous biggest day this year was at Michigan State Fair, Detroit, when she did about \$10,000.

Velare Bros.' Sky Wheels carried 10,500 people from 8 a.m. to 1:15 a.m. Sunday (15). Elmer Velare said this was the most the ride had ever carried in one day, but was not biggest gross.

Gate Up to '49 At Macon Event

Rain pelts Children's Day, hurricane winds damage exhibit top, concessions

MACON, Ga., Oct. 21.—Altho rain marred Children's Day at Georgia State Fair here, total attendance for the first half of the six-day run was practically the same as last year, E. Ross Jordan, veteran general manager, announced.

Advance sale this year ran about 10 per cent ahead of '49 and if the weather clears, the fair has a chance of topping last year in the final half of the week.

High winds from a Florida hurricane caused considerable damage to concessions Wednesday night (18) and the fair's machinery exhibit top was ripped to shreds.

George A. Hamid's Ideal Revue is the grandstand attraction. Traditionally a poor grandstand spot, a total of 1,056 customers paid to see the show Wednesday night, despite the storm, to set a new high for a single performance.

Educational department and grandstand budgets were increased substantially this year. Poultry show, with entries from 126 of Georgia's 159 counties, is the biggest in the annual's 95-year history. County displays set a new high of 15, compared with 11 last year, and all 4-H Club exhibits were increased.

Ride charge is 25 cents, including 4 cents tax.

Merry-Go-Round did good biz, but failed to match Kids Day biz. Ride rode around 13,000. Roller Coaster rode 12,000, topping Kids Day but not opening day and operated until 1 a.m. Sunday (15).

The Diamond Garter got benefit of football crowds with strategic location just outside stadium main gate. Theater-restaurant was filled at mid-morning. It doesn't usually open until noon. Five performances of Drunkard's Daughter were given. Attendance was around 3,000. Several shows had the sro sign out, with plenty of takers.

Food Biz Big

Food concessionaires did tremendous business, since most football fans ate on grounds. Frenchy Roussel, who operates cafe and two concession stands, said Saturday was biggest day he'd seen in 19 years he'd been at fair. He sold 175 gallons of orange drink alone at one stand.

Gross receipts of Texas-Oklahoma football game was \$200,446.26; for SMU-Oklahoma A & M game, \$179,000. Fair will receive an estimated total of \$30,000 from both games in stadium rentals and percentages.

South Pacific and Ice Follies had sellouts for both afternoon and matinee performances.

W-S Gate Hits 184,000 for Near-Record

Move to New Site Set

WINSTON-SALEM, N. C., Oct. 21.—Winston-Salem Fair closed its 42d and last year at North Liberty Street grounds here Saturday (14) after a five-day run with attendance estimated at 184,000 persons by Manager Thomas S. Blum. Gate record for the event is 180,000.

This year's edition was the 50th annual presentation. Blum said that the move to a North Cherry Street site for next year would find the fair plant with new equipment and double its present space.

On the heels of the exiting World of Mirth Shows, fair's midway attraction, Lawrence Greater Shows moved in and began setting up for the Western Carolina Fair. Event occupied the same grounds and started Tuesday (17).

G. M. Rundle, 95, Ex Fair Chief, Dies at Danbury

DANBURY, Conn., Oct. 21.—G. Mortimer Rundle, 95, who literally grew up with Danbury Fair and served as general manager for over 30 years, died at his home here Monday (16).

Rundle, a banker, hat manufacturer and Danbury's mayor in 1894-'96, was the son of Samuel H. Rundle, one of the founders of the fair, established in 1862, and its general manager until 1907. The son in-

Gate Diluted At Columbia

Biz holds steady, however, to par 1949 takes—D. D. Whitcover re-elected proxy

COLUMBIA, S. C., Oct. 21.—Rain on big Thursday (19) cut heavily into attendance at South Carolina State Fair. Patronage lost was mostly from distant areas, and it is unlikely that it will be made up before tonight's closing. Business, however, is reported about on a par with last year despite the loss of patronage.

Thursday was not altogether lost since 35,000 were on hand to jam the stadium for the annual South Carolina-Clemson football game and to spill out into the fun zone afterwards. The usual hefty morning play was lost, however, as the rain stopped only in time for the ball game.

Free Gate Draws

A crowd of 30,000 took advantage of the free gate on opening Monday night (16). Spending on the midway was reported slightly above last year. The increased take continued as long as the weather remained favorable. As a result, good patronage today could easily result in a take even with last year.

Tuesday (17) more than 25,000 attended, including many rural youths. The weather was threatening on Wednesday and a night football game between South Carolina and Clemson freshmen kept thousands off the grounds until late at night.

Yesterday the weather cleared and school kids turned out by the thousands. George A. Hamid's night grandstand revue played to capacity crowds thruout the engagement. Jack Kochman's auto thrill show will be featured in front of the grandstand this afternoon.

Sunday Turnout

President D. D. Whitcover reported that crowds Sunday (15) were the biggest he had seen in more than 25 years. This, coupled with the turnouts on Monday and Tuesday, indicated a record showing.

Manager Paul V. Moore reported overflow exhibits in every department. The demand for space taxed all available facilities well in advance of opening. A new poultry barn was in use for the first time. New decorative pylons, additional paving, benches, rest-room facilities and landscaping features were added for this event.

President Whitcover was re-elected president of the South Carolina Agriculture and Mechanical Society for the 26th consecutive year. Gov. Ransome J. Williams was elected vice-president.

Rain Belts Sandwich, N. H.

SANDWICH, N. H., Oct. 21.—Pouring rains pelted the 40th annual one-day Sandwich Fair here Thursday (12), cutting attendance to about half of the 1949 gate. Attendance was estimated at 6,000.

herited the father's post at that time and also served as secretary of the Danbury Agricultural Society from 1893 to 1943. Rundle also was a past president of the New England Fairs Association and remained a constant visitor to the Danbury annual.

He is survived by two daughters. Funeral services were held at his home Wednesday (18).

Record 2,250,000 Dallas Gate Hinges on Weather

Expo enters last four days of 16-day run with 104,588 lead over peak '49—big football Saturday sends count soaring—midway gets whopping biz

(Continued from page 63)

\$32,195. Rand did 23 shows for \$9,105. Sky Wheels rode about 10,000. Monday (16) was the biggest Negro Day in fair's history. About 19,000 attended Wiley College-Prairie View A&M Negro football game in the Cotton Bowl. Midway grossed \$28,000. Eddie (Rochester) Anderson did two night shows in Sally Rand tent for \$1,440. He was supposed to perform continuously starting at 9 a.m. but thru a misunderstanding did not arrive until evening.

Free Show

About 25,000 attended the Cotton Bowl free show Tuesday (17) starring Frank Sinatra. Technicians from South Pacific helped set up stage and lighting. Also featured on the two-hour program were Tyler Junior College Apache Belles, Chrysler Klitte band, Kaiser Frazer Singing Sentinels and State Fair Band. Midway gross was \$16,906. It was Sinatra's first appearance in Dallas.

Wednesday (18) was Music Festival Day and about 15,000 saw massed marching, playing, singing spectacle in Cotton Bowl despite threatening skies and intermittent showers. Four thousand high school bandmen from Texas, Oklahoma, Arkansas and Louisiana attended. Friday (20) was high school day and all county schools had a holiday.

Today is Armed Forces Appreciation Day, with comprehensive exhibits of army, navy and air force equipment due for display. Exhibits to cover about 50,000 square feet of space will be held over for Sunday (22). Principal armed forces exhibit is Air Force display, which arrived Wednesday (18) from Wright Patterson Air Force Base, Dayton, O. Air Force Caravan included cutaway fuselage of B-29 and others. All servicemen in uniform will be admitted free Saturday (21). Theatrical

Duffield will present a free pyro show in Cotton Bowl tonight and Sunday (22).

Strong Attraction

Expo has no strong attraction for Sunday (22) but good weather should give midway good business. Time capsule will be buried at a ceremony Sunday afternoon (22) with instructions not to open until next mid-century exposition in year 2,050 a.d. In the capsule will be placed microfilmed copies of front pages of Southwestern newspapers, plus other historical data. The capsule has resulted in more publicity with least effort than almost any other stunt tried this year. At least 1,000 daily and weekly newspapers in Texas, Oklahoma, Louisiana and Arkansas have sent in front pages to be included in capsule.

Postville Re-Elects Ziemer

POSTVILLE, Ia., Oct. 21. — Lyle Ziemer, Luana, Ia., was re-elected president of the Big 4 Fair at the association's annual meeting here. Jerry Spencer, Clermont, was named vice-president, and Arthur Burdick, Postville, secretary. Walter Brandt is the new treasurer.

17% Hike Chalked At Chase City, Va.

CHASE CITY, Va., Oct. 21. — Attendance at Mecklenburg County Fair here, Tuesday (10)-Saturday (14), climbed 17 per cent over 1949. Gov. John S. Battle and his party, including Congressman W. M. Abbitt, were on hand to officially open the event before a good crowd.

Exhibits were up 40 per cent over last year. George A. Hamid grandstand show, horse racing and Saturday horse show drew well. Penn Premier Shows were on the midway.

Vinton, Ia., Maps Plans For New 30G Grandstand

VINTON, Ia., Oct. 21. — A new grandstand, to cost an estimated \$30,000, will be built by Benton County Fair here, it was disclosed at the annual meeting of the board. Project will be financed over a period of three to four years.

Dr. D. H. Hibbs, of this city, was re-elected president of the board for the fourth year. Arthur Roehr, Shellsburg, was renamed vice-president; Howard Knupp, Vinton, second vice-president, and Ed Venourney, also of Vinton, treasurer. No secretary was named.

Windsor, N. C., Chartered

WINDSOR, N. C., Oct. 21.—Bertie County Agricultural Fair Association, Inc., has been chartered here by the secretary of State. A non-stock corporation, principals are H. F. Brett, L. T. Livernon and B. E. Grant, all of this city.

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Meetings of Fair Assns.

Western Fairs Association, Hotel Californian, Fresno, Calif., November 14-16

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. Meenach, Pullman, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

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.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Kansas Fairs Association, hotel Jayhawk, Topeka, January 9-10. Everett E. Erhart, 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.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23-27. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., 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.

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WOM, STRATES SCORE IN DIXIE

Columbia Biz Holds in Rain

Bergen org is awarded '51 midway pact—bad weather dollar dip is overcome

COLUMBIA, S. C., Oct. 21.—Altho the expected gate on big Thursday (19) was nearly halved as the result of rain, Frank Bergen reported that the take for his World of Mirth Shows on the midway of South Carolina State Fair would approximate the top figure racked up last year.

An opening prevue crowd Monday night (16) was estimated at 30,000, a record figure. Large turnout was prompted by a free gate. A big crowd was also on hand Tuesday (17). More important, spending was reported free and the show's take on each of the first three days was reported well ahead of 1949.

Despite the lack of crowds until late afternoon on Thursday, the midway take was off only about 10 per cent. Bergen said that good weather yesterday, Children's Day, and today would probably send the gross over the top.

Awarded '51 Pact

Bergen was awarded the midway contract for the 1951 fair at a party in his honor Sunday night (15) prior to opening of the current event. To date, Bergen has received 1951 contracts at each of the fairs he has played.

Business Wednesday (18) also suffered from rain, but the take was off only a few hundred dollars, Bergen said. Yesterday, with good weather, attendance was of near record proportions and spending was again reported free.

Midway take at this annual has increased considerably in recent years thru the promotion of the free gate on Monday and the scheduling of strong grandstand features on Saturday. In the recent past, Saturday had always been a dead day.

Concessions Score

Bernard (Bucky) Allen's concessions were also reported to be getting good grosses on a par with last year. L. Harvey Cann, operator of the Motordrome, who also owns and operates considerable show properties on other units, announced here that he was offering all of his equipment, including transportation units, for sale.

The large area allotted to midway units here made it possible for the show to look its best. The midway was laid out in circular form.

The grounds are so located that the capacity crowd of 35,000 on hand for the annual South Carolina-Clemson football game spilled over into the fun zone after conclusion of the contest.

Sol Solomon Set For Flicker Role

HOLLYWOOD, Oct. 21.—Sol Solomon will perform his 110-foot dive into a six-foot tank in a full-scale carnival setting as part of United Artists' movie, *Queen for a Day*.

Carnival background will include a Girl Show, Jungleland, Whip, Ferris Wheel, concessions and Solomon's high diving structure. The mock-up was built by Pan American

SLA Nominating Comm. Names Ned E. Torti for President

CHICAGO, Oct. 21.—Ned E. Torti, Wisconsin DeLuxe Company, Milwaukee, has been nominated for president of the Showmen's League of America in 1951. The league's nominating committee, which submitted the full slate Thursday night (19), listed S. T. Jessop, U. S. Tent & Awning Company, Chicago, for first vice-president; James P. Sullivan, Wallace Bros.' Shows of Canada, for second vice-president, and Carl J. Sedlmayr Jr., Royal American Shows, for third vice-president.

Walter F. Driver and Joseph L. Streibich, treasurer and secretary, respectively, were again named for those posts.

Frank R. Conklin, of the Conklin Shows, was designated for a five-year term as trustee.

Nominated for the board of governors were Douglas K. Baldwin, Max E. Brantman, Fitzie Brown, Arthur F. Briese, Oscar C. Buck, Elmer Byrnes, James Campbell, William Carsky, William T. Collins, William Cowan, John M. Duffield, David B. Endy, E. E. Farrow, George B. Flint, John W. Gallagan, K. H. Garman, Harry (Irish) Gaughn, Jack Gilbert,

Max Goodman, Sam Gordon, W. R. Hirsch, Harry W. Hennies, William Kaplan, John Lempart, Ernest (Rube) Liebman, Dave Malcolm,



NED E. TORTI

Andy Markham and Bernie Mendelson.

Also Arthur Morse, Edward Murphy, Maurice (Lefty) Ohren, Paul (Olsen) Oleksy, Charles Owens, Harold (Buddy) Paddock, Pat Purcell, Harry Ross, Jack Ruback, Joseph S. Scholibo, Robert Seery, H. B. Shive, Edward Sopenar, Louis Stern, Harry Simonds, Albert J. Sweeney, J. C. (Tommy) Thomas, Al Wagner, Ben Weiss, John P. Wulf, Edward L. Young and Charles Zemater.

Fewer, Poorer Quality Tires Loom for '51

NPA To Order 10% Cut-Back

WASHINGTON, Oct. 21.—Outdoor shows depending upon trucks and cars for transportation will find tires somewhat scarcer and of poorer quality next year under terms of a National Production Authority (NPA) rubber limitation order to be issued shortly. Gasoline also will be of poorer quality, tho still above prewar since high octane gas is being reserved for the military.

NPA's rubber order will call for a cut-back of about 10 per cent in monthly rubber consumption, bringing the total down to about 90,000 tons. Only the last two months of 1950 will be covered, with NPA to issue an additional order to cover early 1951.

By March, 1951, NPA hopes to have the industry using 65 per cent synthetic and 35 per cent natural rubber. Synthetics are still not completely interchangeable with natural rubber in tires, and quality is expected to suffer. On the brighter side, NPA still sees no need to ration tires. A group of retail tire dealers met with NPA officials and told them that scare buying has subsided and that, generally, all tire demands are being met. A few dealers suggested that trade-ins be required on the purchase of new tires so that the old ones can be re-capped and put back in service.

Gasoline orders now in effect reserve all high-octane fuel for military needs. However, officials point out that present standard gas is of higher quality than prewar highest fuel.

Amusement Corporation. Flicker is based on a radio show format and composed of three short stories. Carnival scenes will be used in a sequence titled, *High Diver*.

Raleigh Take Near Record

Strates org tabs biggest single day at State event—\$100,000 handle likely

RALEIGH N. C., Oct. 21.—with a record gate possible, despite the loss of considerable potential patronage to rain, the James E. Strates Shows went into the final session of the North Carolina State Fair here today with hopes of a record take. Fun zone handle at this event generally totals around \$100,000.

A crowd in excess of 100,000 was on hand Wednesday (18), to set a new single-day attendance mark. As a result, all midway units scored big. Owner James E. Strates reported that his fun units scored their biggest single day's business ever at this event.

Rain Hurts

A big crowd, also of record proportions, turned out for the Tuesday (17) official opening, and midway business was excellent. Rain cut into attendance Thursday (19) and the midway units suffered.

Yesterday hordes of children attended from all over the State to provide another record day, according to Dr. J. S. Dorton, fair manager. Moppets crowded the fun zone and spent freely despite the muddy lot.

Continuing good weather should result in another record turnout and excellent business, Dorton said. Big car auto races, scheduled for this afternoon, a popular feature here, are sure to bolster attendance.

All Annuals Up

Strates reported that his season to date has been very satisfactory, with grosses up at all annuals played, except where crowds were curtailed by rain. At the Charlotte (N. C.) Fair, also operated by Dorton, the gross was considerably ahead of 1949, Strates said. An increase was also registered at the Cleveland County Fair, Shelby, N. C., another Dorton-managed annual. Rock Hill, S. C., was about on a par with last year.

The good business scored by the Strates org in the South is following a pattern set previously in the North. Top grosses were garnered at the New York State Fair, Syracuse; Hamburg, N. Y., and York, Pa. Tho weather in the South, however, has been considerably better than that experienced in the North.

Fairs remaining to be played are Orangeburg and Charleston, S. C., and Jacksonville, Fla. The org will play the Orlando (Fla.) Fair, a mid-winter event, and possibly other Florida annuals.

2 Kid Units Gross \$200 in D. C. Store

WASHINGTON, Oct. 21.—Two kiddie rides, placed by Max Gruberg, went into operation in the Ben Franklin Store here last Saturday (14), and Gruberg reported they grossed \$200 the first day.

Gruberg, who operates a kiddie-land in the New York area, said that arcade equipment will be added later. The Ben Franklin chain, which includes about 2,400 store units, will observe the operation until Easter, at which time a policy relating to ride units for all stores will be formulated, Gruberg said.

C-W Matches '49 First Half Of Macon Fair

Hurricane Lashes Midway

MACON, Ga., Oct. 21.—Despite bad weather, including the backlash of a Florida hurricane, Cetlin & Wilson Shows' grosses the first half of Georgia State Fair here were on a par with the same period in '49. Co-Owners Izzy Cetlin and Jack Wilson reported.

Org had its first bad luck getting ready to leave the Spartanburg (S. C.) Fair when two cars, a sleeper and a stock car, were slightly damaged in a fire. In loading, the show's transformer wagon was wrecked, necessitating a search here for a replacement. The train arrived around 5 a.m. Monday, but the show was ready for operation late Monday afternoon.

Monday Proves Winner

Monday night, traditionally light, more than doubled last year's grosses. About \$2,000 was gained over last year's opener. Storm broke in full fury Wednesday, but shows and rides grossed about \$8,500, a drop of \$3,500 from the same day last year.

Raynell's girl show is the top grosser. Rides are getting heavy play, with the 10 kid rides doing capacity business day and night on Tuesday, Kid's Day.

Co-Owner Wilson is able to be up with the help of a cane after suffering serious injuries in a recent fall. He and Cetlin entertained Judge (See C-W Matches '49 on page 83)

Yarmouth, N. S., Steps Up to Bat For Lynch Org

YARMOUTH, N. S., Oct. 21.—In 20 years of playing this city the Bill Lynch Shows have almost become an institution. This was demonstrated recently when the org's application for a license to play a week's engagement here came up before city council.

Officers of Yarmouth Amateur Athletic Association said that without the revenue they receive from the carnival's annual appearance, their organization would have long since ceased to function and amateur sports promotions here would have died out. The Canadian Legion, whose lot the carnival uses, also went to bat for the Lynch org, and others pointed out that the shows are a big purchaser of food and supplies from local merchants. License was granted promptly.

Va. Greater Scores At Lancaster, S. C.

LANCASTER, S. C., Oct. 21.—Despite the ominous tie-in, Friday (13) was the big day for Virginia Greater Shows at Lancaster County Fair here. Farmer's Day and Kid's Day combined to give the org good business. The take on the wind-up Saturday (14) was only fair.

Shows were augmented by Whitey Goodrich and his football game, formerly with the org, and a pony ride. General Agent W. C. (Bill) Murray renewed an old friendship with Fair Manager Quay D. Hood. Visitors included fair execs from Monroe, N. C., and Newberry and Chester, S. C.

Shows made the short jump here from Wadesboro, N. C., where they were sponsored by the American Legion Post to a satisfactory week's business. It was the shows' 10th consecutive year in Wadesboro. Saturday night (7) was one of the biggest of the season for all units, with the Cotton Club Revue doing exceptionally well.

WANT

FOR BELTON SOLDIERS' PAYDAY
OCT. 30 TO ARMISTICE DAY

Want Concessions of all kinds, Skillo, Razzle, Rollidown, Pin Store. Can place Agents for Grind Stores. Can use Foreman for Jenny. Top salary. Other Ride Help, come on; top salary.

Burdick's Greater Shows

Franklin, Tex., this week; opening at Belton, Tex., Oct. 30-Nov. 11.

THE VETERANS OF FOREIGN WARS
Post #3174 of Sikeston, Mo.

Wishes to sponsor a Carnival at our V.F.W. Memorial Ball Park. We would like several Rides as well as Concession Stands and Side Shows. Notify Commander Lamar E. Bechtold.

90c Gate Hurts Penn Premier At Chase City

CHASE CITY, Va., Oct. 21.—Attendance at the five-day Mecklenburg County Fair here was up 17 per cent over last year, but with a 90-cent gate charge, Penn Premier Shows' midway gross was down 35 per cent. Fair closed Saturday (14).

Two days for school kids, Wednesday and Thursday, drew big crowds. Al Boxall's bingo, managed by Aulden McClellan; J. B. Stanley and family's concessions, Lew Alter's Side Show, Fred Munn's trained animals, Bilkey Bernstein's concessions and the two-headed cow did good business.

Mr. and Mrs. Johnny Somers, with hats, closed here after a successful season. Cleon Crymes, owner of The Chase City Progress, used the life story of owner Lloyd D. Serfass in his newspaper and several pictures were taken of the org for use by Associated Press.

Curly Graham did another good job here. McIntyre's cookhouse did big business. Owner Serfass took delivery on a new car.

Capell in Quarters After Okay Jaunt

MCALISTER, Okla., Oct. 21.—Capell Bros.' Shows moved into winter quarters here Sunday (15) to close a 29-week season that yielded grosses about equal to 1949, R. C. (Bob) Capell, org's co-manager, announced.

Shows lost only eight days to weather this year, he said, and got thru the season without an accident or loss of time.

Co-Managers Bob and Jack Capell left here Tuesday (17) to join Capell Bros.' Circus. They were accompanied by Bob Ward, Cecil Capell, Al Alexander, Booker T. Washington, Jimmie Kalder and Buddy Webb.

Bill Starr, legal adjuster, joined Hoosier John's Mammoth Zoo. Mr. and Mrs. Jack Del Mar headed for Aransas Pass, Tex., to spend the winter fishing. Mr. and Mrs. Buck Reynolds are in charge of local quarters.

Gluskin, Ex-Agent, Dies in Chi Home

CHICAGO, Oct. 21.—Funeral services were held here Wednesday (18) for Sam Gluskin, 64, former agent for Royal American Shows and Johnny J. Jones Exposition. He died Sunday (15) in his Chicago-home following a long illness. He had operated concessions around Chicago since leaving the road several years ago.

His widow, Lorraine, and a son, Burrell, survive. Burial was in Showmen's Rest, Woodlawn Cemetery.

CETLIN & WILSON SHOWS

SUMTER COUNTY FAIR

October 30th to November 4th Inclusive, Sumter, S. C.

EASTERN CAROLINA AGRICULTURAL FAIR

"Formerly Pee Dee Fair"

November 6th to 11th Inclusive, Florence, S. C.

CAN PLACE: Legitimate Merchandise Concessions. Eating and Drinking Stands of all kinds. Earl Chambers can place Talker for Monkey Show.

WANT: Worthwhile and outstanding attractions for the 1951 season. Free winterquarters at Petersburg, Va., to those we book for the coming season.

All address this week, Albany, Ga.

CETLIN & WILSON SHOWS

PRELL'S BROADWAY SHOWS

BROADWAY AT YOUR DOOR
GET WELL WITH PRELL

1ST ANNUAL FAIR
AUS. EXCHANGE CLUB,
LAURENS, S. C. TEXTILE
CENTER OF SOUTH
OCT. 30-NOV. 4

4
MORE FAIRS
TO FOLLOW

AMERICAN LEGION
SOUTH GEORGIA STATE
FAIR, VALDOSTA, GA.,
NOV. 6-11

WANT WANT WANT
Novelties, Hollyeranes, Rotaries, Grind Stores of all kinds, Eat and Drink Stands.

Showe—Midget, Hawaiian, Mechanical City, show of merit. Girls for Posing and Scandals. All kinds of Ride Help, drivers preferred.

Now Booking for 1951 Season, Opening January 22, Sarasota, Fla., Fair and 8 More Fairs To Follow.

All answer SAM E. PRELL

Athens, Ga., this week; Laurens, S. C., Oct. 30-Nov. 4.

FOR SALE - - FOR SALE

A real opportunity, a fine investment, one of the finest shows on the East Coast. Is reasonably priced to sell. Ten beautiful, up-to-date rides in first-class operating condition. A fleet of dependable Class A trucks and trailers. Twenty modern Concessions, including office trailer, Frozen Custard mounted on trailer. Two giant searchlights mounted on new 30 ft. Fruehauf Trailer.

Show complete from front entrance, which was specially built, to back. The above is in excellent condition throughout and will stand the most rigid inspection.

Included with the sale of the show is one of the best and established routes plus good will.

This fine investment may be seen by appointment. Prospects must submit proof of financial ability prior to discussion of sale.

Owner retiring. All replies confidential. Address

BOX D-215, c/o The Billboard, Cincinnati 22, Ohio

NORTH EAST FLORIDA STATE FAIR

JACKSONVILLE, FLA.

NOVEMBER 6TH TO NOVEMBER 12TH

CAN PLACE EATING AND DRINKING STANDS
AND DIRECT SALES OF ALL KINDS.

WIRE CURTIS L. BOCKUS

Hotel Mayflower, Jacksonville, Florida

JAMES E. STRATES SHOWS ON THE MIDWAY

OUT
NEXT
WEEK...



The Billboard
in its new,
modern,
tabloid-size
newspaper
format

NOW DELIVERING!

New Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS



Heavy Duty Mounted BINGO CARDS

Complete Bingo Supplies, also Amplifiers

SEND FOR FREE CATALOG

MORRIS MANDELL, INC.
28 East 13th St., (Dept. B) New York 3, N. Y.
Phone: ALgonquin 5-8712

Hot Springs and expect to go on to Brownsville, Tex. . . . Lissie Fenn was one of the judges at the recent Five-County Queen Contest and Square Dance staged by the Prescott (Ark.) Chamber of Commerce. . . . When the James H. Drew Shows played Laurens County Fair, Toccoa, Ga., Owner James H. Drew Jr. and General Agent Frank T. Griffith placed flowers on the grave of A. B. (Pete) Jones, who for years operated the Jones Greater Shows. Bill Hughes rejoined the Drew org with his concessions after playing Alabama State Fair, Birmingham.

Ronnie Prus rejoined Virginia Greater Shows at Lancaster, S. C., after driving to Columbia, S. C., to pick up his wife and daughter. Rocco Massucci, shows' general manager, was visited by his nephew, Charles and the latter's wife. Frank Carleo rejoined the shows to manage the cookhouse.

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

NORTH HOLLYWOOD, CALIF.
Phone: SUNset 2-3131

Ross Manning Shows

MANNING, S. C., CLARENDON COUNTY AGRIC. FAIR
OCT. 30 TO NOV. 4

GEORGETOWN, S. C., AMERICAN LEGION ARMISTICE CELEBRATION
(21st Year), NOV. 6 TO NOV. 11

CAN PLACE—Grind Stores, Wheels (Buster Westbrook), Doc Fisher, Eats and Drinks, Novelty, Ball Games, Darts, Count Shows.

SHOWS—Can place Jig Show (Scotty, contact), Girl Show, Drome, Funhouse, Wild Life, Monkey Show.

All answer

ROSS MANNING

New Ricks Hotel, Rocky Mount Hotel, Rocky Mount, N. C.

ORANGE STATE SHOWS

WANT FOR THREE FOLLOWING FAIRS

Sumter County Stock Show, Webster, Fla., week of Oct. 30; Wauchula, Fla., Cucumbers Exposition, week of Nov. 6; Orlando, Fla., V. F. W. Fair, with Ringling Bros.' Circus on grounds, week of Nov. 13.

Can use one or two more Major Rides, Train or Boat Ride. Shows with own outfits, commissions. Can use all kinds of legitimate Hanky Panks. No Wheels, no Flats.

Wire or write **LEO M. BISTANY, Gainesville, Fla.**

FOR SALE—MERRY-GO-ROUND

Spillman Junior 32 foot two abreast, 20 Horses, two Charlots, completely overhauled and repainted in our shops, this machine looks and runs like new. Has new Gears, new Top, factory reconditioned Warliter Organ and it's the best, Gasoline Motor. This machine has 84 mirrors, and is a beautiful Merry-Go-Round. Would be fine for any Park or Carnival. Have it set up here in Caney, Kansas, for inspection. Better come and look it over if you want this type of equipment. Will trade for Farmland, Real Estate, Carnival Equipment, Trucks and Trailers; will give terms to reliable party.

Phone 468W **H. C. SWISHER** Caney, Kansas
P.S.: Want to buy for cash—Walk Through Shows that are built on trailers or trucks. No junk wanted, will only consider the finish. Want to buy Office on semi trailer. Have for sale—Eli 85 Wheel with or without trailer.

HERE IT IS COMPLETE CARNIVAL FOR SALE

All or any part of B. Three-Abreast Spillman Jenny, 25 Eli Wheel, Jones Chair-o-Plane, 3 Kid Rides, Super Roll-o-Plane (both motors o.k.), T.H.-a-Whirl (original paint, like new), 64 E.V.A. GM Diesel Light Plant. Also Transformer, plenty Cable and Wire. Front Entrance, Show Fronts and Tops, some Concessions, Office Trailer, Sound Truck, eleven Semi Trailers and Tractors—two Bob Tails. This equipment is not junk. First-class shape and ready to go. Will sell any part. Entering other business.

BOX ST. L.-31
c/o THE BILLBOARD, ARCADE BLOC., ST. LOUIS 1, MO.

SOUTHERN VALLEY SHOWS

Want for Bastrop, La., American Legion Street Fair, near Court House Square, six big Days and Nights commencing Monday, October 30; Springhill, La., 57-cent Fair to follow, industrial plants working 24 hours a day in both spots.

Want legitimate Concessions of all kinds. Also Shows with own outfits.
Wire or write **EDDIE MORAN, Mgr.**

Monroe, La., this week; Bastrop, La., week Oct. 30; Springhill, week Nov. 4.
THIS SHOW STAYS OUT UNTIL XMAS

B. & H. AMUSEMENT WANTS

FOR BARNWELL COUNTY FAIR, WEEK OCT. 23RD

All legitimate Concessions. Can place two Colored Girl Shows, Minstrel Show with own outfit, Major and Kiddie Rides. All Eating and Drink Stands open. Cotton good. Sumter and Florence Colored Fairs to follow. All three proven winners. All wires and letters to

W. E. HOBBS, Barnwell, S. C.

ATOMIC BAZUKA RANGE

(AIR CANNONS)

FOR SALE

SALES DEMONSTRATOR

We have successfully demonstrated this new Concession at Springfield, Ill.; Detroit, Mich.; York, Pa.; Lima, Ohio; Trenton, N. J.; Charlotte, N. C., and now Shreveport. Beyond a doubt this game has created more enthusiasm among Concessionaires than anything in 20 years. This is proven by the number of guns we have sold. We are primarily a sales agency for the air cannons and have no further use for this complete unit as a demonstrator, therefore offer the unit complete, ready to go, with 5 Junkin 68mm. Air Cannons, with or without '48 Ford 196" Chassis.

Contact **BAZUKA SALES CO., Shreveport, La., Fair**

MARKS SHOWS

MILE LONG PLEASURE TRAIL
WANTED WANTED WANTED

ROBESON COUNTY FAIR, LUMBERTON, N. C., WEEK OF OCTOBER 30

CHARLESTON, S. C., COLORED FAIR, WEEK OF NOVEMBER 6

CONCESSIONS: Legitimate Merchandise Concessions of all kinds, no exclusive, for balance of season.

RIDES: Can always use sober and reliable Ride Help; semi-drivers preferred.

All replies to **JOHN H. MARKS**

This week, Monroe, N. C.; next week, Lumberton, N. C.

CALL—MID-STATE SHOWS—CALL

OPENING WINNSBORO, S. C., OCTOBER 30-NOVEMBER 4

Rubber Mills Working 3 Shifts. First Show in Over a Year.

All people contracted confirm by paid wire. Can place for 7 pre-holiday weeks in South Carolina, Georgia and Florida. Opening again middle of January.

CONCESSIONS of all kinds. Especially want Mug, Hanky Panks, Striker, Cookhouse (Jack Kelly, contact). Winter privilege to all.

SHOWS with own equipment. Girl Show (Clarence Thames, contact); Snake, Side Show, Minstrel. What have you?

This is a 6 Ride Show, playing small but money spots, with Free Act and Free Gate. Can place reasonable Free Act for balance of season.

Wire **HARRY E. WILSON, Winnsboro, S. C.**

WANTED

Motordrome, Novelty, Side Shows or Exhibitions to play four to six weeks on percentage basis Havana, Cuba, in a good reliable amusements and rides park. Open November 15. Fares paid both ways from any South Port. Rush terms to

JOE AMELL

Santa Beatriz 64—Arroyo Apolo—Havana, Cuba.

<p>STOCK TICKETS</p> <p>One Roll \$ 1.50 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons Double Prices No C. O. D. Orders Size: Single Tkt., 1x2</p>	<p>A spinster is a lady desperate enough to play post office with a second class male.</p> <p>Manufacturers of TICKETS of every description</p> <p>THE TOLEDO TICKET COMPANY 114-14 Erie St., Toledo (Ticket City) 2, O.</p>	<p>SPECIAL PRINTED</p> <p>Cash With Order Prices:</p> <table border="1"> <tr><td>2,000</td><td>.....</td><td>\$ 4.90</td></tr> <tr><td>4,000</td><td>.....</td><td>7.80</td></tr> <tr><td>6,000</td><td>.....</td><td>8.70</td></tr> <tr><td>8,000</td><td>.....</td><td>9.40</td></tr> <tr><td>10,000</td><td>.....</td><td>10.30</td></tr> <tr><td>30,000</td><td>.....</td><td>15.50</td></tr> <tr><td>50,000</td><td>.....</td><td>20.50</td></tr> <tr><td>100,000</td><td>.....</td><td>33.00</td></tr> <tr><td>200,000</td><td>.....</td><td>123.00</td></tr> <tr><td>1,000,000</td><td>.....</td><td>258.00</td></tr> </table> <p>Roll or Machine Double Coupons, Double Price</p>	2,000	\$ 4.90	4,000	7.80	6,000	8.70	8,000	9.40	10,000	10.30	30,000	15.50	50,000	20.50	100,000	33.00	200,000	123.00	1,000,000	258.00
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Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 21.—Vice-President Lou Keller presided at the regular meeting assisted by Treasurer Walter F. Driver and Secretary Joe Streibich. Elected to membership were George R. Jordan, Charles C. Andress and C. L. Lindsay, credited to Walter F. Driver and Peter Vetrano.

Funeral services were held Wednesday (18) for Sam Gluskin, who died October 15, and was buried in Showmen's Rest. Pallbearers included Henry Belden, Lou Keller, Edward Sopenar, Walter F. Driver, Elmer Byrnes and William Carsky.

Committees are busy making ready for the memorial services and president's party, November 26; annual meeting and election of officers, November 27, and the banquet and ball, November 29.

Recent visitors in the clubrooms included R. W. Hutchinson, Howard Cairns, Jack Caplan, Mr. and Mrs. Eric (Alberta Slim) Edwards, Charles Miles, Charles Drobnyk, Isaac Malitz, Ben Young, Frank Perry, Sam Menchia, Abe Raymond, Henry Shelby, Sam L. Ward, Joe Coyle, Earl Shipley and Roy Barrett.

Whitely Woods stopped off for a day en route to Shreveport, La. James Mallivan attended his first meeting as a member.

Ladies' Auxiliary

Regular bi-weekly meeting Thursday (19) was presided over by Mrs. A. L. Filograsso, president, assisted by Mrs. Joseph L. Streibich, 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.

Mrs. Margaret Jeske, chaplain, read the invocation. A rising vote of thanks was given Nan Rankine for her successful social.

The nominating committee presented the following slate of officers for the coming year: Mrs. Ralph Glick, president; Mrs. Al Wagner, first vice-president; Mrs. Pat Seery, second vice-president; Mrs. Dolly Young, third vice-president; Mrs. Lucille Hirsch, treasurer, and Mrs. Robert H. Miller, secretary.

Nominees for the board of governors include Mrs. Louise Donahue, Isabel Brantman, Ann Sleyster, Margaret Jeske, Jeannette Wall, Billie Wasserman, Mae Taylor, Mae Sopenar, Margaret Shapiro, Carmelita Horan, Mrs. Goldie Fisher, Mrs. Harry Hennies, Mrs. Etta Henderson, Mrs. Myrtle Hutt, Mrs. Virginia Kline, Mrs. Hattie Hoyt, Mrs. Shirley Levy, Mrs. Jack Woods, Mrs. Robert Gloth and Mrs. Grace Goss.

Nominating committee consisted of Mrs. L. M. Brumleve, chairman; Mrs. Phoebe Carsky, secretary, and Mrs. Claire Sopenar, Mrs. Margaret Jeske, Mrs. Blanche Latta, Mrs. Louise R. Donahue and Mrs. Ann Sleyster.

Trixie Clark is in the Girard (Kan.) Hospital for surgery and Mrs. Margaret Hock and Viola Parker are also on the sick list.

Members were shocked to hear of the death of Sam Gluskin in Chicago and Gene Barnard in Escondido, Calif.

Summer activity books should be forwarded to Carmelita Horan, 1825 W. Ohio Street, Chicago.

Lillian Lawrence, Ann Sleyster and Margaret Filograsso will serve as hostesses at the next social. Louise R. Donahue and Mae Taylor will hostess the following social.

CLUB ACTIVITIES

Caravans, Inc.

P. O. Box 1902 Chicago

CHICAGO, Oct. 21.—Bessie Mossman, first vice-president, conducted the meeting Tuesday (17). Supporting her on the rostrum were Past President Lucille Hirsch, First Vice-President Pro Tem Claire Sopenar, Second Vice-President Josephine Glickman, Third Vice-President Irene Coffey, and Lillian Lawrence, treasurer. Invocation was delivered by Edith Streibich, chaplain.

Josephine Glickman read correspondence from Myrtle Hutt, who sent in dues for her daughter, Doris Devine. Ruth Martone writes that Trixie Clark had a major operation and is in Girard (Kan.) Hospital. Word was received that Jean Bernard, former member, passed away. Mail was received from Bea Tennyson.

Members are requested to gather their rummage for the sale to be held soon. Cards were received from Past President Pat Seery, who was in Paris and will visit Sweden, England, Denmark and Belgium. Mr. and Mrs. Chester Barker sent cards from California where they are vacationing. They will stop at Colorado Springs, Colo., to visit Etta's sister, Mary J. Beckett, former vaudevillian, was elected to membership. President Mae Oakes and husband, Ray, have motored to the Ozarks and will spend three weeks at Hot Springs. Billie Billiken and Eva Leroy are earning money for the Welfare Fund by selling greeting cards. Evening award, donated by Bessie Mossman and Ann Sleyster, went to club mother Katie Owens and Lillian Lawrence.

Ann Sleyster, chairman of the nominating committee, presented the following slate of officers for the ensuing year: Bessie Mossman, president; Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Irene Coffey, financial secretary, and Wanda Derpa, treasurer.

An atmosphere of old home week prevailed at the first fall social sponsored by Wanda Derpa, Billie Billiken, Eva Leroy and Josephine Glickman. Among guests present were Helen Wong, who donated a pound of tea and package of cookies, and Mrs. Alice McLaughlin, Los Angeles, and daughter Dorothy, guests of Pearl McGlynn. Mrs. McLaughlin's daughter, Alyce, is married to Charles Correll, Andy of Amos and Andy.

Donations were sent by Mae Oakes who was present at the social; Jeannette Wall, Edna Stenson and Eva Shine. Raffle awards went to Helen Wong, Katie Owens, Mary Martin, Claire Sopenar, Emma Atzel, Pearl McGlynn, Mrs. E. C. Severn and Mrs. C. Derpa, sister-in-law of Wanda Derpa and visiting from Germany. Door prize went to Emma Ryan.

Madeline Ragan received a hearty welcome upon her entrance. Mildred Manloff's newest joy is her granddaughter, Janice Allyn Wegner, who arrived September 27. Next social will be held October 24 with Bessie Mossman as hostess, assisted by Mary Martin and Eva Shine.

Pacific Coast

Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

First Vice-President Opal Manley called the Monday (16) meeting to order with 39 members present. Julia Smith had her daughter, Connie, as a guest. Peggy Forstall had Clara DelBosq as guest.

Letters were read from Nancy Meyers, Babe Herman, Tillie Utteke, Emily Friedenheim, Freda Brown, Verdie Endicott, Bobby Todd, Lil Krug and Louise Morrell. Reported ill were Mary Gardner, Ida Delno, Patti Cook, Hazel Christenson, Clara Zeiger, May Stewart, Stella Linton, Martha Levine, Marge Chipman and Lucille Gilligan.

Bazaar donations were received from Ann Doolan, Norma Burk, Marie Tait, Zoe Wicks, Jennie Regal, Opal Manley, Rose Rosard and Marie Meade. Pillow cases and towels were sent in by Clara Delbosq, Bertie Youden and Rose Rosard.

Three members have been added: Dawn Prosser, Wilma Goudy and Dorothy Scrimsker.

A good sum was realized for the bazaar at an October 17 party held by Ester Carley, Peggy Steinberg and Rose Rosard at Mrs. Carley's home. Bingo winners at the party were Nina Rodgers, Edith Hargraves, Marie Tait, Florence Lusby, Mae Mortenson, Vera Downie, Opal Manley, Clara Conners, Peggy Steinberg, Sally Flint, Ruth Samuels and Mabel Brown. Door prize winners were Helen Henn, Minnie Fisher, Edith Hargraves and Sally Flint. Punchboard winners were Edith Hargraves and Bertie Youden. Peggy Steinberg won the bank night.

At the meeting door prizes donated by Betty Coe, Margaret Farmer, Mary Taylor, Opal Manley and Nina Rodgers were won by Helen Henn, Ethel Krug, Morosa Herman, Zoe Wicks and June Gilligan. The bank award was won by Dot Cronin and Rose Rosard.

First Vice-President Opal Manley announced that dues are payable. She also asked that subscription books be sent in, as the time is approaching for the drawing. Nina Rodgers donated her bond toward the books. Lucille Dolman has donated her electric mixer, Phil Horn the electric blanket and Helen Henn the hand-tooled hand bag.

Back in town for the winter are Vivian Jacobi, Nina Rodgers, Zoe Wicks, Eliza Berry, Lillian Eiseman, Daisy Marlon, Fay Prosser, June Gilligan, Ethel Krug, Goldie Reives, Jenny Perry, Clara Conners, Mae Mortenson, Marie Kortez, Ann Doolan and Mary Taylor.

National

Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 21.—Joseph A. McKee, general chairman of the banquet committee, advises that he and his group are now working on the seating arrangement and requests that all orders for tables be sent to the office as soon as possible.

Johnny J. Kline is editor of our 1950 year book. All advertisements should be mailed in at once. All those holding books for the awarding of the car should send in their stubs and check, as the time is getting close for the presentation.

Congratulations to Mr. and Mrs. Sam Spitz on the marriage of their daughter. Oscar C. Buck, past president, sent a generous check as a donation to the benefit fund.

Among recent visitors were Charles Rubenstein, Albert Goldstein; Albert Farley and Harry Agne; Harry Schwartz, Leo Eichholz, Casper Sargent, William Glick, Edward Rockefeller, Jack Hornfeld, Jack Bloom, Morris Black, Charles (Doc) Morrils, Tom Coffey, Edward Nacht and Harry and Sam Sandler.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 21.—Monday's (16) meeting was well attended, with President Robert Morrison occupying the chair. Also on the rostrum were First Vice-President Fred Silber, Second Vice-President Marvin Keyes, Third Vice-President George Harris and Treasurer Louis Rosenthal. Robert Templeton acted as chaplain. Building Trustees Leo Lipka, Harry Stahl, Max Berkowitz and Lloyd Westerman met with Prexy Morrison prior to the meeting.

Jack Gallagher is recovering at his home, as is Sam Fishman. John A. (Milwaukee Red) Young also is recuperating at his home at Jacksonville Beach, Fla.

Edgar McMillen was presented a life membership for securing 50 new members in 1950 by President Morrison. A communication from the Great Tampa Showmen's Association was read. A suggestion to hold a joint installation ceremony and banquet with the Ladies' Auxiliary was discussed. Visitors included Hank Shelby, Clyde Butler, George Edwards and Gilbert Cohen. Letters were received from Ben Morrison, Charles Rafal, John Caragan, Louis Brown, Walter Sala, Jack Zeman and Harry Heller.

Ladies' Auxiliary

First Vice-President Clara Silber called the regular meeting to order, with Past President Bernice Stahl, Second Vice-President Peggy Cohen, Third Vice-President Leona Bennett, Treasurer Charlotte Richardson and Secretary Dorothy Gold also on the rostrum.

Kiddies' Christmas Fund donors were Bessie Gallagher, Leona Bennett and Maude Pence. Members are planning to help the MSA with its Halloween Party.

Mrs. Paul Greeley had the clubrooms washed and cleaned, and Mrs. Ethel Maskeron donated money for new curtains. On sick list were Sylvia Thomas, Maude Pence, Sadye Schwartz, Bea Morgan and Faye Stone. House committee served coffee and doughnuts, donated by Aliz Schulz.

Show Folks of America, Inc

145 Turk Street, San Francisco

SAN FRANCISCO, Oct. 21.—The Monday (9) meeting was called to order by President Mike Krekos. At roll call the absence of Treasurer Dwight Kane was noted.

The following names were presented and accepted for membership: Tevis Paine, Louis S. Merrill, Jos Moss, Harold John Burns, Bertha Beesley, Peggy Morris and Kenneth G. Stewart.

Fred Weidmann reported holding a pot of gold on the Larry Ferris Shows which netted the cemetery fund \$65. He also turned in \$30 for three new members and donated \$22.50 for three clubroom chairs.

The regular meeting was suspended and the remainder of the evening was devoted to talks by representatives of political candidates in the forthcoming election.

President Krekos won the \$25 pot of gold.

The following guests were introduced: Lillian Schue, president of the Ladies' Auxiliary, Pacific Coast Showmen's Association; Norma (Dutch) Schue, Al and Mollie Lindenberger, Sol Grant, Dolores Coronada and Mr. and Mrs. Joe Moss.

**OUT
NEXT
WEEK...**



The Billboard
in its new,
modern,
tabloid-size
newspaper
format

WILD LIFE SHOW FOR SALE

Chimpanzees, Llamas, Himalayan Bears and Birds. All animals in steel cages. On account of ill health will sell at a bargain. Can be seen in operation on the Cettis & Wilson Shows.

This week, Albany, Georgia; Sumter, S. C.; Florence, S. C., follow.

EARL CHAMBERS

INSURANCE

— • —

IDA E. COHEN

178 W. JACKSON BLVD.
CHICAGO, ILLINOIS

FRED WEBSTER

CONTACT

HARRY SHORT

2101 Main St., Peoria, Ill.

We can work out a deal that will surely be acceptable to you.

WANTED

MIDGET ANIMAL SHOW

Or will purchase Midget Animals or any other money maker.

PROSPECT ASSOCIATES
Box 123 Souderton, Pa.

"No Sign of Chucking"

Only one move this season, over 700 miles. Want several conscientious, hard working Ride Men, oddtimers given preference. Shows—What have you? Place Short Range, Coke Bottles, other Hunky Panks. Sell good Spittire cheap, buy or trade for Tit or 3 abreast Allan Herchell Merry-Go-Round. Tonica, Miss., now Bari, Ark., next. Contact.

Dyer's Greater Shows

WANT **WANT**

SAM WEINTROUB

Slum Store Agents, also Agent for Slum Bowling Alley. Agent for Slum Pin Store. Will be out till the first of the year.

Care GRAND AMERICAN SHOW
This week, Truman, Ark.

HEART OF TEXAS SHOWS

WANT

SNAKE, Animal or any Grind Shows. Will book Train and Boat Ride. Need few more Hunky Panks. Barney Allen can use County Store and Skillo Agents. Use Mug Joint, Long or Short Gallery.

Stamford, Texas, this week.

60" Searchlight Carbons

New, Packed, 25 Pair per can. Priced at less than 1/2 of new cost. Place orders now, as supply is limited.

THE MIFRAN CO.
7717 S. Alameda St. L. A. 1, California
JEFFERSON 7296

WILL BOOK

FOR ALL WINTER

Mixup and Kiddie Rides of any kind, no competition. Hunky Panks of all kinds, come on Ten dollars per week. All replies:

BREWER'S UNITED SHOWS
Per McGinnis Cafe Houston, Texas
1401 Congress St.

FOR SALE

24-Seat Smith & Smith Chair-Plane, 200 engine; also Kiddie Auto Ride, now running Playland Park, Rome, Ga. Both for quick cash sale, \$400.00. Buyer responsible.

F. R. HETH
676 Meth Shown, Cordala, Ga., week Oct. 29; Dawson, Ga., week Oct. 30.

JACK'S GREATER SHOWS

WANT FOR MILLEN, GA., THIRD ANNUAL JUBILEE, OCT. 30-NOV. 4

Concessions of all kind open: Eating-Drinking, Seals, Age, Novelties, Popcorn, Flow, Fish Pond, Ball Game, Penny Pitch, Shooting Gallery. A few choice Concessions open, also some Percentage. Want Electrician that can handle transformers. Want Ride Help on all Rides. Long season. Want Girl Show Operator with two or more Girls for balance of season.

All Mail and Wires to
FRANK HARRISON, Mgr.; JACK LANCE, Bus. Mgr.
WALTERSBORO, S. C. THIS WEEK; THEN AS PER ROUTE.

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, Oct. 21. — First meeting of the new season will be held November 14, and President Carl J. Sedlmayr urges all members to be present.

Chairman of the Year Book and Directory has sent in several suggestions on ads. These are being forwarded to committee members. Members who still have Century Club tickets are reminded that the deadline is December 12. Reports from Royal American Shows indicate good sales of the Century Club Ducats.

Irving Sherman visited recently to report good results on his Year Book ad campaign. Thomas J. Scully is a regular visitor and says he is feeling much better. George H. Lewis and John C. Weiss have opened the club's recreation room.

Letters received from Frank E. Taylor, Jack Gilbert, D. D. Simmons, Sam Pletcher, Dullro Berni, Denny Murphy, Arthur Rithard, Curtis, Bockus, J. C. Weer Leon Neuman, Monroe Elue, Jack Martin, R. L. (Bob) Lohmar, Harry Russell, Joseph L. Bosco, Irving Sherman and Robert S. Hunter.

Winter Quarters

M. A. Srader

HUTCHINSON, Kan., Oct. 21. — Org closed the season at Alva, Okla., Fair, and trucks stored at State fairgrounds here. Most of the showfolk visited Fred Brodbeck, H. W. Anderson and son, Bob; Carl Harlan, George Banks, Ray and Florence Martin, Johnnie Martia and family, and Clarence Tandy and family. Owner M. A. Srader pronounced the season a successful one.

Staff remained the same and includes Srader, owner-manager; Patsy Srader, secretary-treasurer; Elvin Bishop, ride and lot superintendent, and K. C. Stilwell, electrician.

Mr. and Mrs. Lacy, owners of the pony ride, planned to return to their farm. A. G. Osler took his train back to Denver for the winter. Elvin and Arlene Bishop leave next week for a month's vacation in California. Mona Vaughn, Girl Show operator, returned to Chicago.

Art and Nellie Tally, after a short vacation, will return to their home in Wichita. Leaving for southern units were Mr. and Mrs. M. Davis and daughter, Rosie, Waitzette and Baby Swings; William Price, operator of Russell's diggers, Norval and Jackie Miller, bingo and skillo; Claude and Ray Davis, photos and ball games; John W. Phillips, cook-house and glass pitch; Mary and Gary Hern, Temple of Fun and Sideshow, and Jean Renee, Myster of Life Show.

Mr. and Mrs. M. A. Srader and daughter left to visit Oklahoma, Dallas and Louisiana fairs. They will return in time for pheasant season in Smith County, Kansas.

Sammy Lane

LANCASTER, Mo., Oct. 21.—Shows are in quarters here after a successful stand at Van Buren, Mo. Org purchased two kiddie rides from Fred Lambert, making a total of six rides for the coming season.

Mrs. Hazel Steck visited at Van Buren. The writer and wife are planning an Arizona trip.—HARRY H. ZUGG.

WANTED

• • • • •

FOR TWO OUTSTANDING ANNUAL BONA FIDE NORTH FLORIDA FAIRS STARTING WITH THE BAY COUNTY FAIR, PANAMA CITY, WEEK OCT. 30; FOLLOWED BY THE JACKSON COUNTY AGRICULTURAL EXPOSITION, MARIANNA, WEEK NOV. 6.

SHOWS Can place Shows of all kinds with own equipment and transportation—Girl Show, Posing Show (Bob Edwards, contact); Fat Girl, Midget, Minstrel, Motordrome (Collier, contact); Unborn, Wild Life or any good Bally or Grind Show with own equipment.

RIDES Will place one non-conflicting major Ride only.

CONCESSIONS Will book any legitimate Hunky Panks or Stock Concessions, as we hold fence to fence contracts for these dates.

• • • • •

All Address

BLUE GRASS SHOWS
C. C. GROSCURTH, Mgr., Fitzgerald, Ga.

C.A. STEPHENS SHOWS

WANTED

FOR VIDALIA, GA., TOOMBS COUNTY FAIR

Stock Concessions, High Striker, Photos, Novelties. **SHOWS**—Any Show with own equipment, Wild Life, Monkey, Baby Show, Side Show. **RIDES**—Can place Chair-Swing Foreman. Hawkinsville, Ga., this week; Vidalia, Ga., next week; then Baxley, Ga., Appling County Fair.

FLAT CARS AND OTHER CARNIVAL EQUIPMENT FOR SALE

7 All Steel Flat Cars, 70 and 72-foot long, made by Warren Tank Car Company. 14 Carnival Wagons, Box and Half Box, solid rubber tires; also Illusion Show with beautiful wagon front, and Circus Side Show built and operated by Ray Cramer, all of this equipment stored with Imperial Shows, Fair Grounds, Des Moines, Iowa. If interested address

C. G. DODSON
2609 Atlantic Avenue Savannah, Georgia

FOR SALE--COMPLETE CARNIVAL--FOR SALE

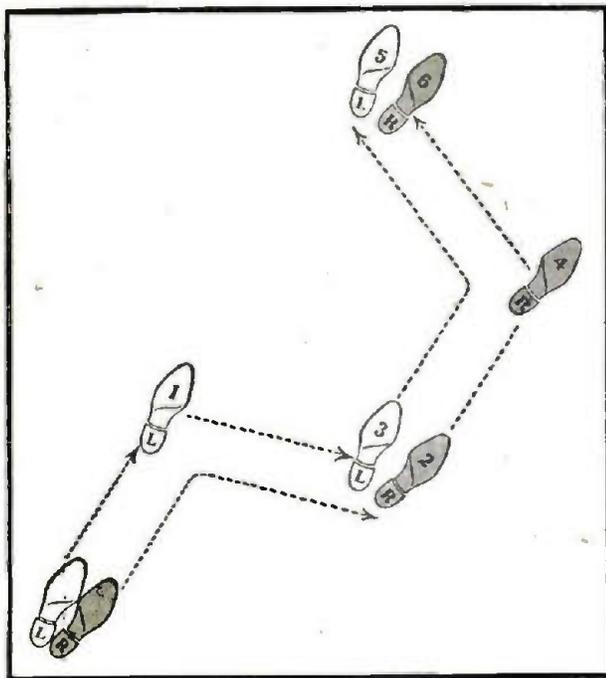
Cheap. Come see it up, Osceola, Ark., Oct. 23 to 28. Will sell any part or all. No reasonable offer refused. Must sell. Two 60 Kw. Light Plants, in special built aluminum trailer, two light towers on top, beautiful outfit. Three-Abreast Merry-Go-Round, 10-Car Kid Auto Ride, Smith & Smith Chairplane; 3 Shows, new tents, panel front. All this equipment in first-class shape. Also 9 Trucks and Trailers. Come see it and you will buy.

F. M. SUTTON SR.
OSCEOLA, ARK., OCT. 23-28.

FOR SALE

1947 Blach Rocca portable Flying Scooter with or without transportation; Rolloplane with or without transportation; Hot Wagon mounted on 20 ft. semi; 3 20 kw. Transformers, "A" Frame, Switches, some Wire. There is nothing wrong with this equipment except the price We will quote to interested buyers.

DOBSON'S UNITED SHOWS
Willernie, Minn.



