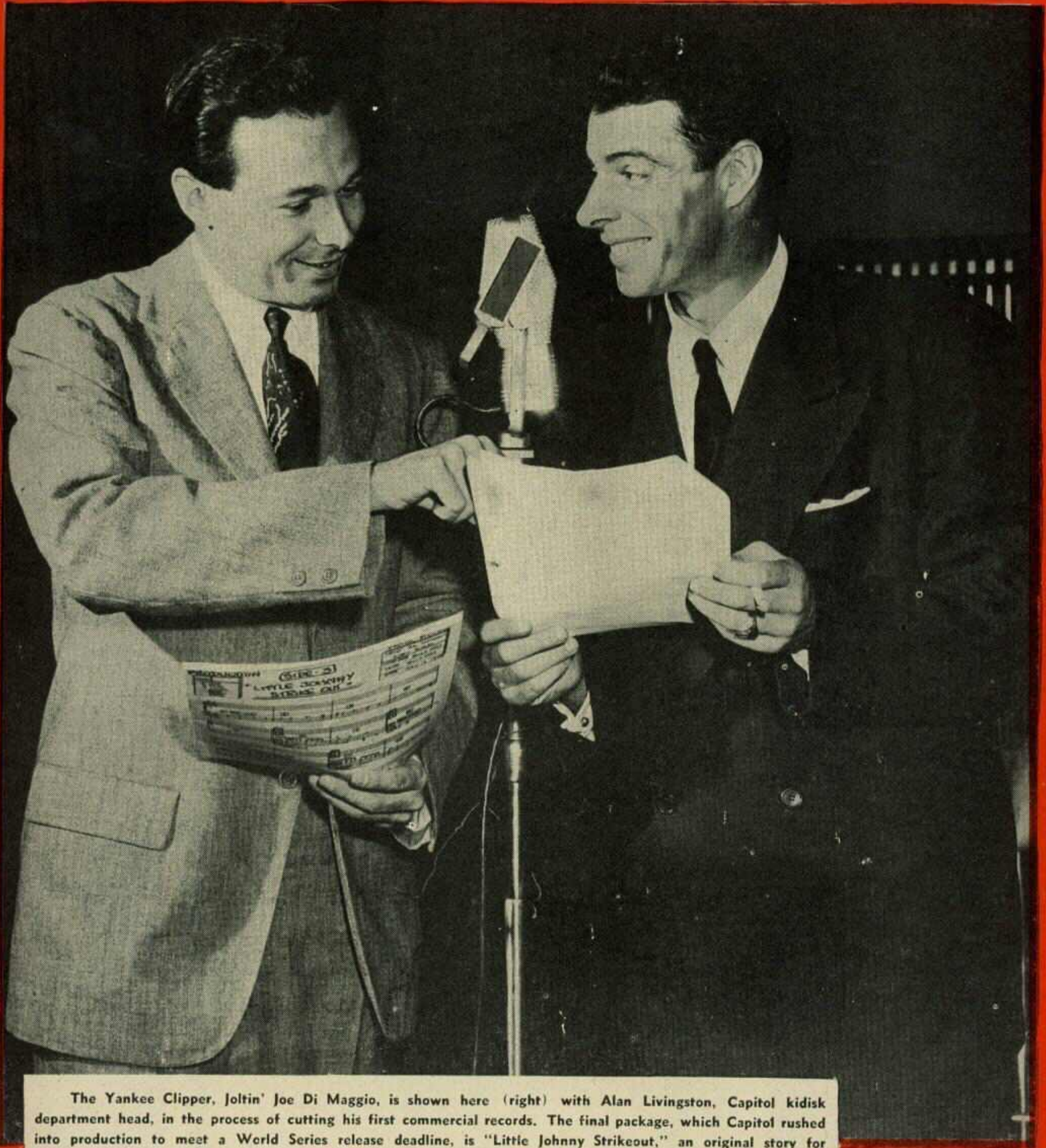


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

OCTOBER 22, 1949



The Yankee Clipper, Joltin' Joe Di Maggio, is shown here (right) with Alan Livingston, Capitol kidisk department head, in the process of cutting his first commercial records. The final package, which Capitol rushed into production to meet a World Series release deadline, is "Little Johnny Strikeout," an original story for children by John Jacob Loeb, with music by Billy May. Di Mag, whose newly discovered thesping talent has also landed him a weekly radio show over the Columbia Broadcasting System, bats 1,000 here in his effort to turn a junior-size batting flop into a slugger. Livingston is the man who has produced the diskery's fabulously successful catalog of children's albums, all of which are due for heavy holiday promotion this year.