It only takes a few minutes to learn the right steps!

DANCING IS EASY—once you learn what steps to take.

The same holds true for saving money for the future.

It will take approximately two minutes to find out how you can invest in either one of the two *automatic* plans offered by U. S. Savings Bonds.

Inquire at your place of business about the Payroll Savings Plan. Learn how easy it is to put aside savings for Bonds right from your paycheck.

Or, if you have a checking account, ask at your bank. They'll explain all about the Bond-A-Month Plan, in which you use your checking account as a means for investing in U. S. Savings Bonds.

Both plans are simple, and call for no effort on your part. Both plans add up to the same thing—money to live on in the future.

So start finding out about them. Remember, it takes only two minutes today to learn how you can make your tomorrows a lot more carefree!

*Automatic saving is sure saving—
U.S. Savings Bonds*



Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

CAN PLACE FOR BALANCE OF SEASON

Closing in Florida late in November or early December. Opening again in Miami on or about January 5.
Merry-Go-Round, Roll-o-Plane or any other Ride not conflicting with what we have. Concessions of all kinds, no gift or percentages. Shows of merit, no Umbrella or Girl Shows.
Week of November 6, Brunswick, Ga., American Legion Festival.

BARNEY TASSELL UNIT SHOWS

ROCKINGHAM, N. C., THIS WEEK.
P.S.: Can use Ride Help in all departments. Must drive semi trailer trucks.

From the Lots

Victory Expo

SEMINOLE, Tex., Oct. 21. — Org moved here from the Texas-Oklahoma Fair and Exposition. Big crowds turned out daily. J. D. Chapman does a good job with the Diesel light plants and the ride crew has kept the rides in top condition.

Personnel includes Alvin and Lowell Vandike, owners; Mrs. Velma Vandike, secretary, assisted by Mrs. Mildred Vandike and Mrs. Myrtle Ferguson; H. N. Reeves, legal adjuster; F. R. (Doc) Wilson, special agent; R. L. (Red) Bishop, general agent, and Mrs. Marie Brunk, mail and The Billboard sales agent. Red Brunk has the cookhouse.

Clyde Davis, who has three Girl Shows, took delivery on a new tractor and trailer while playing the fair at Iola, Kan. Linda Lopez reports good business with the 10-in-1 Show. Midget Cattle Show is doing well, as are the trained reindeer.

The Looper and Tilt-a-Whirl are getting top ride money. Shows plan to remain out until the snow flies. Red Bishop plans a two-week vacation in California with his two grandsons before taking in the fair meetings. Members of the shows were grieved to learn of the death of Mr. and Mrs. George Yamado's two-year-old son.

James H. Drew

TOCCOA, Ga., Oct. 21.—Show is playing the harvest festival here this week after a good week at Laurens County Fair, Dublin, Ga. Owner Drew reports that business has been better than okay on the Southern route. At close of the season the show will go to quarters at Augusta, Ga.

Visitors here included James H. Drew, father of owner J. H. Drew Jr.; Mrs. G. S. Brown, Doris Drew, Lila Pool, C. L. Drew, Mr. and Mrs. G. S. Brown Jr., F. G. Kreutz, Bill and Julius Jones and J. A. Drew—MRS. EULA DREW.

Volunteer

ALAMO, Tenn., Oct. 21.—Weather has been good the past three weeks and shows are on the right side of the ledger.

Showfolk tendered Mrs. Dorothy Hockett a surprise party on her birthday, Tuesday (10). Lunch was served by Dena Welch, Charlotte Preniss and Jackie Barnett. In attendance were Mr. and Mrs. Richard Welch, Mr. and Mrs. Don Prentiss, Mr. and Mrs. Willard Barnett, Russell Emmons, Bud McShane, R. Woodring, Titus Stone, George Kilpatrick, Mr. and Mrs. Carl Bryant, Joe Fulhart, Mr. and Mrs. Shannon Rose, Mr. and Mrs. Glenn Nelson, Ralph (Frenchie) Fillan, Arlin Balentine, Buck Driscilla, Herb Kendall, William Hair, W. X. Reno, Joe Harris, Ed Hawkins, Glenn Hockett, and E. D. Brown.

CONCESSIONAIRES, NOTICE!

Hanky Panks, one of a kind, \$1.50 each night; Sit Down Orab, \$2.50 a night. No show, no pay. Want Agents for Skille and Count Stores, a Kiddle Rides, exclusive, 30%. Want Owl Show with own outfit. Out all winter. Those joining now get preference.

Contact
B. M. Black or L. R. McNeese
Caravan Shows, Bisbee, Ark., 24-28; Hazen, Ark., 30-Nov. 4; then Mississippi.

NEED HELP

ON FIVE GRIND SHOWS

Wrestlers and Boxers. Agents or your own Concessions, limit on all. Someone to take over Bomber and two Kiddy Rides. Have large Animal Show, so we never close.

M & S SHOWS

Mammoth Springs, Ark., this week; Catron, Mo., next week.

Haven Park Amusement

Will book Ferris Wheel, Merry-Go-Round or any Major Ride for 15 per cent. Must have gas power unit. Want Hanky Panks, one of a kind, privilege \$10.50 per week. Out till Christmas in cotton.
Hermistigh, Tex., Oct. 23 thru 28; then per route.

GOLD MEDAL shows

La Grange, Ga., this week, followed by Big Soldiers' Pay Day, Columbus, Ga.

CONCESSIONS—Sell X on Popcorn, Cotton Candy, good opening for Bingo. Consider good proposition for 1951 season. Sell X on two Mitt Camps. All other Concessions open.

SHOWS—Good opening for Wild Life, Motordrome and Penny Arcade.

Wire **JOHNNY DENTON**, La Grange, Ga.

HELLER'S ACME SHOWS

Want for Goldsboro, N. C., week of Oct. 30-Nov. 4. Day and date with Ringling Bros. and Barnum & Bailey Shows, Tuesday, Oct. 31. Both entrances opposite each other on same street. Then the big Warsaw, N. C., Armistice Day Celebration, Nov. 6-11. This is definitely the only carnival to play these two dates. Don't be misled by other ads.
Want Ride Help and Sora Drivers. Going north to New York. Show closing. We will see you home and pay you well.
Want Eating Stands, Novelties and Jewelry. Concessions of all kinds.
Shows—Get your winter's bank roll in these two spots. Especially want Motordrome and Monkey Show. Captain Mund.
Want Spiffire Foreman and Help on same.

All Address:

HARRY HELLER

AYDEN, N. C., THIS WEEK; THEN AS PER ROUTE.

WALLACE & MURRAY SHOWS

Want for Warner Robins, Ga., Oct. 30-Nov. 4. Catching a soldier's pay week. Want legitimate Concessions of all kinds. Want experienced Tilt Foreman and a few more experienced Ride Help. Must drive semis. Good opening for Bingo Caller.

This week, Jeffersonville, Ga., fair; followed by Warner Robins, Ga.

AL WALLACE, Mgr.

**HELP OTHERS SEE BY GIVING TO THE
AMERICAN FOUNDATION FOR THE BLIND**

C-W Matches '49 At Half at Macon

(Continued from page 76)

Beverly Briley, head of the Tennessee State Fair Board, Nashville, and other delegations, including W. E. Preston, general manager of Missouri State Fair, Sedalia, and President Sam Maguire, of the Augusta (Ga.) Exchange Club Fair.

Press Flack

Richmond Cox, press agent, landed front-page art in both Macon papers opening day and followed with another spread on Anita Marie, featured stripper in the Raynell show. Org had 34 Macon press and radio staffers at a banquet and midway tour Wednesday.

A heavy rain Wednesday night flooded the lot under two feet of water. It looked as the Thursday would be lost, but Charlie Sheesley, lot superintendent, put a ditching crew to work and drained the location before noon.

Visitors included Mrs. Myrtle McSpadden and W. F. Barry, Lone Star Shows; Ben Braunstein, Wallace and Murray Shows; W. E. (Bill) Snyder, Jack Baillie, Mrs. Hody Jones and Johnny J. Jones Jr.

CLYDE BEATTY

(Continued from page 71)

bara Weir; Harold, Eileen, Jack and George Voise; Johnny, Milonga and Cathy Cline; Mark Anthony, Donald Zaccchini, Ray Huttick, Buddy Selin, Frank Altardi, Ed Moriarity, Richie Spencer and the writer.

Gene Nadreau had his daughter, Mrs. Callie Cook and children on for a visit. Don Lakin has purchased a new Pontiac. Ralph (Clint) Clinton is thinking about starting a turkey farm, with a special breed of turkeys. Hi Lo Merk, CFA, of Jasper, Tenn., paid us a visit and clowning one show. Red Hartman has been keeping the steel arena and props in a good paint job all season. Mel Rennie was on the sick list with a bad cold for several days. Cathy Cline and Marsha Larkins, our two youngsters on the show, receive a lot of attention from everyone on the show. Lavonda Evans has been on the sick list the past week but still carries on.

Chuck Satejo, of the U. S. Airforce, and recently returned from Korea, drove 400 miles to pay us a visit. Sunday off in Cullman, Ala., saw many of the folks making side trips to Birmingham and Decatur to take in the movies. Recent visitors: Bennie Moore, Dick Doud, Bennie Fowler, Mr. and Mrs. Jean Gretona and son, Zucchini Troupe, the DeWayne Troupe, Gene Fuller, Cliff Mosely, Don Johnson and Bob Yerkes.—LAURENCE CROSS.

CARNIVAL ROUTES

(Continued from page 68)

Dickson United: Valliant, Okla.; Mabel 10-Nov. 4.
Dixie Expo.: Hartsville, S. C.
Dyer's Greater: Tunica, Miss.
E. E.: Cornerstone, Ark.
Endy Bros.: Savannah, Ga.
Fidler's United: England, Ark.; Helena 30-Nov. 4.
Fleming, Mad Cady: (Fair) Dublin, Ga.; Nahunta 30-Nov. 4.
Franklin, Don, No. 1: (Fair) Beeville, Tex.
Franklin, Don, No. 2: (Fair) San Marcos, Tex.
Gem City: (Fair) Hattiesburg, Miss.
Gentisch, J. A.: Meadville, Miss.
Georgia Am. Co.: (Fair) Jeffersonville, Ga.
Gold Medal: La Orange, Ga.; Columbus 30-Nov. 4.
Grand American: Trumann, Ark.
Groves Greater: Liberty, Miss.; Ville Platte, La. 30-Nov. 4.
Gulf Coast: Osceola, Ark.
Hames, Bill: (Fair) Bryan, Tex.
Happy Attrs.: Sidney, O.; Newark 30-31.
Hartwick Bros.: Bernie, Mo.
Haven Park Am.: Herculais, Tex.
Heart of Texas: Stamford, Tex.
Heller's Acme: Ayden, N. C.; Goldsboro 30-Nov. 4.
Heth, L. J.: (Fair) Cordale, Ga.; (Fair) Dawson 30-Nov. 4.
Hottle, Buff, No. 1: Sulphur, La.
Interstate: (Fair) Blakely, Ga.
Jack's Greater: Waterboro, S. C.; Millen, Ga. 30-Nov. 4.
Jollytime: Boykins, Va.
Jones, Johnny J., Expo.: (Fair) Dothan, Ala.; season ends.
Keystone Expo.: Jay, Fla.
Kile, Floyd O.: (Fair) Kentwood, La.; (Fair) Ft. Francisville 30-Nov. 4.
Lawrence Greater: (Fair) Marion, S. C.; (Fair) Savannah, Ga. 30-Nov. 4.
Lone Star: (Fair) Macon, Ga.
Magic Empire: (Fair) Andalusia, Ala.; (Fair) Brundidge 30-Nov. 4.
Manning, Ross: (Fair) Nashville, N. C.
Marion Park: (Fair) Atlanta, S. C.
Marks, John H.: (Fair) Monroe, N. C.; (Fair) Lumberton 30-Nov. 4.
Midway of Mirth: Mailla, Ark.
Migrothy, Curly: Miss. Miss.
Miller's Am.: Broussard, La.
Moore's Southwestern: Rusk, Tex.; Ennis 29-Nov. 4.
M. & S.: Mammoth Springs, Ark.; Catron, Mo. 30-Nov. 4.
Orange Star: (Fair) Gainesville, Fla.; Webster 30-Nov. 4.
Palmetto Expo.: Bards, Ga.
Paul's Am.: Grubbs, Ark.
Peck Am. Co.: Belson, Miss.
Penn Premier: (Fair) Carthage, N. C.
Pia-Park: (Fair) Pasadena, Tex.; (Fair) Baytown 30-Nov. 4.
Prel's Broadway: (Fair) Athens, Ga.; (Fair) Laurens, S. C. 30-Nov. 4.
Prel's World Fair: (Fair) Columbia, S. C.
Royal American: (State Fair) Shreveport, La., 23-30.
Royal Crown: Opelika, Ala.
Royal Expo.: (Fair) Louisville, Ga.; Macon 30-Nov. 4.
San Vally: Hermitage, Ark.
Scotland Rides: Ridgeville, S. C.
Shan Bros.: (Fair) Atlanta, Ga.
Siebrand Bros.: Tucson, Ariz.
Smith Am. Co.: Granger, Tex.
Smith, George Clyde: (Fair) Waverly, Va.
Southern Valley: Monroe, La.; (Fair) Bastrop 30-Nov. 4.
Sparks, J. A.: (Fair) West Point, Ga.
Star Am. Co.: Cramrod, Ark.
Stephens, C. A.: (Fair) Hawkinsville, Ga.; (Fair) Vidalia 30-Nov. 4.
Strales, James E.: (Fair) Orangeburg, S. C.; (Fair) Charleston 30-Nov. 4.
Tassell, Barney: Rockingham, N. C.
Texas: Kingsville, Tex.
Tidwell, T. J.: Ballinger, Tex.
Tinsley, Johnny T.: (Fair) Alexander City, Ala.; (Fair) Luverne 30-Nov. 4.
Tivoli Expo.: (Fair) Belsonia, Miss.; Greenwood 30-Nov. Nov. 4.
Turner Bros.: Homersville, Mo.
United Expo.: Orange, Tex.
United States: Aliendale, S. C.
Victory Expo.: Brownfield, Tex.
Virginia Greater: (Fair) Washington, N. C.; (Fair) Williamson 30-Nov. 4; season closes.
Vivona Bros.: Columbus, S. C.
Wallace & Murray: Jeffersonville, Ga.
Wise, David A.: Newberry, S. C.
Wolfe Am.: Greer, S. C.
World of Mirth: (Fair) Anderson, S. C.
Yager's United: Charleston, Mo.

ROYAL

Exposition Shows

GEORGIA STATE COLORED FAIR, MACON, GA., OCTOBER 30 TO NOVEMBER 4 INCLUSIVE. LOCATION: CITY PARK IN THE HEART OF MACON. THIS IS THE FIRST ANNUAL STATE COLORED FAIR AND IS SPONSORED BY SEVERAL OF THE LEADING COLORED CIVIC ORGANIZATIONS IN THE CITY OF MACON AND WILL BE SUPPORTED BY VARIOUS EXHIBITS FROM SURROUNDING COUNTIES AND COMMUNITIES.

WANT WANT WANT

SHOWS—Minstrel Show that has complete outfit and capacity for this fair; Funhouse, Snake Show, Colored Revue with Talent and Musicians; Pit Shows, etc.

RIDES—Can use several major and Kiddie Rides, especially Octopus, Roll-o-Plane, Caterpillar, Tilt-a-Whirl, Little Dipper, Train, Boats, Sky Fighter, Buggy Ride, etc.

Can use a GOOD High Act if price is right.

THIS WILL BE AN OPEN MIDWAY AND WE WILL PLACE YOU FOR THIS DATE. NO EXCLUSIVES, NO PHONE CALLS. PAY YOUR OWN WIRES. WE PAY OURS.

No Ride Help wanted. No locations after 3 p.m. Sunday, October 29th.

Pelham, Ga., follows in the heart of town on water tank lot.

All communications to J. P. BOLT, Gen. Mgr. Louisville, Ga., this week

FOR SALE OR TRADE

ELI No. 5, tractor and trailer \$5,000
OCTOPUS, tractor and trailer 4,500
NEW PARKER BABY Q DELUXE 2-ABREAST
(we're getting 3-abreast) 7,200
KING PONY CARTS, better than new 2,200
These rides must go to make room for new ones best acting. They are in perfect condition and can be seen operating in park here. Will sell without trucks.

ALSO

Complete Electric Truck, van body, 75 KVA transformers, control panel, towers, plenty ground cable ready to go, \$1000; 50-KVA Transformer, \$250; 3 tractors and trailers, make offer; 2 20x30 Tops, complete with walls, poles and stakes, \$50 each; 2 8x10 Concession Taps and Frames, complete, both \$100; 2 Skillets, 2 Roll Downs, trunks, backgrounds, some flash, \$75. Other miscellaneous equipment dirt cheap.

WILL TRADE

Any or all of above for TiW, Whip, Dark Ride, Scooter, Caterpillar, Roto Whip, Kiddie Airplanes, Sky Fighter, Bulgy, Street Car, Bus, Or what have you?

CARPENTER AMUSEMENTS, 1511 Farnam, Omaha, Neb.
OPERATING CARTER LAKE KIDDLAND AND PLEASURE PIER—PHONE ATLANTIC 7366

V. F. W. FAIR

Gainesville, Fla., October 30 to November 4, followed by American Legion Fair, Orlando, and five more bona fide chartered fairs, not carnival promotions. Have word Gainesville, Fla., to show up 100 per cent.

CAN PLACE Merry-Go-Round, Tilt-a-Whirl, Caterpillar, any Flat Ride. SHOWS—Want Snake Show, Side Show, Fun House, Minstrel Show, Girl Show, any show that has their own outfit and transportation. CONCESSIONS—Age, Scale, Palmistry, Novelties, Ball Games, Hanky Panky, Rat Game, Grind Stores, few choice Wheels. All address AL PORTER Western Union, Gainesville, Fla.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

LIONS' CLUB FESTIVAL, Ville Platte, La., Oct. 30-Nov. 8, with 2 Big Still Spots to follow. Followed by Best Still Spots in Louisiana Cane Belt for winter show

Will book Cookhouse or Crab Joint, Bingo, Grocery Store, any legitimate Stock Concession. Can place Shows with own equipment except Minstrel and Snake Shows. Out all winter in the money spots. All replies:

ED GROVES, Liberty, Miss., then per route

FIDLER'S UNITED SHOWS

WANT WANT

CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK CAN PLACE SHOWS WITH OWN EQUIPMENT

Address SAM FIDLER, Mgr.

England, Ark., 4th Annual Celebration, on the streets, this week; Helena, Ark., American Legion Celebration, in Recreation Park, to follow.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show
Kind of Show
Owner
Manager
Winter Quarters Address
Office Address

New York Kids Cut Up 10G Winged Skates Derby Swag

NEW YORK, Oct. 21.—A dozen individual speed champions from the sidewalks of New York, plus six winning relay teams, were crowned Sunday (15) in city finals of the second annual Winged Skates Derby on the Central Park mall. The event, involving over \$10,000 in prizes, was conducted by The New York Journal American and Department of Parks. It was open to every resident of the city, irrespective of association affiliation or lack of it.

Nine Winged Skates records were shattered or tied as a crowd, cut to an estimated 8,000 by inclement weather, cheered.

Highlight of the event was the awarding of the Mayor's Cup by Acting Mayor Vincent Impellitteri to Pamela Denning, eight, winner of the midget girls' race for the second year. Another highlight was the Roller Derby match race in which Gerry Murray, of the New York Chiefs, and Julie Patrick, of the Jersey Jolters, crossed the finish line in a dead heat.

Other celebrities on hand were tennis stars Gussie Moran and Bobby Riggs, World Series hero Ed (Whitely) Ford, boxer Billy Graham and Gene Autry from the World's Championship Rodeo at Madison Square Garden. All helped award prizes.

Winner of the outstanding performer prize, an all-expense trip to the Mardi Gras in New Orleans, was Dorothy Drybs, 16, of Elmhurst, L. I., who lopped 1.6 seconds off the 150-yard record she set last year.

Music on the mall was provided by the crack Power Memorial Academy Band, led by James Casseday

and Rev. Brother Kostka. Lucy Monroe sang the national anthem.

Here are winners of individual races:

Men: Al Givens, senior; Charles Wahlig, intermediate; Michael Wahlig, junior; Al Stewart, bantam; James Aitken, midget; Bob Romer, mite.

Girls: Janie O'Hanley, senior; Dorothy Drybs, intermediate; Betty Herrmann, junior; Barbara Frazee, bantam; Pamela Denning, midget; Carolyn Moussally, mite.

The mythical team title went to the borough of Queens whose relay victory boosted its score to 50 points. Brooklyn, with four individual winners, was a close second.

Mineola's Debut Pulls 1,000 Plus

MINEOLA, N. Y., Oct. 21.—Earl Van Horn's Mineola Roller Rink began its 17th season September 20 with more than 1,000 skaters on hand to see an exhibition program put on by Mineola national champions June Bickmeyer, Ruth and Frank Henrich, Wilhelmina Stuebel, Charles Lowe, Anne Feder, Edward O'Donnell, Dorothy and George Dahl, Marilyn Post and Margie Meyers.

Now operating every night except Mondays, the rink also offers Saturday, Sunday and holiday matinees and a Saturday morning Children's Club session. Tuesday and Wednesday evening dance classes started September 26 and 27 under the direction of Gladys and George Werner. Sunday morning dance and figure classes got under way September 24 with the Werners and Louise Campbell in charge. Wednesday night (4) the rink staged its first voo-doo number, with \$20 going to each of three winning couples.

Special events already planned by the management include a Halloween masquerade party, silver apple party, turkey night, amateur night, frontier days, voo-doo nights, dance skating contests, Valentine Day party and the annual figure skating club carnival.

Charter for Covington Firm
COVINGTON, Ky., Oct. 21.—Secretary of state has issued a charter to Big Top Rink, Inc., this city, to operate amusements. Authorized capital stock is 200 non-par shares of common stock and \$50,000 of preferred stock. Incorporators are Andrews W. Clark, G. W. Hughes and Francis P. Burke.

Business Graph in Steep Climb For Skateland at Battle Creek

BATTLE CREEK, Mich., Oct. 21.—For the second year Skateland here operated during the summer and had a successful season, reports Robert L. Baker, owner-manager. Under a policy of year-round operation the rink does not lose as many customers per season, said Baker. In addition, it draws skaters from other towns where rinks are closed.

Currently Skateland is doing excellent business, and if the pace is maintained it will have its best year. This has been established, said Baker, by strict supervision over skaters' conduct and dress, good music, programs that appeal to all skaters, a friendly atmosphere and an excellent plastic floor.

Private party business has shown a big increase this year, according to Baker, who attributes the gain to direct mail advertising and personal calls. Every free night is booked until after the holidays.

Baker has come up with a solution to the problem of skaters coming to the rink attired in blue jeans. Now those patrons are not turned away. Instead they are rented skirts or trousers by the rink. This insures an admission which would otherwise be lost and, at the same time, builds good will. The rink recently completed a display window for skating dresses and trophies.

Skateland Serpentine Club reor-

ganized Wednesday (11) with 28 members who elected the following: Mrs. Parrott, president; Barbara Parrott, vice-president; Mrs. Foreman, secretary-treasurer, and a board composed of Bill Hudson, Wallace West, Bruce Rigney and Clayton Barron, pro. For the first time club membership will be composed of all types of skaters—free style, figure and racing. Delegates attended a Saturday (14) meeting and election of the Michigan chapter, United States Amateur Roller Skating Association at Ramona Gardens, Grand Rapids. It was decided to hold the chapter's winter meeting here January 13.

Barron has started his second year as Skateland pro and is having a successful season. Classes are held five days weekly plus a special Saturday morning session of three hours for dance, free style and figure skating. Other special sessions include a children's class at 12:45, Saturdays, and racing practice periods for girls and boys after evening sessions on Thursdays and Fridays.

Staff: Margaret Sharkey, tickets; Millen Adams, skate mechanic; Mrs. Dado, checkroom; Mrs. Treace, soda bar, and Jay Whitman, Bud Weeks and Elmer Marvin, floor men.

Hack Leads AOW Racing

HACKENSACK, N. J., Oct. 21.—Hackensack Arena took the lead with 53 points as America on Wheels Inter-rink racing kicked off the season in the Northern division here October 14. In second place was Paterson (N. J.) Arena with 36 points, followed by Twin City Arena, Elizabethtown, N. J., 28; Florham Park (N. J.) Rink, 26; Boulevard Arena, Bayonne, N. J., 13; Reading, Pa., 5; Capitol Arena, Trenton, N. J., 0, and Mt. Vernon (N. Y.) Arena, 0. Next meet will be held October 28 at Paterson. AOW's Southern division opens its racing season tonight at National Arena, Washington.

Lexington Schedule Crowded by Parties

PITTSBURGH, Oct. 21. — H. D. Ruhlman, operator of Lexington Skating Palace here, has scheduled three parties at the rink for the last five days of October. Friday (27) the rink observes its ninth anniversary with a party featuring souvenirs and added dance numbers. The next day there will be a children's 33-cent Halloween matinee party. Tuesday (31) will offer a Halloween party for adults. At both Halloween parties prizes will be awarded for the funniest, prettiest and most original costumes.

Tryouts for participation in the annual rink show, Lexington Hi-Hat Revue of 1951, will be held late this month, with rehearsals to start in November. The show will be presented in January.

Practice for Lexington's racing program got under way Thursday (19). The staff is now accepting applications for its beginners' class in skate dancing, which gets under way November 7, and a children's dance class, which begins in early November on a Wednesday afternoon schedule.

Curvecrest Marks 10th Anniversary

MUSKEGON, Mich., Oct. 21.—Perry B. Giles celebrated the 10th anniversary of his Curvecrest Roller Rink here with a party Wednesday night (4) that drew a large crowd of skaters, including many who had attended on opening night 10 years ago. Invited guests were past employees of the rink, as well as the first 100 skaters who had registered their skates in the rink's permanent checking system in 1940. Each skater received a slice from a large birthday cake and a free Coke, and all ladies were presented with roses.

Out-of-town operators attending were Mr. and Mrs. Sye Bowen, of Bowen's Rollarena, Grand Rapids, Mich., and Harold Klenke, of Avalon Roller Rink, Greenville, Mich.

Mrs. Margaret Dean, who has been cashier during the 10 years of operation, was presented a wrist watch in recognition of her service.

For Attendance Boosters....

See the many low-cost prizes and premiums in the

MERCHANDISE SECTION

beginning on page 85, this issue

HIGHWAY ROLLER RINK

Excellent location, year-round business, paid-up lease. Completely equipped.

K. W. HASTINGS
Greenville, Pa.

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

WRITE

PERRY B. GILES Pres. Muskegon, Mich.
Curvecrest, Inc. Originator and Sole Distributor

SKATING RECORDS

EXTRA FINE QUALITY

Super-Flex material, now only 70¢. Late hit tunes. Send for free list.

ORGAN RHYTHMS RECORDS

Box 1555, Santa Ana, Calif.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS

Oldest Manufacturers of Rink Equipment.

BILT RITE FLOORS & RINKS

108 East 4th St., Tyler, Texas. Phone 4-7255

SKATE CASES AT A NEW LOW

- * STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.94 dol. Sample, \$1.47.
- * ALL ALUMINUM CASES—"The Featherweight Champions." Light, sturdy with satin finish. Former OPA ceiling, \$4.50. NOW, \$3.95. Do. Sample \$1.75.

L. & L. PRODUCTS
7019 Glenwood St., Chicago 26, Ill.
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Toe Toe Sprock., Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Strickers, etc.

Write for Price List

ANOTHER 1ST FOR GILASH
"BABY DOLL" OUTFITS

Recommended by Rawson
GEO. GILLIS SHOE CORP.
Fitchburg, Mass.

It's a PLEASURE to ROLLER SKATE on

"CHICAGO" RINK SKATES

TRADE MARK REG. U.S. PAT. OFF.

They're true and easy with a wide range of action... TRY THEM!

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

No. 987
Manufacturers of All Kinds of Roller Skates

OUT NEXT WEEK...

The Billboard in its new, modern, tabloid-size newspaper format



1,001 Xmas Merchandise Buys

WEEK after week, thruout the years, the Merchandise Department of The Billboard has been the market place for literally thousands of premium, prize, novelty and promotional merchandise buyers. The values presented in this department are outstanding. They represent the unusual . . . the practical . . . the newest . . . and the hottest products of many, many suppliers—and all at remarkably low prices designed for high mark-up and fast turnover.

The Christmas season is, for many industries, the peak business season of the year. To make it successful requires the right kind of merchandise . . . merchandise with a definite consumer appeal and priced right to insure consumer acceptance. The manufacturers, wholesalers and jobbers whose wares are represented in this annual Billboard Christmas Merchandise Section are among the leaders in the field of premium, prize, novelty and promotional merchandise. They are businessmen with an aware-

ness of the type of product that builds public demand and with keen business sense to realize that sensible pricing of their merchandise is a definite part of helping to build that demand to its maximum peak.

Check the products in the Special Christmas Merchandise Section . . . note the amazingly low prices . . . then buy with complete confidence in the knowledge that these suppliers will fill your needs quickly, accurately and honestly because they value your continued patronage thruout the year.

● 100 Catalogs in a Single Edition

So many merchandise buyers are faced with the problem of reviewing many catalogs, interviewing salesmen, inspecting sales literature, comparing, evaluating, and on and on and on. In this special section the news and hottest merchandise items of literally scores of manufacturers, wholesalers and jobbers are combined into a ready reference. Prices, in large and small quantities, are clearly stated. It makes the job of buying at the best possible price, and for the biggest profit margin, fast and simple.

● Many New Supply Sources

Often the lack of a variety of supply sources is a definite handicap for the buyer. He is, in such cases, limited to a few sources and dependent on them for the merchandise items necessary to his business. This special section opens up many new avenues of supply and gives the buyer an opportunity to develop those best suited for his needs.

● How Such Low Prices Are Available

Most of the firms whose merchandise is represented in this special edition are long-time advertisers in The Billboard. They know from experience that they are in constant competition with other suppliers offering the same types of mer-

chandise. Their prices therefore must be as low as, or lower than, their competitors' prices.

● Why Is The Billboard a Natural Market Place for This Type of Merchandise?

The answer is simple. The Billboard is a must for suppliers who are interested in reaching the big live buying market not served by the normal merchandise distribution network. For example, to reach auctioneers, sales agents, etc., The Billboard is a necessity. Other means of reaching this valuable, high-volume market are either not available, or not productive of sufficiently high returns. In fact, for most suppliers The Billboard is a useful supplement to their sales organizations to effect maximum sales impact even at normal distribution points. In addition to the outlets already mentioned, jobbers appeal to novelty stores, variety stores, gift shops and other retailers. On the other hand, a manufacturer's ad usually aims for the following results: (1) To acquaint present jobbers with latest items; (2) to acquaint dealer outlets (as previously mentioned) with his products and urge their purchase thru local jobbers; (3) to help jobbers move the line by supplementing the jobber's own limited ad budgets, and (4) to line up additional jobber outlets for the product or line.

There's another reason, too, for The Billboard's leadership in the field. The Billboard is usually first with the new items because it's the only trade newspaper that blankets the country with a sales announcement in, literally, a matter of days.

● In Time for Christmas Selling

Suppliers in this special section are aware of your Christmas needs and of the necessity for shipping the advertised items promptly and speedily. But the responsibility rests, in a good part, with you. While most items are available in ample supply, the anticipated demand, because of the fine values, will be heavy. Supplies may be exhausted if you delay ordering. You are urgently requested to order your merchandise early. In doing so, you not only insure delivery, but also enable yourself to reorder on those items which are the fastest-sellers.

● The Billboard Stands Behind Its Readers

Altho it is impossible to check on the integrity of all the many advertisers whose merchandise is displayed in this special annual section, The Billboard insists that the items offered are not misrepresented. Letters regarding any misrepresentations should be addressed to Merchandise Buyers' Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

MILD CIGARETTE VIEWER
HOTTEST ITEM OUT!



20 gorgeous Art Models in full color in the "Mild" cigarette pack. PRICED RIGHT FOR QUICK SALES AND PROFITS!

\$5.50 a carton
10 packs to carton
\$57.00 gross

SALOME

The Sensational Harem Dancer . . .



Cutest, hottest item you can buy. Soft, flash-like plastic rubber. Watch her wiggle and shake. A sure-fire seller at these prices. Individually boxed.

\$3.50 doz.
\$36.00 gross



ART GUILD CUTIES

Artists Models in full color on regulation size plastic coated playing cards. 54 different poses. At this low price!

\$7.50 doz.
\$78.00 gross

25% dep., bal. C.O.D.
F.O.B. Chicago—OPEN SUNDAYS

ADLER SALES

Sub. of W.S.L. Dist. Co.
849 W. Roosevelt Rd. Chicago, Ill.

BARGAIN HUNTERS ALWAYS
"SEE FAUST FIRST"

- | | |
|---------------|-----------------|
| Leather Goods | Combs |
| Cuff | Pocket Knives |
| Joseph Items | Carded Goods |
| Toys | Usoor Blades |
| Pecunium | Kitchen Gadgets |
| Novelty | Notions |
| Jewelry | Wallets |
| Trick Cards | |

Get on our mailing list now.
Send for our free catalog today.

O. FAUST
223 N. 8th Street
Philadelphia Pa.
Dept. B 1950

Wholesale Distributors Since 1932

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.

LEADING SELLERS IN FUR COATS

JACKETS CAPES & SCARFS
ALL GENUINE FURS
Our new 1951 Genuine Fur Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Free prompt delivery.

H.M.J. FUR CO.
188-B W. 10th St., New York

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. Kisman, 5145 Strohm Ave., North Hollywood, Calif. no11

A NEW COLLECTION OF ONE LINERS, Song Titles, Hecker, Old Jockey and Television Material, The Wit Parade, 31 Baker and Larsen, 1538 Vine St., Hollywood, Calif. oc28

ARRANGING FOR BAND, ORCHESTRA-PIANO, Vocal manuscripts corrected and prepared for publication, school songs, and manuscript for estimate; prompt service, Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Fla. oc28

COMICS! EMCEE'S "HOW TO LEARN THE Art of Double Talk!" Full instructions; rush 12 Writers Mart, Box 575, Hollywood, Calif. no11

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$3; add \$1 for four extra packed back issues. Emcee-B, P.O. Box 963, Chicago 90. oc28

FREE LIST OF SMASH MONEY MAKING gag material on request Edmund Hudlars, Metro, Box 5536, Los Angeles 39, Calif. no4

HUMOR FOR ENTERTAINERS—READY PREPARED or specially written; list available. Erwin Currie, 158 30th, Seattle 22, Wash. np

AGENTS & DISTRIBUTORS

AAA RED HOT NOVELTY FOR MEN! Everyone buys; sell taprooms, bars, night clubs; 174 different; it's new; they will take it away from you. Send \$1 for three prepaid samples and mailing plan. Shafer Co., P.O. Box 723, Kansas City 10, Mo. no18

AAA SENSATIONAL TALKING XMAS CARDS—Full taps and cards clearly say "Merry Christmas" fascinating money-maker; sells on sight for 25¢; send \$5 right now, today, for sample and prices; representatives wanted everywhere. Minns Mfg., P.O. Box 431, Santa Monica, Calif. no28

ARABIAN PEARL SEA SHELL JEWELRY, Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties, Joseph Fishman, 906 Tampa St., Tampa, Fla. no4

A BIG MONEY MAKER—"TALKING ROSES"—Samples, \$1. Al Marinaccio, 48 Maple Ave., Thompsonville, Conn. no4

AGENTS—OUR TALKING XMAS CARDS AND Birthday Cards sell like hot cakes. Samples, 50¢; \$3 per doz. Walter B. Fox, Mobile 2, Ala. oc28

AGENTS' CHRISTMAS SPECIAL — HAND painted three letter monogram Ties with four suggested occupational designs, \$1.95; for gifts or advertising on red, blue or green. Birdane, 220 Third St., Elyria, O. oc28

AAR, NEW TERRIFIC PERFUME — EARN more money; be your own boss; send \$1 sample or \$10 complete line. Berget of Hollywood, 7420 Melrose Ave., Hollywood, Calif. oc28

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas cards. And this can be done in a single day. Free samples; other leading boxes on approval; many surprise items; no experience needed; free samples, personalized Christmas cards, stationery, napkins; write today; it costs nothing to try. Cheerful Card Co., 1838 White Plains, N. Y. oc28

AMAZING! NEW! PLASTIC LETTERS; STICK to glass; no glue; changeable, last indefinitely; big commissions, liberal bonuses; postal sale free sample. Victor Signs, 1170 W. Jefferson, Los Angeles 7, Calif. oc28

ARTISTS' MODEL KEY CHAINS—NATURAL colors, many poses; \$12.75 gross; 25% deposit, balance c.o.d.; sample dozen, one dollar; jobbers, write. Unique, 472 Hendrix, Brooklyn, N. Y. oc28

BAR PATRONS' NOVELTY POSTCARDS, 10¢ each. "Bar Patrons," "Bartenders," "Nightmen," "One at Every Bar," 10¢ handling charge. Bellig-Vista, Mitchell, Ill. oc28

BIG PROFITS, TIMELY GIFT ITEMS—BEAUTIFUL combination Wallet and Pen Sets; also Fountain Pens, Ball Pens; send for price list. Crescent Sales Co., 150 Broadway, N. Y. C. oc28

BIG FLASH DEAL—100 FINE RAZOR BLADES and Dandy Pen; sell wholesale, sample deal, low prices; \$1 prepaid or c.o.d. McKirrick Distributor, Mount Vernon, Ill. oc28

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors. Write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. oc28

BUY NYLONS DIRECT FROM MILL—WRITE for Jobbers' prices. Joy Hosiery Mills, Delaware 6, N. J. de30

CHRISTMAS CONSALES WHOLESALE — FINEST quality for stores, etc.; beautiful evergreen cones, berries and ribbon, sample dozen, \$3; special prices in quantity. Charles Florida, Mfr., 57 West 27th St., New York City. oc28

COMIC CARTOON CARDS—100 SAMPLES, \$1.00; list free to dealers. Cheaters Fun House, 739 Paydram, New Orleans 12, La. oc28

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloths, Aprons, Drapes, Curtains. Quilted spreads and other novelties; lowest prices; free literature. Samuel Hoenigswald, Access Co., 8 Heral St., Brooklyn 12, N. Y. oc28

CONCESSIONAIRES—SELL RAIN CAPES AT football games; \$7.50 per 100; samples, 3 for \$1. Charlie White, Fort Ostrhorpe, Ga. no11

COSTUME JEWELRY—ATTENTION, WAGON Jobbers and punchboard operators: See our line of rhinestones, pearls and boxed sets. Kentuckiana Sales, 329 B. Preston St., Louisville, Ky. no4

DEALERS JOBBERS — SELL WONDERFUL line Oriental Incense, Ceramic and Metal Burners, Perfumes. Write Eastern Trading Co., Mfr., 3974 Vincennes Ave., Chicago 15, Ill. no4

DRESSES, 18¢; COATS, \$11 BLOUSES, 35¢; free catalog; send name on postcard. 1644 Monroe St., New York 2, N.Y. oc28

EAGER BUYERS WAITING AMAZING PENCIL; writes four colors, red, blue, green, orange; sample, 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen; brilliant metal cap; sample, 25¢, or eight samples, four cents; six pens, \$1, prepaid. Louis Balogh, 1703B Roosevelt, Valparaiso, Ind. no4

ENOUGH PROFITS MADE SELLING LIVE, wide awake, Comical, Christmas Greeting Cards; complete with envelopes, sample dozen, \$1; \$7 hundred; fast 15¢ seller. United Novelty Co., 49 Honover St., Boston 12, Mass. no11

FREE SELLER—LUCKY PENNY WITH LORD'S Prayer, Ten Commandments or Crucifixion inscribed. Send 25¢ for sample or 50¢ for 100. Free quantity prices. Fearless Sales, 2720 Sturtevant, Detroit 6, Mich. oc28

FREE FOLIO—700 MONEY MAKING DEALS; Plans, Formulas, Supply Sources, Unusual Items. Kotamite-A, Box 572, Dayton 1, O. oc28

GIFT-NOVELTY AND DEPARTMENT STORES—Unpainted figurines and wall plaques. New unique designs, hard, smooth, cast perfect details. Also full line decorated items. Finest finish in country, bar none. Send 25¢ coin for illustrated catalog. Bonnie Jean Gifts, Greenville, Pa. oc28

GIRL PHOTOS; 122 MINIATURE POSES, all different, on 4x5 glossy photo prints, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-25, oc28

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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. BB-25, oc28

(Continued on page 88)

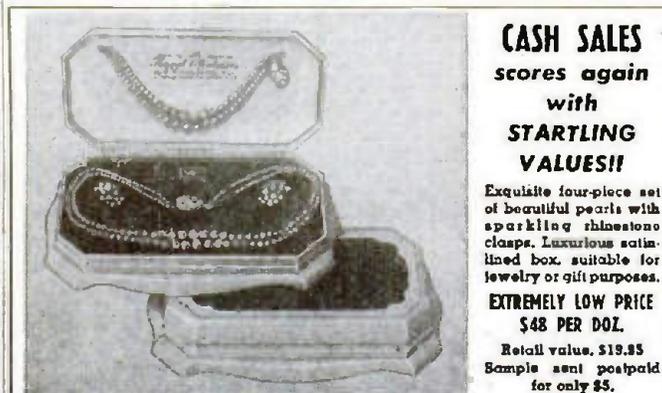
CASH SALES

scores again
with
STARTLING
VALUES!!

Exquisite four-piece set of beautiful pearls with sparkling rhinestone clasp. 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

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YOU CAN BUILD MORE SALES



with **STERLING VALUES!**

NO. 623 OPEN BACK

Men's very attractive clear imitation diamond ring (not a foil back). In either 14 kt. Gold or Rhodium Plated. 1 Ct. size centerstone has 38 facets—resembles a brilliant diamond.



Only \$3.25 per doz. **\$36.00** per gr.



NO. 901-H

Men's limit. Warrior-Head Hematite with dazzling side stones exactly as pictured. In 14 kt. Gold Plate.

\$3.50 per doz. **\$36.00** per gr.



NO. 08

Streamlined men's ring with flashy 1 Ct. centerstone. In beautiful 14 kt. Gold Plated mounting.



Only \$3.00 per doz. **\$33.00** per gr.



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Men's Double Head Cornelian Imitation Cameo with brilliant side sets as shown.

\$3.50 per doz. **\$36.00** per gr.

REMEMBER, now's the time to order these fast sellers for bigger Xmas sales. Minimum order—not less than one doz., either style. Remit in full or send 25% with order, balance C.O.D. 11 samples are desired, one of each style shown (4 rings) will be sent for \$2.00 postpaid.

STERLING JEWELERS

44 E. Long St. Columbus 15, Ohio
Send for **NEW CATALOG NOW!**

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

GOOD SELLERS

- | | |
|--|----------------------|
| LIVE Mex. Jump, Beent 21 pkg. card | \$1.00 |
| Med Snap Back (catch the Band) | 2.50 |
| Mild Cigarettes, 20 Views, Carton | 3.50 |
| NEW Modelscope (3rd Dim. Pink, Dos.) | 4.00 |
| Sides for above, asst. (good) | 2.00 |
| Salome, whirra movement, ind. bx. Doz. | 3.25 |
| Salome, large size, plastic base, Doz. | 2.75 |
| JOKES that sell, Doz. Mech. Toys | 4.00 |
| Roller Skates, \$.70 | Merry Go-Round |
| Squirrel Dagger | 90 |
| Ridem Cowboy | 3.50 |
| Squirrel Camera | 40 |
| Punny Juggler | 4.70 |
| Squirrel Watch | 40 |
| Crocodile | 4.00 |
| Fur Dano, Skelet. | 70 |
| Crawl Baby, Is. | 4.50 |
| Trapete Artist | 4.70 |
| Giant Bag Trick | 6.50 |
| Santa Mask with 15 Puz. | 1.75 |
| Hood and Beard | 3.75 |
| 1" Beauty Ceramic Figures, ass. | 2.00 |
| Photo Finish Comic Post Cards, 78 Different | \$17.00 |
| Red Hot Br. retail | 500 |
| Comic Wall Cards, 8x11", 20 diff. | \$5.30 |
| Send for most complete list of Tricks, Jokes, etc. State business, Post cards ignored. | |

FLORIDA FUN FACTORY

236 Collins Ave. Miami, Fla.



A Real "Spark" of Life

IN THIS TORSO LIGHTER!
It's new! It's different! Handy table or pocket lighter is made of shiny silvered antimony—stands 4" high, 1 1/2 inches wide. A real eye opener!

\$18.00 per dozen
Send \$2.00 for sample.



Know Your Guests!

KNOW WHAT THEY'RE DRINKING WITH THE NEW, NOVEL "TIPSY" HIGHBALL GLASSES!

Each 10 ounce highball glass sports a dapper incubate—pencil in guest's name in lamppost light space and name of drink in empty bottle space. Set of 8 glasses boxed **\$1.60**

In quantities of one dozen sets or more. Send \$2.50 for sample set.



There's Plenty of Life in the Old Gal Yet

WHEN YOU SERVE YOUR DRINKS IN THE "TORSO" FOR TIPPLERS!

Unique highball glasses made of white ceramic china—hold 10 ounces of liquid—ideal for parties, for gifts. \$5.40 per dozen in its 3 dozen quantities or more. Sample dozen \$6.60.

IMMEDIATE DELIVERY

TERMS: 25% Deposit, Balance C. O. D.
Write for Catalog of Other Products

"Look to Styson for Fast-Moving Merchandise"

STYSON ART PRODUCTS CO.

141 EAST 47TH STREET • NEW YORK 17, N. Y.

FUN . . . FOR EVERYONE

Rocketank and Rockets are manufactured of high-grade, very light, practically non-breakable plastic in beautiful two colors with green rubber turret. Rockets are air-propelled. Tapping turret with finger governs short or long range.

\$68.50 GROSS \$6.50 SAMPLE DOZ.

Individually packed in attractive two-color box with extra Rockets.

EXTRA ROCKETS, \$17.50 Gross; \$1.60 Sample Dozen.

Packed four to individual box.
Terms: 25% deposit . . . balance C. O. D.

COMPLETE LINE OF PREMIUM MERCHANDISE—WRITE FOR CATALOG

J. R. HAWLEY DISTRIBUTING CO.

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4 PIECE PEN SETS

at a saving of \$5.00 on every gross or your money back. Beautiful assorted colors—all boxed with flashlight. American made, not FOREIGN. We introduced the Western Saddle Horses in The Billboard way back in 1947. What sellers they were. Due to shortage of materials, we have hooked up with the largest mfr. of Pens in the country—from factory direct to you. Be convinced. Send \$1.00 for 2 samples. See for yourself what money you save by getting your Pen Sets from us.

C. GAMEISER

Box 1324, Church St. Station 8, New York City

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, Gristware, 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.

GEM'S HOT IDEAS MEAN Cold Cash For You!

WRITE FOR OUR FREE CATALOG

TERRIFIC Profit -- Big Volume!

SEMI-AUTOMATIC PENCIL LIGHTER
Elegant triple-chrome finish, safety catch, pre-pressure feature. Looks like \$10.00 value.
\$13.50 doz., Sample \$1.30

Pistol Lighter
Sells like wild! Original "Continental" model. Black plastic handle grips, heavy chrome.
\$8.00 doz., Sample \$1.50

3-Pc. Lighter Set
Lustrous silver on antimony. A real flash—a red-hot seller!
\$15.00 doz. Sets

HOTTEST MECHANICAL TOYS IN AMERICA

Lge. Walking Bears	\$6.75 Doz.
Begging Poodle Dog	5.75 Doz.
Lge. Walking Elephants	6.75 Doz.
Jumping Fur Dog	5.75 Doz.
Itchy Dog	1.80 Doz.
Singing Canary	2.40 Doz.
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Immediate Delivery On Every Item On This Ad!

25% Deposit With Order, Balance C. O. D.

GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

★ Christmas Is Coming! Hurry, Hurry for this . . .

Combination Special



★ Luxurious 5-Piece **JEWELRY SET**
... in 24-K gold plate, packed in beautiful satin-lined gift box.

★ Plus This Lovely **17-Jewel Watch**

Sparkling Rhinestone, genuine Swiss movement precision rebuilt.
\$14.50

All for Only
Rush Your Order Today!



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.



HOTTEST SALES SENSATION!

BE FIRST IN YOUR TERRITORY MAKE UP IN THE DARK . . .

5 in 1 GLAMOUR KIT!!

Beautifully designed light-weight case, in assorted colors. Ideal for gifts. loaded with sales appeal.

BUILT-IN FLASHLIGHT

STURDY COMPACT LIPSTICK BRUSH

CIGARETTE CASE CIGARETTE LIGHTER

DIG PROFITS—retails \$4.95 each. Send \$2.95 for prepaid sample. Price Per Doz., \$32.00. Gross, \$325.00.

A NATURAL MONEY-MAKER FOR: SALESMEN, CONCESSIONAIRES, WAGON JOBBERS, PITCHMEN AND STORES. JOBBERS' INQUIRIES INVITED. GOOD PREMIUM ITEM FOR PUNCHBOARDS. 1/2 With Order, Balance C. O. D.

PINES CO., 5831 W. 3rd St., Los Angeles 36, Calif.

GIVE TO THE DAMON RUNYON CANCER FUND

XMAS SPECIALS

IN STOCK FOR IMMEDIATE DELIVERY

TOYS

- Circus Seal, Dz. \$ 7.50
 - Tumbling Fido, Dz. 4.50
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 - Lge. Walking Elephant, Dz. 7.80
 - Gurgling Gerlie Duck, Dz. 9.47
 - Jumping Fur Dog, Dz. 3.50
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 - Bubble Gum Bank, Dz. 10.80
 - Reflks, Dz. Boxes. 3.80
 - 36 in. Cinderella Doll, Dz. 48.00
 - 36 in. Gibson Girl Doll, Dz. 48.00
 - 30 in. Glamour Doll w/Flared Skirt, Dz. 39.00
 - 19 in. Lazy Baby, Cello. Bag, Dz. ... 12.60
 - 13 in. Drum Major Doll, Dz. 9.80
 - 17 in. Drum Major Doll, Dz. 33.00
 - 32 in. Plush Panda Bear, Dz. 39.00
 - 36 in. Plush Santa Claus, Dz. 66.00
- Mattel's Creations**
- Musical Jack in Box, Dz. 15.52
 - Musical Square Dancers, Dz. 23.20
 - Musical Cowboy Go-Tar, Dz. 10.80
 - Kitten and Ball, Dz. 3.85
 - #96 Sheriff w/Squawky Nose, Dz. ... 7.60
 - #800 Santa Claus Rolly Pelly, Dz. ... 15.20
 - 9 in. Stevens Kaleidoscope, Dz. ... 3.80
 - 5 in. Jap Kaleidoscope, Dz.80
 - Dancing Birds, Sings, Dz. 3.60
 - Hchy Dog, Dz. 2.00
 - Snake, Tulip Flower, \$1.80 Dz.; Gr. 18.00
 - Asst. Plush Animals, Dz. 2.75
 - Circus Sam, Dz. 6.00
 - #12 Special Round Balloons, Gr. ... 1.75

25% Deposit, Balance C. O. D.

M. NOWOTNY & CO.

TOYS—NOVELTIES—PREMIUMS—PARTY GOODS

907 Roosevelt Ave. San Antonio 10, Texas



10 1/2" PANTHER CLOCK

Self-starting guaranteed seasons movement, beautifully decorated, gold trimmed. Sample, \$4.85.

\$4.65 Ea. 6 OR MORE

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1221 W. 3rd Dayton 7, Ohio

RUGS \$33.00

Imported, Oriental Oasien. Send \$5.00 Dep., Bal. \$28.00 C. O. D. Reliable New York importer offers gorgeous extra heavy 9x12 perfect quality, room size rug. Many other sizes, colors available. Satisfaction guaranteed. Write for free color catalog.

ROSE TRADING CO.

Dept. P5, 26 W. 27 St. New York 1, N. Y.

AGENTS & DISTRIBUTORS

(Continued from page 86)

HOLLYWOOD ART MANUAL—40 BEAUTIFUL models retail \$2; 36 dozen; send \$1 sample. Helms Distributing, 5664 Hollywood Blvd., Hollywood 28, Calif.

"HALL OF FAME"—GOLD ALBUM WITH 100 large size stamps, replicas of oil paintings of famous personages of history. Send \$1 for sample. Money refunded if not delighted. Wonderful Xmas number for people 8 to 18. Original price \$2. Price per dozen sets, \$7.20 prepaid. Stanley Stopper, 1196 Broadway, N.Y.C.

IMAGINE! 250 MILES PER GALLON YOUR car, now! Literature, 25c. Jet Engine Co., St. Augustine, Fla.

IT'S NEW! A PAIR OF LADIES' RUBBERS packed in acetate capsule smaller than pack of cigarettes. Fits all size shoes! 12 on display card; excellent item to sell retailers. Write Jim Pergram Sales Manager, 4747 41st St., Long Island City, N. Y.

JEWELRY BOXES—GOVERNMENT SURPLUS: for Pearls, Earrings, Brooch. Penn. Men's Sets; distinguished rayon plush lining; leatherette outside, 6 1/2 x 3 1/2 x 1 1/2; cost \$1.50 each; unbelievable sale, \$1.95 doz.; 38, \$4.50 gross, 8 1/2 doz. American Standard, 1208 North 13th, Philadelphia 22.

LADIES' FULL FASHIONED NYLON HOSE. Our select grade, \$6.50 per dozen; \$2.9, \$3.50, \$1 gauge 16 Denier, new fall shades, packaged in unretouched, 15mm, 100 ft. 3 pairs to the box. No 13's available at this time. Lookout Hosiery Co., Box 1231, Chattanooga, Tenn.

LADIES' SHEER NYLON HOSIERY—FACTORY rejects, \$1.50 dozen; better grade, \$4 dozen; our very best Christmas Gift Hosiery, \$6.50 dozen; Rayon Factory Rejects, \$1 dozen; add 25¢ plus postage, sample dozen, 25¢ deposit, balance c.o.d.; free postage, cash 5 dozen orders. Thayers Hosiery Sales, Box 84, Clarence, N. Y.

LADY BOUNTIFUL—UNUSUAL FIGURE DEVELOPMENT; every doctor, artist and student should see this amazing developed young lady; upon pictures unretouched, 15mm, 100 ft. \$8.80, 100 ft., \$4. 13 full figure 4x5 photos, \$21 cash or check with order. Helms Distributing, 5664 Hollywood Blvd., Hollywood 28, Calif.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North 7th, St. Louis 8, Mo.

MAKE PERFORMS AT HOME—INFORMATION free; men, women. Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. no 18

MANY PROPOSITIONS—OFFERS IN "MAIL Sale Advertiser." Sample copy 10c. Clifford Jones, 1210B Dudley, Utica, N. Y.

NEWLY MANUFACTURED ELECTRIC PANTS Presser. Selling like hot cakes. Sample \$3.95 postpaid. Howell, 10310 Columbia Ave., Cleveland 10, Ohio.

NIFFY NIB—FITS ALL SIZES CURTAIN RODS. Goes through without snagging. Ten cents for sample. Wholesale prices on request. Stopper, 1186 Broadway, N.Y.C.

NOVELTY MANUFACTURER WANTS REPRESENTATIVES, new hot selling items; send \$1 for samples. 1818 1/2 N. Western, Hollywood, Calif.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y.

POCKET COMBS—100 CARDS 1 1/2, \$20; CLIP Combs, 100 cards 1 1/2, \$20; assorted colors; sample card, 25c. Carleton House Distributors, Texas City, Tex.

PREMIUM USERS, JOBBERS—BE FIRST WITH the latest, Fashionable Rhinestone Three Piece Jewelry Sets: Necklaces, Bracelet and Earrings; for punch boards premiums, \$24 to \$60 per dozen sets; write for samples. General Lamp, 827 N. Sixth, Milwaukee 3, Wis.

QUICK EXTRA CASH SELLING CHRISTMAS Cards and Gift Novelties; request free samples. Elmcraft, Dept. 171, 9930 S. Western Ave., Chicago 24, Ill.

REAL GIRL PHOTOS—TREMENDOUS PROFIT; sell on sight; 30 different and wholesale price. (Int. \$1. M. Kiegan, 2433 N. Mascher St., Philadelphia 22.

REALLY COMIC XMAS CARDS—FAST SELL- ers; \$1 will bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind.

RARE, UNUSUAL, SENSATIONAL—MEXICAN Cuban Pictures, Books, Miscellaneous; samples, etc., 31-7 Jordon Sq., Box 1265A, Boston, Mass.

SKILL LOUVER PARFUMS IN BOTTLES OF tomorrow sample, 75c. Louver Parfums, 1327 1/2 W. Washington, South Bend, Ind.

RED HOT ITEMS FOR CHRISTMAS—CRYSTAL Ballers, Pot Plants, Sets, etc. Selling Santa Claus. Samples \$3 prepaid. Cassis, 1226 1/2 Grant St., Charleston, W. Va.

RFD SALESMEN—MAKE EASY EARNINGS with America's leading, fastest selling poultry magazine; maximum commission plus bonus; unlimited opportunity! Poultry Tribune, Box 100, Mount Morris, Ill.

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry Items; direct factory connection. Pickering Co., 2-19 Bank St., Attleboro, Mass.

SELL GREATEST INVENTION SINCE FOUN- tain pent sensational \$3.95 Check Protector; unretouched color photos, 10c. Stinson Checkbook, 827-B Grove, Evanston, Ill. no 18

SELL SLEEP—AMAZING CHRIST PICTURE with startling features; never offered before; will promote sleep; sample 50c; money back guarantee. Outstanding Products Co., 818 St. Clair Ave., Cleveland 8, O.

SELL \$22.50 DOUBLE HEAD ELECTRIC Shavers, \$7.95; sample, \$3.95 prepaid; dozen, \$23.00. A. Z. Taylor, 910 Centre, Dallas, Tex.

SENSATIONAL—GIANT TOY MODEL G.I.C. (Electric Steam Engine); salesman, dealers, wagon jobbers, demonstrators, etc.; ideal Xmas gift; sample \$7.95 prepaid; catalog, 10c. Stinson Co., 1013 South Osage Grove Ave., Los Angeles 35, Calif.

"SEPTEMBER DAWN"—UNRETouched amateur woody photograph, keychain transparent; sample 25c; ten, \$1. Exchange, 2718 Jonesboro Tenn.

SERVE YOU TWICE—FASKOMELO DRINK, also Spice! Theophylline adds zest, delight, fluff to every bit of savory food! Both 2¢ postpaid. Sofras Syrus, Spices, Specialties, 58 Washington, Hoboken, N. J. oc 28

SIX NEW HUMOROUS SIGNS, HEAVY placard; 20c. Signs box \$3 100, 12 sample \$1. No. C. O. D. Cy Cusack, Box 6273, Pittsburgh 12, Pa.

SMALL PADLOCKS TO USE IN VENDORS as attractive item with charms, etc. Suitable for coats, drawers, lockers, etc. Locks, different styles; direct from manufacturer; good padlocks for wagon jobbers and novelty stores. E. E. Riggs, 248 N. N. Kansas City 15, Mo.

SNAPPY SUSIE IN THE SHOWER—SELLS fast; sample, 50c; confidential list, Tupler Bros., 216 W. Jackson, Chicago.

SOCIAL SECURITY WORKERS—WE HAVE the real pre-war plates, also leatherette cases; samples, 25c. Harnes and Wholesale Price, C. Gameliser, 146 Park Row, N.Y.C.

SPECIALTY JOBBERS—WAGON JOBBERS—WE are manufacturing Balloon Novelties, Paper Hats, Horns, Price Package Displays. Jobbers Items, Eagle Specialty Co., Akron 14, O. no 18

WAGONMEN, FITCHMEN, JOBBERS, AGENTS, Salesmen, get our price list for Liniments, Soaps, Tonics, Herbs, Flavorings, Face Creams, Perfumes and Toilettries; quality products with big margin for you. Beck Chemical Co., P.O. Box 1381, Cincinnati, O.

WE HAVE SOMETHING THAT WILL MAKE you money; Nameplates Engraved, etc.: big seller; samples, 25c. Brooks, 8120B, Arkansas, Wis. Refundable.

WHIRLWIND SELLERS—MIDGET BIBLES; 120c profit; 12 for \$1, 100 for \$4.50 prepaid. Frederes, 739 Marshall, Rochester 11, N. Y.

ZANY ART MODELS—HAVING FUN! TWENTY exciting color photos, \$1, 50 poses, \$2. Riverside Studio, 362 S. Broad, Trenton, N.J. no 18

95 HOUR EASY! SELL NAME PLATES FOR houses; free sample, order blanks. Write: National, 214-22 Summer, Boston, Mass. 1413

\$11 VALUE FOR \$4—13,000 AGENTS WANTED. Send \$1 for sample. Edward B. Glenn, Irvington, Va.

875 WEEKLY EASY, STEADY CALLING ON housewives, waitresses, dishwashers, butchers, market, etc. Write: Interstate, 3546 Metro, Los Angeles 55.

100% PROFIT—"SEA SCENE" PAPER Weights, containing real sea horse and starfish in natural shell arrangement. Sample, 50c (refundable). Schilling's Shellcraft, R. 23, box 96B, Sarasota, Fla.

10,000 LADIES' NYLONS, MEN'S HOSE— Breaking all sales records. Many orders come in something like this: Short Co., Chattanooga 4, Tenn.: Dear Mrs.—We heard of your record breaking prices from a friend in Miami, or Fla. \$2 doz. or Calif. etc. Please rush us ladies' sample Nylons @ \$1.35 doz., \$3.50 doz., \$5.50 doz., 95c doz.; men's Socks @ 95c doz., \$1.15 doz., \$1.20 doz., \$1.35 doz., \$1.45 doz., \$1.75 doz., \$2 doz.; ladies' Rayon Panties, \$3.50 doz.; men's Under-shirts, \$3.95 doz.; Trunks, \$3.95 doz.; Shirts, \$4.95 doz.; Ladies' Shaw Suits, \$4.95; Handkerchiefs, 24 for \$1.95; Combs, 30 doz.; nationally adv. Razor Blades, 75¢ per 100; Razors, 65¢ each; 7¢ postpaid, and rush trial order with complete stock list of 100 money making items immediately.

(Continued on page 90)

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' SOLITAIRE—BRIDAL SETS—CAMBOS—SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.30 to \$72.98 Per Doz. Also 101 New, Flashy Jewelry Items for Rings, Carnivals and Resales.

State Your Business.

HARRY MAHREN RING CO. Red and White Stone Combination... \$3.00 Doz. Plus Postage.

Engagement \$1.43 Doz.
Wedding 1.43 Doz.

302 31th Ave., N. Y. 16, N. Y.

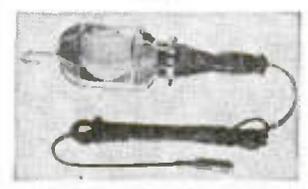
OUT NEXT WEEK...

The Billboard In its new, modern, tabloid-size newspaper format

DISTRIBUTORS WAGON MEN AUCTIONEERS SALESMEN



YOU CAN'T MISS with



AUTO SAFETY LITE

- Fits Any Cigar Lighter
- 50 Watt-Six Volt Bulb
- 15 Ft. Rubber Cord
- Non-Glare Reflector
- Safety Grip Handle
- 1000 Hr. Bulb
- Standard Easy Open Guard
- Push Thru Socket
- A Full Size Light—Not a Toy
- Individually Boxed

Price \$1.30 Per Lot. Sample Lots \$1.40 Per Doz. \$2.00

Terms: 25% with order, balance C. O. D.

Nemco Electrical Products

NEW ENGLAND MERCHANDISE CO. 15 THORNDIKE ST. • LOWELL, MASS.

20 New Art Studies



MILD CIGARETTE VIEWER This NEW precision viewer looks like a "MILD" pack of Cigarettes in every detail. Every smoker will want one or more. RUSH your order and see for yourself! Send \$1 for prepaid sample, 8¢ for display carton of 10, 25¢ deposit, balance plus delivery charges C.O.D. or send full amount and we prepay to the U.S.A.

AL HAWKINS AND COMPANY BOX 1285 SIOUR CITY, IOWA

New! Magical! TRICK NOVELTY

Changes Nickels Into Dimes Fast \$2 Seller

Today's fastest selling Trick Novelty Sensation Changes nickels into dimes—changes nickels into aspirin! Thrilling! Mystifying! Easy operation! A piece of polished brass. Everybody buys! Individually Boxed.

SAMPLE, \$1.00

6 for \$3.50; 12 for \$6.00; in gross lots, 40¢ each. **ORDER NOW—** Prices C.O.D. Checks 2% to 10 days to dated firms; untraced firms 35% deposit, balance C.O.D.

407 E. Dearborn St. Dept. CO, Chicago 5, Ill.

CHARMS & CAIN

Genuine Latest Styles Brand New **FUR COATS** Jackets and Scarfs **FUR COATS—\$24.50 EA.**

Send \$3.00, Bal. \$21.50 C. O. D. Be in business for yourself! Big profits! Free catalog! Free product literature! Wholesale firm (latest 1951 style Fur Coats! All sizes and colors. No more—direct 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. 27th St. New York 1**

Just Introduced . . .

Already Setting Sales Records!

MR. BIG SHOT

Microlite's Newest Novelty Flashlight
Sanitary, washable molded plastic
cigar holder end butt that lights up
when you bite!

- ★ SURE-FIRE 5% RETAILER
- ★ FOR PARTIES, FAVORS, BANQUETS AND CONVENTIONS
- ★ ON SELF-SELLING DISPLAY CARD



Doz. \$4.32

complete with battery and bulb

Extra batteries for above lights 60c doz.

ORDER TODAY

(min. order 3 doz.)

25% deposit with C. O. D.

BENGOR PRODUCTS COMPANY

18 W. 23rd St. New York 10, N. Y.

BIG BEAUTIFUL

PRINCESS DOLL



She has adorable curls, moving eyes with real eyelashes. Sleeps, talks, has latex arms and legs, rubber panties, stockings and shoes. Rayon or nylon dress. Bonnet to match. Low, low prices!

Sample \$5.00 Ppd.—Doz. \$48.00

24" BOY & GIRL DOLLS, corduroy pants and dresses. Sample \$4.50 ppd.; doz. \$45.00

ATTENTION—PUNCHBOARD OPERATORS. Will furnish punchcard with each doll FREE! Takes in \$12.15 (Card on request only)

19" NEW BORN BABY DOLL—cries. Sample \$3.00 ppd., doz. \$27.00

12" JACK & JILL DOLLS—moving eyes, all rubber body, corduroy pants and dresses. Sample \$2.25 ppd., doz. \$21.00

9", 10" & 13" COO DOLLS—\$7.20; \$9.40 & \$10.80 doz. Samples of each of above 7 dolls, \$14.00 ppd.

PLUSH PANTHER OR BEAR 29" long. Sample \$4.00 ppd., doz. \$36.00

FUR CATS 12" long in white, pink, blue or male. \$8.50. RATTLE BOXED. Det. Sample \$2.00 ppd.

FUR LION & FUR POODLE (each in box) Samples of each \$1.00; Doz. \$10.00

Samples of each of above 4 plush & fur items, \$8.50 ppd.

WE HAVE A FULL LINE OF PLUSH ITEMS! Special Displays in Quinlan's. Agents & Distributors Wanted.

25% With Order, Balance C.O.D. Please remit in full for samples.

PHOENIX TOY & NOVELTY CO.

231 Fulton St. New York, N. Y.

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 calling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality seasonal 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 one else's name needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own" FREE—no obligation. WRITE TODAY! WORLD'S PRODUCTS CO., Dept. 84M, Spencer, Ind.

PROUDLY PRESENTING OUR BYE-BYE BABY DOLL

Wrapped in blanket. Vinylite skin—sucks thumb—cries.

\$36.00 Doz. Sample \$4.00 Ea.

COMPLETE GLOLITE CHRISTMAS LINE

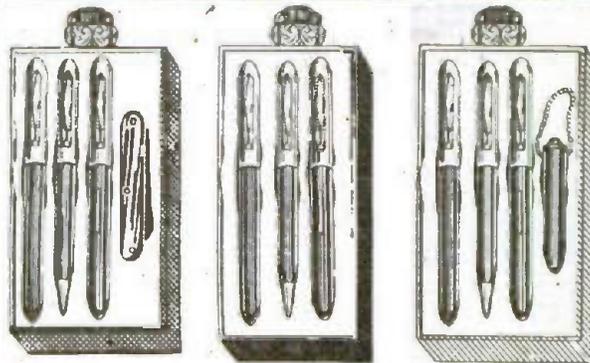
Catalog sent on request

25% Deposit, Balance C. O. D.

EAGLE SALES CO.

3542 W. Roosevelt Rd. Chicago, Ill.

DIRECT FROM MANUFACTURER



<p>STYLE =4-PK 4 Pc. Plastic Pen Set with Knife Gold Price Tag \$10.00 \$60.00 GROSS \$5.75 DOZ.</p>	<p>STYLE =3-CC 3 Pc. Plastic Pen Set Lever Fountain Pen—Propal and Repl. Mechanical Pencil—Ball Point Pen. Gold Price Tag \$7.50 \$40.00 GROSS \$4.00 DOZ.</p>	<p>STYLE =4-PF 4 Pc. Plastic Pen Set with Flashlight. Gold Price Tag \$10.00 \$64.75 GROSS \$5.75 DOZ.</p>
<p>SPECIAL 3 Pc. All Gold Tone Metal Set Gold Price Tag \$10.00 \$59.00 GROSS \$6.00 DOZ.</p>	<p>STYLE =3-M \$4.00 DOZ.</p>	<p>SPECIAL 4 Pc. All Gold Tone Metal Set with Flashlight—Gold Price tag \$10.00 \$82.00 GROSS \$7.25 DOZ.</p>

Style	Gross	Dozen
TOH-35 The International Dream Girl Lite-Up Pencil.....	\$40.00	\$3.75
TS-1 Telescope Ball Pen.....	18.00	1.75
TL-4 Visible Fluid Pen Size Cigarette Lighter.....	28.50	3.00

IMMEDIATE DELIVERY ALL SAMPLES, \$1.00
25% Deposit With Order—M.O. or Cash—F.O.B.—N.Y.C.

INTERNATIONAL PEN CORP.

7 WEST 22nd ST. NEW YORK 10, N. Y. CHELSEA 3-5097

Elgin · Benrus · Bulova

for Promotional Deals and Big Profits



Brand new 1950 model cases for 7-Jewel and ladies movements, guaranteed like new.
7-Jewel \$9.95
15-Jewel \$12.65
17-Jewel \$14.65
31-Jewel \$18.95



● Gold Plated Stretch Band, 95¢ add.
● R. C. P. Stretch Band, \$1.50 add.
● Leatherette Gift Box, 65¢ add.

RHINESTONE DIALS AT NO EXTRA CHARGE

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 Retail House.

4-PIECE MATCHED SET, with white or colored stones, set in assorted exquisite designs. Complete in deep plush box. Per set \$7.75

For Greater Profits Send 25¢ (Cash or stamps) for our 56-page new 1951 wholesale catalog; will be credited to your first order.

Midwest Watch Co., 5 S. Wabash Ave., Chicago 3, Ill.

"BILLY THE KID" & His Horse

This rootin'-tootin' cowboy comes to you as a straight shootin' sales getter. 21" tall! Stuffed toy has cute, plastic baby face; cowboy hat, tie and chaps. Plush and plaid costume. Horse is rich yellow plush trimmed with felt saddle, mane, ears, harness and tail. Billy can dismount from the horse to hypo sales!
\$39.00 Doz. Sample, \$4.00 Ea.



IT'S REALLY TWO ITEMS IN ONE!
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

GIVE TO THE DAMON RUNYON CANCER FUND



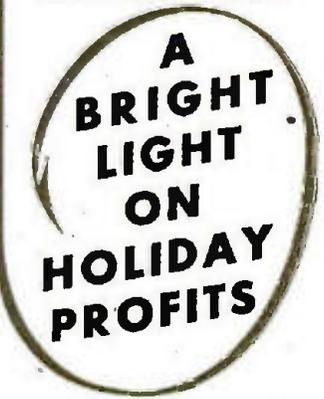
the full sized trouble light that plugs into your car cigar lighter

Uses less power than a parking light. Comes complete with 50 watt 6 volt bulb, 12 foot cord, "Easy-Open" guard, and cigar lighter plug. Packed in heavy carton suitable for convenient car storage. Replacement bulbs available. Another profitable STANDARD promotion. Write or wire.

PRICED FOR ACTION
GROSS . . . \$1.45 ea.
DOZEN . . . 1.55 ea.
SAMPLE . . . 2.00

TERMS: 25% WITH ORDER, BAL. C. O. D. F. O. B. JAMESTOWN, N. Y.

STANDARD *Portable Cord* DIVISION
LINCOLN PARK INDUSTRIES, INC.
1300 EAST SECOND STREET
JAMESTOWN, NEW YORK



GUARANTEED NEW WATCHES

for Jewelry, Gift, Premium Jobbers and Distributors

Again offered exclusively to Billboard wholesalers our hot, fast-selling Geneva watch values. Just check these features below.



- Fine, brand-new 17-Jewel Movement
- 14K RGP Case with Stainless Steel Back
- Rhinestone O Fals (Ass'd Colors)
- Expansion Band—10K RGP Top, Stainless Steel Back
- Beautiful Plastic Gift Box with Velvet Interior
- Gold - Embossed \$49.75 Price Tag and Gold - Embossed 17-Jewel Label in each box
- Written 1-Yr. Manufacturer's Guarantee with each Watch

17-JEWEL
\$14.50
EA.
7-JEWEL
\$12.50
EA.

Specify Men's or Ladies' Styles.

Minimum order, 3 watches. For samples, add \$1.50. 25% deposit with order, balance C.O.D.

No catalogs.

M. SCHEER, DEPT. 34A c/o Fifth Avenue Jeweler's Exchange
34 West 47th Street New York 19, N. Y.

IDOL OF MILLIONS!

EXCLUSIVE

JOE LOUIS CLOCK

DISTRIBUTORSHIPS NOW AVAILABLE

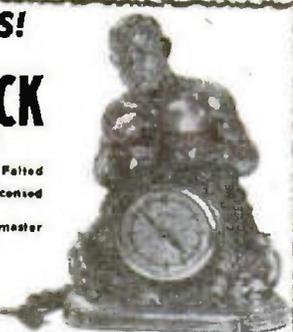
- F.O.B. Brooklyn, New York.
- Cast Metal Jeweler's Bronze. 8 1/2" x 11 1/4" high. Fitted bottom base.
- Self-starting guaranteed Westinghouse licensed movement.
- U.L. approved.
- Individually packaged, 8 lbs. each. Six to a master carton.

WRITE-WIRE-PHONE

WORLD'S CHAMPIONS, INC.

5478 WILSHIRE BLVD.
LOS ANGELES 36, CALIF.
AXminter 2-5524

EXCLUSIVE WORLD DISTRIBUTORS FOR JOE LOUIS PRODUCTS



ANIMALS, BIRDS, PETS

A-1 SEA LIONS—TRAINED OR WILD. READY now. Animals trained on order for dry or water act. Snowdrifter Homer F. Snow. Snow's Sealitorium, 1538 Golden Ave., Hermosa Beach, Calif. no1

ABSOLUTELY A-1 WILD LIVE STOCK SPECIALLY: Giant Baboons, \$100; perfect Rhesus Monkeys, \$20; White Swans, \$40. Send for general price list. Meema Bros. & Ward, Sparkhill, N. Y. no1

ABSOLUTELY TAME LEOPARD CUBS. AS large as wildcats; Baby Chimpanzees; Maribou Storks; Baboons; Rhesus; Mongoose; Ring-tails; Boas; Pythons; Snake Dens. Chase Wild Animal Farm, Extry, Mass. no1

ANIMALS BOARDED ALL WINTER—LIONS only 50c day; other animals 10c to 25c day; twenty acres to put equipment, no charge; trailer space, \$2.50 week; complete Wild Life for male with truck and 4x6 top, all good; 18 cages and animals, new motor in truck, \$1000 cash or will trade. Magic Glen Zoo, Rt. 1, Box 243, Clearwater, Fla. no1

ATTENTION! WILD LIFE MEN—ADULT Cinnamon or White Face Ringtails, \$23.50; Red Tailed Boas, \$3 per ft. Iguanas or Tegu Lizards, \$17.50 each; also, Pacas, Agouti, Cabybara, Giant Antaters and all other South American Birds, Animals or Reptiles; \$5 cash, bal. c.o.d.; write for complete list. Mono Trading Co., 1980 Curtis Dr., Hialeah, Fla. no1

BOA CO-STRUCTORS. UP TO 7 FT., \$3 PER FT.; over 7 ft., \$5 per ft.; Baby Ocelots, \$40; Monkeys, \$10 each; Ringtails, \$22.50; very young for pets, \$27.50 each, 4 for \$100. Terms: 1/2 cash, balance c.o.d.; dealers, write for quantity. The Pecky Shop, 1113 Franklin St., Tampa, Fla. oc28

KEEP YOUR REPTILES ALIVE! NEW BOOK Just published gives complete instructions and information. Send \$1 "Keep Them Alive" Book will be sent postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. no1

LIVE ARMADILLOS, \$3 each; MOUNTED ARMADILLOS, \$7.95; Armadillo Table Lamp, \$9.95; Armadillo Basket, \$29.00; dozan Aspet Armadillo Farm, Comfort, Tex.

SPECIAL SURPLUS SALE—SOUTH AMERICAN Red-Tailed Boas to 7 ft., \$2 per ft.; Tegu Lizards, \$15 each. Mono Trading Co., 1980 Curtis Dr., Hialeah, Fla. no1

WOULD LIKE TO BUY ONE OR MORE BEAR Cubs; please state age, weight, and quote cheapest price. Otis Noe, Middletown, N.Y. no1

3 KINKAJOU OR HONEY BEARS, \$35 EACH: 1 Giant Rhesus, \$35; 3 Collar and Chain broken Whiteface Monkeys, \$35 each; 1 Java, \$25; 1 Ring-tailed Lemur, \$25; Hopp's Pet Shop, R. 2, Mount Vernon, Ill.

BUSINESS OPPORTUNITIES

A FORTUNE RIGHT HERE—FINEST Hamburg Spread in the world; you'll eat it by the ton. Secret, \$1 bill. Ed's Sales, Box 207, Timmins, Ontario, Can. no1

FLORIDA OPPORTUNITY BULLETIN—EXCITING new bi-weekly publication listing hundreds actual job openings, business opportunities, farms, groves, city lots, homes, etc. All important areas of "Sunshine" State covered. Jacksonville, Tampa, Miami. Detailed reports each issue on employment, trade real estate, new businesses and industries are described giving names, locations; no other publication this vital information in helping you locate the right job, but the right business, farm, grove, home; let the "Bulletin" be your gateway to opportunity, health and wealth. Only \$1.00 per copy. Check or money order today for trial subscription next 12 issues. Florida Opportunity Bulletin, Box 4674-BB, Jacksonville, Fla.

FOR SALE—MUSIC AND AMUSEMENT ROUTE in Western Montana very reasonable due to death in family; a real money maker. For particulars, write Box 76-297, c/o Billboard, Cincinnati, O. oc28

FOR SALE—SMALL PRINTING BUSINESS ON account of ill health. 2 10x15 Gordons, 1 new, 25" new model Paper Matiser, 4 Cabinet, 4 good Type, \$400 worth of paper stock, Typewriter. Shop doing a wonderful business. Excellent location in city of \$3,000. Can give sheet of references on the business. Quality Print Shop, 11 North Grove Ave. Phone 6402, Elgin, Ill.

HOW TO BUILD YOUR OWN MAIL ORDER business. 1st book for beginners, mail dealers, 2nd postpaid; satisfaction guaranteed. R. Seward, 1341 Susquehanna Ave., Sunbury, Pa.

INDIAN BEAD WORK, BUCKSKIN, BRADS, Feathers, Moccasins, Wigs, Supplies; buying direct from Indians; prices reasonable; free Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. no18

JAACK BARTLETT'S "GOLD AWARD" DONKEY Show for sale; sacrifice price, retiring from showbusiness because of health. Twelve truck trained donkeys, two coats, exceptional in basketball and novelty events. 1951 baseball season already booked, contracts go with show, now playing Donkey Football in Florida. Special gymnasium shoes for basketball, 1949 International KISS Truck with factory body for stock and equipment, attractive sign and paint job, 224 tandem factory made concession trailer with living quarters, equipped for horse and car, etc. Very best lighting equipment for outdoor shows, complete, \$4,250. Write or see Jack Bartlett, Box 283-B, Rt. 23, N.W. 13th St. and 43d Ave., Gainesville, Fla. oc28

JUST OUT—NEW MAGIC CATALOG. SEND 25 cents for our new catalog and we will include a fine 10-cent trick with it as a souvenir. Furca Magic Shop, Somerville, N. J., P.O. Box 345. no18

LIFETIME SECURITY IN OKLAHOMA CITY—Dance pavilion, swimming pool, cottages; one of Okla. City's best and leading income pavilion, modernistic in every way; 25 ft. glass bar; 300 ft. frontage on Highway 77; close to city limits; large public swimming pool plus 32 rental cottages and trailer park; 6-rm. home for owner; about 4 acres of land; potential net income of \$25,000 or more; price complete only \$125,000; \$20,000 cash down, balance long term. Details call, write or wire Earl Gentry, 70-237, S-1978, 81st St., Newark, N.J. 07102, Okla. City, Okla. Knappton Business Brokers, Inc. no18

MAKE 50%—SELL RADIO ADVERTISING Promotions to small town merchants. Many stations crying for business. Complete, instructive info, \$1. Satisfaction guaranteed. Smith Associates, Paragould 3, Ark. no1

NAME AND ADDRESS OF ALMOST ANY manufacturer, wholesaler, distributor, jobber, etc., 30c each. Donald Kelly, A-9544 Whitecomb, Detroit 27, Mich. no25

(Continued on page 92)

SUPER SENSATIONAL HOLIDAY VALUES

ENJOY YOUR HOLIDAYS WITH SUPER'S EXTRA CASH SAVINGS.

All standard make watches, Bulova, Benrus, Longines, all in original factory packing, fully guaranteed. 40% off

Musical Sewing Kit Chest in fine walnut finish. Has a full size inside mirror. Consists of spools of colored threads, scissors, needles, pins, button, thimble. Each in attractive gift box. Value \$12.50. Complete \$6.75

Musical Liquor Chest in walnut finish. Plays "How Dry I Am." Holds quart bottle with drinking glasses. Each in container. Value \$14.50. Complete \$9.50

Musical Jewelry Chest of fine walnut finish with lock and key with full size mirror inside. Velour lined. Has automatic lift tray with compartments. Each in attractive gift box. Complete \$8.50

An exquisite ladies' all-brilliant Rhinestone Bracelet Watch, 17 jewels, which features the new spring top cover. Diamond-like rhinestones. Can also be worn as bracelet. Attractively boxed. Fully guaranteed. Lovely gift. Complete \$20.00

3-piece antimony silver plate Automatic Table Lighter, Tray and Plates. Urn. Dozen sets. Complete \$21.60

Bouquet, the low look pattern in gleaming stainless steel. Tableware, 24 pieces. Resists tarnish, stains and scratches. Bestly valued at \$23.00. Complete set \$5.75

American made Constellation. The modern Table Lighter with heavy brown bakelite. Each \$1.50

3-piece 24 kt. gold plated filigree set consists of two Perfume Bottles with Mirror Tray. Trimmed with filigree. Complete set \$12.20

Large assortment of Novelty Jewelry sets in stock. 24 kt. gold plated Necklaces and Earring set packed in attractive suede box with silk-like lining. Complete dozen sets \$16.80

Beautiful Combination Sets such as brilliant rhinestones, pearls and other colorful combinations in suede box, exquisitely lined box with extra tray. Complete set \$4.50

Basket weaves, novelty designs, all American made Expansion Bands, 1/20 1/4 lb. gold filled, for men. In attractive display box. Dozen \$24.00 Ladies', Dozen 21.00

25% deposit with all orders, bal. C. O. D. We have a complete line of notions and many other novelty items too numerous to mention. Write for our catalogue for complete details.

SUPER SALES COMPANY
25 E. 17th St. New York 3, N. Y.

NATIONALLY ADVERTISED

COSTUME JEWELRY

In Rhodium-White & 22 kt. Gold-Plate
From \$6.50 to \$15.00 doz. boxed

SAMPLE \$12.00 DOZ.
ASSORTMENT BOXED

Direct from Manufacturer

25% deposit with order
Balance C.O.D.

Jaybee Plating Co.

174 Eldridge St. New York 2, N. Y.

NO CATALOGUES NO LARRIES

Introducing . . . "HONEYMOON SPECIAL"

The hottest and fastest laugh seller to "snap" into the fall season. A "must" for all men . . . and women too!

Be FIRST with the "HONEYMOON SPECIAL" in your territory.

PRICE \$1.50 Min. Order
PER DOZ. 2 doz. to a box
1g deposit, balance C.O.D. Jobbers,
Distributors, write for quantity prices.

Distributed by MAIL SALES MART
55 Prince St. New York 12, N. Y.

FIREWORKS

Wholesale—Free Catalog
BRISTOW'S FIREWORKS
Box 403, 2500 Triplett, Owensboro, Ky.

NEW LOW PRICES FOR QUANTITY BUYERS

NEW CHANGES Daily Automatically In The Window

JEWELLED—CHRONO
New, Small Push-Buttons

CALENDAR-STOPWATCH
JEWELLED MOVEMENT

Now & different—A shot in the arm for watch salesman. Beautiful Chrome Expansion Band with each Watch—the Band sells the Watch.

1 YEAR GUARANTEE
LOOKS LIKE EXPENSIVE STOPWATCH

Gross Lots—With Expansion Band \$3.80
Lots of 100—With Expansion Band 3.90
Less than 100—With Expansion Band 4.00
Less Than 12—Each 4.50
Rhinestone Dial, 60c Higher

With Chrome Expansion Band, \$4.95 Each
Dz. Lots

Less than doz. lots \$8.43 each

10% Deposit, Balance C. O. D. No Catalogue.

B & B JEWELRY SALES
PHONE: CH 7427 HOUSTON 2, TEXAS

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.

OUT NEXT WEEK...

The Billboard in its new, modern, tabloid-size newspaper

THE PEAK

of Merchandise buying is reached during the month of November. This issue of The Billboard has been timed perfectly to reach our many thousands of readers just as they begin their last-minute ordering. You will find many large and small advertisements in this issue, which will produce immediate results; some will pull inquiries and orders over a period of months. We know the business is there . . . wages and employment are up everywhere and merchandise buying this year should reach an all-time high. The advertiser that will get the greatest amount of this business is the one who keeps his advertising message constantly in front of this tremendous buying market . . . the one who takes advantage of EVERY issue of The Billboard that is published.

EVEN GREATER READER-INTEREST

will be created by the change in our format effective with the November 4 issue. Publicity and promotion never before equaled by any paper of its kind will usher in THE NEW BILLBOARD. We are so confident of the effects of this campaign that we have arranged to place THE NEW BILLBOARD on 1,000 additional newsstands and have increased our print order 15,000 copies weekly. In a nutshell, your ad in THE NEW BILLBOARD will reach a greater market at no extra cost, in a publication that is being "dressed up" for the benefit of its advertisers and readers. *

Any one of the above facts in itself is a perfectly good reason why your advertising in The Billboard should be continued . . . but all of these features together act as almost definite assurance of the tremendous pulling power of your advertising during the coming months

Write, wire or phone instructions to repeat your present advertisement for four more consecutive issues, or rush new copy TODAY so that it reaches us by Thursday, Oct. 26, the closing date for the first issue of THE NEW BILLBOARD.

THE BILLBOARD PUBLISHING COMPANY

188 W. Randolph St.
CHICAGO 1, ILL.
6000 Sunset Blvd.
HOLLYWOOD 28, CALIF.

1564 Broadway
NEW YORK 1, N. Y.
390 Arcade Bldg.
ST. LOUIS 1, MO.

2160 Patterson St.
CINCINNATI 23, OHIO
1009 Fox Theatre Bldg.
DETROIT 1, MICH.

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 1/2 Deposit.
Balance C. O. D.
F. O. B. St. Louis.

SAMPLES \$1.00 EACH
(No C. O. D.'s)

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.

SUZY DOLL CO.
Depl. SD-2, 315 N. 7th Street, St. Louis, Mo.

Phone Central 0440



ELGIN • BENRUS • GRUEN
BULOVA • WALTHAM

For men and women. New model cases and dials. Reconditioned like new. Complete with leather straps. **\$9.95**

15-1, \$12.95 | 17-1, \$14.95 | 21-1, \$18.95
Gold Plated Expansion Band, 95¢ add.

Terrific Sellers!

5-PC. MATCHED JEWELRY SET

Choice of imported multi-colored, sapphire, ruby or rose colored stones, hand-set in 24 karat gold plate. In lots of doz. or more. Set \$4.50 (Sample Set, \$5.50)

SOMETHING NEW—DIFFERENT

Beautiful watch, gold filled band, its holder and cuff links; all in fully boxed. Watches rebuilt in ELGIN, WALTHAM, BULOVA, BENRUS, GRUEN. Real profit makers. Complete set **\$14.95**



25c

Will bring you our 72-page wholesale catalog — you may take credit of \$25 on your first order in that way you get the catalog free.

JOSEPH BROS.

5 S. Wabash Ave. Dept. B-28 Chicago 3, Ill.

Wholesale only—6 watches minimum (\$1 additional for samples). 25% with order, balance C. O. D. 2-day money-back guarantee if not satisfied.

BUY DIRECT
A. LEONARD COMPANY

MANUFACTURERS OF JEWELRY AND NOVELTIES FOR THE CONSUMPTION AND PREMIUM TRADE SINCE 1919. NOW OFFERING YOU FAST SELLING ITEMS AT PROFIT MAKING PRICES.



3200 REGULAR NICKEL PLATED IDENT'S. Gross.....	\$13.50
LADIES' NICKEL PLATED IDENT'S. Gross.....	12.00
HEAVY IDENT'S, rhodium plated, hand polished on both sides, heavy curved flat chain. Dozen.....	6.00
HEAVY IDENT'S, nickel plated, hand polished on both sides, curved chain. Dozen.....	2.50
MEN'S STONE SET RINGS, gold or silver plated. Gross.....	\$10.50
MEN'S STONET RINGS, gold or silver plated. Gross.....	7.50
TIE SLIDES, carded, gold or silver finish. Gross.....	4.50
KEY CHAINS, carded, nickel plated. Gross.....	16.50
WEDDING RINGS, gold or silver finish. Gross.....	1.40
ASSORTED PINS, individually carded, gold or silver finish. Gross.....	4.50
LOCKS WITH PINK, gold plated, individually boxed. Dozen.....	2.50
BEAUTY PINS, six pins on each card. Per gross cards.....	3.00
HEAVY SHAPED COMPACTS, hand painted designs or designs in gold finish. Dozen.....	\$ 7.25
SQUARE SHAPED COMPACTS, hand painted designs and designs in gold finish. Dozen.....	\$ 7.75

Deposit With Order—Balance C.O.D.
51 BASSETT STREET PROVIDENCE 3, RHODE ISLAND

RHINESTONE CHAIN JEWELRY

Is in Great Demand

We manufacture a large assortment of expertly designed Necklaces and Bracelets with matching Earrings.

Order any quantity or any assortment. 20% Deposit, Postage Collect.

Compare Values Anywhere! We Also Manufacture White Metal Gold Plated Jewelry

ALTON NOVELTY CO.

94 FULTON ST. NEW YORK 7, N. Y. Manufacturers of Costume Jewelry

No. 3270 Ass't
Necklace, \$7.00 Ds.
Matching Bracelet, \$12.50 Ds.
Matching Earrings, \$9.00 Ds.

Necklaces, \$15.00—\$60.00 Ooz.
Bracelets, \$7.50—\$45.00 Doz.
Earrings, \$4.00—\$38.00 Doz.
Beautiful Set Each—\$3.50 Ds. or \$05 Each.

BUSINESS OPPORTUNITIES

NEW EDITION AUCTION AND COMMUNITY
Sales Directory of 40 States, \$1. W. W. Simpson. 2705 Julea, St. Joseph, Mo. oc28

NEW ELECTRIC MACHINE BAKES GREASE-
less doughnuts. Attracts crowds. You'll coin money serving hot doughnuts. Weighs sixty pounds, small in size. Recipe: N. Ray Co., 3605 S. Fifteenth, Minneapolis 7, Minn. nd

NEW SKILL SENSATION, "WISHING WELL"—
Greatest low priced counter game in years! It's locked; requires only 6" x 6" counter space; collects in coins alone; start route; cafes and taverns everywhere waiting; gigantic profits; samples available now! Price: \$7.50 each, \$30.40 dozen; shipping prepaid. Cash with order or 25% deposit, balance c.o.d. Order direct from Localshore Sales & Industries, P.O. Box 80-H, Huntington Beach, Calif.

OPEN A THEATRE—COMPLETE EQUIPMENT,
\$500; 300 cushioned theatre chairs. Powers Projectors with lamps and sound heads, screen; come and get it. Holly Theatre, Mt. Holly Springs, Pa.

QUARTERS GALORE IN EVERY MAIL—
Rush 25¢ for copy of plan and six formulas. Essner Sales, 3854 Plankinton, Cudahy, Wis.

QUICK SIGN PAINTING—USE LETTER PAT-
terns; avoid sloppy and wasteful lines; write for sample, John Rahn, A-132 Central Ave., Chicago 51, Ill. no18

TRADE MAGAZINES HELP YOU TO SUCCESS!
get latest copies (over 1,200 business, professional, agricultural, sports hobby and all other interests) through our easy-to-get acquainted service; list free. Commercial Engraving Publishing Co., 3421 N. Ritter, Indianapolis 19, Ind.

WANTED: HOME PRODUCERS BY MANU-
facturers in our Clearing House Service. Become a subcontractor, casting plastic products for these companies. Thousands of easy to make items required. Cash in at home without previous experience. For details, write Plastic Service Guild, Dept. B, 233 Conder St., E., Boston 28, Mass. oc28

WINDSOR SPEEDWAY—28 ACRES, 1/2 MILE
oil surface track with floodlights, turn-off hot rods and hard tops; grand stand capacity, 3,000; operating successfully 5 years, showing a net profit of \$12,000 to \$15,000 annually; can be increased to good promoter. \$42,000 with terms. Include land and full equipment. A. W. Mitchell, 563 Ouellette, Windsor, Ont.

25 HOUR EASY BELL NAME PLATES FOR
home; free sample, order blank. Write National, 214-22 Summer, Boston, Mass. no
200 WEEKLY REPORTED—NO SELLING. FREE
booklet. T. J. Surface, Roanoke 4, Va. no4

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 116 in this issue.

COSTUMES, UNIFORMS WARDROBES

SINCE 1888—COSTUME BARGAINS: CHORUS,
dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ja6-51

FORMULAS & PLANS

WORLD'S FIRST ECONOMIC GAS TURBINE
Jet Engine for automobiles; wow! For Hot Rods; custom built. Dealers wanted; literature free; plans \$10. Jet Engine Co., St. Augustine, Fla.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—
50 complete Candy Corn Machines and Cookers, \$225 complete set; 30 all electric from \$155. Krippy Korn, 120 S. Halsted, Chicago, Ill. de9

FOR SALE TENTS—TENTS, SPECIAL OFFER:
83 Tents, 20' x 14' high marquee (round end) complete with 5' 6" sidewalls and all poles, \$92.50 only (no poles) \$59.75. Circular Tents, 10' 8" x 14' diameter, complete with poles, \$19. These are khaki army surplus 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, 308 Bartholomew St., Brockville, Ontario, Canada. no4

POPCORN MACHINES, PEANUT ROASTERS,
candy floss, geared popping, copper caramel-corn candy makers. Northside Co., 505 E. 4th, Indianapolis, Iowa. de14

NAZORS—USE OLD WAY OR NEW WAY;
sample, 25¢; dozen, \$2.50. Vlnick, 1458 Montpelier, Baltimore 18, Md.

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(Continued on page 94)

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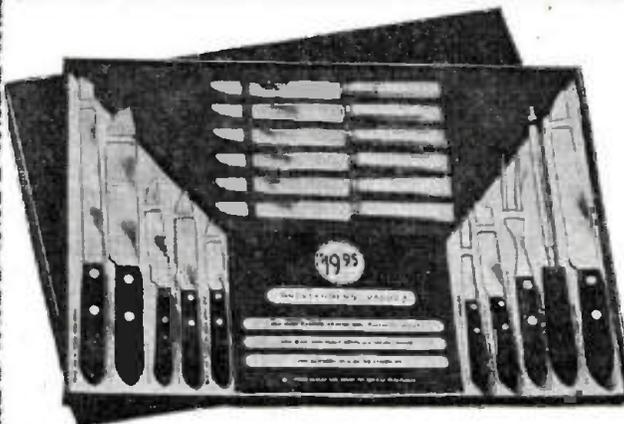
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(Continued from page 92)

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(Continued on page 96)

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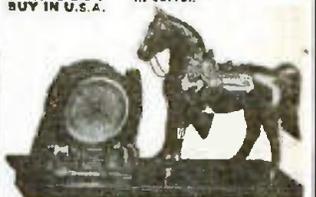
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XMAS MDSE.

IMPERIAL ALL-LATEX BABY DOLLS.....	DOZEN \$144.00
IMPERIAL BOY DOLL, 36" CARACUL WIG, CORDUROY SUIT.....	180.00
FIVE VOICE LIBBY DOLL, 30".....	72.00
LIBBY MAMA DOLL WITH LATEX ARMS & LEGS.....	52.00
BABY ELAINE SNOW-SUIT DOLLS.....	52.00
40" CHARACTER DOLL, HANSEL AND GRETEL, MISS MUFFETT, DUTCH BOY, DUTCH GIRL.....	65.00
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SMALL NOVELTIES FOR XMAS STOCKINGS (From \$4.00 Per Gross and Up).	

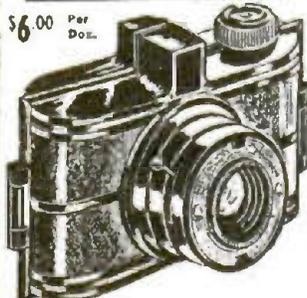
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SHAKER HORNS, Gr.....	9.00
NEW YEAR'S HATS (From \$4.50 Gr. & Up.)	
25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO	

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Look at These Prices Then Act—Right Now!
CAMERAS—\$6.00 per dozen
FILM—\$1.00 per dozen rolls
CARRYING CASES—\$1.50 per dozen
Deposit of \$5.00 required on camera orders.
STOCK UP SUPPLY will be SHORT!
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4024 22nd St., Long Island City 1, N. Y.

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Attn. Merchants, Auction Sales, Buy DIRECT from Reliable Importer. Glowing Oriental reproduction—extra-heavy 6x9 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. 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.

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BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot size; free picture. Beach Auto Wreck, Inc., 1825 "T," Merced, Calif. oc28

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TONY McLAIN, WITH STEVENS BROS., Circus 1949 at Tulare, Calif., last October, please write very urgent, Charlotte, Box 477, Volusia, Idaho.

(Continued on page 98)

ROYALITER



American Made Precision-Built Lighter
Thin as a Fine Watch with a Lifetime Guarantee
Chrome or Gold & Chrome Finish
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NEW ROCKET LIGHTER

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Sample dozen \$2.00
Free DISPLAY CASEL with every gross order.
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Fast, anyone can work it. Outsell old style sewed names. Get more money, sell more hats. Our Duramatic Process 100% Wool Felt Letters and inexpensive application machine are all you need. Send 50c for sample hat with name on, wholesale prices Hats, Supplies, etc.

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Extra-Hot Selling Merchandise and Toys

For Holiday Season and after. Must be good deal. Or will represent house on commission basis.
Prefer to deal direct with mfr. or importer
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unique combination ELECTRIC CLOCK and CIGARETTE LIGHTER

Earliest Demonstrator you ever sold

- 1/4 size of Real Telephone. To make fast sale, here is all you do!
- 1) Plug in any A.C. outlet.
- 2) Call attention to electric clock in base of "phone"; GUARANTEED self-starting movement.
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Unusual low price surprises everybody!—Speeds sale. An all-metal work of art—A jeweler's masterpiece in 3 attractive finishes.

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Terms: 25% deposit with order, bal. C.O.D.
Send for FREE Sales Literature—Money back guarantee if not completely satisfied. Unusual profit details!

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The greatest lighting fixture yet made.
Here's Your Big Opportunity for Big Money Making.
LOWEST PRICES
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DESIGNERS • MANUFACTURERS • DISTRIBUTORS
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Beautiful 3 piece set: Hinged pen, fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

SPECIAL PRICE \$48.00 Per Gross Sets
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Smart gold-plated finish. 25% deposit with order. Send \$1.50 for Sample.

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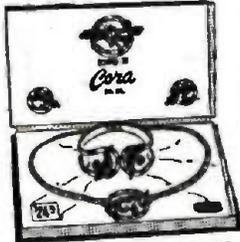
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\$4.00 DOZ.

\$42.00 GR.

Original 3 Pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.



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25% Deposit Required With All Orders; Balance C. O. D.

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SENSATIONAL XMAS SANTAS, ETC. BRAND

SUCTION CUP SANTAS, ETC.

All parts of the country go for Brand suction cup dolls the year 'round and especially for Xmas. Amazing "Brand 3 Way Couple" can be mounted front, back or bottom, as well as on auto radio antenna — A Brand exclusive! Terrific buys at these low prices!

Headquarters for Football, Comic card cut outs, Rabbits Foot, Key Chains, etc.

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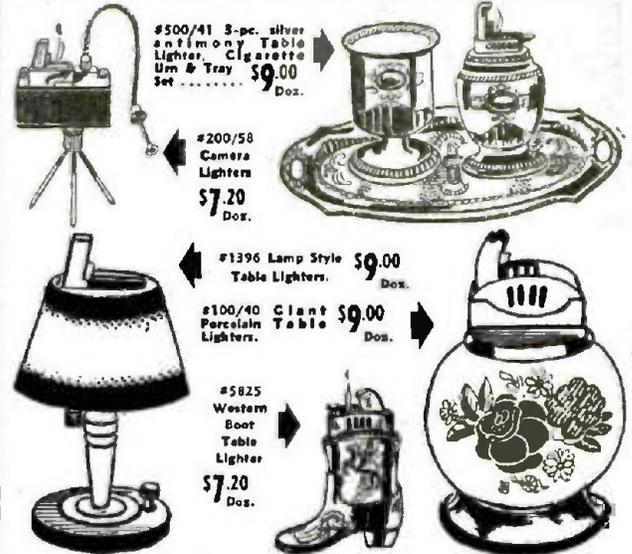
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Lowest Prices Immediate Delivery



#500/41 3-pc. silver antimony Table Lighter, Cigarette Um & Tray Set \$9.00 Doz.

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ORDER NOW TO INSURE DELIVERY

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Newest Imperial Creation!

MUSICAL JEWEL CHEST

Size 14 1/2x7x4 1/2

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Complete with metal stretch band. 30-day time limit on this offer.

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- Genuine Swiss

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"ROYAL"
The King of Them All

- Precision
- Flash
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- FANCY CAPS

Beautiful three-piece set. Housed point fountain pen, mechanical pencil and guaranteed ball pen. Available in four or more colors. Attractively boxed.

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Send for free catalog of our complete line.

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1/5 CARAT GENUINE DIAMOND SOLITAIRE

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LADIES' DESIGNS ONLY—MEN'S STYLES \$5.00 ADDITIONAL.

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IMMEDIATE DELIVERY.

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Are no bargain unless they work and are unconditionally guaranteed. I am the factory representative and have a beautiful visible ink supply fountain pen, absolute repeater! Send 50¢ for sample or \$3.00 for a dozen prepaid, carded. Wonderful 49¢ retailer. If not equal to dollar item, may be returned.

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WANTED—USED EVANS COUNTRY STORE Wheel. Address full details to I. Stern, care Harry Burke Shows, Opelousas, La. oc28

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- Engravers
- Demonstrators

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NO. 105—HOT OFF THE PRESS AND SIZZLING WITH NEW BIG SELLERS

Write for Big Catalog
(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

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THE PAN DANCER
Flesh-like soft, plastic rubber
realistically molded
fan feather
fan. Will attach anywhere.
GREATEST VALUE EVER OFFERED... LOTS OF SALES APPEAL
only \$24.00 Gr. \$3.00 Dos.

MOLLYWOOD FIGURE-MODEL MAGAZINE... over 40 beautiful models. \$4.00 Dor. Send \$1.00 for sample.

"SALOME" the HAREM DANCER. She wiggles and shakes by simple mechanical device. Life-like, soft plastic. Beautifully packaged. \$3.00 Dos. \$29.95 Gr. \$1.00 Sample.

The RUNNING SQUIRREL. Mechanical, plush covered, genuine fur ball. Wind up, runs in circles. \$7.20 Dos. Sample, \$1.00.

THE RE-MOUSED REINDEER. Plush covered motor. Very realistic. Kops around. \$7.20 Dos. Sample, \$1.00.

SANTA CLAUSE, SLEIGH AND REINDEER. Mechanical toy. Wind up motor. Runs around in circles and rings bells... VERY VERY CUTE! \$7.20 Dos. \$1.00 Sample. ORDER NOW... IMMEDIATE DELIVERY. 25% with order... balance C. O. D.

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1944 Hollywood Blvd. Hollywood 28, Calif.

Stereo VIEWER and ART SLIDES

12 \$1.25 Viewers
100 25c Stereo Slides (all different Art Models)

\$25.00 per deal 3 VIEWER & 5 SLIDES, \$1.00 (No. C. O. D.)

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\$12.00 GAG & UP
CUFF BRACELET
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HOLY YEAR CROSS
MONEY GUARANTEED
SPECIES IN A GIFT BOX
\$6.75 DOZ.

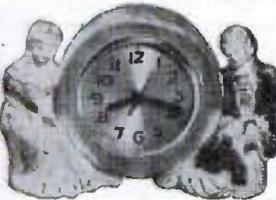
SAMPLE ASSORTMENT \$3.00 — STATE YOUR BUSINESS
25% DISCOUNT ON ALL C.O.D. ORDERS

Price Date
1124 WEST LAKE STREET
NEW YORK 28, N. Y. 1007
CHICAGO 6, ILLINOIS

(Continued on page 100)



FATIMA
The ORIGINAL Dancing Girl is STILL SELLING BIG!
There has never been anything made that anyone could not make CHEAPER and WORSE.
The Original FATIMA is still SELLING STRONG because:
• We have the Best Model.
• All items are first quality.
• Each item is individually packed in a colorful circus-type box.
WE HAVE NEVER HAD A SINGLE FATIMA RETURNED TO US.
One store sold 108 dozen in a single week. See our jobbers.
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COLONIAL CLOCK
(3 1/2" high, 9" wide, 4" deep)
A Colonial Creation—Sparkling White China with Delicately Molded Figures, Handsomely Decorated. Guaranteed Self-Starting. MOVEMENT BY SEISSONS.
Price \$4.77
Individually packed & to carton. 25% deposit—balance C.O.D.
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ARMY FOOTBALL SUPPLIES
Any College. Any Team!
FOOTBALL BALLS—Per 100, \$6.00
GOLD FOOTBALL, American Made, Beautiful Finish. \$4.50
We carry full line of Sportsman Goods.
PLASTIC FOOTBALLS, Per Gr., \$2.25
PENNANTS, Heavy Felt With Tie-Backs, 12x10". Stock of 120 Leading Colleges.
PENNANT CAMES, Per 100, \$1.50
RIBBONS, Any Color, 2 1/2" Per Yd. in 50 Yd. Rolls
RABBITS FEET, With Key Chains (Extra Large) Per 100 \$6.00
CELLULOID ANIMALS—Tigers, Bulldogs, Donkeys, Rams, Gross, 5.50
CELLULOID FOOTBALL DOLLS, 4" Assort. Colors, Gross, 10.00
CELLULOID FOOTBALL DOLLS, 6" Assort. Colors, Gross, 20.00
We carry full line of St. Patrick's Day Merchandise.
1/4 Deposit, Balance C.O.D., F.O.B.
R. WORTON NOVELTIES
700-702 Gerard Ave. New York 22, N. Y.
Phone: Jerome 8-7472

Imported Swiss Stop
CHRONOGRAPH
with 2 Functions
Tells Time. Stop Watch Measures SPEED, Measures DISTANCE, "Wonder" Watch. Used to time auto's, airplanes, horse races, athletic events.
• Telemeter • Chrome Plated Case • Precision Made • Telemeter • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hand and Numbers Glow in Dark.
Watch Only \$3.10
Lots of 12 \$3.25
Lots of 6 3.35
Watch Band, \$1.20 Dsz.
C. O. D. orders from non-res. concerns. 10% with order.
On orders under & watches, add \$1.30 ea.
SARO WATCH, AP-1049 New York, N. Y., 17, N. Y.



CONCESSIONAIRES—PREMIUM—AUCTIONEERS
Watch Value To Defy Competition
NEW MOVEMENTS — NEW CASES
17 Jewel Brand New Movement
GOLD FILLED CASE
Rhinstone Dial
Complete With Beautiful, Attractive GOLD FILLED Expansion Band. Each In Attractive Box.
LADIES' WATCH as above with GOLD FILLED Snake-Band (minimum order 3 Watches). This Offer Subject to Withdrawal Without Notice.



HOT SPECIAL!!
Official
BABE RUTH WRIST WATCH
(Guaranteed)
Stainless Steel Expansion Band, Luminous Dial, Sweep Second Hand.
Babe Ruth's Photo on Dial.
PACKAGED IN REGULATION PLASTIC BASEBALL.
Retail price, \$7.95; Wholesale cost regular \$5.55.
Special \$3.95 (Min. Order 4) 100 or more, \$3.75 ea. Subject to prior sale.



HOT SPECIALS!
PISTOL LIGHTERS—Fully automatic, large black handle. Dsz. \$12.00
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CAMERA LIGHTERS with Tripod. Dsz. 6.50
HORSE LIGHTER—Silver plated, 4 inches High. Dsz. 12.00
WINDPROOF LIGHTERS. Dsz. 2.00
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HUNTING KNIVES, 2 inch blade, heavy gauge, polished, leather handle, in leather sheath, 1 1/4 in. over all. Dsz. 12.00
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3 P.C. COSTUME JEWELRY SET
Newest fashioned designs. All preplated with 24 kt. gold and then plated with 24 kt. Hamilton gold. Complete with GUARANTEE.
\$29.95 Gold Embossed Price Tag. Each in beautiful satin lined box—8 1/2" x 3 1/2".
Per Dsz. \$18.00
We carry an excellent assortment of costume sets attractively boxed.

ELECTRIC SHAVER
"Perlex"
Single Head.....\$1.95 ea.
Double Head..... 2.65 ea.
\$22.50 price tags and cellophane included FREE. Each in Simulated Leather Pouch.

WEST'S LARGEST VARIETY AND STOCK OF GOODS YOU NEED
SILVERWARE, WATCHES, CLOCKS, PEN SETS, BRONZE HORSES, MANY NOVELTIES
All Prices F. O. B. Los Angeles.
Terms: Rated Concerns—Net 10 Days, Others—25% Deposit, Balance C. O. D.
WHOLESALE ONLY
GENE HOFFMAN, OWNER
Wholesale Specialty Co. EST. SINCE 1926
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Why You Should Never Drink Water
An Electrical Live-Action Laugh-Riot Sensation
• STARTLING • FASCINATING • AMUSING • ENTIRELY DIFFERENT...
Gland 9 1/2" x 13 1/4" Display Stand Good to the Last Drop!
The little boy really does it from beginning to end with a brilliant lighting effect—complete with frog croaking—by way of explaining "Why You Should Never Drink Water."
Price, complete with lamp and 1 R. electric cord: \$5.95 ea. in lots of 25.
SAMPLE \$6.95
POSTPAID 25% Deposit Balance C. O. D.
ROME NOVELTY CO., 314 W. DOMINICK ST., ROME, N. Y.



ENGRAVERS WITH IT SINCE 1907
SIGNET RINGS ADAPTABLE FOR ALL SIZES NICKEL \$6.00
ALL ALUMINUM GRAB BAG IDENTIFIERS \$7.00 NOT FOR SALE
RINGS MADE OF THE ALL-ALUMINUM IDENTIFIERS—DOUBLE HEART IDENTIFIERS—ALUMINUM 1/4" x 1/4" CROSS IDENTIFIERS—MEN'S WASTING IDENTIFIERS—WOMEN'S WASTING IDENTIFIERS \$3.00 GREEN.
DAY & NIGHT SERVICE
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OUT NEXT WEEK...
The Billboard in its new, modern, tabloid-size newspaper format



A NEW LOW PRICE!
NOTHING CHANGED BUT THE PRICE
REAL CUTIES
Artists Models—Playing Cards
Regulation size playing cards. Plastic coated. 54 different models and poses. In full color, including 2 jokers. Beauties and Cuties as you would like to see them.
Sample Deck of Cards, \$1.00.
25% Deposit With Order, Bal. C. O. D.
P. O. B. Chicago, Ill.
COOK BROS. 814 W. Maxwell 111, Chicago 8, Ill.



Another Ro-La first!
LIVING XMAS CARDS
MOVING IN GLORIOUS COLOR!
Actually Alive With Action!
The novelty of the year! Amazing beautiful Xmas picture cards! Figures move like they're really alive! Non-mechanical. The easiest to retailer you've ever sold. Order now and get set for the biggest Xmas season in your life!
BOTH STYLES IN 2 SIZES
3 1/2" — Complete with personal greeting card & mailing envelope.
\$6.00 DOZEN
5 1/2" — With Crystal-cut plastic frame.
\$7.20 doz., \$81.00 gr.
Premiums Buyers imprinting \$1.00 ea. ppd. Avail.
Send 25% deposit, balance C.O.D. Allow for postage.
RO-LA Novelty Co., Dept. B-10
707 Broadway N. Y. C. 10
OR 3-9668



SANTA CLAUS BELLS of the ANGELS
SAMPLES: \$1.00 ea. ppd.
Send 25% deposit, balance C.O.D. Allow for postage.