**The best records
I ever made in my life
could only have been made
with Becca.**

AL JOLSON

SESQUI SHOWBIZ WINDFALL

Nets and ASCAP in Accord On Video Music License; Expected Hourly To Sign

Cuffo Deadline To Be Extended to November 1

NEW YORK, Oct. 15.—The blanket license covering use of music on television networks is expected to be signed Monday (17) or early in the week. Reps of the American Society

of Composers, Authors and Publishers (ASCAP) and television networks were closeted late last night trying to work out final details. Actual inking had not occurred at press time.

It was also learned that an attempt will be made to conclude the blanket license station pact Monday (17). A high exec, however, doubted that the latter could be accomplished so early in the week, but he indicated it was just a matter of a day or two.

Extension

WASHINGTON, Oct. 15.—ASCAP prepared today to extend the cuffo television music deadline to November 1, with efforts stepped up toward working out a deal on the major unresolved issue between telecasters and ASCAP—a formula for per-program licensing.

A number of hurdles still face negotiators, and there is no assurance at present that a final settlement will be reached by the new deadline, which will mark the fifth cuffo extension since negotiations began.

A conference slated to last at least two days will be staged at the Manufacturers' Club in Philadelphia starting Monday (17), and it is expected that several subsequent meetings will be required. At the Philadelphia meetings ASCAP spokesmen will con-

(See Nets and ASCAP on page 14)

Buddy Rogers Pulls Switch

NEW YORK, Oct. 15.—The forthcoming Buddy Rogers video show, which will utilize young variety talent, may tie in with a chain of swank hotel night spots into which touring units would be booked. This is in the nature of a switch from previous broadcast practice, which has called for touring units to be booked into theaters. In line with the idea of setting Rogers' personality into more of a "refined" setting, thought is that a better promotional tie-in would result from the nitery angle.

Rogers makes his TV bow November 2 in the 9 to 9:30 p.m. Wednesday period on the American Broadcasting Company. The show still is being worked on, with a major question still to be settled being the guest policy. Chances are the show will use name guests with a nostalgic background.

Hall of Fame

WASHINGTON, Oct. 15.—A showbiz hall of fame is being established by the Washington Variety Club. Starting with 1949, the club plans to pick the "outstanding personality of the year in the entertainment world." A bust of the choice is to be placed in the hall of fame in the club's suite in the Willard Hotel. A special committee of Variety Club members has been appointed to make the 1949 selection.

RCA Revamps Color TV for Nov. 14 Tests

Will Show Alongside CBS

WASHINGTON, Oct. 15.—Radio Corporation of America's face has a reddish tinge after this week's unveiling of its color system, but the communications titan is promising "substantial" improvements for its next official demonstration November 14, when the Federal Communications Commission (FCC) will view RCA's color alongside the Columbia Broadcasting System (CBS) color set-up and Allen B. DuMont Laboratories' black and white.

RCA bigwigs this week predicted (See RCA Will Revamp on page 12)

Out & Indoor 2-Yr. Harvest In Capital

Rush for July 1 Preem

By Ben Atlas

WASHINGTON, Oct. 15.—The National Capital Sesquicentennial Commission is looking over final blueprints and preparing to let contracts for a \$17,000,000 Freedom Fair next year in the wake of a congressional green light this week. Plans for the fair—the biggest in capital history and figured to rival the New York World's Fair of 1939—call for 114 acres of fairgrounds, with a full one-fifth of that space to be set aside for a midway. In addition, there will be full provision for day and night entertainment including legit shows, pageants, name bands, singers, dancers, comedians and concerts.

Altho general plans for the amusement portion of the fair have been in the works for months (The Billboard, March 19), sesqui officials are nevertheless faced with the necessity of going ahead at top speed in order to meet the present deadline of July 4, 1950, for the opening—a date set back from April because of repeated early refusals by the House of Rep-

(See Sesqui Showbiz on page 29)

Court Decision Near in AGVA Battle on AFM

NEW YORK, Oct. 15.—The current war between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) is still going on even tho New York Supreme Court Justice Samuel Hofstadter has the matter under advisement.

Last Tuesday (11) both sides appeared before the court and both were sharply questioned about what makes an actor a musician and vice-versa. Both sides were then asked to try to settle their differences and report the results to the court.

In the meantime, however, it was indicated that the court would make its ruling in the next few days, possibly the beginning of next week.