Fast Selling Magic Tricks!
MAGIC LIGHT BULB
Lights without any visible connections. Blow on it—the light goes out.
SAMPLE \$1.80
Wholesale \$1.00 Dsz.
REMIT WITH ORDER. WE PAY POSTAGE

MYSTIC PILLS
Amazing cut and restored string trick. No skill required. Sets into 4 different pieces.
SAMPLE \$1.00
Wholesale \$1.00 Dsz.
REMIT WITH ORDER. WE PAY POSTAGE

NICKELS TO DIMES
Place brass cap over 4 nickels — PRESTO! — They change into 4 dime! Precision made, brass sample \$1.00
DEALERS 2 Dsz. \$10.00
Postpaid \$12.00 Dsz.
131-B W. 42nd St. New York 18, N. Y.

TEAR GAS
A REAL SURE-FIRE SELLER!
THUGS AND THIEVES BEWARE!
This tear-gas pencil gun discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast. An effective substitute for dangerous fire-arms leaves no permanent injury. Needed in Stores, Banks, Autos and Homes to Protect Life and Property. No skill required. Handle as a profitable side line; watch it grow. Start Now! Send \$2.00 for complete demonstrating outfit of Automatic Pencil Gun with 10 demonstrators and 3 powerful Tear Gas Cartridges, guaranteed. Thousands in use. Order your own TODAY! Not sold to minors. **HAGEN SUPPLY CORP.**, Dept. B-1028, St. Paul 4, Minn.



BALL POINT PENS \$12.50
Per Gross
With METAL CAPS and CLIPS
Visible Ink Supply—Cheaper Than Rollins
Long Lasting, Regular Size.
25% deposit with order, balance C. O. D.
ARTHUR LEE CO., Dept. B-20
16 Court St. Brooklyn 2, N. Y.

GIVE TO THE RUNYON CANCER FUND

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.G.P.
2 White Stones.
Per Doz. \$15.75



#B2172
Genuine 1/30
14K R.G.P.
Medium Size
Center, 4 Ruby
Color Sides.
Per Doz. \$15.75



#B2200
1/30 14K R.G.P.
Cluster, white trim.
Choice any color
center—ruby, amethyst, emerald, sapphire, 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. D. Orders.
Immediate Delivery—Any Quantity

DES MOINES RING CO.

1155 26th Street Des Moines, Iowa

LOWILL
THE FINEST WATCH OF ALL

TERRIFIC PROFIT ITEM FOR XMAS
This NEW and ULTRA-MODERN watch will sell on sight!
No. MBS—Men's—\$14.75
Ladies—Moderate Numerical 10 K Yellow R.G.P. Case with Black Dial, 17 Jewel, Steel Back, Rich looking Black Suede Band. Guaranteed 3 year.
THIS WATCH IS REALLY DIFFERENT EXCELLENT TIME PIECE. RETAILS FOR \$19.50.
25% With Order—Balance C. O. D.
FREE: 56 PAGE XMAS CATALOG!
LOUIS PERLOFF, Wholesale Jewelers
737 Walnut St., Dept. 88, Phila. 4, Pa.

NOVELTIES JEWELRY CLOCKS GIFTWARE PREMIUM ITEMS

COLOR CATALOG SENT FREE!

LOWEST PRICES! BEST SERVICE ALL-THE-TIME

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For full information on the 200 stock numbers carried. Write for free catalog to

FLINT HILLS SPECIALTY CO.
Dept. BX, 316 N. 4th St., Burlington, Iowa

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Aluminum, nickel and nickel silver. Ladies' and Men's Nickel Silver Signet Rings, Opal Rings, Opal Earrings, Neck Sols and 50 other items that are not mentioned in this ad. Close-out on Grab-Bag Rings. Everything we have engravers can use, as everything we have sells on sight. Send \$3.00 for samples; money refunded if not satisfied. **MILWAUKEE NOVELTY CO.**, 1612 N. 3rd St., Milwaukee 3, Wis.

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

KIDDIE ENTERTAINER — CIRCUS CLOWN
does 30 minute show for store, schools, etc.; magic, juggling, balancing clown eggs and Punch and Judy, terms. Write Ray Bryson, Chambersburg, Pa. no4

PRODUCING CLOWN AVAILABLE — CHILDREN PARTNER; indoor circus; anything needing first class clown; plenty funny clown numbers. Ray Barrett, Billboard, Chicago. no4

WANTED — POSITION ASSISTANT ANIMAL
act; preferably wild show or coming season. Ann Wexler, care Billboard, Box C-847, Cincinnati, O. no4

MISCELLANEOUS

AT LIBERTY—STAGE AND SCREEN PERFORMER; magician, musician, mind reader, master of creation. Ray Lynch, R. D. 2, Coatsville, Pa. no28

MUSICIANS

ACCORDIONIST (STROLLING) — AMERICAN and Continental repertoire; reasonable host and entertainer desires steady location. Robert Panfamy, 617 W. 138th St. New York 31, N. Y. no4

DRUMMER — UNION; AVAILABLE IMMEDIATELY; experienced with dance band and combo, prefers combo, does not read music but has fine sense of rhythm; will travel anywhere, anytime; age 24. Write Buddy Seaton, Box 70, Brady, Tex. no28

HAMMOND ORGANIST WITH \$5,000 ORGAN; chimes; reasonable, congenial; interview or recordings; photos. Year contract only. P. O. Box 206, Chicago. no16

HILLBILLY WESTERN FIDDLER—12 YEARS' experience in radio-stage-clubs; good appearance; go anywhere; want something steady; also work in vocal trio, double bass, rhythm guitar; wire, phone or write. C. L. Hastings, Jackson Hotel, Fremont, O. no28

LEAD TRUMPET AND FEATURE VOICE—name band experience; desire steady working hotel band; available Oct. 20. Box #C-250, c/o Billboard, Cincinnati, O. no4

ORGANIST—GIRL, FOR DINING, DANCING, entertainment; novelties; large memorized repertoire, classical to boogie; 8 months present job, playing capacity crowds, desire Florida location; your instrument. "Organist," 1237 1/2 N. Magnolia, Lansing, Mich. no4

ORGANIST—TWENTY YEARS' EXPERIENCE
hotels, lounges, radio, roller rinks. Organist, 312 W. 48th St., Apt. "A," New York, N. Y. no4

OUTSTANDING PIANIST AND SOLOVOX
player; plenty of variety; can also play for dancing; attractive brunette; no vocal; reasonable salary. Box C-248, care Billboard, Cincinnati, O. no4

PIANIST — THOROUGHLY EXPERIENCED; cut or else; 4-F qualification; young, sober; pleasant personality. Write Western Union, Ottawa, Ill. no4

PIANO MAN READ WELL, FAKE; COMBO
experience; will travel; age 32. Write, care Ted Cox, 2321 Moore Drive, Toxarkana, Tex. no4

PIANO MAN —10 YEARS' EXPERIENCE IN
two-beat, jazz, combo; married, dependable; join immediately. Tex Catron, Woonsocket, South Dakota. no4

TROMBONIST — FORMERLY WITH DICK
Jurgens; range, tone; have ear; will travel. Call Bob Ostinger, 1182 W., International Falls, Minn. no4

TRUMPET—COMMERCIAL BAND PREFERRED; experienced, arrange. Del Noel, 1718 Grand, Joplin, Mo. no4

WESTERN SWING FIDDLE — PLAY ANY style and give rhythm guitar, bass and singer; man-wife team; as fiddle player will on an angle; young, union, sober, travel anywhere; salary guarantee; state all in first; best references. Freddie Stone, care Gen. Del., Cedar Rapids, Ia. no28

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AT LIBERTY—DOUBLE TRAPEZE ACT AND
Comedy Trampoline Act for indoor circuses, theaters, clubs, celebrations, sport shows. Contact Eugene Snyder, Billboard Office, Cincinnati, O. no4

BALLOON ASCENSIONS, PARACHUTE JUMP-
ing; modern equipment for parks, celebrations always reliable. Claude L. Snafer, 1041 S. Dennison, Indianapolis 31, Ind. no28

"GREAT CALVERT" — BOOKED SOLID;
thanks to managers; now booking year 1951; write, 5520 Great Calvert, 164 Averill Ave., Rochester, N. Y. no11

SENSATIONAL HIGH DIVE ACT—25 YEARS
of impressive return; available parks, fairs, celebrations. Capt. Earl MacDonald, 458 Lamphier Place, Warren, O. no11

2 PEOPLE — HIGH AERIAL CONTORTION
Trapeze act; lady, semi; gorgeous wardrobe, flashy rigging; live and let live salary. Contact Jerry D Martin, Billboard Office, Cincinnati O. no4

COMPARE THESE VALUES

5 Pc. De Luxe Jewelry Set

\$49.80 DOZ. SAMPLES, \$4.25 EA.

30" Plush Bear	\$36.00 Doz.	\$3.50 Ea.
3 Pc. Jewelry Set, Boxed	22.50 Doz.	2.00 Ea.
26" Mama Doll, Real Skin Arms and Legs	48.00 Doz.	4.50 Ea.
Famous 3 Pc. 55C Jewelry Set, Boxed	36.00 Doz.	3.25 Ea.
Chrome Plated Pistol Litter—Colored Handle	8.50 Doz.	
Simulated Pearl—3 Strand, Beaded	12.00 Doz.	
5 Pc. Cleaver & Stainless Knife Set	22.20 Doz.	2.00 Ea.
Gold Plated Wallet & 3 Pc. Pen Set	17.40 Doz.	1.50 Ea.
Tri-Color Pens—Gold Plated	7.50 Doz.	
3 Pc. Necklace Set—Gold Plated	17.40 Doz.	1.50 Ea.
Sessions Electric Kitchen Clocks	37.44 Doz.	3.25 Ea.

25% Deposit, Balance C. O. D.

LOUIS L. SCHAFER, Inc.
1257 W. 3RD ST. CLEVELAND, O.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hosiery, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, 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.

ALMC PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

JUST ARRIVED!

Walking Baby Bears	\$ 5.00 doz.	Piano Cigarette Lighter	\$16.90 doz.
Walking Donkeys	5.00 doz.	Pearl Men's Pistol Lighter	10.00 doz.
Walking Large Elephants	7.40 doz.	Antimony-Ware Jewel Cases (Ass't.)	5.40 doz.
Joyful Elephant	7.20 doz.		

1/3 Deposit—Balance C. O. D., Plus Postage.

BEST SALES CO. 210 SOUTH 4TH STREET, MINNEAPOLIS, MINNESOTA

GIVE TO THE DAMON RUNYON CANCER FUND

WALKING PLUSH ANIMALS

PRICED RIGHT PREPAID FREIGHT Immediate Delivery

Walking Bear	\$7.20 Doz.
Playful Poodle	6.25 Doz.
Jumping Dog	6.00 Doz.
Circus Seal	7.20 Doz.
Sharp Shooter	5.40 Doz.
Walking Elephant	7.20 Doz.
Begging Puppy	5.40 Doz.
Jumping Reindeer	7.20 Doz.
Santa on Sleigh	7.20 Doz.
Tap Dancer	7.20 Doz.
Small Walking Bear	5.40 Doz.
Strutting Puppy	6.00 Doz.
Wire Dog	6.00 Doz.
7.20 Squirrel	7.20 Doz.
Playful Dog	6.00 Doz.
Roaring Lion	6.50 Doz.
Monkey Boxer	6.00 Doz.
Rollover Cat	6.50 Doz.
Gay Caballero	7.20 Doz.
Rancher	7.20 Doz.
Swimmer	6.50 Doz.
Sparkling Pistol	6.00 Doz.
Merry-Co-Round	5.40 Doz.

5% additional discount on purchase of gross or more. Freight prepaid on orders \$50.00 or more. Send 25% with all C.O.D. orders.

RIDDIT PRODUCTS CO.

384 N. Prior St. Paul, Minn. Phone: Midway 3924

\$25 to \$100 A DAY PROFIT!

Selling Costume Jewelry

For you folks who like to sell a QUALITY product, we have ready now for IMMEDIATE DELIVERY the greatest MONEY-MAKING DEAL that you have ever handled! Jewelry by Costello are definitely NOT the usual low-priced stuff that fails again after a few weeks' wear! Each and every piece of Costello jewelry is a magnificent eye-catching design fashioned from top quality materials, that will give your customers lasting pleasure and satisfaction. Each set is made from imported stones hand-set in 24 karat gold plate, and encased in an attractive velour box with irrefutable eye-appeal.

Every set is EASILY WORTH the REGULAR RETAIL PRICE stamped in gold on the inside of the box! Yet your cost is so low that if you only sell 2 or 3 sets a day, you'll make the profits mentioned above. Send only \$4.00 for stunning sample set pictured above, consisting of radiant two-strand simulated pearl necklace with matching earrings and bracelet, and a few more items. We'll include our descriptive folder, order blank and materials for conducting a very profitable business.

WHOLESALE BLADE CO.
P. O. BOX 194 BUFFALO 5, N. Y.

SWISS WATCHES FROM IMPORTER

BASIS—Jeweled, 2 pushbutton chronos... \$ 3.39
Men's, swiss radium, pushpins... 2.95
CALENDAR, jeweled, automatic, window... 3.55
Waterproof, 15J, steelback... 17.75
LADIES' or MEN'S (4x4 or 8x4), 17J, RGP, steelback, dom crystal... 8.25
CHRONOGRAPH 17 Jewel, steelback... 9.90
Genuine Leather Straps—18c ea. in doz. lots. Minimum order—one dozen.
Special prices in quantities.

TRANSWORLD TRADING
545 Fifth Ave. New York City

XMAS SPECIALS

LARGE NATIONALITY DOLLS. Doz. \$42.00
WALKING DOLL, \$19.95 Retail. Ea. 11.50
(Packed 3 to carton)

HORSE CLOCK, \$5.25 Ea. Doz. 60.00

HURRICANE LAMPS, Pair. 2.50

LARGE GLAMOUR DOLLS. Doz. 42.00

ROYAL KENO GAME. Doz. 7.20

TWINKIES. Doz. 3.00

25% DEPOSIT—BALANCE C. O. D.—F. O. B. CHICAGO, OPEN SUNDAYS.

NATE'S SALES CO.
1354 S. Halsted St. CHICAGO, ILL.

MECHANICAL IMPORTED TOYS



ITCHY DOG

SPECIAL! WHILE THEY LAST!
\$18.00 Gross

- Dozen
- WALKING BEAR \$3.75
 - LARGE WALKING BEAR 6.25
 - PUSH WALKING ELEPHANT 7.20
 - CRAWLING TURTLE 2.00
 - WINDUP AUTO CAR, Cr. 15.00
 - SQUEAKY FUR DOG With Rubber Ball 2.00
- SPECIAL BEFORE PRICES INCREASE!**
- Plastic, Fur Trimmed Santa w/bell, on elastic **\$21.00 Gr.**
 - Climbing Santa Claus on Rod **\$21.00 Gr.**
- 25% Deposit with order, Bal. C.O.D.
- SCHATTUR NOVELTY CO.**
142 Park Row New York City 7, N. Y.

WE WISH TO THANK THE TRADE FOR THEIR RESPONSE TO OUR OFFERING OF MECHANICAL TOYS. WE ARE PREPARED TO SUPPLY ALL YOUR XMAS NEEDS IMMEDIATELY!



- Bear (Large, (Lever)..... \$7.20
- Ostrich (Plush Fur New)..... 7.20
- Bear (Small) 5"x3 1/4"..... 5.00
- Elephant (Red Blankct)..... 8.00
- Bucking Jeep (Metal)..... 7.20
- Jumping Dog (Fur)..... 6.00
- Squirrel (Plush New)..... 7.20
- Rabbit (Fur New)..... 6.60
- Seal (Large Plush)..... 8.00
- Rabbit (Noise, Action, Metal)..... 4.80
- Begging Poodle..... 6.60
- Giraffe (Fur, New)..... 7.20



We carry a line of unusual type **COSTUME Jewelry**—Pen and Pencil Sets—Names—Horse Clocks—Imported reproductions of **ANTIQUÉ BRASS**, such as Pestle and Mortar, Ash Trays, Bells and Letter Openers.

Inquiries on gross and case lots solicited

25% deposit with order, balance C. O. D., F. O. B. Chicago. Open Sundays.

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1360 SO. HALSTED STREET CHICAGO 7, ILLINOIS
PHONE: SEELY 8-3688

ARTIFICIAL FLOWERS



- Best Quality—All Colors
- Large Waxed Georgines, Dahlias, Roses, \$50.00 per 1,000; per 100 .. \$ 5.50
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 - \$50.00 per 1,000; per 100 .. 6.50
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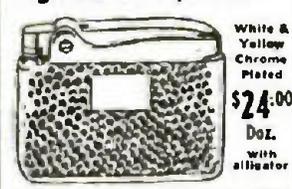
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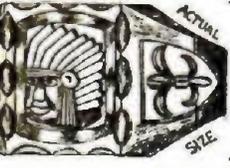
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Allen, Frank Bittle, Frank P. Buxa, Roger Ceylan, Joe Cole, Mr. & Mrs. Reberchuk (See Letter List on page 112)

UNDER THE MARQUEE

(Continued from page 70)

and the Harry Masons and Gus Augspurgs from the Prell shows. Shortly after leaving the farm, Casey Augspurg's car and trailer were wrecked in an accident. Rex and Fannie Ingham were guests of Clyde Beatty when the Beatty show made Greensboro, N. C., recently. They also visited Siarr DeBelle on the Strates show at Charlotte and Harry Heller at Reidsville, N. C. . . . Jack Crawford, who has the Monkey Circus on the Mighty Page Shows, will be with an Ingham unit this winter. . . . George Barrett, for many years a partner with Ingham on school units, is with the Midway of Mirth Shows and is getting ready for a reptile show in schools.

Press agent is a fellow who never uses the back-spacer on his typewriter, but goes on to say, "Greatest of all times."

Clown line-up at the Cattle Congress, Waterloo, Ia., included Tracy Andrews, George Barnaby, Gene Lewis, Billie Burke and Kinka and his midget auto. After closing there, Barnaby, Lewis and Burke visited Barnes - Carruthers Hippodrome Show at Indianapolis. . . . Joe Hodgini's Canine Revue played a repeat engagement on "Super Circus," network TV show, originating in New York, October 8.

Work of a circus model builder was held up somewhat when his wife told him to take his whittling out of the bedroom.

In a recent issue The Christian Herald carried a picture of Doc Waddell, Mills Bros' Circus chaplain, and story of his life. Staff men of Life have been collecting pictures and facts on his circus work and The Saturday Evening Post is preparing a spread on the circus preacher. A recent issue of The Norfolk Daily Pilot carried pictures and a story on him. . . . Tribly, the clown, is closing a four-week engagement at Murphy's department store, Pittsburg.

Typical circus man, as towners know the type, is a fellow who passes thru their burgs once a year en route from the South to the North.

Circus Fans and Model Builders of Minnesota had their fall get-together October 8 at the Buckhorn on Long Lake, 20 miles from Minneapolis. At 1:30 p.m., they had dinner, following which they went on a tour of the Long Lake Zoo. Later they returned to the Buckhorn and listened to circus music on records. The room was decorated with various circus posters and programs. A two-section train of Dauter & Sons miniature circus was on display. . . . Frank T. Kelly, veteran trouper, is in St. John's Hospital, Room 107, Joplin, Mo., with a broken right hip.

Harold (Otto) Edwards, clown, who closed with Hunt Bros' Circus recently, played the Ederville Cranberry Festival, Carver, Mass., recently. . . . Mr. and Mrs. George Lundgreen, former tight wire and ladder act with the John Robinson Circus of 1886 and the Keith Circuit, celebrated their 62d wedding anniversary October 2 at their home in Wyoming, Del. Lundgreen is 85, his wife 84.

Bette Leonard, Wichita, Kan., planned to Great Bend, Kan., for a horse show and on the return trip tried her hand at the controls. Enthused about flying, she has enrolled for lessons, but notes she hasn't learned to drive a car. She enjoyed an all-day visit on the Ringling show in Wichita and renewed acquaintances with Pat Valdo. . . . George Graf, old-timer at Peru, Ind., observed a birthday Friday (13). His son, Emil Schram, recently resigned as head of the New York Stock Exchange to return to Peru.

In case of opposition, billing crews should get together, with all rough acts barred, presumably.

Billy Porter, son of aerialist Rose Sullivan Behee, who has been working in the Wallenda high wire act, has left the troupe to complete his last year of high school. He will become a permanent member of the Wallenda troupe next season. His mother, also a member of the troupe, while playing Las Vegas, Nev., did some stunting for a movie short, riding the wing of a plane piloted by George Wally, stunt flyer.

Showmen with sprained wrists are undoubtedly legal adjusters who tried to work thru the hand-shaking method.

Billie Bros. Briefs: Lockwood Lewis and band were visited by Noah (Harm) Robison and Shufflin' Sam House at Eufaula, Ala. In the band are H. Hall, Druie Bess, Harvey Lankford, Al Duncan and Dee Freeman. Horace Laird is presenting a number of clown walkarounds in the big show.

Bringing back the old-fashioned circus would be a cinch compared to the job of getting the modern gal to work in one.

Harry Shell, formerly with the Mighty Haag, Christy, Orange, Moon and Russell shows, is with the Rogers Bros.' Band. Ted Girard, who had the band on the Brown & Dyer Shows, also is with Rogers.

Photo of Harry Dann, clown with Polack Bros' Western unit, appeared in full color on Page 1 of the Denver Post's Sunday magazine (8), day before the show's opening there. Glen Fishback, of Sacramento, snapped the photo.

Recent visitors to the By-Gosh Tent Show touring Tennessee were Al Farnum, circus agent; Billy Doyle, acrobat; Fred Blake, aerialist, and members of Capell Bros' and Rogers Bros' circuses. . . . Goldia Hampton, after closing with King Bros' Circus assisting on canvas, is at his shoe shine parlor in Philadelphia. . . . While playing the Bob Morton Shrine Circus date in Toronto, members of the Flying Romas were guests of Canada's largest race horse breeder and philanthropist and hotel owner, Charles Hemstead, who gifted Roy Romas with a thoroughbred racing horse, which Romas took to his Texas stables for the winter racing season.

According to a veterinarian, a dog's sight is weaker than a person's, which explains the stateroom some dogs put up with.

Eighteen thousand children and their parents saw the circus sponsored by the Newburgh (N. Y.) Police Athletic League in front of the grandstand at Recreation Park there October 10. Hunt Bros' five elephants, horses, ponies and seal act; Happy Spitzer and his mule; Francis Renee and Jim, revolving ladder performers, made up the program. Arrangements for the show were made by William Van Etten. . . . Mabel Stark and her tigers have sailed for an extended tour of South America and will open at Cale, Colombia, for Alfonso Z. Madrial. Act was booked by Wilson Storey. . . . Leo Francis, whiteface clown and

blackface comedian, who recently closed a string of fair dates, has signed contract for his 12th consecutive year to play Santa Claus at Block's Toyland, Indianapolis. Engagement is for six weeks.

Rex Ingham's Wild Animal Farm has closed for the season and will reopen about April 1. Meanwhile, Ingham is booking his school units and reports business good. Mrs. Fannie Ingham is back at Ruffin, N. C., after making fairs with Ingham's Wild Life Exhibit.

POLACK WESTERN

(Continued from page 71) stage and it gave them plenty of trouble.

The ladies of the Polack show gave Ingrid Zenner a baby shower for the blessed event that will take place in November. Millie Keathley had a birthday and the girls gave her a party and many gifts. Betty Bell, Millie Keathley and the Loyal Repensky girls had their sewing machines going full blast in Denver, making wardrobe for the Repenskys for their opening in Porto Rico in the spring.

Sick list: Jo Madison, Mr. and Mrs. Linon and Beauty Wink, all with bad colds and under the doctor's care. Visitors were Father Clement Flannery; Reno McCree, former bareback rider; Richard Frye, CFA, who has built a new home in Denver; Mr. Fry Sr. and Mrs. Richard Frye and baby daughter, Janice.—FREDDIE FREEMAN.

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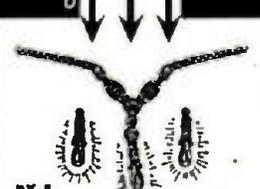
New York:

Willie Kim, of Kim & Cioffi, Philadelphia, advises that mechanical toys are enjoying their greatest year in history and that he prepared for it by carrying a big line of imported mechanical toys. . . . Rodeo-Liter resembles a Western cowboy mounted on his horse, available either in copper or silver finish. The copper lighter sells for \$4; the silver one for \$5. . . . Latest addition to the ukulele line is Sparkle Plenty's Islander Ukette. The \$2.98 item comes with a 32-page instruction comic book, felt pick and protective ukulele bag cover. . . . J. L. Products has brought out their Howdy Doody pen and pencil doodler. Already publicized by their television hero, Howdy Doody, the telescoping number sells for 79 cents. . . . Lux Clock Manufacturing has a showboat alarm clock for \$2.95 retail. The showboat's stern paddle wheel keeps turning and a Dixie river scene is depicted on the clock face. Ideal Novelty has a Showboat, too. Theirs is a \$2.49 pull toy complete with a river boat whistle. . . . Building model aeroplanes long has been a favorite hobby for youngsters. Inexpensive, miniature gas engines for these model planes now are manufactured. Herkimer Tool & Model Works offers an engine for as little as \$4.45 retail. . . . If the youngster prefers even to assemble the engine, there's K & B's Torpedo .049 engine kit—a \$5.95 seller.

entirely ladies' high-heeled shoes. . . . Another waterproof plastic number is Western Poncho, offered by Metropolitan Manufacturing Company. The \$2 item sports a Western bronco design on both the front and back of the poncho. The item slips over the head and snap fastens down the sides with adjustable head opening. . . . Latest Commonwealth Plastics' novelty is Beak 'n' Bulge, a 29-cent seller. To be worn for a laugh gag, the item consists of spectacles, mustache, buck teeth, big nose and a "wart." The wart (a balloon) expands at the will of the wearer. . . . Kaye Novelty Company, pinwheel manufacturer, now produces them with animal pictures on each propeller. . . . Flying Saucers is another spinning toy. The manufacturer, Premier Plastics, claims the 25-cent seller spins high into the air when launched by a push-button release. . . . A six-ounce can of Spray-Kleen sells for 98 cents. It's reported to remove grease or oil without leaving a ring. Just spray it on.

Los Angeles:

Ed and Phil Israel, of Normandie Sales Company, announce a new line of Evans cigarette case and lighter watch combinations. Should be one of the top Christmas items, according to Ed. . . . Satisfactory Sales Company is working to capacity to fill orders on its Little Boy ash tray, say Lou and Herman Rubin. This is a new and humorous novelty number in the premium and holiday gift line. . . . Gay Style Company has increased production on Fatima, a soft rubber, plastic novelty item, to take care of the many orders, according to Syd Goldfarb. . . . Harry Hesslein and Bob McDermond, Pico Novelty Company, report sales on (See Merchandise Topics, page 106)



RX-3
Dramatic Detailed Duplicate of Magnificent Expensive Necklace-Earrings Set. The original was startling with its 3 huge pear-shaped sapphires and 7 full carat diamonds enhanced by 3 dozen 56 point cutlers. Burke's replica retains every sparkle, every sparkle. Set in beautiful, long-lasting rhodium. Comes with a \$15.50 fee.

Sample in impressive, gorgeous, plastic, blue velvet lined presentation box . . . \$ 2.00
Box shaped like curved open book, 5" x 4" x 2", 3 1/2 x 1 1/2 lined, suitable for more jewelry or cosmetic case. Well worth the price alone.

Boxed, Dr. . . . 18.00
EXCLUSIVE WATCHES—AMAZING—NEW
Burke Underwells 'em all \$4.500 Lady's Diamond Watch, faithful copy, 315 carat simulated diamonds cover entire watch face and bracelet; press lever and jewel cover springs open. 173 famous precision mvt. \$4.525. In lots of 3, \$320 Ea. Exact duplicate \$900 Diamond Ring Watch, first time offered. Sensation @ \$4.515. In lots of 3, \$12 Ea. Waterproof precision Alarm Wrist Watch. \$4.515. In lots of 3, \$478 Ea. Amazing new Chronograph, 4 hrs. Also tells date. \$4.550. In lots of 3, \$4,800 Ea.

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Pistol Lighters . . . \$ 3.00
Army-Navy Needle Books35
40 Gold Eye Needle Books80
Automobile Table Lighter 7.90
Stern Lighters1.50
Gold Pearl Pistol Lighter 14.00
Pur Walking Bear3.40
Photo Camera Lighter (high quality) 14.00
Midset Pocket Lighter—Chrome . . . 4.00
Midset Pocket Lighter—Snake Skin . . 5.00
Midset Pocket Lighter—Jewel 5.00
3 Piece Pen Sets3.40
4-Piece Pen Knife Sets5.75
Regular Ball Pen With Gold Cap . . . 1.50
Midset Ball Pen With Chain 1.50
Gold Filled Pocket Knife, 1 Blade, . . Each in Box10.50
LIGHTS ITSELF Table Lighter . . . 21.00

25% deposit with order, balance C. O. D. Open account to rated houses.

Wholesale Outlet Co.
545 Fifth Ave. New York 17, N. Y.

BIG FLASH--GREAT BUY

Exceptional premium give-away ROUND-UP TWIN LAMPS

Cowboy and Cowgirl in a very beautiful colors. Made of imported Blueue. Realistic free trunk. Assorted rodeo illustrated shades. Not items for a quick turnover and large profits. Retail \$4.95 the pair.

ONLY \$3.60
Per Set in Doz. Lots \$3.50 Per Set— Lots of 36
SAMPLE \$4.00 Postpaid. Packed in incl. visual boxes. 12 to case.
1/3 Deposit, Balance C.O.D. Phila. 30, Pa. Phone: Stevenson 2-6671

MALWEN MFG. CO., INC.
1632 West Fairmount Avenue Phila. 30, Pa. Phone: Stevenson 2-6671

ORDER TODAY



RX-3
A remarkable achievement. All the thrill, all the sparkle of the original 8 gorgeous pearls amid the splendor of 56 select simulated turquoise and 56 realistic amethyst. Each stone hand-set as in the original in choice of sparkling rhodium or heavy gold plate.
Bracelet, Necklace, Pin and Earrings (really 2 sets in one) at a price you'd expect to pay for necklace alone. Retail up to \$37.50.
Sample in gorgeous presentation box \$5.00
6 sets, unboxed3.40 set
6 sets, gift boxed4.00 set

Order by number.
EXCLUSIVE ITEMS PRICED LOW MEAN BIG PROFITS

Ret. \$4. Per Doz.
\$1 Amazing Dance, Sing Canary Toy \$3.00
\$2 Pearl Handle Pocket Knife . . . 1.50
\$3 Full Silver Plate 3-Power Opera Glass 7.20
\$4 Porcelain Men Playing Piano 1.50
\$2 Pearl Hole, Chrome Pistol 7.20
Liter of 56 select simulated turquoise and 56 realistic amethyst. Each stone hand-set as in the original in choice of sparkling rhodium or heavy gold plate.
Send 25c—12 Monthly illus. Circulators, 25% dep. C. O. D. orders

TED BURKE INDUSTRIES
Dept. B-18, 10 W. 27th St.
New York 1, N. Y. MU 4-6756

PITCHMEN! DEMONSTRATORS! DIRECT SALESMEN! WE HAVE SLICERS

Quality All-Metal Vegetable Slicers,
Good Blades. Adjustable 3 Ways.
Immediate Delivery

TOWER HALL
2943 W. Armitage
Chicago 47, Ill.

TALKING XMAS

ORIGINAL CARDS ORIGINAL

GUARANTEED TO TALK
Also HAPPY BIRTHDAY — HELLO, SWEETHEART and CONGRATULATIONS.
Anyone can play them. Use OVER and OVER.

WHY PAY MORE? Six Samples postpaid \$1.00
4 doz. \$5.00 or \$14.40 gross
Terms: Net cash f.o.b. Calif. or 25% dep. Bal. C.O.D.

PYRAMID SALES 932 WASHINGTON BLDY., LOS ANGELES 15, CALIF.

OUT NEXT WEEK...

The Billboard in its new, modern, tabloid-size newspaper format



NYLON HOSIERY

Lowest Prices on Full Fashioned Nylons

31, 34, 50 and 66 gauge in 15 and 30 deniers, in all grades from strictly first quality to fourth. All merchandise guaranteed or money refunded if complaint made within three days after goods received. They must be returned in original package.

WE INVITE YOUR INQUIRIES
On all types of hosiery from size 35 to 10 1/2. Also ankle, and at least ten different styles of men's goods.

Send \$5.00
For trial order postpaid. Satisfaction guaranteed.

WARREN HOSIERY MILLS
P. O. Box 4115 Chattanooga, Tenn.

GIVE TO THE RUNYON CANCER FUND

300% TO 500% PROFIT !! EVERY DAY!!

ON THESE FAST SELLING RINGS THEY ARE TERRIFIC!

14-K GOLD PLATE BEAUTIFUL FINISH \$4.50 DOZ.



No. 877 - Heavy Mounting - Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.



No. 117 \$2.25 Doz.

Ladies' 3-stone cocktail. Flashy white stone & ruby color beauty.



No. 999 14-K GOLD PLATE \$3.00 DOZ.

White Center, Ruby Sides, or 3 All White Brilliant Cut Stones.

No. 301 \$2.65 Doz.



Gents' - A real flashy ring with white stone and a big seller.

No. 185 14-K GOLD PLATE \$3.50 DOZ.



All Stones Hand Set. Heavy Mounting... Gem-Cut 3 All White Sparkling Rhinestones, or White Center With Ruby Red Sides.



No. 705 \$2.65 Doz.

Gents' 2-stone cocktail. Brilliant round white stone and ruby red bisouette.

ABOVE SIX SAMPLES POSTPAID, \$3.00 PROVIDENCE RING COMPANY 49 Westminster St., PROVIDENCE, R. I.

LIGHT UP YOUR BUSINESS WITH FAST MOVING PIN UP LAMP CLOCK

A sure eye-catcher is this sensational self-starting ELECTRIC clock lamp. Comes with attractive Parchment Shade, hand-rubbed polished Wood Base and Chrome Wheel with gilt spokes. Overall height 13 1/2".



Write us for other great money-making values.

In lots of 5 \$4.25 each 20% with order Sample-\$3.00 ea. Cash with order

ROBEL SALES CORP. 264 Canal St. Dept. Q, New York, N. Y.



MIDGET BIBLE

Big Profit From a Little Item

Johnson Smith & Co., Detroit 7 Mich. Publishers of 100 Low Priced Paper Covered Bibles in Basic, Hypocrite, Rabbinic, etc., etc.

CHRISTMAS SPECIALS—Be Wise! Rush Your Christmas Orders Now!

THE BIG 4

Fast Selling Item for Premium Users, Promotion Men and Auctioneers



3 PC. PEN SET WITH PEE WEE PISTOL LIGHTER \$12.00 DOZ. Better grade pen set and new style black handled quality lighter. Top item for everyone

FULLY AUTOMATIC PENCIL LIGHTER, new number, chrome, looks like \$10 item with safety catch, turn from left to right to lock. Will not light in pocket \$16.50 doz. In yellow, U.S.A. maker manufacturers' guarantee 16.00 doz.

MEN'S COMB, CIGARETTE CASE & LIGHTER (holds 20 cigarettes). Fully automatic. Open case, take out cigarette; close case, it lights. 22.50 doz.

LADIES' COMB, CIGARETTE CASE & LIGHTER. Fine gift 18.00 doz.

VISIBLE FLUID LIGHTER—One to six months with one filling. Cold finish cap & clip, very attractive (31 seller). 12 to attractive display card—big seller 4.50 doz. Samples of 5 different Lighters 10.00

FUSSY FIDO—\$3.95 doz., 2 doz. to a box, NO LESS SOLD FLOATING DOLL PENCIL \$3.25 doz.

PITCHMEN'S SPECIALS

ROLL-OVER CAT \$4.75 doz.; \$4.50 in gross lots. WALKING BEARS, with fish \$7.20 doz.; \$6.70 in gross lots.

ALL LATEST MECHANICAL TOYS — LOWEST PRICES RUSH SAMPLE ORDER FOR 10 LATEST NUMBERS — \$8.00

Walking, Wandering Chimpanzee Gorilla, Lion Teaser, Large Elephants, Sparking Loop-O-Plane, The Rancher, Cowboy with Lariat, Jitterbug Elephant, Fancy Dan the Juggling Man, Jumping Rabbits, and MANY OTHERS.

CASE LOT USERS — ATTRACTIVE PRICES

Minimum order, \$10.00. 25% deposit, balance C.O.D., plus postage. We Prepay With Full Remittance. Wholesalers and jobbers, write for current price list.

HOUSE OF UNITED ENTERPRISES Suite 181D 175 Fifth Ave. 1007 ITEMS Oregon 3-2419 New York, N. Y.

GET OUR LOW QUANTITY PRICES

XMAS MONEY MAKERS!

HORSE, DOG, DONKEY and ELEPHANT ON WHEELS



19 1/2" High, 10 1/2" Wide 21" Long Any Animal \$4.75 Ea. in Doz. Lots Sample, \$5.75
Sturdy Steel Chassis
6 1/2" Rubber Tired Wheels
Large Bright Hub Caps
Moving Eyes
Weight Approx. 3 1/2 Lbs.
Assorted Colors
Any Animal with Steerer, \$1.50 More.
Any Animal without Wheels, \$1.00 Less.

MAMA DOLL

18" High, Sleeping Eyes, Eyebrows, Rubber Arms and Feet. Dressed in very pretty costume.

\$29.50 Doz. SAMPLE \$3.00
Same as above, but 24" High. Truly a fine Doll! SAMPLE \$4.50



MDSE. DISTRIBUTING CO. 17 E. 16th St. New York City 3

PUNCHBOARD, PREMIUM AND VARIETY OPERATORS



VEDA offers you a quality line of SIMULATED PEARLS, exquisitely boxed. All necklaces have beautiful rhinestone clasps. Price tags and quantity slips are enclosed in box.

Our steel boxes are covered with blue velvet and lined with white satin. Each box has a protective outer container. Terrific eye appeal!

Single Strand... \$3.50 Ea. in Dz. Lots (\$12 tag)
Double Strand... 5.00 Ea. in Dz. Lots (\$22 tag)
Triple Strand... 6.50 Ea. in Dz. Lots (\$33 tag)
Send \$17.50 for sample set including 1 single, 1 double & 1 triple strand.

Jobbers—Write for quantity prices. 25% Deposit, Balance C. O. D. if not rated.

VEDA PEARLS 82 Bowery New York 13, N. Y. Walker 3-3833

HEAVY NICKEL-PLATED FLAT CURB CHAIN IDENT'S



\$4.25 DOZ. \$48.00 GR. 25% Deposit, Balance C. O. D.

SALPRO CO., 1814 So. 55th Ave., Cicero 50, Illinois

HOTTEST ITEMS

Immediate Delivery—Fast service—Lowest prices

CLEVER WALKING BEAR Large, it walks, it stops, it looks around, then walks, wonderful \$7.00 doz. \$6.50 doz. in lots

LATEST MECHANICAL TOYS

Doz.	Gross
Jumping Fur Dog, large...	\$4.50 \$51.00
Baby Walking Bear	4.50 51.00
Shooting G. I. crawls, shoots, turns	5.50 60.00
Dancing Couple, "gracful action"	3.20 36.00
Walking Elephant, "natural action"	7.20 78.00
Sample assortment of 10 latest Mechanical Toys, only \$6.75.	

PISTOL LIGHTERS (all nicely boxed)

Doz.	Gross
21" "HM" brand, black plastic handle	\$4.80 \$54.00
21" "Special" wind proof, black handle	5.80 66.00
21" "Fully Automatic" black handle	7.60 88.80
Some as above "automatic" but with new, different multi-color inlay shell glittering "butterfly" plastic on handle	9.00 102.00
21" "Replica" US 45 automatic, pearly white plastic handle	7.60 78.00
Same as above "Replica" with genuine mother of pearl handle	10.50 120.00

Imported Simulated Pearl Necklaces, graduated, single strand, \$1.75 doz.; \$18.00 gross—two strand, \$2.75 doz.; \$30.00 gross—three strand, \$3.80 doz.; \$43.20 gross—four strand, \$5.10 doz.; \$57.60 gross.

Ball Point Pens, \$12.00 gross. Boxed Pen Sets, 3 pc., \$4.00 doz., and 4 pc. sets, \$5.25 doz.

40 different latest fashion designs of rhinestone, antique, pearl, dangling, etc., beautiful Earrings, \$3.75 doz. pairs. \$42.00 gross pairs. Sample assortment of 4 doz. pairs, \$15.00 only. Latest Scatter Pins (boxed pair to a box), \$4.00 doz. boxes. Sample assortment 3 doz. different designs, \$12.00.

Copy of \$1000.00 Diamond Lady's Watch, beautiful rhinestone Bracelet with snap lid, 17 jewel, \$15.00. Other watches; "Calendar" Chronographs, from \$3.25 to \$4.50. Sample assortment of 6 different watches, \$30.00.

24 pc. Flatware Service Set for 8, only \$12.50.

Visit us for 1001 newest unusual imports from all over the world. FREE catalog. 25% advance on all C. O. D. orders. Parcel Post charges extra.

Phone: 5 Spring 7-7340. Write or Wire CO-OPERATIVE IMPORT CO. 122 East 11th St. New York 3, N. Y.

RK-4

Faithful reproduction of a precious original worn by one of the richest women in Paris. Delicate tracery of brilliant simulated diamonds surrounding the set center brilliant and highlighted by the tear drop pearl pendant on the pin. Over 200 selected rhinestones—handset in luxurious platinum-like, iontoplast medium finish.

Available also in beautiful 14K gold plate with pearl centers surrounded with over 200 selected simulated rubies and turquoise.

Sample in gorgeous presentation box \$5.00
6 sets unboxed 3.50 set
6 sets gift boxed 4.00 set

Order by Number.
EXCLUSIVE ITEMS PRICED LOW MEAN BIG PROFITS

Ref. Ea. Per Doz.
83 Silver Plate Table Litter Set \$ 9.00
83 Comb. Sew Kit-Pan-Pencil-Liter 10.00
91 Cowboy Walter, color emblem, silver, tip 4.80
80 Keychain Ball Pens, bright gold 1.80
Send 25¢—12 Monthly Illus. Circulare. 5% Deposit on C. O. D.'s

TED BURKE INDUSTRIES
Dept. B-18, 10 W. 27th St. New York 1, N. Y. MU 4-4754

CHEWING GUM

All Flavors! Best factory fresh with cellophane wrapping. Priced at half of standard brands. Write for information on all types and sizes, including Ball Gum—regular and bubble.

BUY AT WHOLESALE—AND SAVE

American Chewing Products Corp. 4th and Mt. Pleasant Ave., Newark 4, N. J.

#5033—Miniature 12 Piece Pottery Tea Set



Ass't. Colors **\$3.60** DOZ. Packed
Tray 3"x4 1/2" SETS 1 Doz. Sets

MADE IN MEXICO
STOREKEEPERS: Send for SALESMEN: Write us if you our latest circular. are looking for a sideline.

LEO KAUL IMPORTING AGENCY, Inc. 3338 S. Market St. Chicago 6, Ill.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

MERCHANDISE TOPICS

(Continued from page 104)

Goofy Teeth. The item is individually packaged on a display card. . . . **John Hawley**, of the **J. R. Hawley Distributing Company**, has added several new lines for premium and coin machine operators. These items are on display in his remodeled store. They include all-leather grain ladies handbags, poker chip racks, and a complete line of dolls and stuffed toys. . . . **Wholesale Specialty Company** is featuring a three-piece quality costume jewelry set at a low

price, according to **Gene Hoffman**. These sets are pre-plated with 24-kt. gold and then plated with 24-kt. Hamilton gold. Each comes in a satin-lined box. . . . **St. Pierre Hollywood Magic Company** reports increases in the sales of the Ceramic Torso Drinking Mugs.

Pittsburgh:

Melvin Rapport Jr., is displaying a line of about 5,000 gift items including jewelry, novelties, toys, luggage and watches. . . . **20th Century Manufacturing Company** has added (See Merchandise Topics on page 111)



THE ORIGINAL WOLF PACK

This pack is the only original pack in the country—you compare and you will see the difference. Reputation for playing cards, featuring 52 exciting Hollywood beauties that are gorgeous—all in full size.

\$7.50 Per Dozen
SAMPLE, \$1.25
The better deck, \$9.50 doz.
They Are Guaranteed.

3-PIECE PEN SET



Consisting of ball point pen, fountain pen, and pencil. In beautiful box. Assorted colors. We give guarantee coupons with every set. Beautiful gold embossed \$7.50 tag comes with set.
\$4.00 per Dz.
\$42.00 per Gr.

HOT NUMBERS!

- Large Walking Bear. Dz. \$4.00
- Large beautiful shimmering picture in beautiful frame. Dz. \$6.00
- Mechanical Turn-Over Desk. Dz. \$4.50
- Mechanical Tumbling Clowns. Dz. \$4.50
- Crawling Babies. Dz. \$4.50
- Sambo, the Dancing Minstrel Man. Dz. \$6.50
- Mechanical Santa Claus on sled, with reindeer. Dz. \$6.00
- Bear on Trampoline. Dz. \$6.50
- The Mechanical Singing Bird. Gr. \$24.00

Large Assortment of Football Merchandise

- Gold Footballs. Gr. \$ 3.00
- Large Gold Footballs, 1 1/4". Dz. 5.50
- Football Players, large size. Gr. 22.00
- 4 1/2" Football Players. Gr. 12.00
- 50 Ligne Buttons. Per 100 2.00
- Per 1000 15.00
- 50 Yd. Ball Ribbon, any color. 1.50
- Football Pennants, 12x30". Per 100 15.00

LARGE QUANTITIES ARE CHEAPER

The newest sensation of the year

The New HOLLYWOOD GLAMOUR GIRL PENCIL

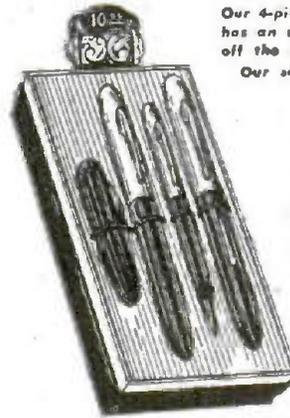


SELLING LIKE WILD FIRE

\$4.00 Per Doz.

Big Flash
It propels, repels and has a beautiful gold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knockout. Assorted beautiful girls.

Sample \$1.00
This is one of the outstanding numbers of all time.



DANCING FATIMA

Mild viewer pack with new, beautiful cuties. 10 packs in carton. **\$5.50**

WAX DAHLIAS For Christmas

Per 100 \$ 3.50
Per 1000 30.00

Four-piece Wallet and Pen Set

And three-piece Pen Set. Cold finish. All in one box. Great flash. **Dz. \$15.00**

Floating Cutie Doll Pencil with Shutter Dz. \$ 3.00
Gr. 30.00

Halloween glasses with nose Glasses and eyebrows. Gr. \$9.00

Hot Halloween number Noses and glasses. Gr. 4.50
Snake Tulip with rubber ball Dz. 1.75

Filigræe Ball Point Pen with Key Chain, Gr. \$24.00

Retractable Pens **Dz. \$6.50**
4 colors in one pen

BALLOONS

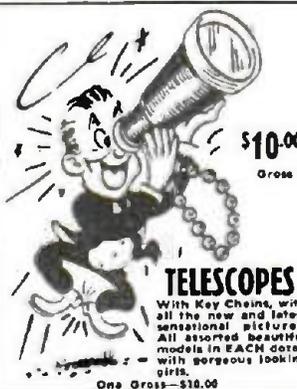
- Dart Balloons, Gr. \$.75
- #11 Circus Print—red box, Gr. 4.50
- #13 New Look Lee-Tax Balloons, Gr. 6.50
- Hopalong Cassidy Toss-Up Balloons with cardboard feet, Gr. 9.00
- Lone Spiral Balloons, Gr. 4.50
- 9 Stars & Stripes Lee-Tax Balloons, Gr. 2.50
- Mickey Mouse Balloons, Gr. 4.50
- #12 Balloons, Gr. 2.50
- T-35 Target Balloons—blows up 3 feet, Per 100 15.00
- Balloon Bellows, Dk. 5.00
- Fox Tails, asstd. Dz. 4.50
- High Hat Fur Monkeys, Gr. 9.00
- Hawaiian Lois, Gr. 2.50
- Imported Blow-Outs, Gr. 1.75
- Jumping Fur Dogs, with rubber ball, Dz. 24.00
- Rubber Hair Marks with rubber string attached, Dz. 5.50
- 12" Inflated Rubber Monkey, Dz. \$ 3.50
- #11 Circus Original, Gr. 19.75
- Lash Whips, Gr. 12.00
- Flying Birds & Strips, Gr. 6.50
- Red, White & Blue Lancaster Balloons with silver top, Gr. 12.50
- Swagor Sticks, Gr. 8.00
- Cowboy Fell Hats, Gr. 34.00
- Assorted Ft. Novelty Hats, Gr. 10.00
- Plastic Tri-Motor Bomber, Gr. 19.00
- Spanish Fell Hats, Gr. 30.00

WALLETS

- Alligator & Picture Wallets, asstd., with zipper and card holder, Dz. \$ 3.00
- to box, Dz. 37.00
- Pass Case & Wallet, with secret money compartment, Boxed, Dz. 6.50
- Ladies' Purses & Wallets, Dz. 5.00

FOOTBALL ITEMS

- 2" Tin Footballs, Per 100 \$ 3.50



\$10.00 Gross

TELESCOPES

with Key Chains, with all the new and latest sensational pictures. All assorted beautiful models in E.A.C.M. dozen with gorgeous looking girls. One Gross—\$10.00

Combination pencil and lighter .Dz. \$3.50

HEADQUARTERS FOR NEW YEAR FAVORS

Mats, Noise-Makers, Confetti and Horns at the lowest prices.

5-piece Pen Set Flashlight, Pen Knife, Ball-Point Pen, Pen and Pencil. **Dz. \$12.00**

5-way Pen Sets **Dz. 5.50**

30" PLUSH

Consisting of Bears, Drum Majors, Policemen, Cowboys, Snow D.B. Dz. \$36.00
36" Cinderella Dolls, Dz. 42.00
12" Bears, Dz. 12.00

- Lucky Rabbit Feet & Key Chains, Per 100 \$ 4.00
- #9 Rubber Footballs, Inflate, Gr. 12.00
- #9 Feather Doll, with neckcase & string, Dz. 2.00
- Gr. 21.00
- 4" Feather Doll, Gr. 9.00
- Football Buttons, Per 100 2.00
- Per 1000 17.50
- Mr. Beak—Beagle Puss—rubber nose & frame, Dz. 2.00
- Rubber Monkey Ball that sticks its tongue out, Gr. 8.40
- Auro Bombs, Best grade, Gr. 10.00
- Hand Buzzers, Dz. 3.00
- Fussy Fido, 2 dozen to box, Dz. 3.50
- Chicken & Duck that lay eggs, plastic, Dz. 2.00
- Comic Buttons, 48 lines, Per 1,000 10.00
- Comic Buttons, 50 lines, Per 1,000 12.50
- Jumping Beans, 21 packs on card 1.70
- Electric Bow Tie that light up, Dz. 6.50
- Plastic Trombones, Dz. 2.00

25% Deposit Required—Money Order or Cash. We ship same day as we receive orders.

THIS IS OUR ONLY STORE

HARRIS Novelty Co.

1102 Arch Street

Phones WA 2-6970 — MA 7-9848

Philadelphia 7, Pa.

Genuine Swiss 2 Button CHRONOGRAPH
 Guaranteed New \$3.75 Each
 lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap. 3 tone dial. Sample \$5.15

BULOVA Plain dial 7 Jewel
ELGIN 15 Jewel \$8.95
BENRUS 17 Jewel \$10.95
GRUEN 17 Jewel \$12.95
WALTHAM Rhinestone dial, \$1.00 add'l.

10K R.G.P. case with stainless steel back. Dome crystal. Fine grain genuine leather strap. Guaranteed. Plain or rhinestone dial.

Brand New — Genuine Swiss

CALENDAR WATCH
 Fully automatic, dates change in window. Chrome top case with sweep second cadmium dial and hands. Genuine leather strap.

\$4.50

25% Deposit on C. O. D. Orders. Wholesale Only. No Retail. Send for big catalog of fast selling items.

World Wide Watch Co.
 101 Canal St., New York 13, N. Y.

GIANT TOY at a MIDGET PRICE

Hobby Horse is a colorful Western bronco of heavy gauge vinylite. Item comes in assorted combinations of 3 attractive colors. Reinforced seams will not pull or tear. Hobby Horse is built to last a lifetime!



GREATER PLAY VALUE THAN A WOOD OR METAL HOBBY HORSE!

- ROCKS! Inflates to a jumbo 22" length, 28" height (easily inflatable and deflatable)
- BOUNCES! Holds weight of grown man!
- NEIGHS! Horse "neighs" as child rides!

IMMEDIATE DELIVERY!
\$14.40 DOZ.
 FOR SAMPLE SEND \$2.00
 SATISFACTION GUARANTEED OR MONEY REFUNDED
 25% deposit with order, balance F. O. D.

Check These Sales Advantages:
 EASY TO DISPLAY: Can be cleaned with damp cloth
 EASY TO CARRY AND STOCK: Deflates into light, compact unit
 EASY TO SELL: Each toy wrapped in clear, cello bag

JULIUS NICLAS & CO. 1123 Broadway, New York 10, N. Y.

LOOKING FOR A
Christmas Mechanical Special?

FIND IT AMONG
BENGOR'S MECHANICALS

... the greatest variety of sure-selling windup mechanical toys ever collected under one roof!

ORDER TODAY FOR IMMEDIATE DELIVERY IMMEDIATE SALES!

PERFORMING FUR SEAL

In Gr. Lots \$6.50 Doz.
 6 Doz. Lots \$6.75 Doz.
 1 Doz. Lots \$7.20 Doz.



Hot Holiday Seller! RACHELLE CHARACTER DOLLS
 Loved by Everyone!



● Plastic 7" Dolls
 ● Hair in Ass'd. Colors
 ● Beautiful colored costumes with rich lace and ribbon trimmings
 ● Each doll in acetate window box

Canasta Bride
 Maid of Honor
 Cinderella
 Shamrock
 Senorita Cowboy
 Cowgirl
 Red Riding Hood
 Flaxella
 Nun & Many Others

with Painful Eyes with Movable Head, Eyes & Arms

\$12.00 dr. \$13.80 dr.

Sample, \$1.80 Postpaid. 25% Deposit, Bal. C. O. D. Jobbers, write for prices

Sigridoll Doll Mfg. Co.
 501 W. 165th St. New York 31, N. Y.

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

MECHANICAL TOYS

MA 401—Itchy Dog	Doz. \$2.00
MA 402—Promenade Duck	Doz. 2.25
MA 403—Pecking Bird	Doz. 2.25
MA 404—Dancing Couple	Doz. 2.35
MA 405—Rodeo Cowboy	Doz. 2.85
MA 406—Crawling Baby	Doz. 3.25
MA 407—Comical Ape	Doz. 4.00
MA 408—Hula Dancers	Doz. 4.25
MA 409—Lge. Crawl. Baby	Doz. 6.50
MA 410—Crazy Car	Doz. 6.75
MA 411—Reluctant Bear	Doz. 7.20

SPECIAL RING VALUES

MA 412—Man's Yellow Metal Signet Ring	Doz. \$7.20
MA 413—Man's Yellow Metal Birthstone Ring	Doz. 10.80
MA 414—Lady's Yellow Metal Birthstone Ring	Doz. 6.75
MA 415—Lady's White Metal Birthstone Ring	Doz. 4.20
MA 416—Lady's White Stone Tiffany Ring	Doz. 2.75
MA 417—Misses Yellow Metal Friendship Ring	Doz. 1.30

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.

Clever, Hesitating L.G. WALKING BEAR



New Low Price in Gr. Lots... \$6.50 Doz.
 6 Dozen Lots 6.75 Doz.
 1 Dozen Lots 7.20 Doz.

LEVIN BROTHERS Established 1886
 TERRE HAUTE, INDIANA

ADDITIONAL MECHANICAL VOLUME SELLERS!

Lion Tearer	Doz. \$4.75	Gr. \$72.00
Begging Fur Poodle	5.40	60.00
Lg. Jumping Fur Dog	4.80	54.00
Newbury with Bell	7.20	81.00
Lg. Walking Elephant	7.20	81.00
Sharpshooter Soldier	4.80	48.00
Santa Claus on Sled	7.20	81.00
Metal Jitterbug Elephant	3.90	33.00
Small Walking Bear	3.40	42.00
Camel and Rider	7.20	81.00
Sambo the Minstrel Man	8.40	96.00
Singing Canary	2.25	24.00
Walking Gorilla	7.20	81.00
Jumping Rabbit	4.80	54.00
Walking Donkey	5.40	60.00
Hopping Squirrel	6.50	72.00

QUICK PHOTO INVENTION!
PDQ CHAMPION Photomaster



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THIS IS IT!!

A Beautiful HOLTA FLEX plastic Zipper Bag, 22x16, guaranteed by Good Housekeeping Institute, with an All-Wool Robe, 60x72 inches.

Order Sample Now, \$9.50.

All college color with Monograms . . . 45c extra.

WRITE FOR LITERATURE AND SPECIAL QUANTITY PRICES. IF NOT SATISFIED, RETURN WITHIN 5 DAYS FOR MONEY REFUND.

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CHRISTMAS GIFT BUSINESS BOOSTERS

SESSIONS ELEC. HORSE CLOCK
 Bronze or gold color \$7.25 Eb. \$84 Dz.
 with metal base

BOUNCING SANTA CLAUS
 With suction cup on back \$1.20 Dz. \$13.20 Gr. fatched

WINDSOR 3-PC. FOUNTAIN PEN SET
 Each Individually \$4.20 Dz. \$48 Gr. boxed

PISTOL LIGHTER
 Black handle, Each \$6.75 Dz. \$75 Gr. bored

CONTINENTAL DELUXE PISTOL LIGHTER
 Large size, Chrome plated, Each boxed \$8.40 Dz. \$96 Gr.

OPERA GLASSES
 Large size, Assorted Jewel-Tone and nickel plated finish \$5.40 Dz. \$60 Gr.

BENGOR PRODUCTS CO.
 18 W. 23RD ST., NEW YORK 10, N. Y.
 TERMS: 25% deposit required with C.O.D. shipments. Credit to well-retail firms.

BIG PROFITS
 Own your own business stamping key chains, name plates, social security plates. Sample with name and address 25c

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DON'T READ THIS

If you are looking for just an ordinary and cheap line of Costume Jewelry. However, if you are in the market for a quality line of smart 3-Piece Costume Jewelry Sets that are Priced Right, Styled Right and Boxed Right, you owe it to yourselves and your customers to see the new FASHION FIRST line. Here is a gorgeous, glamorous and entirely different assortment of sparkling, unusual Necklaces, Bracelets and Earrings that are shown to advantage in beautiful gift boxes. FASHION FIRST is truly First in Fashion for the gift, premium, novelty jobbers and distributors. Popular in price for easy selling and steady repeats. Sample order upon request.

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 303 FIFTH AVENUE NEW YORK CITY, N. Y.

BARGAINS! CLOSEOUTS!

MERCHANDISE WAY BELOW ORIGINAL WHOLESALE PRICE!

- Rhinestone Pin & Earring Sets in display boxes. Sample \$2.75. Dz. \$27.00
- 5 Pc. Set (Atomizer, Perfume, Toilet Water, Pin & Earring Set, Necktie). Sample \$1.50. Dz. 12.00
- 2 Pc. Pen & Pencil Sets. Dz. 3.75
- 4 Pc. Pen & Pencil Sets. Dz. 4.75
- 10 Imported Japanese Navillies in Porcelains, asstd. Gr. \$4.50. In 10 Gr. Lots, Gr. 4.00
- Regulation Army Insignias, asstd. Gr. \$2.50. In 10 Gr. Lots, Gr. 2.00
- Regulation Campaign Ribbons, asstd. theatres of war. Gr. \$3.00. In 10 Gr. Lots, Gr. 2.50
- Regulation Metal Collar Insignias, asstd. branches. Gr. \$7.70. In 10 Gr. Lots, Gr. 4.50
- Army, Navy Flats, asstd. styles, some with stones. Small, Gr. \$4.00; large, Gr. \$5.00
- Findings, asstd. for Jewelry Makers, 1 lb., \$2.00; 5 lbs. 7.50
- Beads, 1 lb., \$1.00; 5 lbs. 4.00
- Imported Stones, 100 Pcs., \$1.50; 1000 Pcs. 5.00
- Imported Cut Glass Atomizers, all colors, boxed. Dz., \$3.00; Dz., \$2.50; Dz. 1.00
- Satisfaction guaranteed or money refunded. 25% deposit, balance C.O.D.

Mkse. Distributing Co.
19 E. 14th St. New York City 3

Pipes for Pitchmen

By Bill Baker

ERNEST JACK SHARPE, creator of *Newatogo News*, has had another book published. Its title is *One Life*. Sharpe, whose real name is Sharpsteen, was in show business for 27 years. He's not to be confused with Dr. Vern Sharpsteen, prominent old-time med show operator.

BOX CAR WHITEY closed his stand in Bridgeport, Conn., to make the Cattle Congress, Waterloo, Ia., where he worked corn punk around the barns to good business.

HARRY FLACK, Hum-a-tune demonstrator, is en route to the East where he has been signed to appear on television following a successful stand at the Arkansas Rodeo and Livestock Show, Little Rock.

JERRY FRANZ, last week in Slatington, Pa., closed the door on his 36th summer on the road with his med show. He reported good business despite much rain on the jaunt. Jerry says that if you work straight with the public you'll always find that the public will work straight with you. Line-up this season included Burt (Smokey) Leslie, blackface and producer; Four Britens; Little Dale, featured singer; Ray and Adell Ewying, sketches; Fern Frantz, rope spinning and yodeling; Jean Frantz, assistant lecturer, and Cardie Frantz, secretary. Frantz plans to launch his 1931 jaunt sometime in May.

MATT GOLDINE, old-time corn punk worker, is the subject of a feature article in the October issue of *Pageant* which deals with classified advertising. Goldine presented his magic on a USO Camp Show unit for four years during the war.

BETTY FLYNN, with combs, and Bob Flynn, working slicers, are reported to have chalked up good business at the American

Royal Livestock Show, Kansas City, Mo.

PHIL KRAFT had his Svengali decks and tricks of squeeze bag note, worked graters to big tips and lucrative takes at the American Royal Livestock Show, Kansas City, Mo.

J. B. CLARK reports from Kansas City, Kan., that the American Royal Livestock Show, Kansas City, Mo., was well represented by members of the pitch fraternity. He said that all seemed to be getting their share of the long-green and that attendance at the eight-day run was expected to reach an all-time high. Potter would like to read pipes here from Morris Bluestein, Glenn Hosberg, Percy Storme, Jimmy Dougherty, John Brennan, Ken and Greta Reynolds, Horseback Myers, Max Smith, Dot and Dick Richards, Ed Hill and Fred Hudspeth, about their Christmas locations in the various parts of the country.

A. JACKSON POTTER reports from Kansas City, Kan., that the American Royal Livestock Show, Kansas City, Mo., was well represented by members of the pitch fraternity. He said that all seemed to be getting their share of the long-green and that attendance at the eight-day run was expected to reach an all-time high. Potter would like to read pipes here from Morris Bluestein, Glenn Hosberg, Percy Storme, Jimmy Dougherty, John Brennan, Ken and Greta Reynolds, Horseback Myers, Max Smith, Dot and Dick Richards, Ed Hill and Fred Hudspeth, about their Christmas locations in the various parts of the country.

BILL WESTFALL, who recently concluded a bang-up fair season with kitchen gadgets, is planning to make a tour of Texas towns this winter.

HENRY H. VARNER comes thru with the following from Akron: "There are several housewives here who purchased granulated soap in a blue and white box sold to them by a man and two women demonstrators out of a closed, unlettered panel truck about six months ago. The product was an excellent one and the demonstrators are certain to get additional sales if they return. The box sold for 39 cents."

OAK-HYTEX FLYING SAUCER BALLOON

Red Hot Pitch Item
Action! Noise! order from your jobber

The OAK RUBBER CO.
RAVENNA OHIO

OAK BALLOONS

For Immediate Shipment. Write for FREE Catalog

STATE NOVELTY CO.
612 W. St. Clair Cleveland 13, Ohio

PROFESSIONAL ELECTRIC PENCIL NO. 3

Great money maker for you wherever crowds appear. Favorite of Pitchmen, 5 & 10's, Insurance Agents, etc. Engraves gold, silver or colors on cards, leather, wood, plastics, silk, etc. Originated in 1931. Avoid clumsy imitations. Guaranteed. Sold on 3 days approval. With 6 rolls superal watch foil, 1" by 400', \$7.25, money order. Postpaid. Extra foil, 6 rolls, \$2.50.

R. E. STAFFORD
3360 N. Meridian St. Indianapolis 8, Ind.

PAPERMEN WAR MAPS

These maps are going great guns. Have you tried them? We can ship anywhere in the United States and can give you authority on a good farm publication. Write for prices.

ED HUFF & SON
P. O. Box 7476 Dallas 10, Texas

1000 PIECES OF SLUM ONLY \$6.75

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

SEND FOR NEW 1931 FREE CATALOG Satisfaction Guaranteed or Money Refunded. 25% Deposit with Order. Bal. C.O.D.

OPTICAL BROTHERS
SINCE 1900
300 W. NINTH ST. KANSAS CITY 6, MO.

SHINE WITHOUT 'POLISH'

New Invention! Sells Like Wild

Restores money value. Cleans dirt off glass over shoes and car tires - You have a lifetime, non-lasting shine. No more Noxon. No acid! No wax. Clean. Ready. WORKS LIKE MAGIC! For Men, Women and Children's Shoes. Low priced. Lightning service!

SAMPLES FOR AGENTS See us at the 1931 National Show, Booth No. 17, 1594 Bar St., Akron, Ohio

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration

Grasses, Ink Blasts run out in cold water. Use over and over. Package costs 18"x30" Towels. Sells \$1; 65¢ gross. Send \$1 for sample package 6 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. 11
1219 N. Highland Hollywood 13

PHOTOS in MILLIONS!

QUALITY PHOTOS IN QUANTITIES

8 x 10—5¢, Postcard—2¢, Bouquets, 20 x 30—5¢, 30 x 40—8¢

NEW NATURAL COLOR PHOTOS Postcard—1¢, 8 x 10—15¢ in quantity. All other sizes. Write for FREE sample & list \$8

NUSS PHOTO SERVICE 153 W. 46 N. Y. 19

IT'S ALIVE! IT MOVES!

Really New!
EVERY CHILD WANTS ONE OF THESE Adorable WATCHES

\$4.75 with leather strap
\$4.90 with Expansion Band, in lots of 6. (Come as sorted.) Sample watch add 50¢.

Terrific seller. YOUR TMS GOLD MINE

1. SQUIRREL WATCH (Tail Wags)
2. CHICKEN WATCH (Head Shakes)
3. CLOWN WATCH (Stands on Heels)
4. SITTING DWARF WATCH (Body Moves)
5. DONKEY WATCH (Head Shakes)

Keeps excellent time. This beautiful and novel watch is jeweled complete with written guarantee and gift box.

CY AGID WHOLESALE JEWELRY CO.
175 Fifth Avenue New York 10

BURKE BREAKS THE MARKET

PISTOL LITERS

Big 3 1/2"x2 1/4" size. Realistic corrugated handle. Sample Dz. \$5.90. 6 dz. lots, \$5.50. In Gross Lots \$4.90

EXCLUSIVE ITEMS PRICED LOW MEANS BIG PROFITS

Per Oz.

- 50¢ Kaychain Flashlights—brill gold \$2.10
- 86 Comb. Cig. Case & Automatic Lighter, chrome, 19.00
- \$1 3-Pc. Pen, etc., brilliant gold case, gift box 4.50
- \$2 4-Pc. Pen Sets with matching Flashlight or Knife 6.00

Send 25¢—12 Monthly Circulars. 25% Deposit C.O.D. Orders.

TED BURKE INDUSTRIES
Dept. 8-16, 10 W. 27th St. NEW YORK 1, N. Y. MU 4-6756

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 50¢ to \$2.00 sellers for the Christmas season.

ORDER YOUR SAMPLES TODAY!

- 2 Metallic foil Xmas Streamers, 13x48 \$1.00
- 6 Mother-of-Pearl Xmas Signs, 7 1/2x12 1/2 1.00
- 6 Ultra Blue Tinselled Xmas, 11x14 1.00
- 18 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. 374

ATTENTION! NOVELTY STORES!

Rush \$2.00 for Samples of 15 Fast Selling MAGIC TRICKS, JOKES & PUZZLES. Retail Value About \$4.00.

STATE LINE OF BUSINESS AND ASK FOR LARGE WHOLESALE CATALOG NO. 10, ITS FREE.

D. ROBBINS & CO.
131-B W. 42nd St. New York 18, N. Y.

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.
2540 MONTEREY DETROIT 6, MICHIGAN
Phone: Townsend 6-1331

MOUSE WORKERS, PITCHMEN ATTENTION!

THE MYSTERIOUS WONDER MOUSE

Original The Mysterious Wonder Mouse. A sure-fire seller when demonstrated.

EMIL SEIBOLD
97-36 43rd Drive, Rego Park, L. I., New York

They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray. Packed in attractively 3-colored boxes. Prompt shipments. 25% with order, balance C. O. D. Per Gross \$6.00

OUT NEXT WEEK...

The Billboard in its new, modern, tabloid-size newspaper format

CIVE TO THE DAMON RUNYON CANCER FUND

Hottest Holiday Item
Consistent Profit Maker—You Will Want More of This Number!



E-X-P-A-N-S-I-O-N
BRACELET AND NECKLACE SET

Featuring a picture lockset. Cloisonne enameled top on both bracelet & necklace. Bright gold plated finish. In deluxe box.

\$13.50 DOZ.

Send \$15.00 for outstanding line of rhinestone necklace & earring sets, men's & ladies' sterling and gold filled white-stone & signet rings and identification bracelets.

20% deposit with order.

JACK ROSEMAN CO.
307 Fifth Ave. New York 16, N. Y.

JOKES-TRICKS

Sneeze Powder	Dozen	\$.30
Itch Powder	Dozen	1.00
Bending Spoons	Dozen	1.80
Electric Bow Tie	Dozen	7.50
Peppar Chewing Gum	Dozen	.35
Rubber Cigars	Dozen	.25
Joy Buzzer	Dozen	3.00
Plate Lifter	Dozen	1.80
Snow Storm Plugs	Dozen	.25
Rubber Mice	Dozen	.40
Big Shot Cigars	Dozen	4.30
Rubber Snake Flower	Dozen	1.50
Pirate Mustache	Dozen	.40
Puzzle Key Chain	Dozen	.80
Wire Puzzles	Dozen	.40

1/2 Doz., Bal. C. O. D. Wholesale Only.

Send for our #8 wholesale catalog showing over 1500 items

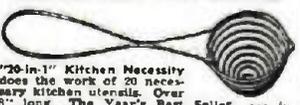
GORDON NOVELTY CO.
933 BROADWAY N. Y. 10, N. Y.

COIN BIG MONEY
with HOTTEST New Shoe Idea!

Earn big profits full or spare time showing friends and others a wondrous new FLEXICLOGS for play, work, sportswear. Sensational wooden sandals are double-hinged so they flex with your feet! Thousands are cashing in on this terrific gift item. They sell on sight to women, men and children. Big quick profits for you, your church, or club. Write for FREE sample or TODAY FLEXICLOGS Dept. F-10, NEW HOLSTEIN, WIS.



FAIR AND FOOD SHOW WORKERS



"20-in-1" Kitchen Necessity does the work of 20 necessary kitchen utensils. Over 8" long. The Year's Best Seller. Individual cards. \$1.25 per dozen or \$10 per gross. Sample and sales plan, 10c.

NEW METHOD MFG. CO.
BM-8, New Method Bldg., Bradford, Pa.

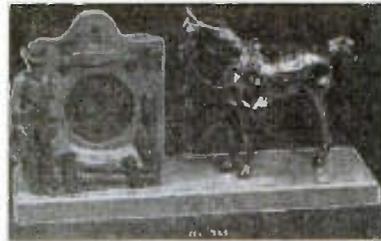
BINGO PROMPT SHIPMENTS

SPECIALS
LAPBOARDS
FLASH BOARDS
BINGO BLOWERS

Write for Free Catalog

H. A. SULLIVAN
104-22 BLVD., DEPT. C
ROCKAWAY BEACH, N. Y.

JAY-KAYE
does it again
FIRST!
With the Newest and Fastest Selling Merchandise



#900—An original creation that already is breaking all sales records.
#1—Available in all bronze finish or in beautifully hand-painted original coloring.
#2—Self-starting electric clock with sweep second hand.

Wooden base with mahogany finish for bronze, and blond wood for hand painted.
Size: Base 17", height 8"

\$6.95
each in 1/2 doz. lots with bronze finish.
SAMPLE—\$7.50
\$7.95 each in 1/2 doz. lots for hand painted.
SAMPLE—\$8.50



#600—The perfect running mate, also an original and a big sales getter.
A) Available in all bronze finish or in hand painted original coloring.
B) Self starting electric clock with sweep second hand.
Size: 17" base—8" high.

Wooden base with Mahogany finish for bronze finish, and blond finish wooden base for hand painted.

\$4.95 each in 1/2 dozen lots for bronze finish.
SAMPLE—\$5.50
\$5.95 each in 1/2 dozen lots for hand painted finish.
SAMPLE—\$6.50

JAY-KAYE PRODUCTS CO.
1748 NO. WILMOT AVENUE CHICAGO 47, ILLINOIS
Phone Humboldt 9-1680

ALL PRICES CASH WITH ORDER OR 25% DEP., BALANCE C.O.D., F.O.B. CHICAGO, ILL.

#195 CRYSTAL HURRICANE LAMP
\$1.30 Ea.
\$15.00 For Doz.



Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15". Also available with Ruby Shade and Ruby Prism. Specify color desired.

Packed 2 to Carton (no less sold)

We carry a complete line of Toasters—Kitchen Utensils—Aluminumware—Irons—Griddles—Waffle Irons—Baby Dolls—Boudoir Dolls—Plush Animals—Plastic Goods—Horses—Toys—Clocks—Dolls—Carnival Goods—Plastic Dolls—Balloons—Noisemakers—Premium Goods—Decorations—Watches—Glassware—Assorted Novelties—Household Goods—Hats—Lamps.

#4716 Brand New Number PANTHER CHINA CLOCK
Beautifully decorated. Max self-starting Session movement. Size 10" wide, 8" tall. Outstanding in design and performance. Very flashy.
\$5.00 each **\$57.50** per doz.
TERMS: 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

M. K. BRODY 1116 S. Halsted Street, Chicago 7, Illinois
All phones: MONroe 6-9520

NOTHING SPECIAL—AND WE MAY NOT DELIVER ALL YOU WANT—

BUT—WE DO DISTRIBUTE AMERICA'S LEADING NAME BRAND MERCHANDISE FOR PREMIUM USE

ALLWIN CORP. **JOBBERS, OPERATORS. WRITE FOR PRICE LIST**
NINE NO. 4TH ST. MINNEAPOLIS, MINN.

GIVE TO THE DAMON RUNYON CANCER FUND

PRICES SLASHED!

KNIGHT IN ARMOR Lighter
Helmet snaps back and lighter mechanism is under helmet. Big flash.
SPECIAL \$4.80 doz.



2 Button CHRONOGRAPH ANTIMAGNETIC
Radium hands & dial, Bezel. Complete with stainless steel expansion band. Watch & band
\$3.65 ea. (min. 6)



7 PC. CORDIAL SET
With six small mugs. (min. 6)
\$2.75 ea.



Guaranteed ELECTRIC SHAVER
Cellophane wrapped with \$22.50 price tag, simulated plastic pouch and ONE YEAR GUARANTEED Certificate. Sample, \$2.75.
\$2.45 ea. Doz. lots.



Imported BINOCULARS
Individually boxed, black and chrome trimmed. Close-out
\$2.98 doz.



5 pc. Cleaver Set **\$1.30 ea.**



PROTECTIVE PACKETTE



24 pc. Malacca double-plated flatware
Srv. for 6, complete with packette, reduced to
\$2.35



Flashlight, nickel plated, 6 1/2" . \$4.80 dz.

25% deposit, bal. C.O.D., minimum order \$15.

MIDWEST PRODUCTS
1231 W. 3rd St. Dayton 7, Ohio

GIVEAWAY SPECIAL!
2,500,000
COMIC BOOKS
FOR CHILDREN
Size 1 3/4" x 3 1/2". Full color comic books suitable for price packages, giveaways, Xmas stockings, etc. Twelve different titles.
\$2.50 Per Thousand in 69,000 Lots (Packed 5,750 to Carton)
\$3.00 Per Thousand in 12,000 Lots (1,000 of each number)
Sample Thousand, \$5.00

LUCKY NOVELTY PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS

5c ITEMS, \$4.50 gr.
10c ITEMS, \$7.00 gr.
25c ITEMS, \$12.50 gr.
50c ITEMS, \$24.00 gr.
\$1 ITEMS, \$40.00 gr.

GIVEAWAYS (SLUM)
This deal good for Grab Best, Xmas stocking fillers, giveaways for all kinds of games.
All Useful Items—Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.
3000 PCS., \$25.00 Lot
Also special lot, 1000 pcs., \$6.75; 2000, \$12.
Satisfaction guaranteed or money refunded. 25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
19 B 16th St., Dept. BB, New York City 3

BUY DIRECT FROM THE MANUFACTURER AND SAVE!

SENSATIONAL "ACE TOY" SELLERS THAT WILL START YOUR CHRISTMAS SEASON WITH A BANG!

JOBBERS AND QUANTITY USERS—You will find the Ace Toy line of Stuffed Fur and Plush Toys and Dolls has the FLASH, COLOR, APPEAL AND RIGHT PRICE for the Christmas season. ACE has been manufacturing the finest stuffed fur and plush toys at the lowest prices. We have Special Offers to Quantity Users. Write today.

SENSATIONAL PRICE SLASHES

- #127 19x21" Raven Plush Black and White Terrier.
- #241 18x22" Raven Plush Donkey. Open mouth.
- #315 20x24" Rayon Plush Elephant. Ass'd. colors.
- #420 16 1/2" x 22 1/2" Raven Plush Cat. Open mouth. All dressed in plastic collars, saddles, blankets.

Each of the Above (in Gross Lots) **\$36.00** DZ. or Single Dozen, \$39.00
Send \$15.50 for ALL 4 above SAMPLES PPD!

#252 30" Real FUR Grizzly Bear, rayon plush trim. Ass'd. colors **\$36.00**
#18 Assorted Plush Animals, 11" Bears \$7.50 and Scaries \$7.50
Send \$12.00 and receive One Dozen ass'd. Plush Animals and the 30" real FUR Bear POSTPAID!
Assortment of ALL above Samples in this ad, 17 pieces for only \$27.50 POSTPAID!

TERRIFIC CHRISTMAS SELLERS

- #274B 25" Kitten Doll, as real as life. Lifelike rubber skin. Dressed in hi-grade lace trim nylon dress, matching bonnet, pajamas, socks, shoes and rubber panties. Eyes open and close, head turns, and she cries "mama." Feet! Her pretty head is covered with beautiful curls. (Doll individually boxed.) **\$48.00 Dozen. SAMPLE \$5.00 PPD.**
- 18" Kitten Doll (same as above) ... \$36.00 doz. Sample \$4.00 Ppd!

SEND \$36.50 FOR ALL 19 NUMBERS IN THIS AD "ACE'S HIGH IN TOY VALUES"
ACE TOY MFG. CO.
122 WEST 27 ST. NEW YORK 1, N. Y.

BURKE BRINGS BACK THE "100-CENT" DOLLAR Sensational \$1.00

Ref. For **DOZ. CLOSE-OUTS**

- 69¢ Plastic Compacts with makeup. Terrific 10¢'ed Schmor with Shell Glasses. The better kind!
- \$1 Teller Water, fancy bottle
- 75¢ Pan Knife, nickel plate
- 35¢ Nylon Toothbrush, individually boxed
- 49¢ Sun Glasses, Crookes lens, shell frame
- 50¢ Figurines, wonderful selection. How do we do it? Writing Portfolio, env., paper, etc.
- 50¢ Scatter Pins or Barrings
- 25¢ Fancy Silver Plated Ash-Trays
- 25¢ Crystal Salt & Pepper Shakers, chrome tops
- 50¢ Military Type Hair Brushes
- \$1 Plunaid Face Powders
- 50¢ Oil Paintings, 4x4 1/2, from Holland, mounted, ready for wall
- 50¢ Metal Automatic Needle Dispenser, turn knob, exact needle drop out
- 50¢ Address Books, leatherette cover
- 50¢ Tobacco Pouch, large
- \$1 Lipstick G/P case, famous name
- 50¢ Mennen's Quinsina Foot Powder
- 50¢ Silk Sachet Perfumed Pillow

Send 25¢-12 Monthly Illus. Circuits
25% Deposit on C. O. D. Orders

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Dept. B-10, 10 W. 27 St. NY 44754
New York 1

LOWEST PRICES



Original Rollover Cat	Dozen \$4.00
Large Walking Bear	4.00
Walking Camel with Bells	4.00
Large Walking Elephant	4.00
Hopping Fur Dots	4.00
Begging Fur Poodle	4.00
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New Walking Donkey	4.00
Large Walking Lion	4.00
Santa Claus on Sled	4.00
Hopping Fur Rabbit	4.00
Plush Seal with Ears	4.00
Plush Scissors, large	4.00
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Large Pistol Lighters	7.20
Small Walking Bears	4.00
Walking Itchy Dots	2.00
Wood Pop Guns with Cork	1.75
Gross	
Best Warblers	\$1.80
Three Motor Pinwheels	18.00
Dancing Santa with Bell	19.50
Dog, Cat, etc., with Tongue	9.00

One half deposit on all orders, same day shipment.
Send all orders to
Harry Kerner & Son
50 Bowery New York 13

NEW PLUSH TOYS
at the **SAME OLD PRICES!**



ROJAC
HOLDS PRICES TO 1949 LEVEL!
PROMPT DELIVERY on all merchandise!
TOYS BELOW ARE DEEP PLUSH, HIGH-PILE KNOCKOUTS!

- #100 PANDAS, 2 1/2 ft. high, ea. \$3.00
- #77 Sweathart Dolls, 2 1/2 ft. high, ea. \$3.00
- #28 MAJORS, 2 1/2 ft. high, ea. 3.00
- #30 COWBOYS, 2 1/2 ft. high, ea. 3.00
- #90 JOCKEYS, 2 1/2 ft. high, ea. 3.00
- #32 BAMBI (all colors), 2 1/2 ft. high, ea. 3.00
- #75 POLICEMEN, 2 1/2 ft. high, ea. 3.00
- #70 PANDAS (ass't colors), 27" high, ea. 2.50
- #450 MAMA DOLL, 24" high, hair, rubber limbs, beautiful clothes **\$3.75 ea.**

\$30
SPECIAL ASSORTMENT DEAL—1 (one) of each of above
Then order any amount after you compare our quality and our prices!

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874 BROADWAY, N. Y.
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Guaranteed SWISS WATCHES

- Brand New—Not Re-built
- Removable Wristpins
- Sweep Second Hand
- Assorted Radium Dial
- One-Year Guarantee
- Genuine Leather Strap or Stainless Steel Expansion Band

\$2.90 EACH

With Rhinestone Dial, 60¢ additional.
Write for our latest Price List. Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6.
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Edward A. Waldman Co.
55 W. 42nd St. New York 18, N. Y.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET
54x72 Packed 30 to Case
\$3.30 EACH IN CASE LOTS OF 30
\$3.40 Each Less Than Case Lots
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Case lots of 30
No. 140 TORAS \$3.00
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WISCONSIN DELUXE CO.

Step Up Christmas Sales! LIVING PICTURES IN A NEW CHRISTMAS SERIES



Three gay subjects that'll bag more profits for you. Available in full color or black and white in 3x7 inch size or 2 1/2x3 1/2 inch pocket size. Large size in beautiful crystal frame with steel back. Small size mounted in flat frame with colored border. Is unbreakable. Priced to sell in volume. Order by number.

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ANGEL CHOIR		ANGEL CHOIR	
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A gay Christmas envelope is supplied with each full color Pocket Size picture. Packed in standard cartons of 3 dozen per number. Large pictures weigh 4 lbs. per std. cin. Pocket size pictures weigh 2 1/2 lbs. per std. cin.

ORDER NOW—IMMEDIATE DELIVERY!
Sample \$1.00 Prepaid.
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RAKE Philadelphia, Pennsylvania

HAWAIIAN NUDE DOLL
Made of soft flesh-like plastic rubber—flexible, over 7 1/2" high. She wiggles, she chummies, she bumps, she grinds without any mechanical device.



\$13.80 Doz. Without Hawaiian Skirt
Sample, \$1.25 \$12 Doz.

3 for \$3.00. Blonde, Brunette & Red-head. Send \$6.00 for assorted samples of our complete merchandise. Jobsite, wire, or express, balance C.O.D.

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21 Fulton St., Dept. 1 New York 7, N. Y.

GIVE TO THE RUNYON CANCER FUND

SALESBOARD SIDELIGHTS

Following firm's spotlighting of salesboard lines, Irv Webb, head of Webb Distributing Company, Chicago, recently hit the road to introduce the new Television Punchboard deal. Irv is hitting the highways in his pea green Cadillac, and expects to make the rounds on a grand scale. Fred Webb is managing the Chicago office, carrying on the smooth father-son (Fred is the son) tradition of customer-service started in 1944. Callers say they look alike, also sound alike on the phone. Webb's Television Punchboard offers a 1951 video set as the prime prize; is set up for quarter play. Second and third prizes are a diamond ring and a leopard skin design blanket.

Galentine Novelty Company, South Bend, Ind., reports thru Roy Galentine that the ticket business is moving to better levels. Roy also has a soft spot for Blackhawk boards, which are going great guns these days, he says. Some of the Blackhawk moving thru the order parade are nickel numbers Life Book, Red King and Holes of Dough. Dime boards doing a like sales take include Indian Hunt and Treasure Ship, while quarter numbers hitting the play jackpot include Derby Day, Your Choice and Poker Hands.

Ben and Marshall Maltz, Peerless Products, Inc., Chicago, back up their new board lines with a resounding note of optimism, sales-wise. Boys chime that output has been upped due to a like move on the order front.

F. W. Brady, W. H. Brady Company, Chippewa Falls, Wis., has announced an entire new line of multiple Turkey Cards for the fall and winter seasons. New equipment re-

cently installed by Brady is making it possible to maintain price while raising quality in spite of advancing costs, he stated.

Dick Hitter, Carol Sales Company, Elmira, N. Y., continues to head one of the most active mail-order houses in the field, and tells of the friendly stream of in-person callers who supplement the mail business. Hitter's lines of boards, tickets and premiums draw steady come-back trade, which he points to with pride and singles out many individuals who have been customers for 10 to 20 years.

COMING EVENTS

(Continued from page 68)

MARYLAND

Timonium—Eastern Natl. Livestock Show. Nov. 11-17. Jos. M. Vital, Univ. of Md., College Park.

MICHIGAN

Ionia—Pat Stock Show. Oct. 31-Nov. 2. Louis Webb.
Jackson—Antiques & Hobby Show. Nov. 6-9. L. Verne Slout, Vermontville, Mich.
Muskegon—Antique Show. Oct. 31-Nov. 3. L. Verne Slout, Vermontville, Mich.

MISSOURI

Kansas City—Shrine Circus. Oct. 30-Nov. 5. Raymond E. Thornton, Continental Hotel.
St. Louis—Tom Packer's Circus at Arena. Nov. 25-Dec. 3.

NEW YORK

New York—National Horse Show. Madison Sq. Garden. Oct. 31-Nov. 7. Walter B. Davenport, 90 Broad St.
White Plains—Eastern State Antique Fair. Nov. 13-18. C. J. Nuttall, 660 Madison Ave., New York.

NORTH CAROLINA

Charlotte—Charlotte Expo. & Food Show. Nov. 6-11. James B. Vogler.

OHIO

Cleveland—Food & Home Show. Nov. 9-17. Walter W. Maltz, 1847 E. 53th St.

PENNSYLVANIA

Nazareth—Farm Show. Nov. 16-18. C. L. McAdams.

SOUTH DAKOTA

Sioux Falls—Auto Show. Nov. 23-27.

TEXAS

Beeville—Hereford Breeder Feeder Assn. Show & Sale. Oct. 30-31. Edward N. N'at.
Fort Worth—Shrine Circus. Nov. 17-26. John L. Andrew.
Harlingen—Valley Mid-Winter Fair. Nov. 18-25. Ed Slaughter.
Houston—Shrine Circus. Nov. 1-14. John L. Andrew.
Texas City—Mainland Fair-Par Stock Show & Expo. Nov. 1-3.

UTAH

Ogden—Ogden Livestock Show. Nov. 11-15. E. J. Fieldsted.

CANADA

Amherst, N. S.—Maritime Winter Fair. Nov. 3-9. F. McCann, 1847 E. 53th St.
Toronto, Ont.—Winter Fair at Coliseum. Nov. 14-22. James R. Johnston.

MERCHANDISE TOPICS

(Continued from page 106)

a new line of watches, neckpieces and earrings. . . . S. S. Zentner & Company is selling new moderately priced plastic candlesticks in 10 colors that burn lighting fluid. Zentner recently purchased the Hex Box Manufacturing Company at Crafton, Pa. . . . William Nesbit Company is merchandising boxed sets of 70 different designs of costume jewelry. . . . Emil Kurz is handling a patented fingertip cooking guide. Hold the side of the white cardboard guide in the hand and with forefinger move downward the guide's wheel sprocket to see a list of 26 meats and the number of minutes to broil, braise or roast them. On the reverse side is the same guide for 30 vegetables. In addition there are easy-to-read charts for baking, broiling, poaching, and frying plus oven temperatures for baking and instructions for frosted foods.

Detroit:

J. A. Curtis, president of A-Z Candy Manufacturing Company, dealing in specialty candy, reports

demand so great that they are practically sold out until after Christmas. . . . Milton I. Kuschner, head of Fold-A-Way Tables, Inc., was caught in Florida by the hurricane, which delayed his return. . . . Mrs. Evalyn Wheaton, who introduced Glamour Spats, a plastic protector for women's shoes and stockings, is bringing out a novelty clasp for shoulder bags. . . . Gustave Umlauf is putting a line of figurines and plaster novelties, including religious subjects, on the market under the name of the Plastercraft Company. . . . Pyramid Chemical Company is looking forward to improved supply of its cleaning products for the specialty field as a result of settlement of alkali industry strikes which have curtailed production for four months, according to Zigmund Rachelski. . . . Kenneth Sinclair, whose Sinclair Products Company has been manufacturing a new screw-type skewer, is bringing out a shuffleboard type game for home use. . . . The steel supply situation is expected to cause a shutdown in supply of the space-saving swing-down shelf and the specialty clothes line hanger being put on the market by Soace Saver Industries, according to Milton Damschky, partner in the firm.

Here and There:

A five-piece de luxe jewelry set, currently being featured, is one of the many items handled by Louis L. Schaffer, Inc., Cleveland. . . . Rose Fur Company, New York announces its 1951 line of coney fur in brown and black. A sample coat, offered at \$24.50, is 46 inches in length and lined. The firm's complete line includes scarfs and jackets. A two-tone (black and brown) catalog is available to the trade. . . . Corrado Cutlery, Chicago, is introducing its Corrado nose scissors to retail at \$2.50, including a leather case. Spoon-shaped tips on the scissor blades permit reaching hard-to-get-at spots gently and with safety, says the firm, and eliminates dangers of infection resulting from injured tissues. . . . Arnold Cutlery Company, Worcester, Mass., is offering its three-piece carving and six-piece steak knife sets to the trade as holiday gift items. Made of forged Sheffield stainless steel, the sets have established retail values of \$12.95 to \$19.95 per set, but are being offered at \$8.75, the firm reports. They come in attractive felt-lined gift boxes.

LET EMPIRE PAY YOUR RENT

WE ARE NOT HIGH in PRICE

WE ARE NOT TOO LOW



WE ARE JUST RIGHT!

WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE PUNCH BOARDS PUSH CARDS

EMPIRE PRESS

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BUY BY MAIL FACTORY WHOLESALE PRICES

No Job Lots or Close Outs

BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO

No Order Too Large

No Order Too Small

JAR DEALS--PAD DEALS R W B--LUCKY SEVEN MATCH PAKS

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR

CAROL SALES CO.

312 E. Market St., Elmira, N. Y.

BIGGEST SELLING PUNCHBOARD IN THE COUNTRY!



SUPER-THICK 1200 HOLES

DEFINITE PROFIT \$78.00

SUPERIOR PRODUCTS, INC.

11305 W. FULTON STREET CHICAGO, ILLINOIS

SALESBOARDS

1000 25c Charley	Prof. \$50.00	\$.49
1000 3c Barrel	Prof. 18.00	\$.39
1000 75c J.P. Charley	Prof. \$52.00	\$.49
1000 75c J.P. Charley, X.T.K.	Prof. \$2.00	\$.99
1200 75c Texas Charley, Seal	Prof. 102.00	1.10
1000 to 1200 5c J.P. Boards	Prof. 28.00	1.30
1000 to 1200 2c J.P. Girls	Prof. 28.00	1.34
D.B.LUXE SALES CO., Blue Earth, Minn.		

SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"

NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS 10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. Box 86-R 222 2nd St. HUNTINGTON BEACH, CALIF.

OUT NEXT WEEK...



The Billboard in its new, modern, tabloid-size newspaper format

The NEW Billboard SUBSCRIPTION ORDER FORM

The Billboard 2160 Patterson Street Cincinnati 22, Ohio

LL-10-28

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

Name _____ \$10 enclosed

Address _____ Bill me

City _____ Zone _____ State _____

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**COCKTAIL TIME
GIFT CHEST**
of Pheasant-Wild Turkey
**Handsome Package
Handsome Profits
For YOU**

The contents of the Cocktail Time Gift Chest are processed in tin—no refrigeration required. Send for sample chest; write for sales help, literature.

Send for samples Gift Chests — \$3.00 — \$5.00 — \$9.00 (illustrated). Traveling Expenses prepaid. Cash With Order, No C.O.D.'s

1. Here is a hot Christmas number—Stores, business firms, individuals.
2. Sell now and all the time: They all like to "hunt" Pheasant and Wild Turkey on punchboards, slot machines, in Bingo.

SAMUEL I. MARTIN 605 Union St., Seattle, Wash.

- LETTER LIST**
(Continued from page 102)
- | | | | |
|---------------------|--------------------|---------------------------|----------------------------|
| Clayton, Dale | Landon, Mrs. Kay | Hanahak, Louise | Pappas, Frank W. |
| Dennis, Corina | Marshall, Irving | Harmon, William | Pegson, Augustus |
| Dulrow, Art | McLean, John E. | Hart, Kenneth L. | Peter, Bob |
| Ertaine, Sisters | Mitchell, Clifford | Harvey, Mrs. Ada | Preest, Mrs. Sally |
| French, Jessie | Moody, James | Harvey, J. P. | Punch, Mr. & Mrs. Richard |
| Goodman, Iran | Morton, Steve A. | Hooper, Margaret | Rag, Charlie |
| Goodwin, Robert | O'Connell, Deborah | Holt, H. W. H. | Reid, Mr. & Mrs. D. E. |
| Moore, William | Richmond, Robert | Howe, Eddie | Rice, John T. |
| Keeson, Alfred R. | White, Russell E. | Hoy, Merl | Roberts, Giff |
| Keegan, Caroline P. | Winfield, Stanley | Hill, Bob | Roberts, L. S. |
| Laird, Horace | Young, William J. | Hood, Mrs. C. E. | Rombell, Red |
| | | Howe, Grace O. | Rodell, Wm. |
| | | Horworth, Mr. | Ryan, Rose |
| | | Hyne, David E. | Saffer, Harold |
| | | Isabel, William | Sasser, Joseph |
| | | Johnston, Everett | Schnecko, Mr. & Mrs. Harry |
| | | Karpenter, Michael | Schnecko, F. W. |
| | | Kaylor, Mr. & Mrs. James | Reid, T. E. |
| | | Carson, Harold J. | Seitz, J. R. |
| | | Casey, Kenneth J. | Severson, John P. |
| | | Cedatel, Lloyd | Shabram, Nick |
| | | Chase, Joseph | Shannon, Robert |
| | | Chisem, Miss Billie | Shores, Edgar Lay |
| | | Clark, John | Siviter, Donald S. |
| | | Coehran, Charles | Sigurd, Joe |
| | | Cooley, Mrs. Jeff | Simmons, M. M. |
| | | Coram, Harold | Sisk, Jean |
| | | Cowan, Russ | Slater, N. E. |
| | | Curtis, Mr. & Mrs. McLean | Smith, Edward |
| | | D'Angeli, Ferdinando | Snowles, Lloyd Jr. |
| | | Daniels, Oas | Road, Jackie |
| | | Darlington, C. W. | Stanley, Mr. & Mrs. Johnny |
| | | Davis, Melvin E. | Stelm, Steve |
| | | Davy, Mrs. Jack | Stewart, James M. |
| | | Dawson, Thomas | Stokra, Yonno |
| | | Day, Eldon | Stout, F. M. L. |
| | | DeLaney, Mrs. John | Stout, F. M. L. |
| | | Dion, Theodore H. | Stout, F. M. L. |
| | | Dorman, Charles C. | Tamm, Samuel |
| | | Drumwater, Bert E. | Tatum, Kenneth |
| | | Edwards, G. A. | Thompson, Bro. |
| | | Egan, Steve | Thompson, Walter |
| | | Gebbia, Georgia | Thompson, Walter |
| | | Forde, Albert | Tiffin, A. F. |
| | | Forster, William | Tremblay, Ernest A. |
| | | Forster, Mrs. Mary | Tremling, H. E. |
| | | Foster, Jack J. | Vandell, Miss Deanne |
| | | French, Mr. & Mrs. Oas | Vander, Ann |
| | | Fry, Harry | Wacker, Miss Florence |
| | | Gale, James | Warner, C. W. |
| | | Gallagher, Jack D. | Waltz, G. B. |
| | | Gawie, Mrs. | Walker, Ellis |
| | | Goodrich, Kathleen | Walker, Elmer Earl |
| | | Goodrich, Harold | Wentzburger, Mary |
| | | Graham, H. (Tablet) | Widman, Herbert J. |
| | | Gregory, H. W. | Williams, Mrs. |
| | | Greely, Albert J. | Williams, Mrs. Orville |
| | | Gross, Pamela | Williams, Wm. |
| | | Grimbs, Bob | Wolf, Fred M. |
| | | Habucant, Henry | Wright, Thomas G. |
| | | Hall, Don | |

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Allen, Al and Joan
Dadish, Salvatore
(Don Fabian)
Bary, Dolly
Beady, Robert S.
Camp, Les
Carlin and Linda
Clara, Helen
Connelly and Ed-
Conroy
Correa, Louisa
DeLado, Diana
DeMitchell, Otto F.
DeVene, Rita
Drayer, Howard E.
Duanne, Clyde
Dusty and Norma
Gail, Dick
Gauthier, Steve
Gobbia, Georgia

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Adams, John
Alvradin, Mr. & Mrs. Tony
Americo
Anthony, Iradel
Anthony, Mrs.
Balderson, George W.

Black, Joe
Bradley, Lee
Brannock, John
Brown, William A.
Brownell, William
Bruce, Mrs. Mary
Bryer, Mae
Buck, Deryl L.
Burcham, Sidney
Carter, Bill
Carpenter, Michael
Carter, Bill
Carson, Harold J.
Casey, Kenneth J.
Cedatel, Lloyd
Chase, Joseph
Chisem, Miss Billie
Clark, John
Coehran, Charles
Cooley, Mrs. Jeff
Coram, Harold
Cowan, Russ
Curtis, Mr. & Mrs. McLean
D'Angeli, Ferdinando
Daniels, Oas
Darlington, C. W.
Davis, Melvin E.
Davy, Mrs. Jack
Dawson, Thomas
Day, Eldon
DeLaney, Mrs. John
Dion, Theodore H.
Dorman, Charles C.
Drumwater, Bert E.
Edwards, G. A.
Egan, Steve
Ford, Albert
Forster, William
Forster, Mrs. Mary
Foster, Jack J.
French, Mr. & Mrs. Oas
Fry, Harry
Gale, James
Gallagher, Jack D.
Gawie, Mrs.
Goodrich, Kathleen
Goodrich, Harold
Graham, H. (Tablet)
Gregory, H. W.
Greely, Albert J.
Gross, Pamela
Grimbs, Bob
Habucant, Henry
Hall, Don

Hanahak, Louise
Harmon, William
Hart, Kenneth L.
Harvey, Mrs. Ada
Harvey, J. P.
Harvey, Margaret
Holt, H. W. H.
Hooper, Roy Clinton
Honta, Mrs. W. I.
Howe, Eddie
Hoy, Merl
Hill, Bob
Hood, Mrs. C. E.
Howe, Grace O.
Horworth, Mr.
Hyne, David E.
Isabel, William
Johnston, Everett
Karpenter, Michael
Kaylor, Mr. & Mrs. James
Carson, Harold J.
Casey, Kenneth J.
Cedatel, Lloyd
Chase, Joseph
Chisem, Miss Billie
Clark, John
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Cooley, Mrs. Jeff
Coram, Harold
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Graham, H. (Tablet)
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NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Moles	Play	Description	Profit	Net Price
300	25¢	KWARTER KOLORES, THICK	Def	115.00
400	5¢	LUCKY BUCKS, THICK	Def	7.00
1000	5¢	CHARLEY THIN	Def	17.00
1000	25¢	J.P. CHARLEY, THIN	Avg	32.00
1200	25¢	TEXAS CHARLEY, THICK	Avg	172.50
1900	5¢	SOUTH PACIFIC, GIRL BOARD	Avg	28.89
1800	5¢	HOLD THAT LINE, GIRL BOARD	Avg	27.20
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg	27.00
1900	10¢	TEN CENT SAW BUCKS	Avg	85.00
1000	25¢	SIX TWO BITS	Avg	114.20

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
On 5¢ chks. 5 days
1000-1200
1760-1600

Strating 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. Let us know better.

Moles	Play	Description	Profit	Net Price
450	5¢	LIFE BOOK	AVG.	15.18
1000	5¢	CHEERY BOOK	AVG.	27.15
1020	5¢	POKER FACE	AVG.	25.37
780	5¢	RED KING	AVG.	17.28
2500	5¢	HOLES OF DOUGH	DEF.	58.49
3000	10¢	TREASURE SHIP	AVG.	153.00
3024	10¢	INDIAN HUNT	AVG.	136.00
420	25¢	POKER HANDS	AVG.	52.50
1000	25¢	DERBY DAY	AVG.	83.20
1020	25¢	JACKPOT CHARLEY DINO	AVG.	37.50
3078	25¢	YOUR CHOICE	AVG.	263.00

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 322 East Colfax Avenue South Bend 24, Indiana

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.

GIVE TO THE DAMON RUNYON CANCER FUND

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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.
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Vending Machines; all makes, models; lowest prices. Send for literature to Mac Postel, 1025 N. Newgard Ave., Chicago, Ill. no25

A-1 SCIENTIFIC POKERINOS (18), EXCEL-
lent condition, with stools, make offer; f.o.b. William Weisen, 520 Oriental Ave., Apt. B-1, Atlantic City, N. J.

ARCADE EQUIPMENT AT BARGAIN PRICES.
Send for list. Mcker Sales Co., 2041 Kennelth Road, Glendale 1, Calif. no4

CAST IRON STANDS—WEIGHT, 25 LBS., 84
each; in lots of six or more, \$2.75 each; flanges, only 20¢ each; top plates for two vendors, \$1.50 each; top plate for three vendors, \$1.75 each; prices f.o.b. factory. Isidor posit, bal. e.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE VENDORS—1950 MODELS, ROWE
and National Electrics at bargain prices. Kelnor Vendors, 3730 Division St., Chicago 51, Ill. no18

CIGARETTE MACHINES—FOR THE FINEST IN
clearance business see Central write for details; we also buy used equipment. Central Vending Machine Service Co., 3997 Parrish St., Philadelphia 4, Pa.

CLEAN, USED CIGARETTE, CANDY AND
Cigar Vendors some like new, all makes and models, lowest prices. Kelnor Vendors, 3730 Division St., Chicago 51, Ill. no19

CONSOLES, CLEAN, FOR SALE — THREE
Bally Club Bells, one Walling Big Game, all \$195. Square Deal Sales, 1404 Fletcher Ave., Ft. Wayne, Ind.

DIGGERS—ERIE, HAND OPERATED; MER-
chantmen, Electro-Holms, Mutoscopes, Ephemera, Photo-Matle and Mutoscopes, Diehard Paris, National, 4243 Sansom, Philadelphia, Pa.

ERIE DIGGERS REPAIRED — PARTS AND
new Oak Cabinets for sale. Also 20 good used Erie Diggers and 12x12 top and frame machines have parts. Call or write to: E. J. Bluff, Ariz.

FOR SALE—MONARCH AND NATIONAL
Shuffleboards, \$95 each, very good condition. Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

FOR SALE—HIGH DIAL TEN STRIKES, \$29.80;
also Low Dial, \$23.50; in first class condition; these Ten Strikes will make you a much money as the expensive games; why not try a few? We need the room. Reliable Shuffleboard Co., 2512 Irving Park, Chicago, Ill.

FOR SALE—COMPLETE ARCADE, CHEAP!
doing business since 1942 in Pittsfield, Mass., address: 37 North St. Long Range Gallery, late model Photo-Matle and Mutoscope, Voice-Graph and fifty other arcade machines, including Pin Ball, Camera and look it over. R. Glath, P.O. Box 86, or Phone 4-0732, Hartford 1, Conn.

FOR SALE—15 SEEBURG CHICKEN SAMS OR
Bears Conversions, \$50 each; 15 Wurlitzer \$185, \$80 each; one Post War Deluxe Photo-Matle \$450; surplus to take in \$200 including \$25 extra. Caps Fear Music, Box 1567, Wilmington, N. C.

JUKE BOX ROUTE FOR SALE IN FLA.—
Established over 10 years; other business interest. Box #C-746, c/o Billboard, Cincinnati, Ohio no25

MILLS AUTOMATIC FOUNTAINS, ALL ON
location, in perfect operating condition and recently repainted for excellent appearance; \$100 each with change; some \$100 without. Vendomatic, 2623 N. Campbell, Tucson, Ariz. no

POKERING — 40 TABLES, LATE DELUXE
model, very clean, 863 each. Line-M 10 tables, perfect condition, \$125 each. Write James Travis, 700 E. Main St., Millville, N. J. no1

RADIOS, SCALES — FOURTEEN CORADIOS,
two hour play, \$20 each; ten Kirk small Astrology Scales, \$50 each. Nyman, 13139 So. Bell, Chicago, Ill. no4

STAMP FOLDERS DIRECT FROM MANUFACTURER; low prices; immediate delivery;
write for prices and samples, J. Schuenbach, 1825 Bedford Ave., Brooklyn, N. Y. no25

THESE ARE BARGAINS, PRICED TO MOVE—
50 late Pins at sacrifice prices, A-1 condition; also 1015, 1100, 750 Wurlitzers; 30 in Jergens Lotions Dispensers; 10 Coin Operated Railway Shuffle Alloys; Roll Down Games. Write for prices, we take trade ins. Kimer 11, Weather-vane, 136 Lafayette St., Schenectady, N. Y.

VERY PROFITABLE, WELL BALANCED
coin operated route; 28 machines, on Mississippi Gulf Coast, sale due to military obligations. Phone Guibert 3677, Write Bill Toy, 513 Gulf View Ave., Long Beach, Miss. no4

WANT TO BUY—TEN POKERINOS, ALSO
one each other Arcade Equipment, cash. S. N. Scull, Funceco, Beach Haven, N. J. no4

WANTED—ARCADE AND PIN GAMES, YOUR
name does not necessarily have to be in working condition. We will pay cash or trade for late reconditioned machines. Send price and condition of your game. Coin Machine Service, 1101 N. 10th St., Quincy, Ill.

10 USED HOLLYCRANES, JUST OFF LOCA-
tion, write for low price. Logan Distributing Co., 2525 Milwaukee Ave., Chicago 27, Ill. no4

50 LOG CABIN DUPLEX, DUAL, ALL PURPOSE
Vendors in new condition, regular \$29.95 value; a bargain at \$9.95 f.o.b. in deposit. Southern Advertising Co., Box 476, Augusta, Ga.

SALESBOARDS
Tickets, Jar Deals, Premiums Complete Line
STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Pa
Lombard 3-7476

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

FOREIGN OUTLETS EXPANDING

Canada Set To Cut Coin Curbs Jan. 2

To Drop Quota System

WASHINGTON, Oct. 21.—Canada will throw out existing restrictions on imports of coin-operated machines and punchboards on January 2, Commerce Department officials told *The Billboard* Friday (20).

In view of the pent-up demand for U. S. machines, Commerce expects Canada to move quickly to the top of the list of foreign buyers of jukeboxes, venders, games and boards. Despite a complete ban on many types of coin equipment, U. S. machines—mostly used—have been popping up in Canada in increasing amounts in recent months. However, the flow is expected to become a flood with the removal of all machines from the prohibited list.

Controls on coin machine imports are being dropped entirely, with Canadian purchasers not even being required to get an import permit after January 2. The imports duty schedule, however, is being retained.

The relaxation was made possible by Canada's rapidly improving dollar position. Along with the dropping of controls, Canada is also cutting loose the fixed exchange rate which, since 1949, has been calculated on the basis of a 10 per cent premium of the U. S. dollar in Canada. Future exchange rates will be determined by conditions of supply and demand for foreign currencies in Canada.

The new exchange policy will make it more difficult to figure prices on machines exported to Canada. Formerly, the price was calculated at (See CANADA SET on page 132)

Okays Fla. Games Without Free Play

TALLAHASSEE, Fla., Oct. 21.—Amusement games are operative in Florida so long as they are without free play mechanisms, according to a ruling last week by Attorney General Ervin.

He made the ruling after Governor Warren's office had requested an opinion from a constable "on whether pinball machines may be operated legally if the free play mechanism is removed, plugged or otherwise rendered inoperative."

High-Cash Clothes

CHICAGO, Oct. 21.—Pointing up the integration of the coin machine as a part of every day life in these United States is an ad which appeared in one of the dailies here this week.

Sponsored by an automobile dealer who calls himself the original Sultan of Swap, parts of the ad read: "Leave your gold at home, shop and swap... yes we mean bring in anything of value—same as cash on our fine cars... coin machines, popcorn machines, refrigerators, horses, diamonds, uranium, antiques—yes even automobiles."

Justice Triumphs:

Connecticut Operators Work Out Problems at Their Own Court as Association Holds Its Meetings

HARTFORD, Conn., Oct. 21.—There's new cause for rejoicing within Connecticut coin operators' circles these days and you've got to go a long way to find an objector to the new project.

The project specifically is the inauguration of a Justice Court, conducted by members of the Connecticut State Coin Association, Inc., of which Abe Fish, General Amusement Game Company, is president.

The Court meets whenever occasion necessitates during regularly scheduled get-togethers of the State-wide association, with President Fish delegating the title of judge to at least three coin operators not living in the immediate area of the complaining coin operators who wish to bring a charge, gripe or discussion on coin operators before the Court.

Hear Three Cases

Thus far, according to Fish, a total of three cases have been heard before the Court. Each concerned an alleged infringement upon prior rights to certain coin locations.

"The best part of the whole deal," Fish points out, "is that in each of these three cases, the participants always have agreed to follow the opinions of the judges. This has made for some real harmony within the Connecticut coin machine industry."

"The Court sessions," he adds, "are held in front of the assembled membership and each party, both the plaintiff and defendant, may state claims and counter-charges."

In the three cases held, controversy aroused over the inability of a coin operator to continue his regular trade in the face of threatened competition from outside coin operators.

The Court sessions discussed these accusations, weighing carefully the charges and counter-charges, and finally rendered a verdict.

Prior to the launching of such a policy, arguments seemed to appear quite readily on the Connecticut coin machine scene.

Ops Okay Court

"These coin operators," Fish continues, "now realize that they have a court of arbitration in which to air their beefs as well as their suggestions. It gives one an air of satisfaction that he no longer has to talk to a blind wall when it comes to attempting to convince a competitor that to come into one's territory in quest of additional money is merely taking money from one coin operator and giving it to another."

N. Y. Arcade Case Delayed Again

NEW YORK, Oct. 21.—The court case to test the legality of this city's refusal to license arcades, pending since last spring, has been delayed again, this time until November 21. Following several adjournments during the past summer, arguments were to have been heard Tuesday (17).

Controversy centers on the License Department's contention that standard arcade games, if coin-operated, are gambling devices. The arcades, which are currently operating under terms of a temporary injunction, challenge this definition. They point out the questioned games are amusement machines which have been licensed here for years.

Calendar for Coinmen

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—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

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 (CMOAH), 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.

(See Calendar for Coinmen, page 133)

Big \$ Market Back in Coin Export Field

Figures Rival 1947

WASHINGTON, Oct. 21.—With Belgium and Canada proving the major markets, coin machine exports for July totaled \$357,665 for 1,176 new and used pieces of equipment, a new record for the year and the heaviest activity since October, 1947. With the July totals, the report covering the first seven months of this year shows 7,098 units, valued at \$1,488,786, were shipped to foreign operators, a 40 per cent increase over the same period in 1949 when 4,852 coin machines, worth \$1,072,061, were sold for export.

Actually, the resurgence of export business followed the development of several widely separated areas. For, in addition to Canada and Belgium, the other volume buyers in the record month were Cuba, Venezuela, Honduras and Switzerland. Altho this group concentrated on music importations it also was active in game and vending purchases.

Music box sales in July were \$282,149 for 549 new and used models on a level with October, 1947, and a 74 per cent increase over June, this year. Prime factor in the music activity (See Belgian Biz on page 114)

Shortages Hit Manufacturers Thru Industry

Op Buying Off Sharply

CHICAGO, Oct. 21.—That old bugaboo, material shortages, which plagued the coin machine field during the last war, has once again hit the industry, and within the past few weeks manufacturers of practically every type of coin-operated device have been faced not only with dwindling supplies, but with rapidly increasing prices and costs of materials, supplies and labor.