Last week Frank Libuse, current at the Latin Quarter, was approached by reps of AFM and told he must (See AFM, AGVA War on page 20)

New Move in Unions' Feud on TV

4A's May Take Issue to Pic Memberships

SAG Clarifies Position

NEW YORK, Oct. 15.—Unless a meeting of the board of the Associated Actors and Artistes of America (Four A's), scheduled for October 26, is able to resolve the present television jurisdiction clash among performer unions, the Eastern unions plan one final step before moving directly into organization of TV. That step will be a direct appeal to the membership of the Screen Actors' Guild (SAG) and Screen Extras' Guild (SEG) to reconsider their attitude toward the proposed Television Authority (TA).

Meanwhile, altho SAG spokesmen declared their position remained unchanged, some hope for a deal was awakened this week after SAG issued a statement clarifying its position, buying space in *The New York Times* (See Another Move in Unions' page 8)

U. S. Reduces Tax Red Tape

WASHINGTON, Oct. 15.—A streamlining of paper work involved in withholding and employer taxes will be put into effect January 1 to aid all employers, including operators of amusement enterprises. The Treasury Department announced this week that a combined new form—941—would replace Form W-1, now used for withholding income taxes, and Form SS-LA, now used for reporting taxes due under the Federal Insurance Contributions Act. The consolidation will cut in half the number of forms to be handled and will also permit payment by one check if desired.

The system whereby employers make monthly deposits of income tax withheld from wages, and then use the depositary receipts in lieu of cash in making payment on quarterly returns, will be extended to both the employer and employee taxes due under the insurance act.

Deposits will be made in the 12 Federal Reserve banks, but employers will be allowed to give their tax deposits to authorized commercial banks for forwarding to the appropriate federal bank.

RCA Puts Out Bluebird 45 To Go at 49c

New Tack in Selling

By Jerry Wexler

NEW YORK, Oct. 15.—Without fanfare or beating of drums, RCA Victor is taking a new tack in the merchandising of phonograph records with the release of its Bluebird line on the 45-r.p.m. disks to sell at 49 cents. A high company exec, when queried, said, "Yes, we'll probably take a flier in a low-priced 45 speed record."

The current Bluebird release, the third since the label was revived, was shipped yesterday (14) on both the conventional and the slow-speed disks. The move, which had been kept a well-guarded secret, may have far-reaching effects on the price structure and merchandising techniques of the entire wax industry.

To sell the new-speed viny disk at (See RCA LABEL on page 13)

In This Issue

Burlesque	26	Music Machines	66
Carnival	42	Music Pop Charts	
Circus	36	(See Supplement)	
Classified Ads	51	Night Clubs	20
Coin Machines	65	Parks and Pools	40
Fairs & Expositions	38	Pipes for Pitchmen	60
Final Curtain	28	Radio-Television	5
General Outdoor	29	Repertoire	27
Honor Roll of Hits		Rinks and Skaters	50
(See Supplement)		Roadshow Films	27
Legitimate	24	Routes	24
Letter List	58	Salesboards	63
Magic	26	Shuffleboards	69
Merchandise	51	Vaudeville	20
Music	13	Vending Machines	72

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Global Copyright Wins Test

No Opposition In Unesco to World Treaty

Nations To Get Queries

WASHINGTON, Oct. 15.—Having breezed over its first hurdle without opposition at the Paris meeting of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the proposed global copyright pact (*The Billboard*, August 13, September 24) is adhering to its rigid timetable, Dr. Luther Evans, Librarian of Congress and U. S. copyright delegate, told *The Billboard* this week on his return from the Paris meeting. UNESCO members, he said, unanimously approved a resolution calling upon the UNESCO director general to send to every nation in the world the questionnaires drawn up earlier by the committee of copyright experts. In addition, UNESCO voted to raise the budget of its copyright division from \$51,194 to \$70,226 to take care of questionnaire expense.

Evans said that he presented the global treaty report of the copyright committee to the UNESCO General Assembly, and no opposition was expressed. He added that he was "very much encouraged about the prospects for a world treaty."

The questionnaires are to be mailed from the UNESCO Paris office within a couple of weeks. The committee of copyright experts, which includes New York attorney John Schulman, Judge C. Wyzansky, and assistant copyrights register A. Fisher, along with Evans as U. S. members, will re-convene sometime in February or March, 1950, to examine replies to the questionnaires. The committee will then make a report to (See *Global Copyright on page 14*)

No Showbiz Gains Under G.I. Bill

WASHINGTON, Oct. 15.—The Veterans' Administration (VA) revised its G.I. Bill of Rights education regulations this week but left intact the restrictions on showbiz training. Determined by VA to be avocational or recreational and so generally outside of G.I. benefits are courses in dancing, entertainment and instrumental and vocal music.

Any veteran desiring to take such courses and have his bill paid by VA must prove that they are "in connection with his present or contemplated business or profession." Prior approval by a VA regional office is necessary before such training can be started.

Don Lee Revamp Of Tello Giveaway

HOLLYWOOD, Oct. 15.—Don Lee Broadcasting System (DLBS) went over its recently acquired *Tello-Test* giveaway show with a fine legal comb and revamped the show to eliminate giveaway features held illegal by recent Federal Communications Commission (FCC) rulings. Net bought *Tello-Test* last week from Radio Features (RF), but refused to air the show until format was revamped to eliminate carry-over jackpot question. Show now allows jackpot to grow each week-but uses a new jackpot query each stanza.

Tello-Test was one of several shows

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
YOU'RE BREAKING MY HEART
- No. 1 Sheet Music Seller
YOU'RE BREAKING MY HEART
- No. 1 Most Played on Disk Jockey Shows
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Disk via Dealer Sales
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Disk in the Nation's Juke Boxes
THAT LUCKY OLD SUN, F. Laine, Mercury 5316
- No. 1 Most Played Juke Box Country and Western Record
WHY DON'T YOU HAUL OFF AND LOVE ME?, Wayne Raney, King 791
- No. 1 Best Selling Retail Country and Western Record
SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Most Played Juke Box Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Best Selling Retail Blues and Rhythm Record
SATURDAY NIGHT FISH FRY, L. Jordan, D 24725
- No. 1 Sheet Music Seller in England
RIDERS IN THE SKY.

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 58 to 74 in the Disk Jockey Supplement to this issue.

American Acts Can Become Names in England, Mebbe

NEW YORK, Oct. 15.—England may not be the answer to some acts who kick around New York waiting for a break, but in at least two cases a trip across has paid off.

A few months ago it was Gene Marvey who went in on a one-nighter and was brought back to the Palladium for the kind of dough he heard about but gave up on and finally saw in London.

The most recent example, however, was Leo Fuld, who tried vainly to get a break here. He worked for a time with the *Fun for Your Money* unit, but it never got anywhere. In June, 1948, he went back to Holland, his native country, and got himself a week at the Tushinsky Theater, Amsterdam, for 175 guilders (about \$450). Fuld was scared stiff, but apparently enough Dutchmen remembered him from his broadcast on the *Voice of America* programs during the war years, so he did business, got a raise right after his first show and was held over for four weeks.

Early in September, 1948, he hit London and was hired for the London Casino for 75 pounds (then about \$300). Then came the Churchill Club, a four-weeker, including TV and radio shots. This was followed by a tour of the Provinces and then back to Amsterdam for a one-man concert that paid off—\$2,000 for the one-nighter.

Fuld Returns

Fuld went back to London to the Cafe Anglaise for a two-weeker and stayed eight. Val Parnell hired him for the Eleanor Powell bill at the Palladium, then Lou Wilson gave him two weeks on the *Stells Time* for 200 pounds a week, the only two weeks he had open before doing a series of concerts in Israel. While working for Wilson, Tuttie Camarata, artists and repertoire rep for English Decca, caught him doing his song, *Where Can I Go*, had him record and it sold 55,000 copies in England in two months. It's currently being produced here on the London label.

He's now back in London heading his own shows, getting 55 per cent of the gross and doing one-man Sunday

cited in the recent test case involving FCC giveaway ban, and show producers successfully won a court injunction to continue airings. Don Lee's general counsel, Don Tatum, and RF Prexy Walter Schwimmer worked out a revamped format, marking the first such concession made in line with FCC's giveaway policies.

concerts for as much as 1,000 pounds (\$2,800 present devalued rate) for a single date.

Frankie Marlowe was another performer who got his break in London. He was a standard act here, but in London he became an attraction.

Dolores Gray was another London smasher. She went over in the musical, *Annie, Get Your Gun*, and fractured them.

Big names, particularly picture people, are always in demand in England. But it now seems that smallies who've been around town for some time and are taken for granted, can get a fresh start in and around England. If they've got what it takes they'll widen their market and pick up some extra loot at the same time.

Mich. Theaters Want Refund From ASCAP

DETROIT, Oct. 15.—Sam Carver, vice-president of the Michigan Independent Theater Owners, has answered the recent action of the American Society of Composers, Authors and Publishers (ASCAP) in suspending collection of license fees from theaters with a demand for the return of "thousands of dollars that was illegally paid to ASCAP."

To strengthen his request for the return of fees paid in past years, Carver cited a small-town theater that had paid \$50 annually for six years as a typical instance. Carver points out that "it would be nice for that theater to get back that \$300."