With operator buying picking up sharply in August and running above normal for approximately six to eight weeks, a decline has been noted by distributors and manufacturers in op activities during the past 10-day to two-week period. Easing of the Korean situation is believed to be partially responsible, but the heavy buying of the late summer and early fall season are quoted as even more important factors in the current let-down.

Material shortages now range from steel and copper to tubes (for some phones) and tools and dies for new products.

Also involved in the picture are the defense contracts which are now beginning to tie up production lines, thus curtailing output of some types of equipment.

Seeburg Adds "45" to Phono Line

Ship Samples To Distributors; 78 Continues

45 Box Is Smaller

(Continued from page 3)
nograph. No formal, national showing is scheduled.

First indication that Seeburg had developed a 45 r.p.m. mechanism came some 13 months ago (*The Billboard*, September 17, 1949) when the company announced that it had showed the 45 to its distributors but would not place it into production until the 45 r.p.m. disk became a factor in the music business.

This week, McKelvy said, "the decision on the part of all leading record manufacturers to release popular tunes and single classical selections on 45, and to make simultaneous releases at both speeds, has expedited (See *Seeburg Adds* on page 127)

MOA Execs To Mull Plans for New Local Orgs

NEWARK, N. J., Oct. 21. — Proposals aimed at speeding the formation of juke operator associations in the hinterlands will be advanced by Dick Steinberg, secretary of the Music Operators of America (MOA), at the fall session of the organization's executive committee.

The group convenes in Chicago, October 30, for a three-day meet on current operating problems and to lay plans for the MOA national convention to be held next spring.

Steinberg, who also heads the Music Guild of America (MGA) here, asserted that over 60 per cent of all phonograph operators "continue to operate without any local, State or national trade associations."

This lack of an organization unnecessarily deprives them of the benefits of modern music merchandising and route techniques, he declared.

"Reputable operating companies, who have been harassed by primitive jungle conditions, now have the means of starting constructively a new association where none existed before," Steinberg said he would detail concrete plans before the MOA committee.

Rock-Ola Phono Preview Set for N. Y. Oct. 27-29

CHICAGO, Oct. 21. — Rock-Ola Manufacturing Company will hold a preview of its new Rocket phonograph for Eastern operators October 27-29 at Hotel New Yorker, New York. Art Weinand, vice-president and sales director, announced this week.

Weinand said that the preview will not conflict with the National Rock-Ola Days promotion, planned for later this year, at which time the Rocket will be officially introduced to all music operators throughout the country simultaneously. New York preview will feature models of the Rocket, but full information on the machine will not be available until next month.

Fla. Op Solves Disk Disposal By Advertising, Using Display

PANAMA CITY, Fla., Oct. 21.— Installation of a handy turntable and amplifier on the office counter, plus occasional use of spot newspaper ads, has proven to be all that is necessary to get rid of used records from 125 phonographs at 25 cents each for Panama City Music Company, operated by Robert L. Johnson, here.

Johnson, for many years a music operator in this northwest Florida gulf coast section, deprecates the idea of sacrificing used records in huge amounts to drugstores, music stores, etc., at non-profit prices. Instead, he capitalizes on a location only a block away from Panama City's downtown Harrison Street shopping section to keep a steady stream of used record buyers coming in daily.

Display Disks

The used records are stacked, each neatly replaced in its original paper envelope, on an 8 by 4-foot table, at the left side of the office. Stacks are 25 records deep and Johnson encourages high-school youngsters or adult purchasers to browse to their heart's content in selection of favorite numbers. The records sell at 25 cents each.

Responsible for traffic into the store is the handy turntable, which projects up out of the nearby sales-

counter, with a heavy duty tone arm, and a speaker concealed under the counter. To listen to any record, all that is necessary for a purchaser to do is to place the record on the turntable, lift the arm into the first groove, whereupon the record plays.

"Before we put in the turntable, our record sales were less than 10 per cent of what they are now," Johnson said, "which proves that customers like to sample the merchandise, and determine for themselves whether the records are too badly worn, bent and otherwise not to their liking."

Newspaper Ads

Occasionally at the end of the tourist season or whenever it is necessary to remove many records from machines simultaneously, there is, of course, a pile-up in Panama City Music Company's office. When this happens and records are not moving rapidly enough Johnson runs a 3 by 1-inch column newspaper ad, offering popular hit tunes at two for 25 cents, and invariably cleans up the surplus within three days. "However, with the turntable and our convenient location in the downtown district, we have not found it necessary to go into this sort of markdown promotion more than once or twice a year," he said.

Merchandising Music

SPEED THE SPEEDS . . . With the new 45 and 33½ r.p.m. disks more and more in the news these days, and with some operators already testing the speeds on phonos featuring adapters, Bob Myers, Best Music Company, Oakland, Calif., says distributors will have to do a job on the stocking and handling of these platters for the ops. It has been Bob's experience that serious time lapses have occurred in connection with these records—so much so that juke grosses are affected. While this is a problem only for a handful of ops at this time, the future may develop a situation where it will affect many more operators. It would be well to solve the distribution problem before the move grows much larger, he points out.

CUSTOMERS KNOW MUSIC . . . You can fool some of the people some of the time, as the old saw goes, but the customer knows the

tunes he wants to hear on the juke, and Max E. Rust, Muskogee, Okla., offers some concrete proof to back up his view. Max reports several of his locations asked that a current pop tune be removed, saying they had heard enough of them. However, a few days later the same locations called back, this time to ask Max to get the tune back on the phonograph as soon as possible. It seems the steady customers were requesting the tune. So, while the location may have wearied of a certain record, it doesn't always hold that the customers have the same feelings, and like all business, it's good policy for added profits to give the customer what he wants, when he wants it.

PLATTERS FOR VETS. . . Many operators throughout the country have adopted a goodwill gesture in disposing of their old records by giving (See *Merchandising Music*, page 127)

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:

BILLBOARD DONS NEW COSTUME NEXT WEEK. The new format gets big send-off; means more copies faster (General Department).

KING MAKES BID FOR POP TRADE. The rhythm and blues indie signs pact in new moves for pop biz (Music Department).

DISK COSTS UP, PRICE TABS LAG. With costs soaring, indies eye opportunity to raise prices (Music Department).

ECKSTINE SIGNS MGM 5-YEAR RENEWAL. The plattery plans big promosh for the singer over five-year period (Music Department).

FIRST 45 JUKE IS RELEASED BY SEEBURG. The juke box company adds 45 machine to regular 78 line (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Belgian Biz Pushes Trade To 3-Yr. High

Canadian Activity Up

(Continued from page 113)
ity was 155 machines sold to Belgian coinmen for \$97,548, indicating that the majority of the sales involved new products. While it was pointed out (*The Billboard*, October 7) by Abe Witsen, official of International Amusement Company, New York, and the Belgium Amusement Company, Ltd., Antwerp, that Belgium was gradually becoming the center of the music export industry, it still comes as a surprise that Belgian firms could handle this much dollar volume in one month.

Others dominating the music field in July included firms in Canada (126 machines for \$58,448); Cuba (111 boxes for \$39,608); Venezuela (54 units for \$28,331); Honduras (21 for \$15,127), and Salvador (20 for \$10,112). Among newcomers to the music export list were Bolivia, Uruguay and the Belgian Congo.

Canadian coinmen accounted for 80 per cent of the game dollar total of \$52,437. Belgium was the only other showing much interest in this field in July, bought 56 amusement games for \$8,282. But five countries purchased U. S. made games in July.

In the vending field, total shipments were exported for \$23,079, a slight drop from the June figures of \$23,653, and considerably off the totals reported for both April and May. However, as this department usually has high and low activity every few months, the vending overseas market can expect renewed interest either in (See *Big \$ Mart*, page 132)

Olsen Appoints B. Davidson to New Permo Post

CHICAGO, Oct. 21.—Bertram B. (Bert) Davidson, who has been associated with the coin machine field for the past 18 years in an advertising and promotion executive capacity, has joined Permo, Inc., it was announced this week by A. J. Olsen, president. Davidson will serve as the advertising and sales promotion counsel, on a staff basis, for the firm, devoting his time exclusively to Permo interests.

In commenting on the appointment Olsen stated: "Expansion of Permo products into a wide field of sound reproduction accessories, which includes a series of eight coin phono needles, has necessitated a departmental set-up on sales promotion, co-ordinating dealer, consumer and operator relations. Davidson's experience has been to a large extent devoted to musical equipment, one of his major advertising and sales accounts being the J. P. Seeburg Corporation."

In addition to Olsen, Permo executive staff includes Sherman E. Pate, executive vice-president; Gail S. Carter, vice-president in charge of sales, and Lloyd J. Andres, vice-president in charge of engineering.

Davidson's first assignment with Permo is to visit operators and distributors to assist them in selecting the proper needles for their music machines, Carter stated.

Record Reviews

(Continued from page 42)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOKEY
		OVER-ALL
POPULAR		
DERRY FALLIGANT (B. Shafter Ork) MGM 10017	Driftin' The intense, intimate style of Falligant shows up neatly in his warbling of a rather complex cowboy-flavored ballad.	68--72--66--66
	Thrill Me With Your Kiss The singer tries it with an exotic ballad which he wrote. Tune lacks commercial appeal tho the performance is impressive.	60--60--60--60
BETTIE CLOONEY King 15072	When You Love Rosemary's sister debuts as a single with an original ballad cut from familiar cloth. She's an impressive warbler, similar in style to her sister, but with a deeper timbre and less feeling.	62--65--60--62
	Strangers Bettie shows added potential in a pleasing treatment of this revised "steep" oldie. Experience could build her into a contender.	68--70--67--67
TONI ARDEN (P. Faith Ork) Col 39003	And You'll Be Home A ballad from the "Mr. Music" score is a rich and pretty thing which is done with warmth and fullness by Toni. If song catches, this dishing could catch a big slice.	76--77--77--75
	My Tears Won't Dry Toni sings a rather ordinary ballad wonderfully well. Faith lends a hand with a tasty dance-type orking.	70--72--68--70
PAUL WESTON ORK (Norman Luboff Chofr) Col 39000	So Long, Sally Simple, pretty new girl friend ballad is done up in rife fashion with chorol vocal. If song catches, this could be a winner.	78--80--77--77
	These Foolish Things Pretty mood treatment of the standard for dancing spots the mixed choir vocal in a tasty setting. Good catalog item.	72--74--71--70
NICOLA PAONE ORK Eum 1506	Deenya D' Deenya Paone, who cleried this strange but touching ballad about an Italian workman, chants it with direct appeal and warmth.	71--73--70--70
	Show Me How Happy novelty about milking a cow gets a lively go from Paone and small combo.	64--65--62--65
RICHARD HAYES-KITTY KALLEN (H. Gellor Ork) Mer 5499	Dream Awhile Hayes and Kallen, who are making a niche as a team, turn in a warm, appealing reading of this revised ballad. If song catches, this dishing should draw a big share.	73--74--72--72
	Halls of Ivy Hayes is particularly impressive as he opens his tenor tonals wide to belt home this rich campus alma mater production piece. Kitty does the second chorus. Effective chorol and crk work.	75--76--75--74
KEN GRIFFIN Col 39002	If You Could Love Me Sure-footed waltz rendition should register with Griffin fans. Tune is in 'ie "You Can't Be True, Dear" vein. Good one for the rinks.	77--75--77--79
	Humoresque Using the piano stops, the organist essays the Dvorak standard in the style set by Lombardo. Should sell steadily.	78--78--77--80
LEW DOUGLAS ORK (Tony Fontaine) Mer 5503	Beneath the Chinaberry Tree Unusually warm tenor tones of Fontaine are heard to fine advantage in a sweet, commercial ballad.	80--80--80--80
	The Meaning of a Lonely Heart Warbler shows more dynamic scope here, tho it's on a less effective piece.	68--68--68--67
TINY HILL ORK Mer 5508	I'll Sail My Ship Alone Top-rung country hit gets a dancey, pop-corn rendition for the Midwest market.	72--71--71--74
	Back in Your Own Backyard Quality tune, a current revival threat, gets a crude about job by Hill, which may appeal to his special following.	58--58--58--58
JAN AUGUST (The Bay Rum Boys) Mer 5497	Meet Me Tonight in Dreamland Dancey piano's waxing by the pianist with rhythm. Barber shop harmony crew enhances the pid era mood for a fair tavern bet.	73--72--72--74
	Down by the Old Mill Stream Similar turn-of-the-century stuff, starts with ad lib barber shop chorus, then goes into tempo. Always good for some action.	65--65--64--68
THE THREE BARS SMC 1284	The 3 Bars Mambo Little comes thru in this recording but the rhythm, which is strong.	53--50--60--50
	Everybody Wants to Go to Heaven Rhythm novelty, Yankee-style, is poorly recorded. Group's personality doesn't get across on disk.	55--56--55--54
AL MORGAN London 784	Hopstar Contrived, philosophically folksy ditty is done in the distinctive styling of Morgan both vocally and at the piano. Vocal group aids as well.	71--72--70--70
	The Place Where I Worship (John McCormick) Homespun chunk of propaganda for democracy is draped in the guise of an easy-to-digest cornball. Morgan does a convincing job and is spelled by a narrative by deejay John McCormick. This one could catch hold.	85--86--85--84
GEORGIA GIBBS (C. Osser Ork) Coral 60318	Ballin' the Jack Thrush is closely identified with the Dixie standard, which she has cut on previous occasions. This one's light, medium-tempo and pleasant.	73--75--72--73
	Looks Like a Cold, Cold Winter One of the attractive new seasonal ditties gets a light, easy rhythm treatment, but isn't one of the stronger diskings of the tune.	73--75--72--73

(Continued on page 116)

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.
1216 E. Wisconsin Ave. Appleton, Wis.

Music, Music Music!

Nick Carter Rivals Dime Novel Saga as He Builds Biz From a Part-Time to Full Op-Rep Firm

By Sam Abbott

LOS ANGELES, Oct. 21.—Recently AMI, Inc., selected the Nick-A-Bob Company here to represent the line in Southern California. In making this deal, John Haddock, AMI prexy, secured the services of a man with 15 years experience in the music machine business, a general operator, distributor and considered by many in the industry as a most likable fellow.

He's Nick Carter, whose name gives the firm the first part of its coined title. Carter is tall and quiet. That is, he is silent until it comes to talking business—and then he sells in a low voice that creates confidence. Proof of this is that he has built from a part-time operation of three pieces of music equipment in 1935 a business that has offices here and in Fresno and Visalia, Calif.

Carter was born in El Paso, Tex.,

and came to Southern California when he was quite young. Growing up here, he was educated in the city's schools. Upon graduation, he became an envelope salesman. Seeing the field that music merchandising offered, he purchased three machines and started a route. With the money made by his equipment, he bought more machines. In a short time after he started, he quit the salesman's job to devote all his time to his route.

The music route grew, and, in 1937, Carter added cigarette machines. With the expansion the firm became known as Merchandise & Melody Company. Altho Carter looks back upon the firm name with disdain, he admits that it covered his field well. The company's name was used for two years.

When he and Bob Snyder became partners in 1939, Carter had previously sold all of his cigarette machines. The firm, Nick-A-Bob, made up of the contraction of both the partner's names, came into existence and specialized in music machine operation.

Expand Scope

With the advent of World War II and Snyder's entrance into the armed forces, Carter purchased his share of the business. However, he continued to operate it under the joint title, having no desire to again pick up the Merchandise & Melody one. Carter expanded the operation (See NICK CARTER on page 132)

AN \$8.75 KIT
and 30 Minutes time
Adapts the
WURLITZER
Twelve Tally
TO ANY SPEED RECORD

AMI WALL BOX
on the Best Walls

AMI Incorporated
1500 Union Ave., S. E., Grand Rapids 2, Mich.

Record Reviews

(Continued from page 115)

RATINGS
OVER-ALL
DISK JOKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
FRANKIE LAINE (H. Coker's Ork-Carl Fisher) Mer 3500	Sleepy Ol' River Another piece by the writers of "Lucky Old Sun" has the same polished folk feeling of its predecessor. Laine does a fine job with it and should please his fans.	84--85--85--83
	If I Were a Bell Laine is not up to par for this reading of the Loesser "Guys and Dolls" rhythm ditty. His fans and name power should attract the customers nevertheless. Tune could score and give disk added values.	85--86--84--84
DORIS DAY Col 39008	The Best Thing for You Beautiful ballad from Berlin's "Call 'Em Madam" score is cheered with warmth by Doris with lovely, lush orking backing her up. Should be one of the big winners on this strong entry.	87--88--87--87
	A Bushel and a Peck Bright novelty ditty from "Guys and Dolls" is done amiably by Doris. Ork support is superb and enhances considerably. Another bet to be in with the winners on the song. A strong coupling of lasting values.	87--88--87--87
SHEP FIELDS ORK (Thelma Gracen) MGM 10823	Harbor Lights Fields reverts to a modification of his old formula: Bubbles, clippety-clop rhythm, accordion, etc. Good cover here.	74--74--72--76
	I'm Forever Blowing Bubbles Same ingredients also make this one a satisfactory cover job.	74--74--72--76
ART MOONEY ORK (Matt DeLia-The Cloverleafs) MGM 10822	Serenade in Blue Mooney gives the Gordon-Warren oldie a clean if not exciting dance treatment in the neo-Miller style.	73--75--73--71
	Aren't We All? Another fine oldie (more familiar perhaps as "I'm a Dreamer" gets a smooth vocal-dance job.	75--75--75--75
DAVID ROSE AND HIS ORK (The Chorus) MGM 30279	Wonderful One A big treatment of a fine standard is both delightful and commercial. Should get a good deejay ride.	83--85--82--82
	The Tina-Lina This one's an energetic but overloaded up-tempo ork-chorus production deal on a novelty from "Toots of New Orleans."	61--62--60--61
JERRY GRAY ORK (T. Traynor) Decca 27246	Accidents Will Happen Delight vocal-dance treatment of a ballad from the "Mr. Music" flick.	58--58--58--58
	And You'll Be Home Another ballad from same flick gets another unimpressive rendition.	58--58--58--58
RUSS MORGAN ORK (The Morganaires) Decca 27258	The Winter Waltz The familiar "Skater's Waltz" is fitted with a lyric. Morgan and group sing it with the proper flit, organ and ork provide a gay backing.	74--74--72--76
	Patricia Morgan chants the new sweetheart clix with much charm, to a delightful ork setting. The late would nab nickels.	82--82--80--84
MILLS BROTHERS Decca 27253	Thirsty for Your Kisses Combo does a tasty job with a fine new ballad, which is showing signs via the Ames Brothers' dinking.	79--80--78--78
	Nevertheless Tune from "These Little Words" is growing steadily, the no one dinking is a major hit; this heartfelt rendition isn't too late to make the grade.	86--86--86--86
CURT MASSEY (Country Washburn Ork) London 793	My Baby Called Me Daddy Hillbilly sentimentalizer is done pop by Massey in a warm, strong bary. Material not likely to impress pop buyers.	64--64--63--65
	So Long, Sally Warbler takes the attractive new ballad at a slightly faster, almost bounce beat, than earlier diskings. Bright side, but name diskings haven't scored as yet.	72--72--74--70
SPIKE JONES & HIS CITY SLICKERS V(45)47-3939; (78)20-3939	Molasses, Molasses Typical zany production of the novelty, with baby-voice chanting, sound effects, etc. Oday coverage for Spike's fans.	74--74--74--74
	Baby Buggy Boogie Surreal stew of "Rock-A-Bye Baby," crying, bongie woogie, noisy Dixie adds to very little.	62--62--62--62
CONNIE HAINES (The Hainosmen-The Morey Feld Quartet) Coral 60809	Guys and Dolls Miss Haines, male group and rhythm section do the title song of the Loesser musical. Tune is special production stuff, though does her best but to little avail.	62--65--62--60
	A Bushel and a Peck Thrush and group do a smart, sprightly job with the "Guys and Dolls" novelty, but face too much heavyweight competition.	75--75--75--75
JO STAFFORD-GORDON MacRAE (B. Loose Ork) Capitol 1235	Yesterday Duo turn their melio, distinctive blend on a waltz sentimentalizer with a winning melody. Pretty mood job.	84--84--84--84
	I'll See You After Church on Sunday Mornin' Pretty sequel to "Let's Go to Church" is attractively harmonized.	74--74--74--74
TOMMY NICHOLS (The Londoneers) London 709	I Can't Cry Any More Over You, Dear Routine cry ballad offers little of interest. Crooner Nichols shows promise in the style of the late, great Buddy Clark.	58--60--58--57
	Don't Say You Care (C. Parman Ork) Another fine try by Nichols. Gimnick employed has a sexy fem whisper answering each line. Idea misses fire.	68--69--67--67

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
POPULAR		
EDITH PIAF (R. Chauvigny Ork) Columbia 39022	Simply a Waltz Trench chants (in English) an attractive romantic waltz. Her fans should like. Hymn to Love Lavish torch ballad is done with charm. Miss Piaf sings this one in English also.	72--72--75--70 74--74--76--72
JOHNNY THOMPSON (P. Faith Ork) Columbia 38978	I'm Getting Nowhere Fast Uninspired ballad job. Forbidden Love Plodding interpretation of a romantic ballad adaptation.	58--58--58--58 57--58--56--56
CUY LOMBARDO (and His Royal Canadians) Decca 27257	Frosty, the Snowman Kenry Gardner and the trio get off a vibrant, happy vocal on one of the more promising Christmas entries. Band is in top form. If I Were Santa Claus Gardner solo-vocals an unpromising Christmas novelty.	84--84--84--84 70--70--70--70
JOE CRAYDON (The Heartbeats) C. Cates Ork) Coral 60311	I've Never Been in Love Before "Guys and Dolls" ballad is warbled easily by Craydon and group as ork puts down a light dance beat. Somewhere, Somehow, Someday Slow-going ballad job here.	73--73--73--73 57--58--56--58
BOB CROSBY (and His Bob Cats) Coral 60322	Rainbow Gal Crosby and gang don't get enough punch into a perky, gay new rhythm item. Watchin' the Trains Go By Another current novelty tune gets a so-so job here.	70--70--70--70 68--68--68--68
RALPH MARTIERE ORK Mercury 5507	I'll Never Smile Again Pretty, lush dance orking of the hit oldie, with chorus, singing strings, etc. I Only Have Eyes for You Same treatment of the Harry Warren standard is more incisive and ear-appealing than flip.	72--73--72--71 75--77--75--73
LEO PIEPER ORK Tower 1480	Corn Silk Small ork gets drive and beat into a punchy instrumental rendition of a bouncy corn ditty along the lines of "Goolus" or "Josephine." Somebody's Kisses Pieper and combo take same staccato approach to indifferent novelty ditty.	73--74--72--74 65--63--65--67
PHIL REGAN (L. Arnaud Ork- Judd Conlon Choir) Victor 20-3936	Christmas Story Tenor, with rich assistance from choir and ork, does okay with a yule sentimentalizer. Leprechaun Lullaby Fairy-tale quality of tune is nicely projected by Regan. A charming side, albeit not overly commercial.	71--72--71--70 70--74--70--66
HADDA BROOKS London 791	The Touch of Your Lips Tasty, sensitively backed rendition of the fine Ray Noble standard. Should do some fair rhythm-blues business. I See a Million People Throatty version of another fine oldie has stronger a & b potential.	71--72--70--70 74--74--74--75
CURT MASSEY (T. Vale Ork) London 772	Frosty, the Snowman Unlabeled version of the much-promoted seasonal special is likely to get lost in the heavy competition. Blue Christmas Last year's last-minute holiday hit has shown early signs of repeating. Massey's fine croon version should ride along.	67--67--65--70 79--78--78--80
LOLA AMEGHE (C. Parman Ork) London 785	Honolulu Lulu Thrush bamps out a fair-enough rendition of an inconsequential hunk of novelty fluff. If You Did Half as Much Flirtin' Novelty from Al Trace's pen has a bouncy old-time flavor. Gal and winking milk it fine, for what it's worth.	58--58--58--58 71--72--70--70
ALAN DALE (N. Layden Ork) Columbia 39033	Rainbow Gal Clever Redd Evans-Jack Gold rhythm tune shows off a new talent of the promising warbler. A sock selling job. Let's Do It Again More of the same with the infectious British period piece that's been threatening to break thru for some months.	77--80--77--76 77--78--76--76
JAN GARBER ORK Capitol 1246	So Long, Sally Danceability is paramount in Garber's saccharine-toned, bouncy version of a bid for a fem "Don't Cry, Joe". Vocal is by trio. Rainy Day Refrain (Roy Cordell) Ditto for a highly suitable, highly promising vehicle. Strong juke value in this coupling.	79--78--78--80 80--79--80--81
MEL TORME (P. Rugolo Ork) Capitol 1237	Say No More The American Robert Clary essays a French ballad adaptation "Pas d'Histoire" in intimate fashion against a non-rhythmic background. I Owe a Kiss to a Girl in Iowa A fine rhythm turn by Mel, who's given little to work with here.	73--75--73--70 70--72--70--67
CHILDREN		
JERRY WAYNE Col 365-PV (7")	The Three Billy Goats Gruff (Parts 1 & 2) Standard story, spiced with tunes and sound effects, gets a full, fine narration by Wayne—all for 25 cents.	82--80--83--NS
JERRY WAYNE Col 366-PV (7")	Rumpelstiltskin (Parts 1 & 2) Attractive package and disc, tuneful production, familiar story, and a warm projection by Wayne. Title has no competition at 25 cents.	83--81--84--NS

(Continued on page 128)

RKB Intros New Music Menu To Plug Juke Play

CHICAGO, Oct. 21.—A menu of music, designed for operators of the Seeburg 100-selection phonograph, was introduced here this week by RKB Associates. The on-location promotion, intended to stimulate juke box play in restaurants and cafes, is being sold to operators thru the Seeburg Corporation's distributors. The heavy, laminated folder provides cellulose envelopes for food menus and wine lists, plus space for featuring the title strips of top hit tunes on the juke box. The menus are personalized with the name of the location imprinted in gold on black velour. An identical imprint of the back cover of the menu features the operator's name. (See RKB INTROS on page 127)

Wurlitzer & Union in 4-Yr. Wage Contract

NORTH TONAWANDA, N. Y., Oct. 21.—A four-year agreement has been reached by the Rudolph Wurlitzer Company and Local 350, International Union of Electrical Workers, CIO, representing 1,500 of its employees, calling for a general wage increase and pegging new pay shifts to the cost of living. The pact, to remain in force until October 1, 1954, provides for an across-the-board raise of 10 cents an hour, an "improvement factor" of an additional 4 cents an hour during each of the final three years of the contract, an "escalator" clause pegging new pay boosts to the cost-of-living index of the Bureau of Labor Statistics, and an upward adjustment of .8 points to the index should rents be decontrolled in New York.

Runyon Sales Ties With Roanoke Firm In AMI Competish

GRAND RAPIDS, Mich., Oct. 21.—The AMI "Promotion of the Month" contest in which distributors compete for prizes awarded by the manufacturer, will be continued, William E. Fitzgerald, advertising and sales promotion manager of the firm, announced this week. Winners of the September contest were the Runyon Sales Company of New York and New Jersey, and the Roanoke Vending Machine Exchange, Inc., Roanoke, Va. Both were awarded an Amivox, the new aluminum speaker recently introduced by AMI. The Runyon entry was a series of mailings entitled the Runyon Weekly Operator's Guide. Each mailing has its own distinctive color, both in the envelope and the guide itself, with a special message to operators. A return business reply envelope-order form is enclosed. The Roanoke entry was a blotter featuring the model "C" together with (See RUNYON SALES on page 129)

Greenstein Remains in Biz

MINNEAPOLIS, Oct. 21.—Reports that Hy Greenstein, of Hy-G Music Company, plans to retire within the next year as a result of his merger with Lieberman Music Company this week were declared "premature" by both Greenstein and Harold Lieberman, head of Lieberman Music. A story in The Billboard last week reported Greenstein plans to retire within a year. Both he and Lieberman said that is not the case, that the two men will be associated in the merger of their firms and that both will take an active role in management of the business.

EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION

... PERFORMS BETTER—
Evans Engineering insures trouble-free operating!

... LASTS LONGER—
Evans Quality construction and advanced design assures years of profitable operation!

... COSTS LESS—
In the long run, you save on service, repairs, replacements!

... FIGURES PROVE IT—
See your Evans Distributor or write Factory direct.



AVAILABLE NOW—Evans Record Play Meter for Original Constellation. GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

SEE OUR COIN MACHINE AD ON PAGE 136
H. C. EVANS & CO.
1528 W. Adams St., Chicago 7, Illinois

Ice Cream Ops Hype Winter Biz

Suggest 4-Point Push To Build Cold-Month Sales; Transient Spots Off Most

Spring, Fall Weeks Seen as Lowest Income Periods

CHICAGO, Oct. 21.—To hold down the cold weather drop-off in ice cream sales, averaging between 25 and 50 per cent depending upon location and weather, operators are following a four-point winter operation program wherever possible, a survey by *The Billboard* indicated this week. Stress was placed on the fact that winter months, in themselves, were not the major threat to sales, but that fall and spring weeks were actually the lowest income periods. This occurs during these two seasons, it was pointed out, because heating systems in most locations have either yet to be turned on or have been moth-balled for the summer. Any drop in temperature during these periods means a cold building with a like customer attitude toward ice cream, operators reported.

Seasonal Boosters

The four seasonal sales boosters most mentioned by operators (those in use during the past two winters and/or planned for adoption this winter) follow:

1. Re-location of ice cream venders, with management's permission, in the warmest part of a location.
2. Pre-installation check of employment cycle of plants, business houses (many employ a larger working force in winter).
3. More frequent change of flavors, to hold customer interest.
4. Use of ice cream sandwiches, Sundae cups (where allowed by equipment) to play up novelty appeal over regular fare (bars, cups).

Normal Declines

What operators call normal declines in sales, which generally show up on weekly grosses beginning in September and disappear the following May, differ in transient and captive locations (industrial, office and other employee spots). Consensus of operators is that the transient instal-

A. & A. Ciggie Vender Nears Line Output

Sports New Ad Gimmick

PLAINFIELD, N. J., Oct. 21.—Following completion this week of a four and a half-month location test the A. & A. Company announced plans for an initial production run on an improved version of its electric cigarette vender. The unit was first shown to the trade at last year's convention of the National Automatic Merchandising Association (NAMA).

The revamped machine retains its solenoid-delivery feature, but the design has been tightened to ease servicing thru the elimination of unnecessary parts, according to Alfred Mingione, president. He said that operator suggestions influenced the changes incorporated in the unit prior to the just-completed test phase.

The machine in its present form also sports a new advertising feature aimed at providing an additional source of revenue for operators. The feature is built around an 11 by 14-inch mirror on the vender's front panel which is there apparently only to reflect the images of passersby.

But when a coin is inserted, a light (See A. & A. CIG on page 122)

NAMA Bev Day Program Set; Mull New Horizon Venders

CHICAGO, Oct. 21.—Leading off the convention program for the National Automatic Merchandising Association (NAMA) will be "Beverage Operators' Day" on Monday, November 13. The 1950 conclave opens at the Palmer House here Sunday, November 12, and continues thru Wednesday (15).

The program will start at 9 a.m. Monday in the hotel's Grand Ballroom. Edward C. Williams, Spacarb of New England, Inc., Boston, Mass., will preside.

First subject on the morning's (See NAMA Beverage on page 121)

Principals Mum On New Cigarette Vender Promosh

BOSTON, Oct. 21.—Several locations in this area have purchased electric cigarette machines of a new design which are being manufactured in a Newark, N. J., plant, it was learned here this week.

John Griffin, head of the Joseph P. Manning Company's vending department, said his company was interested in the new machine. He refused comment, however, on the distribution plan being followed. The company, a large tobacco wholesaler, pioneered the direct sale of cigarette venders to locations more than a year ago with a mechanical unit produced by Yeaton Manufacturing, of Lawrence, Mass.

In Newark, Harry Kolodny confirmed development of the new machine, but declined comment on sales policies. He has been active in the manufacture of a candy bar vender.

Rudd-Melikian Adds 2 More Venders; Start Philly, Test

PHILADELPHIA, Oct. 21.—Rudd-Melikian, Inc., manufacturers of hot and cold cup drink equipment, announced here this week it was adding two new machines to its line and launching a test in the Philadelphia area of a new method of operating which involves direct-to-location sales of equipment but leaves servicing in the hands of franchise operators.

The two new machines—one a 200-cup, hot-cold combination, the other a 100-cup hot coffee vender—bring

Serving the Readers

Washington Operator Proves to Industry Books Can Be Sold by Vending Machines at a Profit

WASHINGTON, Oct. 21.—A route of vending machines offering Avon pocket books is now in operation, according to Michael Bushdid, who installed his first machine in September. Bushdid is president and owner of the Bushdid Coin Vending Company. He is handling the Vendavon

machines in Washington, Maryland, and Virginia.

Bushdid reports the acceptance of the new unit by both location owners and the general public has been most gratifying. He has already placed a number of the machines and orders are now ahead of machine distribution. Estimating that the break-even point for each machine is 50 books a week, Bushdid reports that each of his units is chalking up about 100 books a week. Locations so far include a local airport, the Chevy Chase Ice Palace, recently taken over by Station WMAL, and the Giant Food Department Stores super market chain. So far, Bushdid has installed machines in only a few of the 21 super stores, but all of them will be (See WASH. OP on page 126)

Welch Grape In Vend Bow Via New Unit

Plan NAMA Debut

NEW YORK, Oct. 21.—The Welch Grape Juice Company announced its entry into the coin vending market this week with the development of a dual-flavor, low-temperature machine to dispense drinks prepared from frozen concentrates.

Developed in conjunction with Hoke, Inc. of Englewood, N. J., the vender will be introduced to the trade at the National Automatic Merchandising Association convention in Chicago, November 12-15. General deliveries, however, are not scheduled before the first quarter of 1951, according to Paul K. Halstead, Welch executive in charge of the firm's vending program.

(See Welch Makes on page 121)

To Intro New Low-Cost Cig Vending Unit

De Luxe Job, \$169.50

NEW YORK, Oct. 21.—M. & N. Vending Machines, Inc., has been formed here to manufacture and market a new electric cigarette merchandiser. Principals of the new enterprise are Alexander I. Martin, Hans Nissen and B. J. Guariglia, who have set up offices at 565 Fifth Avenue.

Tagged the Cigarette Girl, the machine by-passes motors, utilizing a single solenoid to actuate the dispensing mechanism. This feature, together with a design said to permit production by relatively unskilled labor, will enable sale of the unit at a "record low cost," according to Martin.

He said the eight-column, 408-pack (See M. & N. Bows on page 132)

Denver Ops Cut Scope as Costs Continue Rise

DENVER, Oct. 21. — Because of sharp increases in the price of peanuts, confections and other vended products, most local vending machine operators are planning to cut down on their routes.

Five leading firms already have removed penny venders from all but the most active locations. It is reported, feeling that the 10 per cent increase in peanut prices since October 1 has made their operation unprofitable. Ball gum and stick gum machines, however, are remaining on location. Leading candy bar venders are for the most part dubious whether they can continue location operation if there is another increase in price. In general, the effect has been removal of machines in slow-sales rather than continuing to service them profitlessly.

VICTOR'S AMAZING NEW

TOPPER

Special Oct. Offers

TOPPERS SOLD 4 TO CASES... \$45.00
 1 Case (10) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms All for only \$52.25 (Choice of Glass or Plastic Globes)

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy P.L.U.S. 1000 Charms All for only \$36.00

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy, P.L.U.S. 1000 Charms All for only \$51.25
 Samp. Topper, \$11.75

Get today's top money maker—Topper DeLuxe 3¢ all Charm Vender.

Sample... \$13.95

RAIN-BLO GUM 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200 or more with freight prepaid. 26¢ lb. less 7%.

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 24¢ lb. 140¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS 25 lb. carton Large, 70¢ lb. Extra Large, 74¢ lb. Full Cash With Order.

Plastic Auto-Grinded Pool-balls, 34.25 per M. Metal plated, 50.00 per M.

Write for our FREE Complete Charm List.

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 411 BAC KANAN ST., BROOKLYN 19, N. Y. Phone: Dickans 2-7992



VICTOR'S TOPPER Only \$10.50 Each (100 or More) Sample \$11.75

Glass or Plastic Globes UNEQUALLED FOR VENDING BALL GUM, CANDY PEANUTS, CHARMS, SALTED PEANUTS, ETC. LOWEST PRICES on BALL GUM, CANDY, CHARMS, 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

NAMA Skeds 3-Day Entertainment for Ladies, Two Tours

CHICAGO, Oct. 21.—A complete women's program for the 1950 NAMA meet has been prepared under the direction of the Ladies' Events Committee, chaired by Mrs. Frank H. Burns, of Greensboro, N. C.

Monday evening (13) Tom Moore, emcee of the Mutual Broadcasting System's Ladies' Fair, will do his show, with prizes for the audience, in the Crystal Room of the Palmer House. Sulie Haran, known for her condensed review of South Pacific, will headline the entertainment at the annual ladies' luncheon Tuesday afternoon (14). Entertainment is being presented by National Vendors, Inc., St. Louis.

Two tours are also scheduled. The first, on Monday morning, will be to the Museum of Science and Industry, with the second, set for Wednesday (15) a.m. including a trip to, and a tour of, the Merchandise Mart.

The 1950 ladies' committee is made up of Mrs. Paul Berkley, South Orange, N. J.; Mrs. E. G. Chandler, Glendale, Calif.; Mrs. J. B. Delbridge, Richmond, Va.; Mrs. Hugh C. Howes, Dearborn, Mich.; Mrs. Herb A. Geiger, Milwaukee; Mrs. Marcus Kaplan, Roanoke, Va.; Mrs. Aaron Goldman, Washington, D. C.; Mrs. J. Renz Edwards, Kansas City, Kan.; Mrs. L. T. Bonelli, Torrington, Conn.; Mrs. D. A. Estey, Portland; Mrs. Earl Mason, Syracuse; Mrs. Sidney Kronenberg, Birmingham, and Mrs. D. R. Drewyer, New York.

Members of a special Chicago host committee are Mrs. Clarence R. Adelberg, Aurora, Ill.; Mrs. E. F. Hinkle and Mrs. C. S. Darling, Chicago; Mrs. Thomas B. Hungerford, Glen Ellyn, Ill., and Mrs. William Fishman and Mrs. Victor Neiswanger, Elgin, Ill.

Indevco Offers 9-Oz. Cup Mech For Dime Java

NEW YORK, Oct. 21. — Indevco, Inc., announced the availability this week of a 9-ounce cup mechanism as optional equipment for 10-cent sales thru its Koffee King machine.

Aimed at easing the swivel to dime vended coffee, the new mechanism has been designed to accommodate a 9-ounce hot cup supplied to the company by Lily-Tulip, according to Mike Silverman, Indevco general manager. The cup utilized is not a vending cup, it was pointed out, but the supplier has tightened inspection procedures on a special run to insure uniform taper, diameter and lip and enable the cups to feed thru the machine properly.

To allow for the greater diameter of the cup, turret tubes have been widened on the optional assembly. One of the tubes has been eliminated, with the cup capacity reduced proportionately. Thus, the Koffee King vender will hold about 500 of the 9-ounce cups, as compared to 600 of the standard 7-ounce variety.

The optional cup mechanism will also be offered with the firm's dual, coffee-soft drink machine, Silverman said. Announced recently (The Billboard, October 14), the machine is scheduled to reach the general delivery stage by the end of November. Cup capacity on the hot coffee side will also be proportionately reduced, should the larger cup assembly be specified.

Silverman said the 9-ounce cups would be offered to operators at approximately \$1 a thousand over the list price of the smaller containers.

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.



You CAN'T LOSE!



A PERFECT OUTDOOR MACHINE

You can't lose with the Atlas Ace, no vending machine can compare with its long, consistent profit record. Now—with added streamlining and improvements, this weatherproof vendor gives you added assurance of years of profit-making business.

Distributors, Salesmen, Write NOW.

Ask about our NEW 40-PAGE CATALOG.

ATLAS EST. 1925

MANUFACTURING AND SALES CORP.

12220 TRISKETT RD., DEPT. 1028 CLEVELAND 11, OHIO

FRENCH BOY POP CORN Dispenser



Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Complete unit with or without "French Boy" trade name

\$51.50

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us.

A B C Popcorn Co., Inc.

3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

Dealer Inquiries Invited

CHARMS...

Proven Sales Boosters!

Write for

Complete Price List!

Karl Guggenheim, Inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

VICTOR'S TOPPER LINE IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

ONLY \$59.50 Complete

"TOPPER" Reg. U. S. Pat. Off.



The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DE LUXE 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 vends 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

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

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" in Vendors and you will find that these machines cannot be equaled 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.

YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

Rudd-Melikian Adds 2 Venders

(Continued from page 118)

tions while providing service on a contract with a regular operating firm.

The Double Bantam closely resembles Rudd-Melikian's large hot-cold unit but is simplified, Kafka said. All moving parts except the refrigeration and the pump have been eliminated. Cups are dropped manually, and the unit embodies a protective feature which allows the sirup and water to flow only when the cup is in position.

Standing 54-inches high, 22-inches wide and 19-inches deep, the Double Bantam weighs 250 pounds and will sell for approximately \$695.50. Initially, Kafka stated, Rudd-Melikian will sell the machine outright to locations who will buy both their ingredient supplies and service on contract from franchised Kwik-Kafe operators.

(Editor's Note: The program apparently is modeled after the bottle vending machine plan developed and exploited by the Coca-Cola Company. With this plan, Coca-Cola sells bottle venders direct to locations, supplies both bottled Coke and mechanical service on a contract.)

Location Service

Under the program, Rudd-Melikian expects locations will refill their own machines with liquid coffee, cream, sugar and with soft drink sirup. The Bantam's refrigeration cabinet has been so constructed that it will hold a week's supply of coffee-making ingredients. Storage space is provided for soft drink sirup. Rudd-Melikian anticipates the Bantam will sell approximately 150 hot and cold drinks per day.

Kafka said operators will be encouraged to sell machines direct to locations using a finance plan worked out with the CIT Corporation whereby the locations pay \$100 down and the balance over a 24-month period. Not until the Philadelphia tests are completed, Kafka declared, will Rudd-Melikian recommend what kind of contract and fees operators should use with their location sales.

The Single Bantam—100-cup coffee machine to be introduced in January, 1951—will also be sold direct to locations provided Rudd-Melikian's Philadelphia tests are successful. The machine is expected to list for less than \$500, measures 48-inches high, 18-inches wide and 15-inches deep and weighs 120 pounds.

FOR SALE

Route of 80 CIGARETTE MACHINES

in Washington, D. C., to be sold at once.

Write for Full Details

BOX D-448
c/o The Billboard,
Cincinnati 22, O.

Popcorn
MACHINE OPERATORS AND DISTRIBUTORS

Support Hybrid Specialty Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for prices.

supRopt co.
5958 BAUM BLVD. PITTSBURGH 6, PA.

NEW Northwestern '49 Special

Cuts Costs and Saving 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 \$1
A special purchase enables us to offer these for a new record price (incl. tax.) of \$25.00 EA.
If you buy 5 machines we will give you 1 Free! Buy 5 - Get 1 Free, 6 for \$1

SPECIAL DEAL FOR JOBBERS!

CHARMS, MOSE. AND SUPPLIES
WE CARRY A COMPLETE STOCK OF CHARMS, PISTACHIOS, VENDING MACHINE PARTS & ACCESSORIES
SEND FOR PRICE LIST

WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.
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 1-3822

FITS ANY SPOT!

ALKUNO CIGARETTE VENDOR

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and King size—no matches.

MODEL 600
Metal Cabinet and Base.
Ht. on Base, 60".
Wt. on Base, 78 lbs.

VERY LOW PRICE

Immediate Delivery. In Green Metal Lustré Finish.

Other ALKUNO Models—448, Silver Quarter, Free Matches—Two Dimes, Free Matches—601, Two Dimes, No Matches.

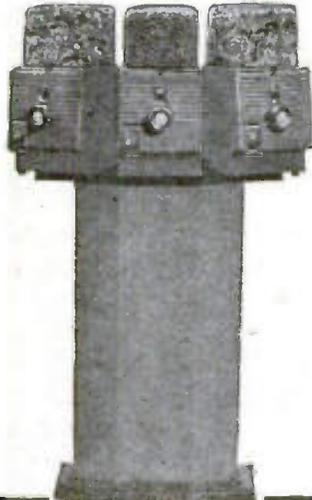
TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Write for Catalog of Complete Line Including 5¢ Cracker Vendor

Alkuno & Co. 408 Concord Ave. New York 54, N.Y. MIchigo 5-7757

Vending Machine Salesman
Top commission to Top Niche promotional man able to travel and finance themselves until underway—brand new machines that make the operator money. Coin operated and non-coin operated. Tell us who you've sold for and what you sold. Will mail you full information. Exclusive territory granted. No free sample artists considered. Write BOX CM-132, Billboard, 186 W. Randolph St., Chicago 1, Illinois.

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.

LARGEST PROFIT MAKER
5c Silver-King for Pistachios

Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

Sample, \$12.95 Ea.
10 @ \$12.50 Ea.
100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins, "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$39.50.

SILVER KING CORP.
622 Diversy Parkway Chicago, Ill.

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER
(Illustrated)
Lots of 100...\$10.50
Sample, \$11.75.

Victor's Universal

JUMBO
1 1/2" Ball Gum Vendor.
Best Location Getter 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

NAMA Beverage Day Program Set

(Continued from page 118)
agenda will be trends in sanitation practices and the future of automatic merchandising. This will be discussed by Dr. W. L. Mallmann, Michigan State College, East Lansing, and Prof. William T. Ingram, College of Engineering, New York University, University Heights, N. Y.

Dr. Mallmann will give a progress report on the NAMA cup vending division sanitation research project, while Prof. Ingram will discuss fundamentals of food sanitation in general vending operations.

Under the heading, The Shrinking Nickel, problems of maintaining service at a profit in the face of rising costs and under the nickel's limitations will be discussed by two vending machine operators. From a cup operator's experience—W. H. Mason III, Mason Vending Company, Houston, and from a bottle beverage operator's experience—S. Maurice Whiteraft, Automatic Beverage Company, St. Louis.

Two manufacturers of beverage vending equipment are scheduled to appear on the program to outline the operational outlook for beverage equipment in a period of transition to a defense economy. I. H. Houston, president, Spacarb, Inc., New York, will handle the viewpoint of cup machine manufacturers on this subject. Robert W. Wagstaff, vice-president, the Vendo Company, Kansas City, Mo., will speak for the manufacturers of bottle beverage equipment on this topic.

Suppliers Look Ahead
Two suppliers will give operators their opinions on what lies ahead for beverage operations. They are: George T. Herold, Sero Syrup Company, New York, and E. C. Scully, Lily-Tulip Cup Corporation, New York.

The morning's program will end with a discussion period. This will be followed by the opening of the exhibit floors for the operators.

In addition, informal round-table discussions in which prominent beverage operators will be featured are scheduled for 7:30 p.m., and will be led by M. J. Estrem, of Cupteen, Minneapolis, on Monday (13), and by Raymond H. Lunn, Dispens-o-Matic Company, Inc., Schenectady, N. Y., on Tuesday (14).

Welch Makes Vend Debut Via New Unit

(Continued from page 118)

The machine, a compact unit now being tested on location, holds 600 cups. Its two 4 1/2-gallon product tanks, tho, stock sufficient concentrate for 900 servings. Featured are positive displacement valves of a new design, said to assure uniform proportions of concentrate and water. The mixing ratio is three parts of water to one part of concentrate.

While finished drinks are served at a temperature of 40 degrees, the refrigeration mechanism is said to maintain concentrate in the product containers at about 34 degrees. Halstead asserted the cooling plant used enables the machine to dispense as many as 250 drinks an hour at the 40-degree standard.

10-Cent Price
Vend price per cup is 10 cents, and the coin mechanism used accepts nickels and dimes and returns the correct change if quarters are inserted. The single coin mechanism is utilized for either flavor, with the patron turning a dial pointer to indicate his preference.

The cabinet is finished in the 81-year-old firm's traditional "grape purple." It occupies 25 1/2 by 22 inches of floor space and stands 68 1/2 inches high.

Altho grape juice has been the company's staple since its formation, it only recently offered it as a frozen concentrate. To date, the grape juice concentrate has been marketed primarily in six-ounce cans for home consumption.

Concentrate Outlets
The concentrate will be available to operators in 32-ounce cans thru a nationwide net of frozen-food distributors now carrying the Welch line. Halstead pointed out. Delivered price is approximately \$1 a can, with 32 ounces said to be sufficient for 25 servings.

Sales to operators will be handled by the Welch executive office here at 55 Fifth Avenue. List price of the vender will be announced at a later date. The company also plans introduction of other juice products in frozen-concentrate form.

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 3.25
 - Copper & Nickel, large, 1,000 8.25
 - Silver Wedding Rings, 1,000 5.95
 - Ten Watches, 2 gross 2.50
 - Stone Set Rings, 2 gross 1.95
 - "Hop Cat" Buttons, 1,000 5.95

STANDS
All steel—aluminum finish. No need to acid sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.

\$3.25 each
EXTRA HEAVY STANDS
\$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES.

VICTOR 5c 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 as 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, \$12.95 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—1c or 2c play. Real Money Maker! 22" High, 18" Wide, 8" Deep.

Simple mechanism guaranteed **\$32.50** E.A. trouble-free.

ONE THIRD DEPOSIT ON ALL ORDERS
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

SMOKESHOP "612"

THE NATION'S FINEST CIGARETTE VENDOR

Write for details
AUTOMATIC PRODUCTS CO.
250-B W. 57th St., N. Y. 19, N. Y. • Pl 7-3123

CIGARETTE MACHINES

- UNEEDA, 8 Cols. \$ 95.00
- UNEEDA, 6 Cols. 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
- UNEEDA MODEL 500
9 col., 350 Pack Cap. \$85.00

CANDY MACHINES

- VENDIT, 150 Bar Cap. \$47.50
- UNEEDA, 105 Bar Cap. 75.00

SHIPMAN 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 ST. Evergreen 7-4565 BROOKLYN 17, N. Y.

BRAND NEW LUCKY BOY VENDORS

\$9.75 Lots of 5, \$8.78
EACH Lots of 25, \$7.75
1c or 5c MODEL

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 400 Ball 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.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

- U-Select-It, 72 Bar Size Each \$27.50

CIGARETTE MACHINES
Write for low prices all makes.
COUNTER MODEL \$17.50
Half Deposit. Phone: BA. 7-0606

HARRIS VENDING
2717 N. Park Ave. Philadelphia 32, Pa.

**—LARGEST—
PROFIT MAKER**

5c Silver-King for Pistachios



Change NOW
to 5c Model
for REAL
PROFITS

5c Change-
over parts
available for
all 1c
Models

Sample
\$13.95 each
10 @
\$12.50 each

100 or more—Write for low price.

Machines can be purchased on TIME
PAYMENT, paying for them in 20
weeks. Write for details TODAY!

ROY TORR LANSDOWNE,
PENNA.

**122 DIFFERENT
CHARMS**

Half Plastic—Half Metal-Plated
**A GRAND COMBINATION
MIXTURE of Big Charms—
Series #2—and Wonderful
Charms—Series #70—in
fifty-fifty proportions of both
series as well as fifty-fifty
mixture of plastic and metal-
plated.**

COMBO—\$4.40 per 1,000

F. O. B. Jamaica, N. Y.
Immediate Delivery

EPY

Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, L. I. N. Y.

**5 Vender Firms
Show at Dairy
Industries Meet**

ATLANTIC CITY, Oct. 21.—Five vending machine manufacturers exhibited at the 17th Dairy Industries Exposition, held in Convention Hall here. The firms were Arctic Vendor Sales Company, Appleton, Wis.; F. B. Dickinson & Company, Des Moines; Ideal Dispenser Company, Bloomington, Ill.; Rowe Corporation, New York City, and the Vendo Company, Kansas City, Mo.

One of the largest conventions held, it was reported that a total of 26,000 dairy processors were in attendance. While primary interest was in milk and ice cream vending, Rowe also displayed its sandwich, cigarette and pastry vendors in addition to several models of milk dispensers.

Dairy-Vend Displayed

Vendo displayed its new Dairy-Vend ice cream vender which also will be viewed at the Chicago NAMA convention in mid-November. Arctic had both models of its ice cream vender, the 75-bar and 154-bar machines. Ideal displayed its open-top vender featuring the vending of Ex-cello-cartoned milk in third-pints.

Easily the largest and most expensive vender (in excess of \$3,000) was shown by F. B. Dickinson Company. Similar in size to the ice and cubed ice venders made by the firm, the vender handles a multiple number of items at any price up to 99 cents. In the display the machine was loaded to show sales of milk, quart ice cream, butter and paper-packaged still beverages.

A firm which has become active in the vending machine field, the Batavia Body Company, of Batavia, Ill., also exhibited. The firm recently began specializing on special truck bodies for use by ice cream vending machine operators, displayed their regular ice cream refrigerated units.

Represented among exhibitors were: Dixie Cup Co., Empire Biscuit Division of Airline Foods Corp., the Harrison Co., Kiddie Manufacturing

**A. & A. Cig Vender
Nears Line Output**

(Continued from page 118)

behind the mirror flashes and reveals an advertising message. The ad is painted on a slide-in glass plate behind the trick mirror and may be changed at will to suit local conditions. The sales pitch remains visible until the cigarette pack is dispensed.

Mingione's view is that operators can sell the ad space on their machines. His hope is that, should the machine receive wide acceptance, a national advertiser can be interested in buying the space on a blanket basis.

To be exhibited at the NAMA meet in Chicago next month, the A. & A. machine has a capacity of 368 packs in its eight columns. A coin mechanism that accepts nickels, dimes and/or quarters is used. The vender is 64 inches high, 27 inches wide and 12 inches deep. It will be offered in a two-shade hammerstone finish.

Mingione declared deliveries will begin by the end of November. List price is \$165 without base, and \$185 complete. Sales will be handled thru the home office here.

Co., Inc.; Lamont, Corliss & Co., Lily-Tulip Cup Corp., Marathon Corp., and Worthington Pump & Machinery Corp.

Representatives in attendance for the five vending machine firms were: Arctic Vendor Sales Co., Gordon Haase, Carl Bohstedt, H. Smith, H. Schmidt.

F. B. Dickinson Co., Donald Lock, F. B. Dickinson, W. R. Swanson.

Ideal Dispenser Co., Inc.; William Kelley, Robert Gladden, John Rieger Jr., Harold Smalley, Robert Ulbrich.

Rowe Manufacturing Co., Inc.; Charles Brinkmann, Gail Anderson, Bern Bernard, Richard Gluck, John Moran.

Vendo Co.; Jack Burlington, Henry Gaddis, J. E. Hagstrom, Alex Izzard, Howard Johnson, John T. Pierson, Hal Quinn, R. W. Wagstaff.

Next convention of the dairy group will be held in Chicago in 1952.

**4 BIG
DAYS**

**Ahead for
All Vendors**

N. A. M. A.'s

**1950 convention
and exhibit**

Palmer House ★ Chicago

November 12-15

Jam-packed with

A-1 information
on all that's
new in vending

Tops for

**SPEAKERS
EXHIBITS
IDEAS**

**The ONLY
all-vending show**

**Remember "N. A. M. A.
Day" is Sunday,
November 12**

**Deadline for Advance
Registration Is
NOW!**



**7 South Dearborn
Chicago 3, Ill.**

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 5 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.

TOPPER DELUXE
With Plastic Side Display Windows
\$13.45

Topper Standard
with Plastic Globe
\$11.25

**JUMBO
1" BALL GUM**
\$14.95
Lots of 100
\$13.95

CHAMPION NUT & CHOCOLATE CO.
1114 TREMONT ST. BOSTON, MASS.

From **LITTLE ACORNS** mighty **INCOMES** grow!

ACORN
The only completely die-cast aluminum chrome-trim, precision-built

5¢ ALL CHARM VENDOR

- Vends all bulk mase.—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! 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

BAK manufacturing co., inc.
11411 Knightsbridge Ave., Culver City, Calif.

**OUT
NEXT
WEEK...**

The Billboard
in its new,
modern,
tabloid-size
newspaper
format



**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—140—170—210 & Jumbo.
27c per pound
Full cash with order.
FREE Delivery on 500 pounds.
Sold by

ROY TORR, Lansdowne, Pa.

**GET *
NEWER
CHARMS**

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
419 Neptune Street, Pittsburgh 20, Pa.

**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. \$45.00 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

Ice Cream Ops Hype Winter Biz; Suggest 4-Point Push

(Continued from page 118)

lation is hardest hit, with sales skids of up to 50 per cent of top summer business. Captive locations have fared better, with some holding their own, or even bettering summer volume (where employment rises in season). But the usual pattern is anywhere from a 10 to 35 per cent decline over highest summer volume.

Service procedure, say most operators, remains constant thru the year. Both operators and employees usually schedule vacations during the fall and winter. With route work at a slower tempo in non-summer months, the accent is on soliciting new stops, while in the summer it is on service.

Overhead Fluctuates

While some operators claim overhead rises slightly in winter, others state it drops. On the higher overhead side, these reasons were given: It usually takes routemen longer to travel and service equipment, resulting in less machines serviced each day or a lengthened work day to reach the same number. The lower overhead reports were based on: Reduced use of dry ice (for route trucks) and a shorter work week; i.e., five-day winter against a six-day summer week.