"If we join hands on this we may get back all this money that was paid, now that a threat of trouble is hanging over our heads," he said.

Mt. Electronics Preps WSAZ-TV Bow Bally

CHARLESTON, W. Va., Oct. 15.—The Mountain Electronics Company, Inc., local distributor for the Tele-Tone line of radio and TV sets, is readying a comprehensive advertising and promotion campaign for the opening of WSAZ-TV in Huntington, W. Va. Charles A. Mayer, president of the company, disclosed that a heavy ad and publicity campaign would get started within a week on Tele-Tone's low priced video sets.

In addition to the local efforts, promotional aids for dealer use will be shipped from Tele-Tone's New York headquarters.

AFM, SIMPP Ink Two-Year Paper

HOLLYWOOD, Oct. 15.—New two-year musicians' contract covering the Society of Independent Motion Picture Producers (SIMPP) members was signed this week after lengthy negotiations. Agreement eliminates guarantees to the American Federation of Musicians (AFM) on the number of men required in exchange for specified rate increases for small studio orks.

Basic rate of \$39.50 for three-hour sessions were set when orks of 36 or more sidemen are used for at least one session, with the same rate for smaller combos in the same pic. Rate of \$43.89 will apply for orks of 28 to 35 men for one session, with 20 to 27-man orks getting \$47.85 per man and orks of less than 20 men paid \$51.90 per session. Other provisions call for a basic rate of \$39.90 for 18-man orks used on films costing less than \$100,000 to produce.

Still up in the air, however, are scales for the Independent Motion Picture Producers' Association, other indie film group holding AFM contracts. Negotiations were dropped last week but are skedded for resumption within 10 days.

Garod Aims TV Sets At Mid-Income Needs

NEW YORK, Oct. 15.—Future production of Garod TV sets will be devoted largely to the needs of middle-income buyers, according to a statement made this week by Louis Silver, vice-president and general manager of the company. The company will, however, continue to make 10 and 12-inch receivers.

Silver also stated that the company would go on a factory allocation system for the next six months because of "unprecedented demand from distributors and dealers."

The Billboard

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The Billboard also publishes
Vend, the monthly magazine of automatic merchandising
Turnover, the monthly magazine for radio, television, record and phonograph dealers.

McConnell Outlines NBC Plans

Predicts 50-100 Pic Houses With TV in Half Year

HOLLYWOOD, Oct. 15.—Tele had its day at the 66th semi-annual convention of the Society of Motion Pictures Engineers (SMPE) which ended here Friday (14) following a week of technical discussions, awards and predictions. Sparked by ever mounting video activity, SMPE members paid special heed to tele's future, exploring camera possibilities, prospects of theater television, and winding up with a field trip to the Mt. Wilson transmitter site where the main address of the convention was delivered by Dr. Vladimir Zworykin, Radio Corporation of America research director.

Most encouraging for tele boosters was the prediction that 50 to 100 theaters thruout the nation would be converted to large-screen television within six months. This prophecy came from Don Hyndman, chairman of SMPE's theater tele committee and Eastern manager of the motion picture department, Eastman Kodak Company.

Hyndman stated that commercial success of the recent World Series theater telecasts at Fabian's Fox, Brooklyn show place, paved the way for other ops to invest in theater projection equipment. Hyndman felt theater cps would be content for a while with the present 525-line definition, but there will be an ultimate demand for better line definition and wider bands to accommodate color telecasts and proxide pic quality comparable to motion picture film. He envisioned terrific profits for both sports and special events promoters as well as theater ops on future theater tele tie-ups, since theater chains can and will pay premium prices for rights if big audiences are assured.

Other convention highlights included:

(1) Recommendation that SMPE absorb membership of the Society of Television Engineers (STE) and change name of the org to Society of Motion Picture and Television Engineers (SMPTE). Measure goes to full membership for balloting with results to be announced December 15; (2) award of 1949 SMPE progress medal to Dr. Harvey Fletcher, director of physical research for Bell Telephone labs; (3) naming of four new committees to study tele reproduction improvements, kinescope recording, film projectors for television and TV studio lighting.

Paley Nixes NBC Spot for Lewis

NEW YORK, Oct. 15.—A proposal that Robert Q. Lewis appear on the Chesterfield Supper Club over the National Broadcasting Company (NBC) has been turned down by the Columbia Broadcasting System (CBS). Lewis is under exclusive contract to CBS. The web has been giving the comic a build-up over two years, with the pay-off starting to develop via his click while pinching for Arthur Godfrey this summer.

CBS decision, said to have been made by William S. Paley, its board chairman, was based on the fact that with over \$250,000 invested in Lewis, it couldn't see the sense of having him wind up on an opposition network, even tho the sponsor involved is a heavy CBS spender. Lewis was sought for the Perry Como TV show starting Sunday (16).

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

Bracken Pitch for KWKW

Film comic Eddie Bracken will petition the Federal Communications Commission (FCC) for permission to buy Pasadena indie station KWKW in partnership with the Jenkins and Lodge ad agency. Sale is contingent on approval of KWKW's plan to buy out rival Pasadena indie KAGH and KARS-FS, both owned by attorney Andy Haley.

"TV Ad Medium" Booklet Sells

"Television as an Advertising Medium," the Commerce Department's comprehensive summing up of the TV marketing situation (The Billboard, August 20), is becoming one of the Government Printing Office's best-sellers. Priced at 60 cents, the pamphlet is back in stock after the first printing of 10,000 copies was exhausted two weeks ago.

Fadiman Preps TV Packages

Fadiman Associates this week announced plans to package a TV series featuring Rex Stout's Nero Wolfe detective characters. The firm is also readying a pitch on the First Piano Quartet, a top box-office group, for TV this season.

"Ruthie" To Hang Up

"Ruthie on the Telephone," by Goodman Ace, now sponsored by Philip Morris cigarettes, is being dropped after its November 5 telecast, but the time is being retained. The program is on the Columbia Broadcasting System (CBS)-TV five nights each week from 7:55-8 p.m. Among the shows being considered as a replacement is one starring Herb Shriner, who once did an AM show for the same account.

Muntz Goes to a Web—MBS

Muntz Television, which has used radio spots extensively, this week moved into network programming by buying a weekly 15-minute show on the Mutual Broadcasting System (MBS). The video outfit has taken the 9:45 p.m. time Sundays, starting October 30, and will air a show titled "Rebuttal."

"Breakfast-Type" FM in Chi

Chicago's first "breakfast-type" FM show will start on WMOR October 17. Participating sponsor program will be emceed by Jameson Brinkmeyer and will originate at a Loop Toffenetti restaurant Monday thru Friday from 7:45-8:15 p.m.

Spot Announcements

Helen Hayes won't return to her Electrical Association series on the Columbia Broadcasting System (CBS), with "Corliss Archer" being retained until January at least. Agency is N. W. Ayer. . . . Colgate reported interested in the National Broadcasting Company (NBC) Dave Garroay tele show, while Philco is reported burning both at NBC and Colgate. The latter just moved its dramatic show to precede "Philco Playhouse" on NBC-TV Sunday nights. . . . "Broadway Revue," erstwhile Admiral tele show, is headed for NBC one way or another. If Buick doesn't buy it to replace Olsen and Johnson, NBC will make it part of its planned three-hour Saturday night layout. . . . De Soto reported interested in the 9:30 Friday night time on NBC for Groucho Marx. . . . Evans lighters said to be considering "What's My Word," new DuMont sustainer skedded to start October 29.

Use of Gabbers as Engineers Is Brewing a Labor Conflict

NEW YORK, Oct. 15.—There is a growing conflict between unions on one side and station management on the other over the question of announcers doubling as engineers at stations. The union's position is that it is against any reduction in jobs which would result from such dual duty. Management, on the other hand, feels that the outlets can hold their heads above water only if their operations are made as financially tight as possible in view of economic conditions.

The entire situation was brought to a head by two recent strikes in the last several weeks. A walkout at WDXB, Chattanooga, recently settled, was started by the International Brotherhood of Electrical Workers (IBEW) over this issue. At WABB, Mobile, Ala., IBEW engineers have been on strike for several weeks because the station has tried to install dual operation by announcers.

AFRA Amenable

However, the American Federation of Radio Artists (AFRA) seems un-

officially to recognize the validity of the stations' position. This was pointed up by the pattern of the Yankee Network strike settlement this May which provided that as IBEW men at the web are dropped as radio engineers they will move into TV jobs as they open up at the net. Yankee Network announcers, who are AFRA members, will take over their duties, but with subsequent raises in pay to compensate for the extra work.

The only purpose that would be served, AFRA says, by striking these stations and forcing them to continue employing both announcers and engineers, would be a quicker collapse. Thus AFRA has switched its thinking to allow for dual operation, if management pays announcers more and, where possible, moves engineers into TV.

The IBEW is still fighting tooth and nail against accepting this concept. However, AFRA may soon call a meeting with national representatives of the IBEW to discuss the entire question.