Some winter sales aids being practiced by operators in Detroit include moving machines to bowling alleys, roller rinks, cleaning plants and laundries. They claim the advent of cold weather is the signal for a 50 per cent drop in public locations, but most industrial remain static or show only a slight drop.

Admitting to a 25 per cent drop in most locations, John Koehler and H. W. Dodge, heading K-D Distributors in Milwaukee, state the biggest adverse factor is a rapid drop in temperature. On the other hand, they say colder weather makes for easier handling of ice cream bars, while service calls are down at least 25 per cent. To strike a volume balance thru the year, K-D Distributors seeks to include schools (for higher winter sales) and outdoor spots such as golf courses (for summer) among its locations.

Chicago operator A. Garrick Alex, Vendall Service Corporation, uses a bonus-incentive pay plan for routemen to help hike winter grosses. However, this is in operation thruout the year, with this difference: The plus-pay volume (that point over which they received extra earnings) is raised in summer to allow for normally greater sales, and lowered in winter. Thus, it is hoped to stimulate cold weather sales thru more efficient, energetic routeman activity in the usual slow-sales months.

Joe Young, of Vendomatic Sales,

Inc., New York, reports the over-all drop last winter, as compared to the preceding summer, ran between 30-35 per cent. Putting it another way, he estimated about 35 per cent of his year's business was done during June, July and August. Young stressed that locating in industries which employ a larger working force in winter actually increases ice cream volume in winter. Another factor aiding winter vender sales is the absence of ice cream hawkers from the streets, he added.

To take advantage of potentially lower winter overhead, Young switches from a three to a two trick operation beginning October 1. He cuts down the number of times locations are visited to a once-weekly basis, further reducing overhead.

Change Flavors

Taking a less optimistic view on operator ability to keep up volume in winter, Joe Miller, Traffic Refreshment Company, New York, says flavor can be changed more frequently to pique patron interest, but in the final analysis it is the temperature that counts.

Traffic Refreshment, one of the oldest ice cream routes in its area, reports the winter drop in volume is as much as 50 per cent from peak to valley. But the lowest income months occur during fall and spring, not winter, it claims. While the normal drop between cold and warm months is about 25 per cent, it was more pronounced last year (down 35-40 per cent) because the summer of 1949 was exceptionally hot with a proportionate hike in sales, Miller states.

Cole Products Adds Facilities

CHICAGO, Oct. 21.—Cole Products Corporation announced this week a 10,000 square-foot expansion of its facilities here with the acquisition of a floor at the Adams-Clinton Building. New space will house firm's entire Dealer Service Division, research laboratories and a permanent school for instruction of operators of the Cole-Spa cup vender.

Allan Stewart, head of the dealer service division, will have offices at the new address. Cole Products also will maintain an extra supply of spare parts on the premises, supplementing parts on hand at the factory, and will handle all accessory, sirup and cup sales from this point. Adams-Clinton Building is at 210 South Clinton Street.

Northwestern

NEW REDUCED PRICES
MODEL 49
SPECIAL \$14.35
FACTORY PRB9H
Vender Confections

Teany	L. B.
Almonds	... 80¢
Jumbo	Pistachios ... 80¢
Spanish 27	Peanuts ... 25¢
Blenched	Virginia ... 25¢
M & M's	... 41¢
Vending Cashew	Buts ... 42¢
Bests	Beans ... 25¢
Rainbow Beans	25¢
Pine Wuts	... 49¢
Ball Gum	... 24¢
Bubbles	... 24¢

Peris—Supplies—Charms—Write for List.
BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 6, 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 49... 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
820 E. Armstrong St. Morris, Illinois

ADVANCE
21-A • Unit-C
**STICK GUM
and MINT
VENDOR**

Another Advance MONEY MAKER. Vends stick gum, pack-a-gum, tab gum, mints, perfums, comb, matches and many other items similar size. Typical Advance sturdy construction with famous Advance coin detector and window to show products. 28" high, 3 3/4" wide and 2 1/4" to 4" deep. Sheet metal finished in orange enamel. Available with 1¢ or 3¢ or 10¢ mechanism.

ORDER TODAY!
J. SCHOENBACH
DISTRIBUTORS OF ADVANCE VENDING MACHINES
1647 Bedford Ave., Brooklyn 25, N. Y.

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

Prices
LESS THAN 28 \$14.35
LESS THAN 100 \$14.75
100 OR MORE \$13.95

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 1¢ or 5¢, Baked Metallic Finish, Red or Green—Sample	12.95	233 BALL GUM PORCELAIN, 1¢	87.45
10 or More	12.95	SILVER KING, 1¢ or 3¢	6.95
239 PORCELAIN, 1¢	7.95	MASTER PORCELAIN, 3¢	7.45

MERCHANDISE AND SUPPLIES

ALMONDS, 480 Cts.	5 Lb. Vacuum Packed, 85¢	M & M BALL GUM, All Sizes (150 Lbs. Min.)	39¢
PISTACHIO, Jumbo Queen	76¢	RAINBOW PEANUTS	38¢
FANCY TULIP, Large	66¢	MIXED NUTS	31¢
INDIAN NUTS	56¢	BOSTON BAKED BEANS	28¢
CASHEW, Whole	53¢	LICORICE LOZENGES	25¢
CASHEW, Buts	51¢	1 1/2 Doz. Balance	6.95
VIRGINIA PEANUTS, Whole	34¢		

Comalere Line of Parts, Supplies, Stands, Globes, Brackets, etc.

Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • Chickering 4-0742
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

Distributors Show Gottlieb's New 5-Ball Bowler

CHICAGO, Oct. 21.—Distributors of D. Gottlieb & Company are holding showings of the new five-ball game Spot Bowler, Advertising Manager Alvin Gottlieb announced this week. Game combines the action of bowling with new ideas in five-ball play.

Key to Spot Bowler is a simulated bowling alley situated in the center of the playfield. Players can make strikes on this alley by hitting a target just in front of the pins, by activating four pin-spot buttons or by spotting pairs of pins with hits on five bumpers near the top of the scoring area. Other strikes can be made by going thru side rollover switches after they have been lit and thru certain bottom rollover switches.

Flippers play a major part in running up a winning score in Spot Bowler. With correct timing, player can activate flippers in such a way as to keep ball in play for additional strike shots. Scoring on the game accounts for the number of high score points made and also registers number of strikes, thus the player can run up a winning score by two separate methods. Housed in a conventional sized pinball cabinet, game is equipped with a nickel drop chute.

John Mason Dies

WILKINSBURG, Pa., Oct. 21.—John Mason, 47, shop foreman for Allegheny Cigarette Service Company, here since 1936, died Saturday (14) of a heart attack.

Mason was known thruout the country as a road mechanic in the vending field, and was responsible for many improvements in developing cigarette vending machines, and in developing milk vending machines for the Rowe Manufacturing Company.

Mason was born in Hammond, near Burgetstown, Pa., and was a graduate of Carnegie Institute of Technology.

Shuffleboard League Rules

CHICAGO, Oct. 21.—With organized shuffleboard play more than doubled over the 1949-'50 season, and with new operators entering the league picture this year, *The Billboard*, as a service to these newcomers and to operators of shuffleboards who are expanding their league activities, has prepared a special booklet covering formation of shuffleboard loops and suggested rules and regulations to be followed in the course of the play.

Operators desiring a copy of this booklet may obtain same free of charge by writing to *The Billboard*, Coin Machine Department, 188 West Randolph Street, Chicago 1.

State Tax Calendar

Alabama November 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due. November 20—Sales tax reports and payment due.	Massachusetts November 20—Cigarette tax reports and payment due.
Arizona November 6—Property tax first semi-annual installment due (last day). November 15—Gross income tax reports and payment due.	Michigan November 15—Sales tax reports and payment due. November 20—Cigarette tax reports and payment due.
Arkansas November 15—Income tax second installment due.	Minnesota November 20—Cigarette tax reports and payment due.
California November 15—Insurance gross premiums tax due (last day).	Mississippi November 15—Tobacco manufacturer, distributor and wholesaler reports due.
Colorado November 14—Sales tax reports and payment due.	Missouri November 30—Soft drinks manufacturer tax reports and payments due.
District of Columbia November 20—Sales tax reports and payment due.	Nebraska November 10—Cigarette distributor tax reports due.
Florida November 20—Admissions tax reports and payment due. Rental tax reports and payment due. Sales tax and payment due.	New Jersey November 1—Property tax quarterly installment due. November 20—Cigarette distributor tax reports and payment due.
Georgia November 10—Cigar and cigarette wholesale dealer reports due.	New Mexico November 15—Occupational gross income tax reports and payment due.
Idaho November 15—Cigarette wholesaler drop shipment reports due.	New York November 15—Franchise (Income) tax second installment due.
Illinois November 15—Cigarette reports due. Sales tax reports and payment due.	North Carolina November 15—Sales tax reports and payment due.
Indiana November 6—Property tax semi-annual installment due. November 15—Cigarette distributor drop shipment reports due.	North Dakota November 10—Cigarette distributor reports due.
Iowa November 20—Sales tax reports and payment due.	Ohio November 10—Cigarette wholesaler reports due. November 15—Cigarette use tax reports and payment due.
Kansas November 20—Sales tax reports and payment due.	Oklahoma November 10—Cigarette wholesaler, retailer and vending machine owner reports due. November 15—Sales tax reports and payment due. Tobacco wholesaler, jobber and warehouseman reports due.
Kentucky November 15—Income tax third installment due. November 31—Amusement and entertainment reports and tax due.	Oregon November 15—Property tax quarterly installment due.
Louisiana November 1—Soft drinks reports due. Tobacco reports due. November 15—Income tax third installment due. Soft drink reports due. Tobacco reports due. November 20—Sales tax reports and payment due.	Pennsylvania November 10—Soft drinks reports due.
Maryland November 10—Admissions tax due. November 15—Sales tax reports and payment due.	Rhode Island November 20—Sales tax reports and payment due.
	South Carolina November 10—Admissions tax reports and payment due.
	Tennessee November 20—Sales tax reports and payment due. (See State Tax Calendar, page 127)

Precision Puck Adds New Plant

CHICAGO, Oct. 21.—Precision Puck Company has purchased an additional plant at 7934 South Chicago Avenue, adjacent to its original quarters, owners Nels Malmgren and Herbert Smedburg announced this week.

The new plant is a one-story building and adds 3,500 square feet of production and office space. Now in the final stages of remodeling, it will house light assembly machinery.

Smedburg stated that altho steel supplies are decreasing generally, Precision Puck has enough on hand to fill orders for several months. He adds that in the past few weeks orders from shuffleboard firms have been on the increase. Firm also makes pucks for shuffle games.

Puck Patter

Chicago:

Herb Smedburg, Precision Puck Company, is back from a series of short business trips. Meanwhile, his associate, Nels Malmgren, has been handling the home front. The newly acquired quarters next to the firm's older plant will give Precision a chance to carry out some long range experiments. Clayton Nameroff, Monarch shuffleboards, reports Don Calkins, La Porte, Ind., operator, is making a big hit with his leagues this year.

At Merit Industries, Col. Lou Lewis is making progress in his dream for a full scale coin machine exchange for South Side operators. Shuffle games are moving in and out of the firm's headquarters at a steady pace. Lewis says that he is now looking for larger quarters so that he can do justice to the lines he has, especially the premium assortment.

Bill Knapp and Vic Weiss, Allied Coin Machine Company, are pleased with their new Milwaukee Avenue quarters. With the additional space they have acquired they can now add more premium items.

Len Micon, World Wide Distributors, says that the court approval the firm won for Williams' Double Header and Keeney's League Bowler has stimulated sales on both games in this area. The okay was for all of Cook County. Bernie Auerbach, head of World Wide's premium Division, reports a sizable batch of repeat orders for the firm's merchandise coming in from the Illinois and Indiana territory he recently traveled.

Empire Coin Machine Exchange continues to step up its foreign trade in shuffle games. Meanwhile its home effort is producing well on the premium merchandise. Howie Freer completed his fifth year with Empire last week. He joined up while the firm was at its original address on North Avenue.

Herb Perkins, head of Purveyor Shuffleboard, has been busy getting the construction work started on the second floor of his Western Avenue headquarters, but has been keeping close tabs on the start of the various Purveyor leagues in the Midwest. While Herb stays close to the Chicago headquarters, Tom McNeill, roadman for the firm, has (See Puck Patter on page 127)

WHILE THEY LAST!

Come and Get Them
United Shuffle Alloys \$49.50 EA.

SHUFFLE GAMES

United Shuffle Alloy with United Flying Pin Conversion	\$125.50
Strike (Exhibit)	159.50
Nationwide Shuffle Baseball (New)	99.50
Nationwide Shuffle Baseball (Used)	99.50
Exhibit Shuffle Bowl	49.50
Chicago Coin Classic	199.50
Universal Super Twin Bowler	199.50
Universal Twin Bowler	139.50
Shuffle Alley Express	149.50
Genco Glider	49.50

All Makes Shuffleboards \$79.50 & Up
Shuffleboard Scoreboards \$9.50 & Up
Purveyor Wax (24) Case 7.20

SHUFFLEBOARDS, SCOREBOARDS
WRITE FOR LOW PRICES

PURVEYOR SHUFFLEBOARD CO.

4322-74 N. Western Ave. Chicago, Ill.
Phones: JUniper 8-1814, 1815, 1816

OUT NEXT WEEK...



The Billboard
in its new,
modern,
tabloid-size
newspaper
format

Chi Tavern License Due

CHICAGO, Oct. 21.—Over 10,000 applications for renewal of semi-annual city liquor licenses were mailed to tavern-type location owners this week by City Collector William C. Prendergast. The licenses produce approximately \$10,000 annually. Permits, requiring a 2 a.m. closing, cost \$465 and those for a 4 a.m. curfew cost \$875. The next payment is due November 1.

Shuffleboards For Sale

Operator wishes to sell 4 Cushion-Rebound American with electric scoreboards, lights—\$250.00 Each. One 16 Ft. American Board—\$175.00. All equipment in good condition, and 3 Boards are on location.
F. O. B. St. Louis.

BOX 632
c/o The Billboard Pub. Co.
390 Arcade Bldg. St. Louis 1, Mo.

COINMEN YOU KNOW

New York:

Nash Gordon, business manager of the Automatic Music Operators' Association (AMOA) and Dorothy Wolk, office chief, were busy last week getting everything shipshape for the org's 13th annual affair, to be held Saturday (28) at the Waldorf's Starlight Roof. They were keeping mum on what artists would provide the entertainment, but if past standards are maintained, performances should be tops. This much was sure. The dinner would be built around filet mignon.

Meanwhile, Lou Rosenberg, president of the Associated Amusement Machine Operators of New York (AAMONY), and Joe Hirsch, business manager, are getting to work on that group's first of a projected series of annual affairs. The get-together is scheduled for December 17 at the Latin Quarter. A souvenir journal is also in the works.

Stuart Lyon, head of Lyon Industries, is at home nursing injuries suffered during an automobile accident last week. . . . Charlie Brinkman and other Rowe execs were in Atlantic City last week demonstrating. (See New York on page 126)

Twin Cities:

Condolences are due the Karter brothers and sisters on the death of their father, Louis, in St. Paul October 3. The survivors are sons Jack, head of the Midwest Distributing Company, St. Paul; Al also of Midwest; Sam, of Star Sales, Minneapolis; Charles, of Star Novelty Company, St. Paul, and daughters Mrs. Irene Schaeffer and Mrs. Rose Meltzer, both of St. Paul and both of whom worked in the coin machine business for their brothers.

Tony Trucano, of the Black Hills Novelty Company, Deadwood, S. D., has the added job of running the peanut machine route of his son, John, who has entered Notre Dame University at South Bend, Ind. . . . Martin Kantar is moving his Harmony Music Company to a new location on Cedar Avenue in Minneapolis. (See Twin Cities on page 126)

Vital Statistics

Deaths

Louis Karter, in St. Paul, recently. Surviving are sons Jack, Midwest Distributing Company; Al, also of Midwest; Sam, of Star Sales, and Charles, Star Novelty Company. Daughters Irene Schaeffer and Rose Meltzer, associated with their brothers in their coin machine businesses in the Twin Cities, also survive.

F. Schravessande in Washington recently. He was the father of M. F. Schravessande of Sterling Novelty Company, Washington.

John Mason, 47, Saturday (14) of a heart attack in Wilkesburg, Pa. He was shop foreman for Allegheny Cigarette Service Company. Surviving are his widow, Sarah, a son, John, 5, a daughter, Mary Anne, 14, and his brother Frank, creator of the Mason Marlonettes.

Marriages

Jesse Thomas, Biederman Amusements, Washington, and Marian Frazer in Washington recently. Couple honeymooned in Atlantic City.

Marriages

Frank Mikesic, Mikesic Amusement Company, Johnstown, Pa., and Roseline Graziano Saturday (21).

Los Angeles:

Bill Black, of Bakersfield, making the coin row rounds after being released from the hospital. He had quite a spell of it and his friends were glad to see him out again. . . . Pete Theban, Glendale operator, is back in the game again and looking around for equipment. . . . Parke Hammer, who quit the bulk merchandising business some months ago, is back in the field. . . . Stan Rousso, Stoner Western representative, has returned from a trip thru Central California. He made stops in Fresno, Sacramento and San Francisco to call on customers. . . . Larry Granfield Jr., County Beverage Company, San Diego, back on the route following a vacation. . . . Robert S. McNaughton, bulk merchandising operator, back from a plane trip to his old hometown, South Bend, Ind.

Practically the entire personnel of the Minthorne Music Company, Seeburg distributors, is back from a trip to Chicago. Hank Tronick, head of the parts department, was one of the first to make the trek. After two-day stay in the Windy City, he returned to the Coast. Jean Minthorne, head of the firm; George Mahlum, sales manager; Nels Nelson and Bob Alexander, servicemen, returned over the week-end. They were called back to Chicago to view the new plans that Seeburg has in the offing and scheduled to be announced around the middle of November.

Phil Robinson, West Coast representative of Chicago Coin, received his first sample of the Fighting Irish game. The unit was shipped by air express and has been viewed by a number of operators, who placed their stamp of approval on it. . . . Mac Sanders still busy with the arcade game operation in various miniature golf courses thruout the area. (See Los Angeles on page 127)

Indianapolis:

Operators visiting and buying equipment at Sicking, Inc., included Bruce Timmons, Greenville, O.; William (Bill) Hilger, Malot, Ind., and Don Knotts, Elwood, Ind. New games at Sicking include Fighting Irish and the Pin-Lite shuffle game. Mrs. Lottie Berman reports business good.

Shaffer Music Company presented Servicemen's Headquarters in the World War Memorial with a Seeburg coin-operated phonograph. It seemed impossible to have some recreation at the center as it is just being organized and is short of funds. They were seeking amusement equipment, and Shaffer answered the call.

Operators visiting Shaffer buying equipment and parts included Jake Waymire; Charles Yeagly, Richmond, Ind.; Cecil Miller, Winchester, Ind.; George Miser, La Fayette, Ind.; Glen Carrol, Fort Wayne, Ind., and F. C. Timmons, Muncie, Ind. . . . Al Bland, service manager at Shaffer, has returned from his vacation. (See Indianapolis on page 126)

Cincinnati:

The Automatic Phonograph Owners' Association will hold its regular executive board meeting Tuesday afternoon (31).

Patricia Ann Bigner, daughter of Ray Bigner, president of Bigner, Inc., was married Saturday (21), at St. James Church, White Oak, O., to William H. Mohr, of Price Hill. A reception was held at North Bend Inn. Mary Bigner, twin sister of the bride, was the maid of honor and another sister, Mrs. Joseph Weber, was the bridesmaid. The couple plans to spend a two-week honeymoon in Miami and on their return will reside with the bride's parents in White Oaks.

Washington:

Several Washington Music Guild members formed a delegation to the October 16 meeting of the Amusement Machine Operators of Greater Baltimore. Those attending included Teddy Crawford, Roger and Evan Griffith, Hirsch de La Vioz, Phil Mason, Bill Schwarz, and Leonard Abrams. John Scallisi, of Decca, also was among those present.

Horace Biederman reported Jesse Thomas, a mechanic working for Biederman Amusements and the Hub, recently married Marian Frazer. They honeymooned at Atlantic City. Biederman played host a couple of weeks ago to Johnny Casola and Ray DeRoche, visiting United Manufacturing Company reps.

Albert D. Kristall, of Seaco Vendors, will be chairman of the Washington Music Guild's Christmas toy campaign for 1950. Assisting him will be Bernard Lichtman, of Kay Koin Machine Company, and Myron Loewinger.

Max Silverman, of Quality Music Company, picks Louis Prima's new "Oh, Baby" on the Robin Hood label as a forthcoming juke box hit. (See Washington on page 127)

Milwaukee:

The weekly get-together of local music and games operators at Joe Deutsch's restaurant Wednesday nights has been popular of late. Sitting around the table and cutting up jackpots while discussing the possible effects of the pending tax on operator's coin box receipts by the State, were Bob Puccio, Doug Kepitz, Joe Beck, Mike Rischman, Ken Kulow, Sam Hastings, Red Jacomet, Nick DacQuisto and Melo Curro.

One operator who won't be too active in his business for the next few weeks is Charley Blum, of Kistler's Radar Sandwiches. Charley was chosen for jury duty and will spend three weeks doing his bit as a good citizen.

Out in Iowa, on a business flight, is Merle Zuehlke, flying sales rep for the Founteign Corporation. . . . Erich Rakow, head man at the Canteen office, is polishing up his deer rifle during his spare moments, getting ready to go hunting the first chance he gets. Hunting is Erich's favorite pastime. (See Milwaukee on page 127)

Hartford, Conn.:

Membership in Connecticut State Coin Association, Inc., continues to grow, reports Abe Fish, owner, General Amusement Game Company here and State organization president. Fish presided at an informal gathering of coinmen at Colonial Inn, New Haven. Guests included James Tolisano, Superior Music, Hartford; Irving Kempner, AMI, and Joe Friedman, Bridgeport coin operator. Some 55 coinmen from the lower part of the State attended.

Taken in as a new member was Joe Mazzone, Bristol Coin Machine Company, Bristol, Conn. He makes the 63d member in the State-wide organization. . . . Ossy Cavallo, of Seaboard Distributors, Hartford, is anticipating heavy orders for Christmas records. . . . Jack Gordon, Seeburg district manager, was in town, chatting with Ralph Colucci, head of Seaboard Distributors.

Ralph Colucci's twin youngsters, Ralph Jr., and Robert, have some new honors. Ralph Jr. has been named vice-president of his fourth grade class in a West Hartford elementary school and his brother, Robert, is helping him perform his new duties with distinction, according to the senior Ralph.

Chicago:

At World Wide Distributing Company, Leonard Micon and Monty West announced that Al Stern has made the firm's new liberal credit plan available to operators in Illinois, Iowa, Wisconsin and Michigan. . . . Meanwhile, Bernie Auerbach is busy with new premiums arriving daily. With Stern directing the overall strategy, World Wide is now planning an effective sales campaign for its Rock-Ola territory.

O. D. Jennings, head of the firm bearing his name, is on a brief vacation in Mississippi. Meanwhile, firm is steadily upping its output and handling orders on a first-arrival basis. Firm expects to be in concerted war production before too long. . . . Over at H. C. Evans & Company, Les Rieck, head of the phonograph division, states that interest in the Constellation continues to mount.

Harry Rosenberg, Double "U" Sales, Baltimore; Ted Bush, Bush Distributing, Miami, and Harold Leiberman, Leiberman Music Company, Minneapolis, were among the coinmen who recently dropped in for a look at Fighting Irish, Chicago. (See Chicago on page 126)

Detroit:

Kenneth Thaens, formerly with the Brilliant Music Company, and Hugo A. Guensche, who is still with Brilliant, have teamed up to form the Thaens Amusement Company, operating a diversified route of music boxes, games, and shuffleboard. Headquarters are on Garland Avenue. Guensche is a cousin of Williams Guensche, former owner of the Lakewood Theater, who is now managing the Esquire Theater.

Peter Tocco, Michael Polizzi, John Pirziola, and Ralph Quasarano are reorganizing the Jay-Cee Music Company on the East Side. . . . Oliver Carver, popcorn vander operator, is completely rebuilding and reconditioning equipment at the American Popcorn Confections Company, which he recently took over.

Charles Glacona, of the Metro Vending Service, is revamping his route operation by concentrating on cigarette and peanut vending machines, after disposing of his extensive route of candy bar vendors. . . . Donald List, formerly with the Jacobson Automatic Service, who has been operating an extensive cigarette vending route, is selling out his business to go into the navy. (See Detroit on page 126)

Pittsburgh:

Dan Silvia, of Electro-Products Company, New Bedford, Mass., spending four days at Coin Machine Distributing Company before attending the Neal House convention in Columbus, O., reported the chief problems he is finding in inspecting broken-down vending machines is on small matters like operators using too large fuses. The vending machine gets damp, the fuse doesn't blow and the machine motor "burns up," he pointed out.

Capitol Records Distributing Company, Inc., on Forbes Street, is looking for new quarters. Capitol, he explained, is getting as much call for the 45 and 33 1/2 r.p.m. speeds as for 78's and needs more floor space despite its present excellent location.

Shopping here for furniture on Columbus Day were Frankie Mikesic, Mikesic Amusement Company, Johnstown, Pa., and his fiancée, Roseline Graziano. Wedding day, October 21.

Ralph Lobell, of Leaf Gum Company, Chicago, reports Pittsburgh is a big supporter of quality gum. . . . (See Pittsburgh on page 126)

Wash. Op Proves Books Can Be Sold by Vender

(Continued from page 118)

so equipped as the machines arrive. The Giant chain's main unit has one of the machines, which is located near a nylon hosiery vending machine. Bushdid expects to contact other super stores as well as government and office buildings.

Other Locations

He also expects to install a machine at Washington National Airport and in District hospitals. A large 5-and-10 variety store in downtown Washington is negotiating for one of the units, he added. An interesting fact about this location is that the store already carries a large selection of pocket books. The management feels, however, that the vending machine will not compete with its over-the-counter sale of pocket books. The vending unit will be placed inside one of the doors so that it will account for impulse sales from exiting patrons who might never have stopped at the regular pocket book department.

The machine is geared to hold 24 different titles for a total of 360 books. So far, Bushdid is visiting his locations every other day. He is making a survey of tastes and trying to determine which titles sell best. The Avon line consists of mysteries, popular novels, and best sellers. The books sell for 25 cents—the same as the regular retail price.

Coin Activities

Bushdid was aided in his quest for locations for his new machine by canvassing locations for his other coin-machine ventures. He handles Photomatics, Voice-o-graphs, and Metal Stampers. Several of these units are in places where he now has the Vendavon installed or on order, including the National Airport, the Ice Palace, and the variety store.

Bushdid has been in the vending machine business for about 10 years and has been located in Washington since 1946. He is also contemplating opening an arcade, he declared.

Candy Firms Meet For Military Needs

CHICAGO, Oct. 21. — Over 40 candy manufacturers attended a special conference here last week to learn of final revisions in military specifications for all confections to be procured by the Quartermaster Corps.

All recommendations made during the meeting and during prior conferences held in Boston, New York and Chicago, are to be worked over into the finished specifications, it was reported by Fred W. Amend, chairman of National Confectioners' Association (NCA) Quartermaster Specifications Committee. They will be published and used for future procurement purposes.

May Up Ark. Cig Tax

LITTLE ROCK, Oct. 21.—The 1951 Legislature probably will be asked to hike the State cigarette tax 2 cents to finance construction of a new State hospital for the mentally ill, according to Gov. Sid McMath. Governor McMath estimated a new hospital would cost \$6,000,000. He said he would go before the Legislature with a tax program for building the new institution. One of the items would be an increase in the cigarette tax, he added. The chief executive did not know how much of an increase in the cigarette tax he would ask, but pointed out that a 1-cent increase would produce about \$1,000,000 a year in revenue and a 2-cent increase about \$2,000,000. The present tax is 4 cents per package.

COINMEN YOU KNOW

Chicago:

(Continued from page 125)

Coin's new five-ball game. Sam Wolberg returned from a brief rest in Waukesha, Wis. While he was there Sam Gensburg handled all executive duties for the concern. Sam Lewis reports the newest member of the family, Diedre, is already running the Lewis household.

Jack Nelson, Bally general sales manager, is back from a trip thru several Western States, including California, Utah, Washington, Oregon, Arizona and Montana. On most of the trip Nelson was accompanied by Al Sleight, Bally West Coast district manager. Sleight, who served in both the U. S. and Canadian air forces during World War II, piloted Nelson about in his Stinson. While in Everett, Wash., Nelson visited Joe Hart, head of Hart Novelty Company. The Bally general manager states that Turf King, the one-ball, is a hit in the West and there is a contagious optimism up and down the West Coast on general business conditions.

Ralph Sheffield, Empire Coin Machine Exchange, has started remodeling the firm headquarters to enlarge the premium department. Under the final distribution of space, the premium department will be allotted at least 3,000 square feet, according to Sheffield. Henry Polk, firm's premium man, was in Illinois last week after spending the previous fortnight in Iowa and Wisconsin. Stanley Levin, also on an extended road tour of the game division, and later Illinois for the game division, says there is now a noticeable optimism in the Midwest and the results are in the form of new orders he has just mailed in. Gil Kitt and Howard Freer state the recently mailed new and used equipment catalog is bearing fruit. Recent requests have come from as far away as Belgium, Pakistan and the Union of South Africa.

Detroit:

(Continued from page 125)

Chester Hill, son of Carl Hill, is now assisting his father in the operation of the Hill Vending Service. The Hill firm has been named distributor in this area for the Leaf Ball gum line, in addition to the other lines they handle. They are also continuing their own route operation in this city.

John Robert Hunt has sold out his route of ice cream venders, one of the first to be established in this area, under the Mercury name, to Nathan Fletcher, who has been vacationing in Louisiana. . . . Joe Filips, of Spacarb Detroit Distributors, Inc., reports the firm will add a coffee vending machine operation to its route here in the next few weeks.

Michael Bellantuoni has opened a store in Northwestern Detroit to act as distributor for the Abco Novelty Company and other lines, specializing in counter games. He is currently doing a promotion job on Abco's new Hit a Homer. Bellantuoni has been operating a route of amusement games in this area for the past two years under his own name, and has decided to expand into the distributing field. . . . Albert G. David is entering the music machine business here, with headquarters on Temple Avenue.

Anthony J. Sanders, manager of the games department for Miller-Newmark Distributing Company, is a reserve officer in the army and expects to be called up for active service shortly.

Robert Hennessey, formerly in the lumber business, has formed the AAA Sales Company to operate an extensive route of penny venders. He has machines in Ohio and Indiana, as well as in Michigan, and is spending much time on the road.

Twin Cities:

(Continued from page 125)

Dave Ziskin, of Dave's Distributing Company, reports business is holding up in good shape and that shuffle games and pinball units are getting operator attention these days. He said that workmen have just completed placing a new floor at his Minneapolis distributing headquarters. . . . Phil Smith, Minneapolis operator, is building a new home in St. Louis Park, a suburb of Minneapolis.

Jonas Bessler, of Lieberman Music Company, Twin Cities distributor, expects to move into his new home in two or three weeks. . . . Sid Levin, of Hy-G Music Company, reports Universal's new de luxe Twin Bowler has arrived and that operators are enthusiastic over its possibilities, with deliveries being made daily.

Ed Birkemeyer, Litchfield, Minn., operator, is recovering from a serious automobile accident several weeks ago. . . . Hank Krueger, of Fairfax, Minn., was in buying Exhibit's new Six-Shooter which Lieberman Music Company is distributing. . . . Norman Hanson, of Osakis, Minn., bought Shuffle Alleys on his trip to the Twin Cities. . . . Paul Felling, of Sauk Centre, Minn., picked up several pin games, while Lyle Kesting, of Bellingham, Minn., was interested in music on his trip to town.

Shuffle Alleys were the prime interest of Bill Hunder who came in from Wheaton, Minn. . . . Dick Henderson, of Willmar, Minn., was in shopping around. . . . Other visitors included Kelly Diedrich, of Chaska, Minn.; Elgin McDaniel, of Wadena, Minn.; Emil Sirrianni, of Eau Claire, Wis., and John McMahon, of Chippewa Falls, Wis. . . . Amos Heilicher, of Advance Music Company, Minneapolis, is so busy with his new Mercury television distributorship, which is catching on in excellent fashion here, that he has to squeeze in time to handle his coin machine operations.

Eddie LeBlanc, of St. Cloud, Minn., was in buying music. . . . Gerald Johnson, of Menominee, Wis., and Clayton Norberg, of C & N Sales Company, Mankato, Minn., were shopping at Twin Cities distributors.

Indianapolis:

(Continued from page 125)

Collections are fairly good, and cash transactions are promising according to all distributors. It seems a question of getting phonographs from manufacturers that is annoying distributors at present.

The juke box presented to the Indianapolis Servicemen's Center by Joe L. Flynn, of the Shaffer Music Company, will be serviced by and supplied with records each week by Harold Maeker, operator here. . . . Mrs. Lottie Berman, head of Sicking, Inc., reports games are moving steady, with a bright future ahead. . . . Charles W. Hughes, Hughes Electric Company, Ladoga, was a business visitor at Sicking, buying games and other equipment. Other operators buying and looking at new merchandise were Frank Granger, La Fayette; Louis Sullivan and Frank Lewis, Elwood, Ind.

The Calderon Distributing Company has added the Popperette, new automatic popcorn machine. The new 10-cent coin machine is being demonstrated at the warerooms of the company. It is a smartly styled machine in red and grey. The machine is manufactured by Biltmore Distributing Company, Chicago. . . . Chester Gaines, Calderon Distributing Company, was a business visitor in Chicago, and while there, visited the Rock-Ola plant.

New York:

(Continued from page 125)

ing the merits of the firm's milk, refrigerated sandwich and cake machines. Rowe exhibited at the Dairy Industries' Exposition in the New Jersey seaside resort.

Jack Mitnick, AMI Eastern region chief, is away on a trip to up-State New York and Canada. The Canadian territory is a recent addition to Mitnick's sales assignment. . . . Joe Young's Vendomatic Sales Company is the subject of a feature story in the current issue of Single Service News, public relations brochure of the Paper Cup and Container Institute.

Charles Hammer, who formerly operated phonographs here as the Hammer Music Company, died of a heart attack Friday (13) at the age of 41. He left a wife and an eight-month-old daughter. . . . Stephen Lake, of the Excel Phonograph Company, at home last week recuperating from an attack of ptomaine poisoning.

Willie Levey, Miami coinman, was visiting here last week relieved over missing the tropical hurricane that lashed the Florida city. . . . Donald (Doc) Shapiro, of the Shapiro Vending Company, has moved into his new home in Great Neck. . . . Sal Petillo, local juke op, is away on a deer-hunting trip in the Catskills. . . . Carmen J. Sciuto, who operates candy and cigarette machines in Hartford, Conn., as the Enterprise Vending Company, was in town last week shopping for coffee venders.

John Connolly Jr., partner with his dad in Connolly Vending, is back in his army uniform. A veteran of the last war, he was attached to the White House as a bodyguard during the closing phases of that conflict. . . . Harold Leedy, a newcomer to the coin machine biz here, has purchased a segment of Herman Silver's Empire Music juke route.

Julius Levy, sales rep for Arthur H. DuGrenier, has returned from a two-week trip contacting cigarette machine operators. . . . Deanna Bartlett, of Rytvock and Chero, who was tagged the most helpful publisher rep by disk jockeys in a recent Billboard poll, is now plugging Ozie Water's latest Coral release among local juke ops.

Frieda Gleitzman, switchboard operator at Runyon Sales, has returned from her honeymoon as Mrs. Mitchell Barkin. . . . Among out-of-towners seen on the avenue recently were Red Elfenbein and Nat Lesser, of the New England Music Company, New London, Conn. . . . Dave Lowy and Jack Semel have split up their partnership in a local game operation. Each now runs an individual route.

Abe Bernstein, of Academy Music, has sold his bar and grill in Inwood, L. I., to devote full time to his phono route. He is currently expanding into Nassau County. . . . Gil Engelman, of Columbia Music, at home last week nursing an attack of bronchitis. . . . Bill Farber, of Ferber Automatic Music, has moved into his new Forest Hills home.

Pittsburgh:

(Continued from page 125)

Dan Brenner, of the Biltmore Company in Chicago, reports people like his firm's new popcorn machine. He says it has eye appeal, is neat, works without inconvenience.

M. J. Abelson, of Oak Manufacturing Company, is on a several weeks' tour of the Chicago-St. Louis territory and expects to appoint two new distributors.

S. LaScola, Decca records distributor-manager here, anticipates enormous sales on the new Bing Crosby Christmas package. His belief is based on the business done with the Gary-Bing Crosby number ("everybody in this territory seems to have taken to Gary Crosby").

Los Angeles:

(Continued from page 125)

The many friends of Walter (Solly) Solomon were saddened by the news of the death of his father, E. E. Solomon, September 12 in Breckenridge, Tex. Solly recently returned from the Texas town, where he attended the funeral. His father had been a lawyer in that section for more than 70 years. . . . William E. Happel, who was recalled into the navy, is in San Diego awaiting further orders. He was in Los Angeles over the week-end on leave. . . . Dorothy and Jack Leonard, he the head of the parts department at Badger Sales Company, returned from a vacation in Oklahoma City. They made the trip by automobile.

Now that William E. Happel has gone into the navy, Eddie Gunsteen is pinch-hitting in the vending supply department that Happel had while he was with the firm. Dave Neel took over Jack Leonard's duties in the parts department while he was on vacation. . . . William R. Happel Jr., head of Badger Sales Company here, returned recently from an equipment buying trip that took him to Detroit, St. Paul, Milwaukee, Omaha and Grand Rapids. The equipment consisted mostly of vending machines. . . . Joseph Duarte, head of the Badger Sales export department, reports that the second shipment of coin-operated machines in Japan is on its way. . . . Al W. Sleight, Western sales manager for Bally Manufacturing Company, in town from his home base, Portland, and making the rounds on coin row.

Mary Solle, of Leuenhagen's Record Bar, is elated that her song, "Don't Kindle That Flame," written in collaboration with Marty Cousins, has been recorded by Deuce Spriggins on the Capitol label. Capitol artists, the Ewing Sisters, visited Leuenhagen's Bar recently and met a lot of operators. . . . Another Capitol recorder, Julia Lee, also was among the artists signing the registry there. Les (Carrot Top) Anderson and his manager, Faber Robinson, stopped in to say hello to Mary and Kay Solle at the Record Bar, also.

Milwaukee:

(Continued from page 125)

George Sandison, of Supermatic Sales Corporation, making a swing thru the State on business. Meanwhile, at the office headquarters, Nancy Rasmussen reports theater attendance improvement in recent months has hyped vending receipts. Now that brother Stanley Stacy has returned from his trip to Greece, Nick Stacy is planning on taking a short holiday, his first in a long stretch.

In a recent transaction, John Price, who has been operating music equipment for many years as the Wisconsin Automatic Phonograph Company, sold the major part of his route to Nick DacQuisto. Price has been putting most of his time and effort in recent months behind a silver plating chemical he developed.

Swinging thru the Northern Wisconsin territory the past week has been Harry Jacobs Jr., of the United, Inc., Wurlitzer distributors. His phone calls back to the home office on Vliet Street, report business good, with many new 1250 orders on the books.

Melo Curro, the Metropolitan Amusement head, got the go ahead sign to install four more music boxes in the White Tower restaurant chain that he has all sewed up. Results from the first installations in White Towers has been gratifying, according to Melo.

Top disk on the Mitchell Novelty Company juke boxes in recent weeks, according to Manager Irv Beck, is Gordon Jenkins's Decca waxing of "I'm Forever Blowing Bubbles."

Washington:

(Continued from page 125)

He says it's Prima's best waxing in years. Tune is backed by "Piccolina Lena." Silverman also stated that among current ditties, the Discovery label's "Molasses," featuring the Whizz Kids, was tops.

Washington coinmen were saddened to learn of the recent passing of the father of M. F. Schravensande, of Sterling Novelty Company.

Bill Schwartz tells us that he's recovering from a back injury sustained while he was moving something heavy around the office. He was fortunate, tho, in having a very simple and pleasant "medicine." As he tells the story, "I made about four or five visits to the doctor without noting any improvement; then one day I bent down to kiss the missus and it snapped back into place!"

News from the Hirsh-Mason Corporation is that Henry Shields, formerly of Silent Sales System, is joining the firm. Phil Mason is bringing his family down from Irvington, N. J., and they will live in the District. Recent expansion of the firm has rendered obsolete this summer's remodeling of the office, and more revamping is scheduled.

Dick Brown's Jubilee dinking of "Did You Think of Me Just Then?" will be one of the first numbers to be singled out for favorable mention by Bill Schwartz of the Washington Music Guild, when he resumes fall publication of the Guild's "News Letter."

Harry Schwartz, of Schwartz Bros., local distributor for Mercury records, is sure "To Think You've Chosen Me," an Eddy Howard waxing, will have the same appeal as "To Each His Own." Item is backed by "The One Rose That's Left in My Heart." He also picks Frankie Laine's "Sleepy Old River" and Roberta Quinlan's "Molasses." And on the Atlantic label, Schwartz gives the nod to Ruth Brown's "Tear-drops." Other news from Schwartz Bros. is that Harry's son, Stuart, joined the firm in August and has the position of secretary. Stuart was with the Super Music Stores in Washington for nine years and was manager of their F Street unit before joining his father's organization.

The G. B. Macke Company began using radio spot announcements to plug the special October offer made in conjunction with the firm's cigarette premium program. In keeping with the name of the "Thank U" premiums, the spots open with a girl's voice repeating the words, "Thank You, Thank You." Then a man takes over to give the details of the special offering. The Macke Company recently lost about \$1,100 when thieves broke into one of the firm's trucks while a collection man was inside a store. The money was mostly in nickels and dimes, making the haul quite heavy.

SEEBURG ADDS 45

(Continued from page 114)

the inclusion of the Seeburg 100 Select-o-Matic music system to its line."

The company's distributors were notified of the decision to place the "45" in production at their annual convention held in the Belden-Stratford Hotel, Chicago, September 29.

45 Smaller-Sized

Altho detailed description and price of the new mechanism were withheld pending distributors' receipt of their samples, it was understood the 45 and 78 boxes are identical in outward appearance. The 45, however, is smaller in size.

McKelvy emphasized that until such time as the record industry itself settles on one speed, Seeburg will continue to produce both the 45 and 78 system—leaving the choice of boxes up to the operators.

RKB Intros New Music Menu To Plug Juke Play

(Continued from page 117)

Fastened to the lower right hand corner of the menu's front cover is a chrome steel frame into which can be slipped photographs of artists featured on the phonograph. To encourage patrons to take the photo home as a souvenir, one end of the frame is left open, and a picture of the 100-selection juke box imprinted in the space directly under the frame. Inside the front cover is a replica of the phonograph's it tune title bank with laminated apertures into which the operator can slip his title strips. The apertures are keyed in the same manner as the selector panel, so that the menu duplicates the hit tunes on the phonograph or wall box.

The cellulose envelopes—one for food, the other for liquor or wine lists—are bound in leatherette in the folder. Backing up each listing is a short promotional message, with illustrations, pointing up the various classifications of music available on the phonograph. At the bottom of each page, a selling message stresses that the juke box offers six plays for a quarter.

RKB Associates, with offices at 808 Glenview Road, Glenview, Ill., is headed by David Greg Bender, who entered the juke box field as sales promotion manager for Atlas Music, Chicago, at the time Atlas introduced the Seeburg industrial-commercial music system. Bender was formerly sales promotion director for Advance Transformer, Chicago, and was associated with Meyers Community Newspapers, Chicago.

Operators will buy the menu cards from the distributor, Bender said, for \$1.10, offering them for re-sale in their locations at \$2. Bender expects operators will encourage their locations to use the menus while paying for them out of commission earnings.

With each menu card, RKB is supplying five extra copies of the artist's picture for the cover frame. Eventually, Bender plans to offer a new replacement picture free each week for the life of the menu (he estimates the card will wear between 30 and 40 weeks).

Capitol and MGM, Bender stated, have already joined the promotion by supplying photos of their artists, and other record companies have been invited to participate. Cost to the diskeries at this point, said Bender, is simply printing and shipping. As an added incentive to record firm's co-operation, Bender has suggested that the reverse side of the picture list titles and numbers of the artist's currently popular platters.

PUCK PATTERN

(Continued from page 124)

been covering the Wisconsin, Illinois and Indiana territory.

Premiums continue to play an important role in the shuffleboard picture. Wally Finke and Joe Kline, First Distributors, report the sale of premiums to shuffle ops still holding strong. Firm, which blankets three-State area, has been getting first-hand results on the results of premiums and shuffle play from its roadmen.

Merchandising Music

(Continued from page 114)

them to veteran centers or hospitals. Now the Cherry Hill Radio & Television Company, Dearborn, Mich., comes up with the suggestion that diskeries follow suit by donating their returns to these orgs instead of destroying the sides as has sometimes been done. In donating these unsalable platters to points where they will be given numerous airings, it might help to stimulate interest in records with persons who sometime in the future will be customers of jukes and retail record stores.

TOO MANY PLUG DISKS? . . . W. G. Huff, owner of the S & H Amusement Company, Bogalusa, La., would like to see the record business return to the old days when platters plugged just a few records, with all firms riding on their versions of a few current toppers. Huff believes that today the record companies are all trying to compete for the hits, thus making for confusion. He points to the tune "My Happiness" as an example of industry co-operation which paid off for everyone.

STATE TAX CALENDAR

(Continued from page 124)

- Utah**
November 15 — Sales tax reports and payment due.
- Vermont**
November 10 — Property tax installment due.
- Virginia**
November 10—Tobacco tax from warehousemen due.
- Washington**
November 15—Cigarette drop shipment reports from wholesalers due. Gross income tax reports and payment due. Sales tax reports and payment due.
November 30—Property tax semi-annual installment due.
- West Virginia**
November 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.
November 30—Property tax semi-annual installment due (last day).
- Wisconsin**
November 10—Cigarette wholesaler and manufacturer reports due.
- Wyoming**
November 10—Property tax semi-annual installment due.
November 15 — Sales tax reports and payment due.

Prizes! Premiums! PROFITS!

Get EXTRA play by offering as prizes and premiums, the novel, low-cost items featured in the

MERCHANDISE SECTION

beginning on page 85, this issue

"POP CORN SEZ"—Still Going Strong! While They Last—SPECIAL—\$49.50. Like New! Chicoin Trophy Bowl (Double Play)—Disappearing Pins. Write for price.

United Shuffle Alley, excel. cond., \$49; with disappearing pin conv., \$119—Bally Bowlers, \$49—Chicoin Bowlers, \$135—Genco Oldiers, \$37—Genco Bowling League, \$59—United Shuffle Alley Express, \$185.

NEW DISAPPEARING PIN CONVERSION . . . \$59

CONSOLES: \$1-250 Twin Bonus Super, \$125—37-36 Twin Bonus Super, \$225—Mills 3-Balls, latest model, \$135—Mills Jumbo, P.P. 50, \$4

Write for latest list all new and reconditioned Shuffle Games, 3-Balls, 1-Balls, Consoles, Arcades, Balls, Etc. Terms: 1/3 Deposit, Balance C. O. D.

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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\$169.00			

These Phonographs Are Thoroughly Reconditioned - Like New!

WALL BOXES			
SEEBURG		WURLITZER	
W1-L36 (NEW)	\$37.00	WS-22, 5c	\$8.95
5W2-L36 5c, 3 WIRE	29.00	OS20-12, 5c	8.95
W1-L56 5c WIRELESS	24.50	Buckley 30-Wire,	
WB-12, 5/10/25	17.00	illuminated	7.50
OSB-12, 5/10/25	17.00		

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$ 99	850\$89	Playmaster\$69
Hightone, R.C. 99	950 89	Super "40" 59
Hightone, E.S. 79	600R 64	Deluxe 39 59
Major 79	Victory 39	Standard 39 59
Colonel 69		Commando 49
Regal 59	616 89	
		AIREON
		Flerta\$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

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ORIGINAL
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NEW & USED

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CIGARETTE MACHINES
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COMPLETE LINE
NEW AND USED
WILD DEUCE-21 BELL
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All types of cheaper models ex-
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We rebuild & repair all types of
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EUROPE'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

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Plus . . . for both the American and European markets . . . a complete line of flawless reconditioned equipment, including more than 100 different types of the best in pin games—arcade equipment and shuffle games.

For the Best in New Equipment . . . for the Finest Reconditioned Machines . . . for Anything Coin-Operated SEE US FIRST.

Record Reviews

(Continued from page 117)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST	TUNES	COMMENT	
JERRY WAYNE Col 364-PV (7")	The Little Red Hen Like most of the recent releases in this Playtime minidisk series, original songs are by Gerald Marks and Milton Pascal. Fine production for nursery-agers.	85--85--85--NS	
JERRY WAYNE Col 363-PV (7")	Chicken Licken Same comment. Since it's complete on one side, this one's good for a quickie on moppet air segs.	83--84--83--NS	
JACK BERCH (H. Rene Ork) V45147-0225	Jack and the Beanstalk (Parts 1 & 2) Another fine first for 25-cent wax. Attractive packaging and arresting narration.	84--82--85--NS	
JERRY WAYNE Col 363-PV (7")	The Teddy Bear's Picnic Oldie, with its contagious joggity beat, has moppet appeal. Warm vocal job by Berch, and linking of Teddy Bear titles offer a sales gimmick.	79--80--78--NS	
GENE AUTRY-THE CASS COUNTY BOYS (C. Cotner Ork) Col MJV-75	Mr and My Teddy Bear Recent pop kiddity makes for a sound patking.	81--82--80--NS	
FRANK LUTHER Decca 88057	Frosty, the Snow Man One more likely smash kiddity for Gene, offered here in a special package, and non-breakable disk. Ops can buy it plain.	89--89--89--NS	
FRED WARING & HIS PENNSYLVANIANS-UNCLE LUMPY Decca 88051	When Santa Claus Gets Your Letter New offering by the "Rudoglog" writer rounds out a strong Christmas coupling for kids.	84--84--84--NS	
ARTHUR GODFREY (The Mariners-The Chordettes-A. Bleyer Ork) Col MJV-66	'Twas the Night Before Christmas (Parts 1 & 2) Modest setting of the famous poem, matter-of-fact reading by Luther, and unexciting art work leave it up to the Luther name to sell this one. There are stronger versions around, but few stronger names.	77--75--80--NS	X
NORMAN ROSE Children's Record Guild CRG-5007	Little Orley—His Adventures With the Parade Cute, slap-stick story in rhyme goes at a highly contagious rhythm pace, with band and sound effects kicking the narrator along. Introduces all the band instruments in turn.	80--80--80--NS	
WARREN CALJOUR Children's Record Guild CRG-1015	Little Orley—His Adventures With the Cloud Fanciful tale, narrated in rural dialect, may occasionally get beyond moppets' ken.	75--75--74--NS	
JOHNNY BOND Col 20756	'Twas the Night Before Christmas Still another reading of the famous poem Godfrey does a fair enough job, but his fans would buy it regardless.	78--78--78--NS	
LEON McAULIFFE'S WESTERN SWING BAND Col 20755	Jingle Bells Fine rendition by Happy Uncle Arthur and group, with amusing lyrics thrown in. Okay for tots and adults both.	81--82--80--80	
LARRY VINCENT (Pine Mt. Boys-B Little) Playa 1100	Mr. Grump and the Dingle School Band (Parts 1 & 2) Here's an unusual disk that manages to be very entertaining while teaching. It's a simple, charming story about a man whose pickle business fell off because he never smiled. A school band changes that, but first the instruments are introduced individually, then collectively. The fine march by Richard Mohaupt is very modern, but has elements children can enjoy and respond to. Here the "progressive" approach has been successfully used.	81--83--80--NS	
LENNY DEE (Dolores Watson) Decca 46270	Drummer Boy (Parts 1 & 2) A series of European folk songs, charmingly adapted for preschool tots. Three are marches, three are gallops. All have positive rhythm, simplicity, and a story. Great for participation in nursery school, etc. Packaging is bright and appealing.	78--78--78--NS	
ARTHUR SMITH MGM 10807	COUNTRY & WESTERN		
	Jingle Bells Boogie Rural jazz novelty declares the one-horse shay outdated. Danceable, but unexciting offering.	71--70--70--72	
	I Wanna Do Something for Santa Claus Cute, catchy novelty could score in kiddie and country markets, if it gets circulation.	77--80--77--75	
	Jolly Bean Rag Descriptive rag novelty provides a danceable side for Western consumption.	69--68--68--71	
	What've You Got? Catchy popcorn ditty gets the Western dance treatment. Material could go in a variety of markets.	80--80--79--80	
	The Place Where I Worship Number, with recitation, is showing life in the Midwest via Al Morgan's waxing. This Kentucky dinking may go territorial business.	70--70--70--70	
	That Little Boy of Mine Similar format for a derivative family opus.	63--63--63--63	
	Better Dead Than Wed Tune, a bouncy moralizer, has charm, and thrush projects it buoyantly. Organ and strings keep a winning country beat.	75--75--74--76	
	Shavin' My Lovin' Title line doesn't fall very pleasantly on the ear, nor is thrush as sure-voiced on this side.	58--56--58--60	
	Memphis Blues Instrumental rendition of the W. C. Handy classic features Smith's guitaring. Combo keeps a heavy, steady beat; everyone doubles for a romping last chorus.	70--70--68--72	
	Bea Barrel Polka Stomping country treatment of the polka standard features guitar and squeeze box solos in a lively but not sensational side.	68--68--66--70	

Record Reviews

Table with columns: ARTIST, LABEL AND NO., TUNES, COMMENT, and a vertical RATING/RETAILER/OPERATOR/ALL scale. Includes records by Montana Slim, Eddy Arnold, and Jimmy Wakely.

Advance Classical Record Releases

(Includes Semi-Classics)

(Continued from page 32)

Table listing classical records with columns for artist, title, label, and price. Includes works by Beethoven, Mozart, and various symphony orchestras.

FOLK TALENT AND TUNES

(Continued from page 36)

15. . . . Chuck McClure, WRFC, Athens, Ga., reports that Peewee and Peggy have gone with Mutual Records. . . . Cousla Ed, WGRD, Grand Rapids, Mich., is conducting a weekly poll to determine his top 10 requested tunes. . . . Lee Sutton, KMA, Shenandoah, Ia., reports that Mack and Jeanie Sanders (Blue Ribbon), Cousin Ike Evarly and Family, Steve Wooden, Eddie Comer, Dee Pierson, Bob Stotts (Macy), Bob Barry, Coy Martin and Ezra Hawkins are working live shows on his station.

Bob Edwards, WESC, Greenville, S. C., has cut his first disks for Atlas Records, co-featuring his brother, Jim. They were backed by the Blue Ridge Rangers, who also worked on the station. . . . Lee Stewart, WHAT, Philadelphia, reports that his listeners enjoy Ozie Waters (Coral) so much that they are starting a fan club for him. Waters will highlight a meeting soon at which he'll be guest of honor. . . . Sonny Slator, who doubled between d. j. work and playing with the Smokey Valley Boys at KSAL, Salina, Kan., is forming his own band. . . . Clyde Chesser, KCLW, Hamilton, Tex., reports that Billy Walker (Capitol) joins his station in November. . . . Sally Starr, WJMJ Philadelphia reports that Jesse Rogers has just inked a long-term with a cereal firm, for which he'll do TV shows on film for nationwide distribution. . . . Tex Justus WIKY, Evansville, Ind., reports that Bob Kofer, his former steel man, has joined Bob Wills' Texas Playboys.

Please address all communications to Johnny Sippel, The Billboard, 186 W. Randolph St., Chicago 1, Ill.

A Stitch in Time

CHICAGO, Oct. 21—Members of the Music Operators of Northern Illinois (MONI) this week began a mailing to all locations they service, warning them that a new model music box had been removed from a stop thru a ruse. Location owners were notified not to allow a machine to be taken from their premises before checking with the operator.

The theft of the music box was brought to light at the October meeting of the operators in Waukegan, Ill. Three men, pretending to represent a suburban operating firm, informed the location owner that the music box had to be taken back to the shop for repairs, it was related. The location assumed the move was in order and permitted the unit to be loaded into a small truck. That was the last time the machine was seen.



Advertisement for Rol-A-Tops shuffle games, featuring a price of \$139.50 and the name Watling Mfg. Co. with address 4650 W. Fulton St., Chicago 44, Ill.

RUNYON SALES TIES

(Continued from page 117)

a message to the operator from Roanoke Vending.

Other entries included a penny post card mailing submitted by the H. W. Dolph Distributing Company, Tulsa, Okla.; a personalized letter to operators by Michael Spagnola, Automatic Phonograph Distributing Company, and a nickel holder in plastic attached to a shipping label by a small chain from Budge Wright of Western Distributors, Inc.



It's NO SECRET... Listen to any operator... for First-Class Equipment, It's FIRST All the Time

Advertisement for Ret conditioned Shuffle Games, listing various game models and prices, and listing distributors like Roy McGinnis Co.

Advertisement for NEW 5 BALLS and conversions for shuffle games, listing prices and distributor information.

Large advertisement for Roy McGinnis Co. featuring 'Free buyers guide' and 'FOR OPERATORS' with a list of reconditioned pin games and consoles.

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.