New Concept In Assignment Of Staff's Jobs

Three Big Divisions

By Jerry Franken

NEW YORK, Oct. 15.—An entirely new concept in the assignment and evaluation of work by its staffers will be effected by the National Broadcasting Company (NBC) within the coming months, Joseph H. McConnell, newly named president of the network, revealed this week.

McConnell assumed the presidency of NBC this week—coming from the web's parent organization, the Radio Corporation of America (RCA), where he was executive vice-president. Niles Trammell, McConnell's predecessor, is now NBC's board chairman.

In brief, the new NBC policy will be to apply a specific yardstick against each job, thus enabling both the company and the employee to know what is expected and how successful the effort will be. It is expected that this will reduce to a minimum diffusion of interest, time and energy. The yardstick will be given to virtually every staffer of consequence, so that he will know where he is going and is to go.

The job "dossiers" are being developed by NBC on the basis of the network's own reactions and evaluations of the recently completed study of the network organization by Booz, Allen & Hamilton. The job philosophy is one derived from RCA itself, but it is the first time it has been applied to its network subsidiary.

Execs Touched First

McConnell revealed that, relatively speaking, the NBC reorganization will move slowly. It will, of course, take effect first on the executive level. The NBC plan is to have three divisions, each topped by a vice-president, one for sound radio, one for television and one for owned and operated stations. The only one set, so far, is Sylvester (Pat) Weaver, TV veepee. The executive realignment, McConnell declared, will in itself probably require two or three months and will then gradually shape up departmentally.

In line with its desire to avoid diffusion, NBC will split its staff clear down the line on sight and sound.

Staff Realignment

Reports circulated this week that three NBC vice-presidents were leaving were emphatically denied by the new NBC president. He also laid great stress on the network's intention to retain as many of its present staff as possible, altho he added that quite probably it would be necessary in some instances to trim in some departments and hire from the outside in others.

The pending changes have led to considerable speculation as to who will inherit the two key veepee jobs still open. But McConnell said that at this stage of the game such talk is fruitless, since top NBC management itself has not reached final decisions. At any rate, the upcoming NBC table of organization shapes up something like this: Trammell and the board; McConnell; Executive Vice-President Charles R. Denny; the AM, TV and station vice-presidents, and the department heads more or less standard in network operation.

Kukla, F. & O.'s Winter Hiatus

Top Puppet Show May Set TV Precedent

May Lay Off After Xmas

NEW YORK, Oct. 15.—Kukla, Fran and Ollie, Burr Tillstrom's top-ranking puppet show, may establish both a television and radio precedent early next year by taking its hiatus shortly after Christmas, rather than during the summer. Hot weather hiatuses have been standard both in AM and TV since the start of each medium. The program is sponsored by Radio Corporation of America (RCA), for RCA Victor 45-r.p.m. records, three days a week, and by Sealtest for its ice cream, on Tuesday and Thursday.

The arrangement by which the Tillstrom show will vacation months earlier than usual is keyed to merchandising aspects of both the RCA Victor and Sealtest sales story. Essentially, the theory is that after Christmas there will be a normal dropping off in sales of both products, especially ice cream. Contrariwise, ice cream moves best in summer—and competition is keener, while record sales can also benefit by additional promotion in the hot weather season.

The date when Tillstrom will lay off has not been set, altho it is expected it will be in January or February or, perhaps, part of both. The hiatus will be for less than 13 weeks in any event. Another aspect in favor of the winter hiatus for the show is that by airing in the summer it will give TV programming a sorely needed boost at a time it's most urgently needed. The show airs on the National Broadcasting Company (NBC)-TV network.

Rival TV Net Keeps Gillette Bouts Off Air

NEW YORK, Oct. 15.—Gillette, which sponsors telecasts of prizefights on the National Broadcasting Company (NBC), was not represented on the air last night and will not be for the next three weeks. The reason, according to NBC, is that DuMont controls the coaxial at that time and would not clear it, because of its own commitments, for the competitive network.

Gillette wanted to pick up the fights staged in Detroit, which would have required NBC to have two-way cable feeds. One would be necessary to pick up the fights and transmit them east and the other to retransmit them westward on the network. Ordinarily, Gillette airs the fights from Madison Square Garden, New York, but other Garden bookings preclude these pickups for the next month.

Make It WTCN

NEW YORK, Oct. 15.—The September 17 issue of *The Billboard*, thru an inopportune typographical error, substituted the call letters of WTON, Staunton, Va., for those of WTCN, Minneapolis. This is to verify that WTON has no connection with the Minneapolis outlet, nor has it been sold as the story reported.