NEW EQUIPMENT

GENCO 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 \$79.50
Double Shuffle 94.50
Cottlieb Just 21 79.50

RECONDITIONED GAMES

United Shuffle Alley, fly-away pins	\$129.50
Universal Twin Alley	148.00
Bally Speed Bowler	245.00
Williams Twin Bowler	89.50
Keeneey Ten Pin	89.50
Keeneey King Pin	145.00
Bally Special Entry, FP	79.50
Bally Jockey Special, FP	129.50
Bally Gold Cup, FP	149.50
Bally Challenge, FP	249.50
Bally Champion, FP	389.50
Universal Photo Finish, FP	335.00
Bally Deluxe Draw Ball	159.50
Keeneey Twin Bonus Super Ball, 16-25	275.00
Chicago Coin Pistol Pat	159.50
Dale Guns, latest triple switch model	109.50

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!

Mills 24, 104 or 235 Golden Falls Handicapped—Mills 24, 104 or 235 Black Cherry Bells—Mills 24, 104 or 235 Jewel Bells—Mills 204 Black Gold Handicapped—Mills 204 Black Cherry, 2/3—Jennings 104 Standard Chief—Jennings 235 Sun Chief—Rebuilt 104 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. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stand for Balls.

AUTOMATIC COIN

MACHINES & SUPPLY CO.
TELEPHONE: Capitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Classical Record Reviews

(Continued from page 32)

RICHARD STRAUSS: "DON JUAN" AND "TILL EULENSPIEGLES LUSTIGE STREICHE"—The Vienna Philharmonic Orchestra—Krauss, Dir. (1-12") London (33) LLP 233

A pair of R. Strauss's most popular and altogether fascinating tone poems are coupled here for positive commercial effect. Krauss, a noted Strauss interpreter who has conducted at least a pair of previous excellent recordings of these works, endows the renditions at hand with his finite mastery of the composer's writings. He has a musically orchestra at his command and the results are on a par with the best recordings of both of these works. Technically the recordings are superb. Art work packaging is an additional factor here for plus display values.

SAINTE-SAENS: SAMSON AND DELILAH—Helen: Bowyer-Jose Luccioni-Paul Cabanel-Charles Campon-Medus-Louis Froustier, Dir.—Orchestra National de l'Opera (1-12") Columbia (33) SL-107

This is the most welcome transfer from the Columbia 78 catalog. From the original 15 shellac disks, the complete "Samson" has been transferred to the finer reproduction of three 12" LP platters. This French recording of the stunning Saint-Saens opera is the only available full-length recording. The it is not a completely ideal performance, the recording is thorough good and offers, the unexcitedly, a sound and disciplined reading of the richly scored opera. The principals are not extraordinary nor exciting singers but they deliver their chores acceptably. The choral work is of a high order. The opera is rightfully a popular one. With the LP market ripe for the full-length opera buyers, this "Samson" should enjoy a sturdy sale until a newer and better rendition comes along.

COUPERIN: CONCERT DANS LE GOUT THEATRAL (NO. 4 OF LES GOUTS-REINISI) TELEMANN: TAFELMUSIK—Weibaden Collegium Musicum-E. Weyns Cond. (1-12") Cap Telefunken (33) P-8111

LP coupling contains two suites of "dinner music" from the early 18th century. Music is light, airy, and thoroughly delightful. The Couperin suggests the court of Louis XIV, for which it was undoubtedly written. There's more spiritual meat in the Telemann, however. Later was a German, considered by many of his contemporaries to be superior to his colleague, J. S. Bach. His music fuses the melodious Italian and fragile-textured French styles. Playing and recordings are top-grade.

TCHAIKOVSKY: VIOLIN CONCERTO IN D—David Oistrakh, Viol., Philharmonic Ork., A. V. Gauk, Cond. (1-12") Colosseum CRLP 101

Oistrakh, reportedly the premier Soviet violinist, already has won the plaudits of record collectors here. He confirms those impressions in a tender, impassioned and masterly rendition of the Tchaikovsky here—but, sad to say, the recording is far below what we have been accustomed to in this LP era. The ork sounds distant and blurry. In slow passages there are quavers and sour notes. Whether the fault owes to an ancient recording or inept processing isn't clear. However, the superb quality of the soloist is evident through; and there are those who will make allowances.

PROKOFIEV: SONATA NO. 6, OP. 82 AND VISIONS FUGITIVES, Op. 22—Leonard Pennario (1-12") Cap (33) P-8113

This disk, cut here by an American pianist, is a double premiere for Capitol, making available on one record Prokofiev's Sixth Sonata and the complete "Visions Fugitives"—all 20 of them. The Sonata should be well received by discophiles—it is a work of stature and maturity as well as emotion. It is in turn witty, satiric, and pensive, and its coloration is reminiscent in more than a few spots of Mussorgsky. It was written between 1939 and 1941; the fragmentary "Visions" during World War I. Pennario performs with sentence and style on both sides. Recording is clear and realistic; it could have a little closer up and latter.

SCHUBERT: TROUT QUINTET, A MAJOR OP. 114—Vienna Concert House Quintet (1-12") Westminster (33) WL 50-25

This great work of chamber music gets a splendid rendition and high-order recording here; this version can hold its own with other LP versions by "name" artists on major labels. The balance, both from the engineering viewpoint and that of musical emphasis and accord among the quintet, is all that might be desired. The pianist and violinist, the dominant voices for the most part, are gifted players.

FOLK AIRS OF SOUTH AND CENTRAL AMERICA—Mabel Luce (1-12") Concert Hall (33) CHC-57

Miss Luce, a mezzo-soprano who has made a specialty of Indigenous South and Central American music, presents 12 songs in Spanish, Portuguese and Indian dialects. She sings them with patient affection and understanding, and is well ac-

companied by two Colombian guitarists. It is hard to imagine, however, anything but an extremely limited market for this sort of thing. Colleges, language specialists, ethnologists, etc., would seem to be the main potential.

CHOPIN BALLADES—Robert Casadesu (1-10") Col (33) ML 2137

Ballade No. 1 in G Minor, Op. 38; Ballade No. 2 in F Major, Op. 38; Ballade No. 3 in A-flat Major, Op. 47; Ballade No. 4 in F Minor, Op. 52

This group contains four of Chopin's longer, more introspective piano pieces. They are especially easy on the ear, tho' tremendously difficult to perform. Casadesu's reading leaves little to be desired; technically flawless, with crystal low piano tone, and exciting power at his command. Like the Howes' reading of the "Preludes," this complete set has no LP competition, and will be tough to improve on. Excellent piano sound here, too.

TALES FROM THE VIENNA WOODS AND OTHER LILY PONS FAVORITES—Lily Post-A. Kestelmann Ork (1-10") Cot (33) ML 2138

J. Straus: Tales From the Vienna Woods; Martin: Pleisir D'Amour; Bishop: Pretty Mocking Bird; Bachmanoff: Oh, Crase Thy Singing, Maiden Fair; Hue: A Det Oikeuz; Rachmaninoff: Here Beauty Dwells; Rossini: La Pastorella delle Alpi; La Forge: Bird Song.

Miss Pons puts her educated pipes on display with songs that afford her a range of opportunities from bird calls thru romantic love plaints. Kostelanez and a large ork back her fittingly. The coloratura is rather expressionless thru it all, and seems to be recorded in stage distance. However, the same power and simple appeal of the songs will mark this one a good mass item.

SCHUBERT: FOUR IMPROMPTUS, OPUS 90 FANTASIA OPUS 15 IN C MAJOR—Orazio Frugoni (1-12") Vox (33) VL 6690

Some of Schubert's very finest writing for the piano is included on this LP. The Fantasia, popularly known as "The Wanderer," is probably the composer's best example of virtuosic writing for the keyboard. It is a powerful work and includes a somber slow movement the section which is based on Schubert's song which is the adopted title for the opus. The impromptus, the first four of eight written by Schubert, are delightfully musical miniatures which also include some of the composer's top piano favorites most notably the No. 4 in A Major. Orazio Frugoni delivers these works in completely competent and sympathetic the unspectacular fashion. Piano recording is top-grade.

SCHUBERT: QUINTET IN A MAJOR FOR PIANO AND STRINGS, OP. 114 "THE TROUT"—Members of the Budapest String Quartet-Mieczyslaw Horowitz-Georges Moutere (1-12") Columbia (33) ML 4317

This is the third recent recording of this popular chamber work; the others have appeared on Capitol and Westminster. The rendition at hand is a thoroughly good meticulous reading of the idyllic melodic work. In the Budapest name, Columbia has the edge over competitors with regard to counter potential tho' the others are equally as sound in interpretation. Certainly this lovely work is deserving of the several readings but it is just as certain that the market for a chamber work, even one as popular as this one, can not successfully swallow as many as three versions in the space of a few months.

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR OP. 67—Amsterdam Concertgebouw Ork-Mengelberg, Cond. (1-12") Cap Telefunken (33) P-8110

Capitol continues to build catalog from its Telefunken sources. A catalog could hardly have a foundation unless it contains the mighty Fifth of Beethoven, tho' it is quite as heavily recorded as any longhair work ever has been. Despite this, the diskery has a thoroughly solid and easily competitive rendition in this old Mengelberg etching. The conductor's individual style created a forceful, vigorous and completely fiery performance. The recording, as has been the more recent of the Telefunken transfers, is excellent and in line with current fidelity standards. In addition to its standard status, the clique of Mengelberg collectors and admirers will want this recording.

PROKOFIEV: OVERTURE ON HEBREW THEMES, OPUS 34 AND QUINTET FOR WINDS AND STRINGS OPUS 39—The Paris Chamber Ork (1-12") Period (33) SPLP 512

The versatile musicianship of Prokofiev, more frequently available in his orchestral works, is displayed to no small degree in this pair of chamber pieces. Tho' the Overture is the featured work, it is the six movement quintet which is allotted the greatest portion of this LP. The quintet, scored for an odd instrumentation—oboe, clarinet, violin, viola and bass, is from the composer's early days of mechanical experimentation. The work experiments scholastically in the

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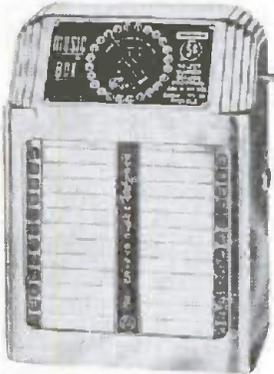
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modern classical style popular circa 1920. The it is not easily digested, the work as a technical tour de force is quite a captivating item. The overture is quite a contrast to the lengthy and astringent quintet. It is a fairly brief and melodious piece which blends the composer's mechanistic conception with a catchy lyrical approach. This diskling, with proper merchandising, should prove quite diverting for chamber music buyers, modernists and Prokofiev fans. Performances and recording are first rate.

BACH: PASSACAGLIA & FUGUE IN C MINOR, HERZLICH TUT MICH VERLANGEN, TOCCATA & FUGUE IN D MINOR—Fritz Heitman, Organ (1-10") Capitol (LP) L-8105 57

A taste for Bach's organ works is a rare phenomenon; only the musically sophisticated and advanced can be expected to have it. Therefore we can't rate this package as too good a commercial bet. However, those who appreciate Bach's organ writing will find this an excellent LP buy. The Passacaglia & Fugue and Toccata & Fugue are among his most resplendent and best-loved works, and are played with skill and devotion by Heitman on a Berlin cathedral organ. The "Herzlich" is a tranquil chorale prelude. Sides were assembled from the Telefunken catalog, are well reproduced.

SCHUBERT SONG RECITAL—Hetta Glaz, Contralto; Joseph Rosenstock, Piano (1-12") Renaissance X-15 63

Die Fahrt Zum Mades; Schaefer's Klageleid; Fischerweise; Die Maenner Sind Mecht; Du Liebst Mich Nicht; Des Maedchen's Klage; Wehmuth; Seligkeit.
Miss Glaz sings in a warm, beautifully controlled contralto, and is thoroughly natural and unaffected. Her selection of Schubert "lieder" is praiseworthy. They are quite unfamiliar and quite delightful; Schubert lovers will welcome this change from the familiar six or dozen tunes which are so overworked in concert and on records. Piano accompaniment is fine; recording close up and crystal clear. A worthy package for a limited market.

THE ABDUCTION FROM THE SERAGLIO (Complete opera by Mozart) Walthea Ludwig, Wilma Lipp, Emmy Loose, Peter Klein, Endre Koreh, Heinz Woester, Chorus of the Vienna State Opera, and Vienna Philharmonic cond. by Josef Krips. London LLPA 3 (3-12") LP 83

Considering the recent successes of several mediocre-to-poor disk versions of complete operas, this one should prove a runaway. Here is a first-rate comic opera performed by a first-rate cast, beautifully recorded from start to finish. In virtually every respect, this is superior to any opera yet presented on LP. The participants—particularly Maestro Krips—are well-schooled in Mozartian style, and the cast was evidently chosen for reasons of quality rather than economy. The work itself is only a notch below the composer's masterpieces, "Don Giovanni," "Magic Flute," and "Marriage of Figaro." These are

some beautiful arias, and the wonderful musical interplay keeps the action leaping much of the time. The cover is attractive, and an especially written English libretto, by Ruth and Thomas Martin, is furnished along with the regular German. Altogether, one of the major achievements in disk history.

C. P. E. BACH: Trio-Sonata in B-Flat Minor HANDEL: Trio Sonata in D Major The Sagol Trio (1-10") Classic Editions (LP) CE 501 63

A fine flute-cello-piano trio performs two charming sonatas with grace and delicacy. The Bach here represented is Carl Phillip Emanuel, the son of Johann, who was regarded as his contemporaries as the much superior composer of the two. At any rate, he is generally credited with having pioneered the sonata form, and the trio sonata here offered is witness to the breadth of his powers of composition and the charm and sensibility with which he wrote. The Handel sonata is probably more familiar to more listeners, and is a sampling of the master's best chamber writing.

BRAMMS: TRIO FOR PIANOFORTE, VIOLIN AND WALDHORN, OP. 4 Leopold Mittman, piano; Brenslaw Gimpel, violin; Fred Klein, French horn. Renaissance (LP) X13 67

The Renaissance diskery has made a splendid selection in recording this particular Brahms trio—only one other version is extant, and that was recorded more than 15 years ago. The work is delightful, replete with pure melodies and stinging but not cloyingly emotional. The performers acquit themselves magnificently. Gimpel plays absolutely thrilling violin, Mittman does the piano part with taste and discernment, and Klein plays the difficult horn role with skill, taste, and, above all, absolute command of his instrument. This is a real "class" item for the discerning collector.

HENRY PURCELL: CANTATA, SONG AND ANTHEM—Ruth Krich-Andri, Contralto; Ruth Pogocki, Soprano; John Howard, Tenor; James Eby, Bass; Chamber Ork & Chorus of The Early Music Foundation, Michel Hauptmann, dir. (1-12") Renaissance (33) X-14 65

Here's an admirable program of vocal music by Purcell, gaining more and more recognition as a great master of the Baroque period. There is affection, scholarship and a high order of musicality in this recording, waxed under the auspices of "The Early Music Foundation." Most impressive of the three works is the cantata, a dramatic setting of Saul's visit to the witch of Endor, sunk as a minuscule opera, perhaps, or oratorio, by soprano, tenor and bass, with harpsichord continues. The collaboration is superb, making the work come alive and vivid. Other works are a charming secular song, "Bess of Bedlam," done by soprano and harpsichord, and an anthem, "My Song Shall Always Be of the Loving Kindness of the Lord," with contralto, strings and harpsichord. There is a pervasive and warming sense of period authenticity throughout.

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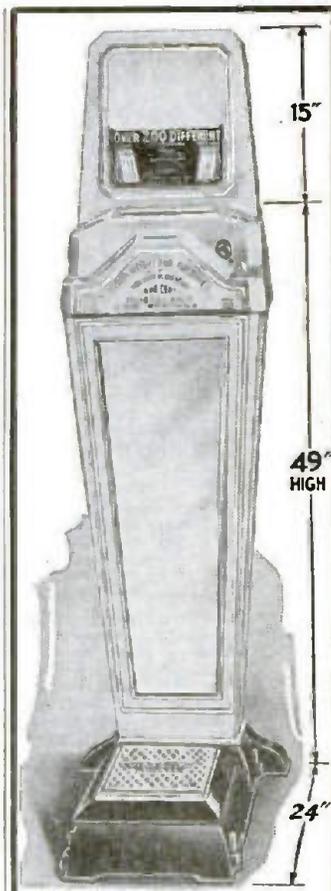
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Canada	598	\$106,733	126	\$ 58,446	\$456	43	\$7,846	\$182	429	\$40,441	\$ 94
Belgium	211	105,830	155	97,548	629	—	—	—	56	8,282	148
Cuba	136	42,898	111	39,608	357	10	1,000	100	15	2,090	139
Venezuela	94	38,846	54	28,331	525	30	9,845	328	15	670	67
Honduras	21	15,127	21	15,127	734	—	—	—	—	—	—
Salvador	20	10,112	20	10,112	505	—	—	—	—	—	—
Panama	15	9,555	15	9,555	637	—	—	—	—	—	—
Switzerland	14	9,318	14	9,318	666	—	—	—	—	—	—
Mexico	22	5,637	9	2,528	281	13	3,109	239	—	—	—
Guatemala	9	4,919	9	4,919	546	—	—	—	—	—	—
Philippine Republic	5	3,419	5	3,419	684	—	—	—	—	—	—
Japan	22	2,079	—	—	—	5	1,279	256	17	800	47
Bolivia	1	760	1	760	760	—	—	—	—	—	—
Uruguay	1	692	1	692	692	—	—	—	—	—	—
Belgian Congo	1	585	1	585	585	—	—	—	—	—	—
Netherlands Antilles	1	546	1	546	546	—	—	—	—	—	—
Other Countries	7	809	6	655	109	—	—	—	1	154	154
TOTALS	1,178	\$357,865	549	\$282,149	\$514	101	\$23,079	\$226	528	\$52,437	\$ 99

Big \$ Mart Back In Export Field

(Continued from page 114)

The August or September official export summary.

With Canadian coinmen once again buying in heavy volume, reminiscence of the days before the November, 1947, ban, foreign trade experts see 1950 as one of the best in the field's history. In both 1948 and 1949, without any aid from Canadian sources, the dollar figures exceeded the two million mark. Without any further war threats the remainder of this year it is possible that export shipments will be well over \$3,000,000, second to the all-time figures set in 1947 when \$5,120,102 worth of coin machines was consigned to overseas operating companies.

Rake Face-Lift To Add Display Area

PHILADELPHIA, Oct. 21. — The Rake Coin Machine Exchange is planning extensive remodeling of its building here to accommodate expanded premium and novelty departments. Main feature of the remodeling will be the construction of a balcony display area running the entire length of the building. Work is due to begin Monday (23).

Rake's premium and novelty lines are designed to meet the needs of amusement game and salesboard operators, it was said.

Nick Carter Rivals Dime Novel Saga

(Continued from page 116)

and purchased music and cigarette routes in the Visalia area. This was the first expansion outside of Los Angeles.

Seeing the possibilities of the distributing end of the industry, Carter entered this field in 1946 and opened his three offices. Along with the distributing venture in Los Angeles, Carter was devoting his efforts principally to music. However, in 1948 he established the Model Cigarette Service here and also opened a Fresno office. Later cigarette and music routes were established in Visalia and a distributing office opened there.

Under the AMI deal, Carter will handle these automatic phonographs in Southern California from Fresno and San Luis Obispo counties south and also in Clark County, Arizona.

To take care of this assignment along with the routes that have been established, Carter has 14 employees. This is a far cry from the time 15 years ago when he covered the territory selling envelopes and made collections and repairs on his machines in his off time. Actually, Carter operated his route alone for several years for it was in 1939 that he first employed a helper.

Carter may be summed up in a few words—tall, tacit and terrific.

CANADA SET

(Continued from page 113)

the rate of \$1.10 in Canadian money for each U. S. dollar. Now, however, the exchange rate may fluctuate from day to day.

Canadian holdings of U. S. money, below \$1,000,000,000 when import bans went into effect, rose from \$1,200,000,000 in June to \$1,800,000,000 by October 1.

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- CHICKEN SAM..... \$89.50

TERMS: 1/3 Deposit, Balance C. O. D.

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AMPLIFIERS Repaired! 24-Hour Service. Completely Serviced, Fully Reconditioned. Money-Back Guarantee.



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GRaceland 2-0317

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Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game! Now Taking Orders! Come in and See It in Action! WE'LL ACCEPT TRADES

WANT TO BUY! Post-War Music—Advice what you have and lowest price.

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DAVE LOWY & CO.
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BEST BUYS

- Exhibit Six Shooter..... \$349.50
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- Bally Shuffle Champ..... 235.00
- United Shuffle Express..... 185.00
- KeeneY Ten Pins (New)..... 95.00
- National Baseball (New)..... 145.00
- United Shuffle Alley With Fly-Back Pins..... 135.00

120 Illustration Catalog FREE



877 10th Ave. (at 42nd St.), N. Y. 18, N. Y.
BYrant 9-4477

Calendar for Coinmen

(Continued from page 113)

- 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.
 - November 15—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.
 - November 26-29—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.
 - November 27—Phonograph Owners' Association (POA), monthly meeting, Brondview Hotel, East St. Louis, Ill.
- (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.)

Announcement

LIEBERMAN MUSIC COMPANY

1124 Hennepin Avenue, Minneapolis and

HY-G MUSIC COMPANY

257 Plymouth Ave., No., Minneapolis

Announce the merger of the two firms.

Effective immediately, the new firm will be known as the

LIEBERMAN MUSIC COMPANY

HY-G MUSIC COMPANY

The company will soon be completely installed in its

NEW LARGER HOME

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Flmore 3025 GEnva 0325

Minneapolis 11, Minnesota

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Personal Service gives you more than a "ghost" of a chance for bigger earnings!

NEW SHUFFLE GAMES

Univ. Deluxe Twin Bowler United Single Rebound United Twin Rebound (Authentic Scoring) United 4-Player Rebound Alley Chicago Coin Ace Bowler, F.P. KeeneY League Bowler.

NEW GAMES

Spot Bowler Exhibit Oasis Harvest 4-ime Fighting Irish Georgia Six Shooter

NEW I-BALLS WINNER • TURF KING

RECONDITIONED I BALLS
Kentucky..... \$445
Jackey Special..... 125
Champion..... 395
Citation..... 269
Gold Cup..... 149
Special Entry..... 187

Premiums.. New & Different! Just Released!

CONVERSION FOR CHICAGO COIN

Easy to install—increases collections—Immediate Delivery. \$59.50

GAMES—Ready for Location

- Exh. Dale Gun..... \$75
- Cinderella..... 49
- Broncho..... 49
- 1-2-3..... 79
- Triple Action..... 49
- Robin Hood..... 49
- Yallyha..... 39
- Major League Baseball..... \$50
- Sweet Sue..... 45
- Ballerina..... 59
- Morocco..... 49
- Shooting Stars..... 35
- Playboy..... 37
- Suspense..... 49

Reconditioned and Refinished SHUFFLE GAMES

- Shuffle Alley, Late..... \$ 78
- Shuffle Alley w/disapp. pins..... 145
- Gottlieb Bowler..... 95
- Bally Shuffle Bowler..... 90
- Genco..... 80
- Genco Bowling League..... 90
- Chicago Bowling Alley..... 75
- Rock-Ola Shuffle Jungle..... 125

PHONOGRAPHS Reconditioned, Refinished

- SEEBURG 48-M (blonde)..... \$295
- 47-M..... 358
- 46-M..... 395
- Mills Constellation..... \$245
- WURLITZER 1013 AMI Model "A"..... \$295
- 413 AMI Model "B"..... 425
- AM Model "B" (blonde)..... 550
- Mills Constellation..... \$245

Terms: 1/3 Deposit, Balance C. O. D.

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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

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Buy Now! Immediate Delivery!

- NEW SHUFFLE GAMES**
- UNITED—TWIN REBOUND
 - UNITED—SHUFFLE SLUGGER
 - KEENEY—LEAGUE BOWLER, 8 & 9 1/2"
 - KEENEY—KING PIN
 - CHI COIN—TROPHY BOWL
 - CHI COIN—ACE BOWLER, Free Play
 - UNITED—SINGLE REBOUND
 - UNITED—PLAYER REBOUND
 - UNIVERSAL—SUPER TWIN BOWLER, FREE PLAY

SHUFFLE ALLEYS

(Used)

- CENCO—BOWLING LEAGUE \$ 99.50
- CHI COIN—SHUFFLE BASEBALL 149.50
- KEENEY—TEN PINS..... 125.00
- GOTTLIEB—BOWLETTE..... 109.50
- CENCO—GLIDER..... 100.00
- CHI COIN—BOWLING ALLEY w/Dist. Pins..... 179.50

NEW PIN GAMES

- CHI COIN—FIGHTING IRISH EXHIBIT—OASIS
- GOTTLIEB—FOUR HORSEMEN
- CENCO—HARVEST TIME
- GOTTLIEB—SPOT BOWLER

NEW I-BALLS

Universal—WINNER

- I BALLS (Used)**
- CHAMPION..... \$349.50
 - CITATION..... 229.50
 - GOLD CUPS..... 149.50
 - SPECIAL ENTRY..... 69.50
 - VICTORY DERBY, C.P..... 139.50
 - VICTORY SPECIAL..... 49.50

LATE FLIPPER GAMES

- JUST 21..... \$119.50
- BALLERINA..... 59.50
- KING COLE..... 49.50
- ALL BABA..... 49.50
- MELODY..... 49.50
- ALICE IN WONDERLAND..... 49.50
- BUILD UP..... 49.50
- JAMBOREE..... 49.50
- 1-2-3..... 69.50
- TEMPTATION..... 69.50
- STAR DUST..... 69.50
- TENNESSEE..... 59.50
- SPINBALL..... 39.50
- FLOATING POWER..... 69.50
- SHANGHAI..... 39.50
- SALLY..... 79.50
- TRIPLE ACTION..... 39.50
- BUCCANEER..... 59.50
- BLUE SKIES..... 69.50
- TRADE WINDS..... 59.50
- SCREW BALL..... 49.50

SLOTS

- 5c Blue or Brown Fronts..... Write
- 10c Blue or Brown Fronts..... Write
- 25c Blue or Brown Fronts..... Write
- 5-10-25c Melon Dials..... Write
- 5c Black Cherrys..... Write
- 10c Black Cherrys..... Write
- 25c Black Cherrys..... Write
- 50c Black Cherrys..... Write
- 10c 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

- SINGLE REVOLV-A-ROUND..... \$132.00
- DOUBLE REVOLV-A-ROUND..... 192.00
- TRIPLE REVOLV-A-ROUND..... 268.00
- "UNIVERSAL" LINE
- SINGLE REVOLV-A-ROUND..... \$ 87.50
- DOUBLE REVOLV-A-ROUND..... 128.50
- SINGLE BOX STANO..... 26.00
- HEAVY SAFES
- SINGLE TURNABOUT..... \$139.00
- DOUBLE TURNABOUT..... 275.00
- TRIPLE TURNABOUT..... 325.00

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AMI AMI Phonographs
Central Ohio and West Virginia

MUSIC

- WURLITZER 1013..... \$269.50
- WURLITZER 550..... 100.00
- WURLITZER 41 COUNTER..... 69.50
- SEEBURG 246M HIDEAWAY..... 325.00
- SEEBURG, 1946..... 295.00

- DISAPPEARING PIN CONVERSIONS**
- United—SHUFFLE ALLEY..... \$ 79.50
 - DELUXE..... 89.50
 - United—SUPER SHUFFLE ALLEY..... 89.50
 - United—DOUBLE SHUFFLE ALLEY..... 89.50
 - Universal—SHUFFLE TOURNAMENT..... 399.00

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CENTRAL OHIO COIN
MACHINE EXCHANGE
525 S. HIGH ST., COLUMBUS 15, OHIO

FINEST EQUIPMENT—BEST PRICES!

KEENEY'S DOUBLE BOWLER
BACK IN PRODUCTION BY POPULAR DEMAND. The money maker deluxe. Thrilling play! Profitable!

EXHIBIT'S DALE SIX SHOOTER
Exciting—entirely new! Lightest Action! Moving Target! New improved gun sight.

KEENEY'S LEAGUE BOWLER
1, 2, 3 or 4 players! 4 coins every 3 minutes! Try it - tested - proven - REORDERED! Barrels of profits. Automatic refuel. Colorful, compelling!

NEW SHUFFLE GAMES
Williams DOUBLE HEADER
United 4 PLAYER SHUFFLE ALLEY
United TWIN SHUFFLE ALLEY REBOUND
United SINGLE SHUFFLE REBOUND
Universal DELUXE TWIN BOWLER
Exhibit BOWLAMATIC

NEW FIVE BALLS
Exhibit OASIS
Williams GEORGIA
Combie 4 HORSEMEN
Chicago COIN FIGHTING IRISH

FLYAWAY PIN CONVERSIONS
Wms. for Chicago Coin
Allied for United
SHUFFLE ALLEY... \$79.50
United for SHUFFLE ALLEY... 65.00
Allied for Bally SHUFFLE... 74.50
Royal BOWLER... 45.00
PIN UNITS for Wms. Bally—Keeneey—United 9.95

ONE BALLS
Universal WINNER (New) Write Bally TURF KING (New) Write Bally KENTUCKY \$175 Bally LEXINGTON 225 Bally CITATION... 120 Bally GOLD CUP... 148 Bally JOCKEY SPECIAL... 118

CONSOLES
Universal ARROW... \$245
Bally CLOVER BELL 450
Bally SPOT BELL 310
Bally TRIPLE BELL 225
Keeneey BONUS SUPER BELL... 150
Keeneey TWIN BONUS SUPER BELL... 165
Keeneey THREE WAY BONUS... 275

USED SHUFFLE GAMES
United SHUFFLE ALLEY \$ 50
Universal SUPER TWIN BOWLER... 215
Chicago Coin BOWLING ALLEY... 125
Chicago Coin BOWLING CLASSIC... 215
Bally SHUFFLE BOWLER... 50
Bally SPEED BOWLER... 225
Genco BOWLING LEAGUE 50
Genco GLOVER... 35
Keeneey DOUBLE BOWLER... 235
Keeneey PIN BOY... 50
Williams BOWLER... 65
Williams TWIN SHUFFLE 75
Williams DE LUXE BOWLER... 115

ARCADE AND MISC.
Seeburg Model M100 Write Wurlitzer \$1015... \$1295
Exhibit DALE GUNS... 75
Exhibit HEAVY HITTER 65
Williams STAR SERIES... 175
Babbit SILVER BULLETS... 125
Packard \$1000 SPEAKER... 75

Williams PINKY
Bursting With New Action!
A winner in every location! Guaranteed profits... rear action... player intrigue.

PREMIUMS
Write for Our New FALL CATALOG Just OFF the Press!



OUT NEXT WEEK...

The Billboard in its new, modern, tabloid-size newspaper format

IMMEDIATE DELIVERY—WHILE THEY LAST! OFF LOCATION

Citizens	\$199.50	Yanks	\$ 55.00
Champions	349.50	Thrill	30.00
Jockey Special	99.50	Selecch-Card	125.00
Gold Cups	89.50	Wisconsin	80.00
United Shuffle Alley	45.00	Friidnad	50.00
Ex. Silver Bullets	127.50	Shanghai	45.00
Chicoin Mackey	26.00	Summertime	60.00
Wms. DeLux Bowlers	125.00	Chicoin Shuffle Baseball	115.00
Bally Shuffle Bowler	109.50	Danco Glider	30.00
With Fly-Away Pins	154.50	Bally Draw Balls, 5c or 35c	99.50
Ex. Dale Gun	60.00	Bally DeLux Draw Balls, all combinations	125.00
Mardi Gras	50.00	Baker's Races, Preakness	275.00
Buffalo Bill	150.00		
Sharpshooter	115.00		

RE-ENGINEERED PHONOS
WURLITZER 1D13... \$275.00
SEEBURG 147M... 325.00

Operators in Wisconsin, No. Ill. and Indiana—Use the COVEN Finance Plan.

COVEN

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Independence 3-2210

Authorized Distributors for **Bally and Wurlitzer**
Products Photographs

FOR BETTER BUYS—BETTER BUY NOW

COUNTER GAMES—NEW
Nite Homer, originally \$32.50
Our price: Single, \$27.50. 10 or more, \$12.50.
Three of a Kind, originally \$18.50. Our price: Single, \$15.00. 10 or more, \$10.00.
Punch-a-Ball, originally \$18.50. Our price: Single, \$15.00. 10 or more, \$12.50.
Electric Skill Gun, originally \$59.50. Our price: Single, \$47.50. 10 or more, \$45.00.
ABT Model P, originally \$49.50. Our price: Single, \$42.50. 10 or more, \$39.50.
Kickers & Catchers, originally \$35.00. Our price: Single, \$32.50. 10 or more, \$29.50.
Advance Electric Shocker, \$19.50.

ARCADE EQUIPMENT
Acme Shoe Shiner... \$150
Bating Practice... 65
Big Inning... 185
Boomerang... 35
Chi Coin Hockey... 85
Chi Coin Pistol... 125
Chicken Sam (conv.)... 95
Evans Ten Sticks... 75
Exhibit Dale Gun... 95
Exhibit Silver Bullet... 125
Falcon Shoe Shiner... 125
Goosie... 100
Heavy Hitter... 50
Jack Rabbit... 100
Keeneey Air Raider... 100
Lo Boy Te Scales... 125
Mutoscopa Drop Kick... 50
Panorame... 225
Pitcham & Ballam... 175
Photomatic, early... 275
Photomatic, late... 150
Quizzers with Film... 525
Recordo Gram... 105
Scientific Xray Poker... 85
Sires Brush Up... 100
Solar Moroscope with Scrolls... 95
Undersea Raider... 95
Western Baseball... 85
Williams All Stars... 125
Exhibit Rotary... 225
Exhibit Oisgers... 85

MUSIC
41 Wurlitzer... 9 45
61 Wurlitzer... 75
71 Wurlitzer... 65
416 Wurlitzer... 45
500 Wurlitzer... 75
600 Wurlitzer... 85
800 Wurlitzer... 85
1015 Wurlitzer... 295
1017 Wurlitzer (Midwayway) 245
100 Packard (Midwayway)... 125
Rockola '31... 75
Rockola Deluxe... 85
Rockola '46... 295
Rockola '47... 275
Seeburg 9800... 110
Seeburg 8700... 110
Alfred DeLuxe... 125

USED COUNTER GAMES
20 1c Cubs Cigarette Reels... \$12.50
16 Gottlieb 3 way Grippers... 18.50
2 5c Shoman Peak Shows... 35.00
10 5c Gushers Fruit Reels... 18.50
5 1c S.K. Ball Gum... 20.00
2 1c Flye Jacks Gum... 25.00
1 1c Spirt Fire... 19.00

USED COUNTER GAMES
12 Victors, 1c... 38.50
20 Northwestern Nut... 40 6.50
25 Columbus 1c Gum... 6.50
25 Northwestern... 33 6.50
Cum. 1c... 6.50

CONSOLES
Super Bonus Bell (5c)... \$125
Super Bonus Bell (25c)... 275
Mills Duo Bell... 195
Bally's Draw Ball... 150
Evans Bangtails, CP, late... 185
Evans Bangtails (comb.)... 225
Evans Racer (comb.)... 225
SHUFFLE ALLEYS—USED
United Ree. Alley... \$ 85
United Super... 110
Express... 145
Keeneey Pin Boy... 85
Keeneey Lucky Strike... 130
Bally Bowler... 85
Genco Bowler... 85
Gottlieb Bowlette... 85
Chi Coin Double... 115
Belgium Ball Double... 75

USED CIGARETTE VENDERS
National 9-A (no base)... \$75.00
Monarch, 10 columns... 85.00
Unedapak, 500, 15 columns... 85.00
Rowa President, 10 columns... 75.00

USED CIGARETTE VENDERS
3c Blue Bells... \$210
10c Blue Bells... 220
25c Blue Bells... 230
New merchandise guaranteed.
50c Brown Front... 225
50c Pace Chrome... 250

SLOTS
3c Blue Bells... \$210
10c Blue Bells... 220
25c Blue Bells... 230
New merchandise guaranteed.
50c Brown Front... 225
50c Pace Chrome... 250

AMI Distributors for Northern Ohio

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-4715

Fall Clearance Sale! Watch 'Em Go at These Prices!

ALL GAMES THOROUGHLY GONE OVER, RAILS SCRAPED, CLEANED AND READY FOR LOCATION.

5 BALL FREE PLAY

2 Genco Puddin'head	\$ 49.50	4 United Arizona	\$149.50
6 Genco Canada	169.50	3 United Blue Skias	34.50
3 Genco Mercury	144.50	1 United Carolina	49.50
1 Genco 1-2-3	49.50	2 United Ramona	49.50
2 Genco Rip Snorter	125.00	1 United Showboat	54.50
1 Genco Rocket	149.50	3 United Serenade	44.50
2 Genco South Pacific	125.00	2 United Utah	109.50
3 Genco Triple Action	29.50	1 Chi-Coin Bermuda	29.50
8 Gottlieb Just 21	69.50	2 Chi-Coin Pin Bowlers	159.50
2 Gottlieb Bowlette	79.50	2 Chi-Coin Thrill	34.50
3 Gottlieb Bank-A-Ball	164.50	3 Williams Dew-Wa-Ditty	34.50
1 Gott'l'b Madison Sq. Garden	174.50	1 Williams Gizmo	39.50
5 Gottlieb Select-A-Card	109.50	2 Williams Lucky Inning	149.50
1 Gottlieb Triplet	164.50	1 Exhibit Judy	149.50
1 Bally Melody	29.50	2 Exhibit Marocco	42.50
		1 Exhibit Playtime	99.50

SHUFFLE GAMES:

12 ft. Calif. Shuffle Pins	\$ 35.00	United Shuffle Alley	\$ 50.00
10 ft. Genco Bowling League	49.50	Bally Shuffle Bowler	75.00
8 ft. Genco Baseball Bowler	99.50	Universal Twin Bowler	95.00
Bally Shuffle Champ	225.00	Williams Twin Shuffle	55.00
Chi-Coin Bowling Alley	89.50	Univ. Sup. Twin Sh. Alley Rab.	225.00
United Double Shuffle Alley	145.00	Bally Speed Bowler	225.00
United Shuffle Alley Express	179.50		

HARVEST TIME — WRITE
One-third deposit required on all orders. State method of shipment preferred. Wire! Write! Phone!

SERVICE OUR WATCHWORD
Morris Novelty Co., Inc.
3107-09 OLIVE ST. PHONE FR 0767 ST. LOUIS 3, MO.

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

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**FOR BELLS IT'S
BELL-O-MATIC**

WORLD'S EXCLUSIVE DISTRIBUTOR
MILLS BELL PRODUCTS

MAYFLOWER SPECIALS

Proven Best By Test

UNITED 4 PLAYER SHUFFLE ALLEY	KEENEY 4 PLAYER LEAGUE BOWLER
UNITED TWIN REBOUND	KEENEY DOUBLE BOWLER
BALLY'S NEW SHUFFLE CHAMP	

<p style="text-align: center;">NEW</p> <table border="0"> <tr><td>United Shuffle Slugger</td><td>Write</td><td>United Double Shuffle Alley</td><td>\$150.00</td></tr> <tr><td>United & Ft. Express</td><td>\$235.00</td><td>With Swing-Up Pins</td><td>225.00</td></tr> <tr><td>United Single Express, 8 or 9 1/2</td><td>274.00</td><td>United Shuffle Alley</td><td>95.00</td></tr> <tr><td>Keeney A, B, C, Flower, 8-9 1/2 Ft.</td><td>175.00</td><td>With Swing-Up Conversion</td><td>160.00</td></tr> <tr><td>Keeney Pin Boy</td><td>175.00</td><td>Bally Bowler</td><td>100.00</td></tr> <tr><td>Williams De Luxe Bowler</td><td>225.00</td><td>With Swing-Up Conversion</td><td>165.00</td></tr> <tr><td>Williams Twin Shuffle, 9 1/2 Ft.</td><td>175.00</td><td>Williams Twin New Panel, 8 Ft.</td><td>145.00</td></tr> <tr><td>Williams Bowler, 9 1/2 Ft.</td><td>180.00</td><td>Rock-Ola Shuffle Lane</td><td>85.00</td></tr> <tr><td>Chicago Coin Baseball</td><td>150.00</td><td>Genco Bowling League</td><td>50.00</td></tr> <tr><td>Williams Flying Disc</td><td>125.00</td><td>Col. Shuffle Pins</td><td>50.00</td></tr> <tr><td></td><td></td><td>Bowlette</td><td>90.00</td></tr> </table>	United Shuffle Slugger	Write	United Double Shuffle Alley	\$150.00	United & Ft. Express	\$235.00	With Swing-Up Pins	225.00	United Single Express, 8 or 9 1/2	274.00	United Shuffle Alley	95.00	Keeney A, B, C, Flower, 8-9 1/2 Ft.	175.00	With Swing-Up Conversion	160.00	Keeney Pin Boy	175.00	Bally Bowler	100.00	Williams De Luxe Bowler	225.00	With Swing-Up Conversion	165.00	Williams Twin Shuffle, 9 1/2 Ft.	175.00	Williams Twin New Panel, 8 Ft.	145.00	Williams Bowler, 9 1/2 Ft.	180.00	Rock-Ola Shuffle Lane	85.00	Chicago Coin Baseball	150.00	Genco Bowling League	50.00	Williams Flying Disc	125.00	Col. Shuffle Pins	50.00			Bowlette	90.00	<p style="text-align: center;">USED SHUFFLES</p>
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		Bowlette	90.00																																										

KEENEY'S MATCH BOWLER CONVERSION, 4 Player. \$345.00

Swing-Up Conversion Shuffle	\$ 79.50	Swing-Up Conversion Bally Bowler	\$ 89.50
Swing-Up Super	79.50	Swing-Up Keeney Pin Boy	89.50
Swing-Up Double Alley	84.50	Ex. Shuffle Bowling Conv.	35.00

<p style="text-align: center;">ARCADE</p> <table border="0"> <tr><td>New Bally Mr. Roll</td><td>\$125.00</td></tr> <tr><td>New Quarterback</td><td>175.00</td></tr> <tr><td>Event Ball-Scare</td><td>200.00</td></tr> <tr><td>Williams All Stars</td><td>95.00</td></tr> <tr><td>Dale Gun Open Top</td><td>80.00</td></tr> <tr><td>Chicago Coin Goalie</td><td>75.00</td></tr> </table>	New Bally Mr. Roll	\$125.00	New Quarterback	175.00	Event Ball-Scare	200.00	Williams All Stars	95.00	Dale Gun Open Top	80.00	Chicago Coin Goalie	75.00	<p style="text-align: center;">FIVE BALL PIN GAMES</p> <table border="0"> <tr><td>Genco Harvest Time</td><td>Write</td></tr> <tr><td>United Arizona</td><td>Write</td></tr> <tr><td>Williams Lucky Inning</td><td>\$185.00</td></tr> <tr><td>Genco Canasta</td><td>190.00</td></tr> </table> <p style="text-align: center;">HOLLYCRANES</p> <p>A Proven Stable Money Maker, 5¢ & 10¢ Play, New & Used Write</p>	Genco Harvest Time	Write	United Arizona	Write	Williams Lucky Inning	\$185.00	Genco Canasta	190.00
New Bally Mr. Roll	\$125.00																				
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Genco Canasta	190.00																				

<p style="text-align: center;">CONSOLES</p> <table border="0"> <tr><td>DeLuxe Draw Balls</td><td>\$349.50</td></tr> <tr><td>Bally Mr. Hands</td><td>30.00</td></tr> <tr><td>Bally Triple Bell</td><td>250.00</td></tr> <tr><td>Bally Wild Lemon</td><td>165.00</td></tr> <tr><td>Bally Double Up</td><td>215.00</td></tr> <tr><td>Keeney Bonus Super Bell</td><td>150.00</td></tr> <tr><td>Keeney Twin Bonus, 5¢-10¢</td><td>215.00</td></tr> <tr><td>Keeney Triple Bonus</td><td>350.00</td></tr> </table>	DeLuxe Draw Balls	\$349.50	Bally Mr. Hands	30.00	Bally Triple Bell	250.00	Bally Wild Lemon	165.00	Bally Double Up	215.00	Keeney Bonus Super Bell	150.00	Keeney Twin Bonus, 5¢-10¢	215.00	Keeney Triple Bonus	350.00	<p style="text-align: center;">PHONOS</p> <table border="0"> <tr><td>1015 Wurlitzer</td><td>\$325.00</td></tr> <tr><td>1080 Wurlitzer</td><td>335.00</td></tr> <tr><td>850 Wurlitzer</td><td>95.00</td></tr> <tr><td>950 Wurlitzer</td><td>95.00</td></tr> <tr><td>81 Wurlitzer</td><td>75.00</td></tr> <tr><td>Mills Throne</td><td>50.00</td></tr> <tr><td>Packard Model 7</td><td>95.00</td></tr> <tr><td>Seeburg 6800 Lo Tone</td><td>95.00</td></tr> </table>	1015 Wurlitzer	\$325.00	1080 Wurlitzer	335.00	850 Wurlitzer	95.00	950 Wurlitzer	95.00	81 Wurlitzer	75.00	Mills Throne	50.00	Packard Model 7	95.00	Seeburg 6800 Lo Tone	95.00
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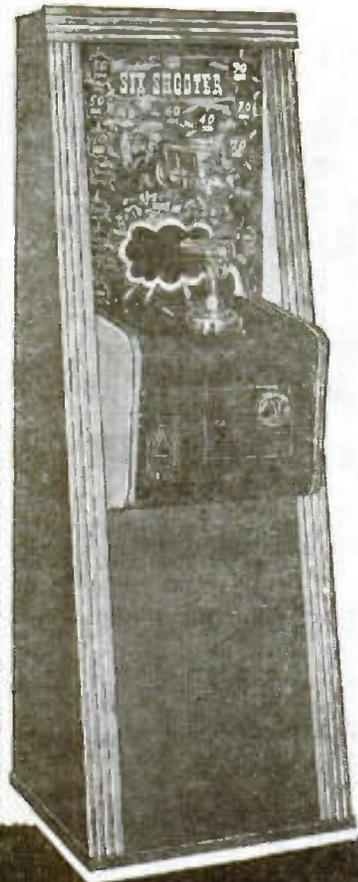
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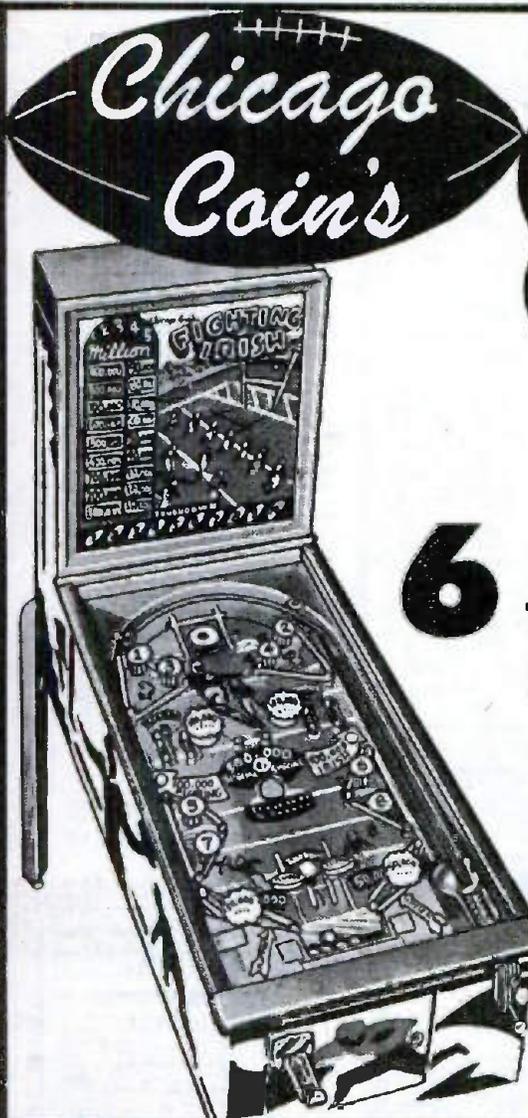


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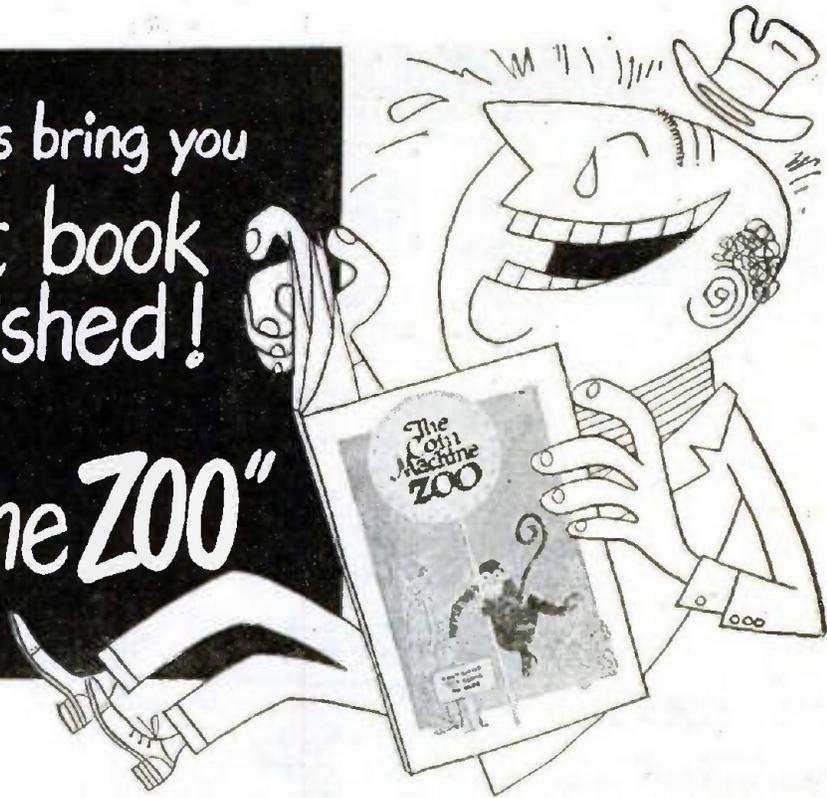
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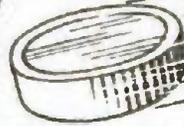
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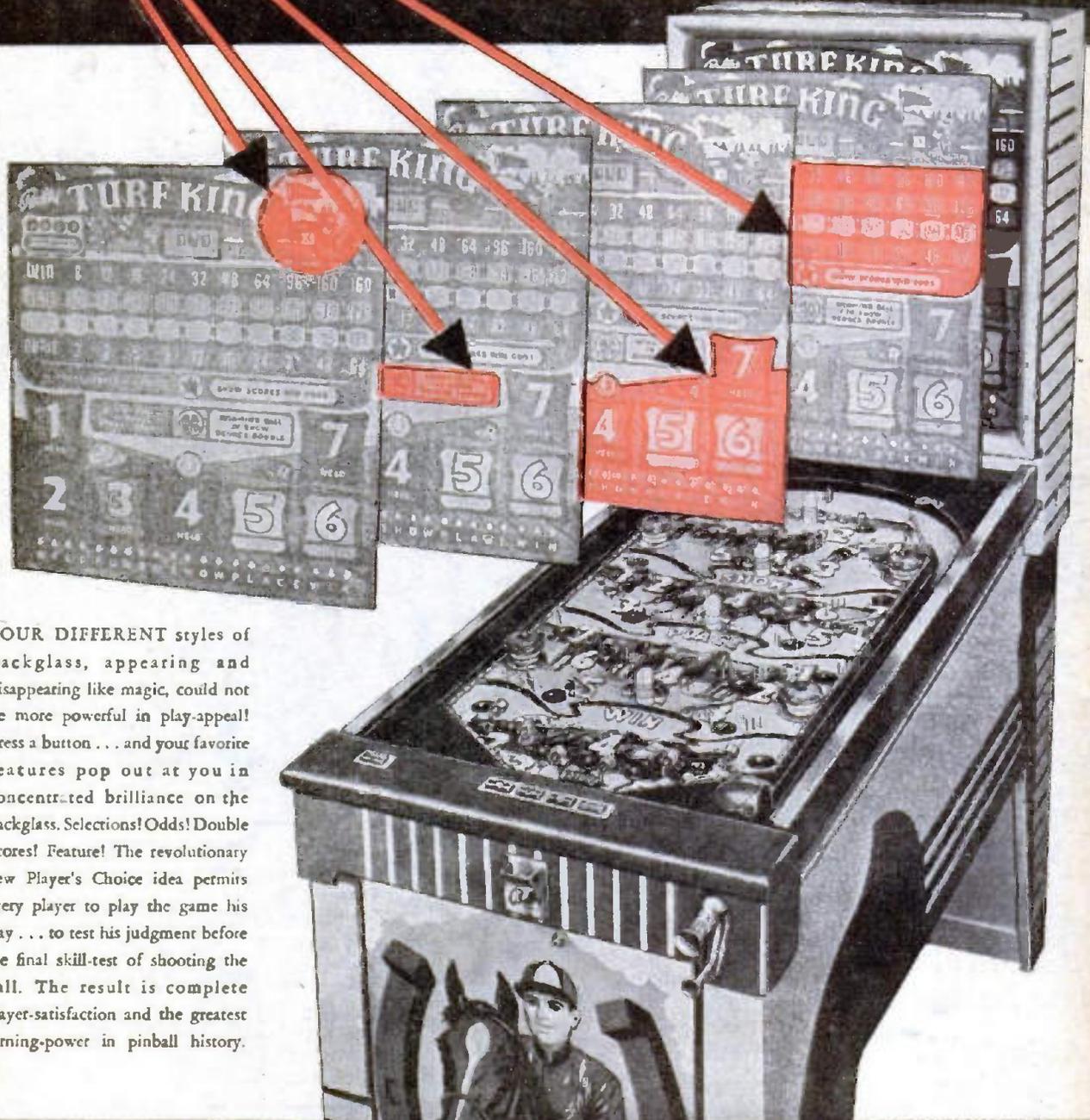
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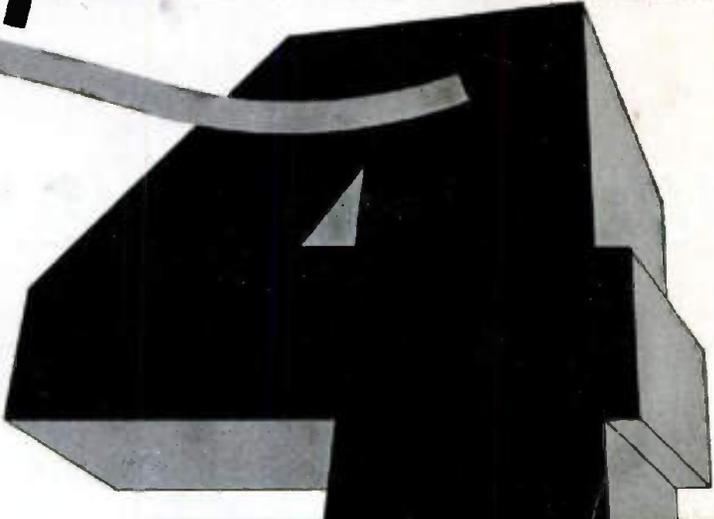
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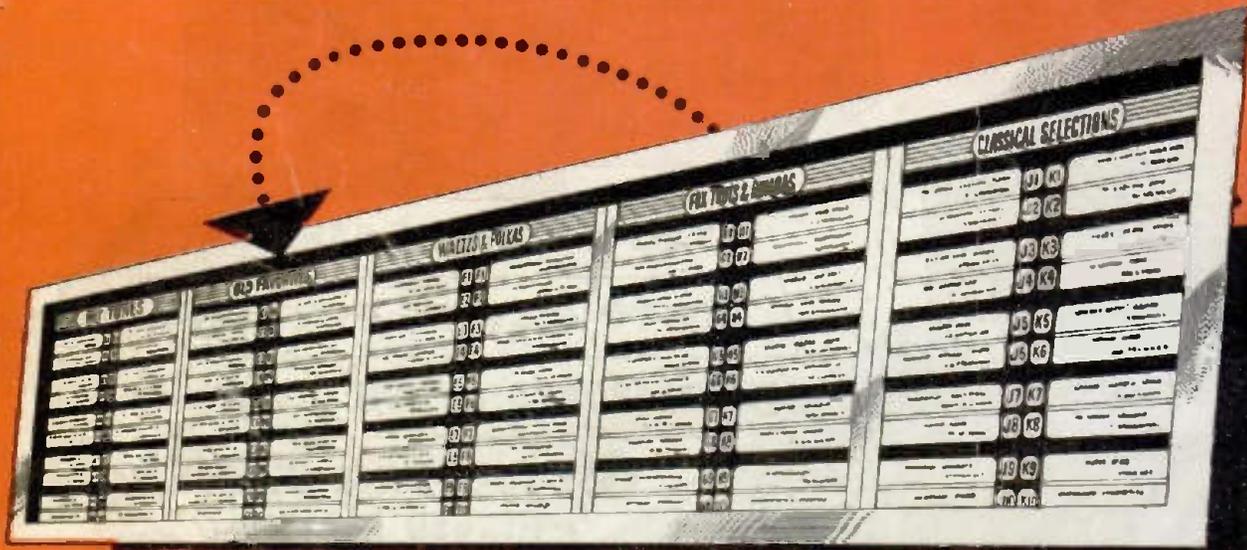


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