WOR-TV Debut Disappointing; Complete Revamp Indicated

NEW YORK, Oct. 15.—WOR-TV here made its official program bow Tuesday (11), airing for two hours, 6:55 to 9 p.m., in a notably disappointing premiere. There seems little doubt that if the station is to achieve its aim it will have to revise both its programs and its video philosophy.

On paper, that philosophy looks and sounds logical and feasible. It is to operate WOR-TV as close to the vest as possible, with minimal staffs, production and program expenses and percentages deals with package owners. But off the opening night, it becomes quite apparent that this approach overlooks one fact—that WOR-TV is the seventh (and last very-high-frequency) TV station to operate in New York. Accordingly, it cannot come in and establish its own program standards; to survive, it must meet the standards, or come reasonably close, of its six competitors. That production level is infinitely higher than WOR's.

Gotta Get Audiences

The WOR approach to TV was predicated on the theory that the least possible drain on WOR-AM should stem from TV. It now looks that without a change in programming, that drain will be larger, not smaller, for the reason that the brand of program exhibited by WOR-TV in its first week hardly seems likely to attract audiences, and without audiences its commercial possibilities are proportionately and directly lessened. It adds up to one obvious fact: Program veepee Julius Seebach and his staff have a king-sized job staring them in the face.

The first 10 or 15 minutes of the preem were marred by a cable breakdown which put the station on the air with its video signal but without audio, so that the five-minute opening featuring John Gambling, WOR's oldest AM act, and the 15-minute song routine by Joan Roberts were wiped out.

The 7:15 spot goes to *Apartment 3-C*, a Harvey Marlowe production. It's a standard domestic comedy situation, well-produced, with Barbara and John Gay. Direction, tho, was bad; both Gays spoke so loudly and so quickly that neither could be understood. Both walked on one another's lines, and at one point, while Gay was making a pitch for a coffee, it was completely unintelligible—so much so that a listener couldn't get the name of the brand and there was a question as to whether it was a legit or gag commercial.

The John Reed King show was the weakest and most boring of the entire two-hour line-up. It's all the old hat audience participation stuff radio's used for years, without benefit of any visual treatment other than slapping a camera in the joint. King

does his stint with the customary mock enthusiasm. Only relief on the show is some pleasant baritone warbling by Donald Richards.

The 8 p.m. spot goes to Jack Creamer, a radio veteran, doing a TV version of his Handyman stint, showing the hausfrau how to do this, that and the other thing around the joint. Creamer illustrates his palaver by doing the various chores, working with an attractive gal reading him the home-makers' letters. A little of this stuff goes a long way—it's worth no more than a quarter hour.

Barry Gray

Barry (The Profile) Gray is in for a few weeks, prior to his departure for his annual Miami disk jockey stint. The elongated guy screens well and he keeps conversation going, but that's about all that can be said for his show, for again WOR simply stuck a camera on top of a radio show and let it go at that. The participants were Myron Cohen, raconteur and salesman; Hope Miller, tele and radio actress; Irving Caesar, songwriter, and the DiCastro Sisters. The show'd be much better if, rather than hauling guests in and out of the studio, Gray tried rounding up a homogeneous group, got some good conversation going and eliminated the interviews altogether. The show closed with a brief pitch by Ted Streibert, president of the WOR operations.

WOR-TV is using studios in the New Amsterdam Roof and thruout opening night background noises—including street noises as well as the chatter of guests in the orchestra, and of control room men—kept pounding thru.

Jerry Franken.

Ford Dealers To Put Kyser On CBS Video

NEW YORK, Oct. 15.—Ford dealers this week purchased an hour-long program featuring Kay Kyser and His College of Musical Knowledge to go on over the Columbia Broadcasting System (CBS)-TV network some time in November. Neither the starting date nor the time slot has been selected, but it's believed the show will go into the Tuesday 9-10 p.m. period.

This would mean moving *Suspense*, now in the 9:30-10 p.m. spot that evening, to a different time, but the web has several other half hours open. The various Ford dealers' groups around the country are now also sponsoring football films. Their first venture into TV was last spring, when they sponsored *Thru the Crystal Ball*, later canceled.

CBS Splits Aud-Participater Into 4 7-Min. Segs, Adds Spots

NEW YORK, Oct. 15.—The Columbia Broadcasting System, taking cognizance of growing TV costs, this week split one of its afternoon across-the-board participation programs into four seven-minute segs, rather than the usual three 10-minute stanzas. This will also allow an increase in the one-minute video spot availabilities, with 10 more spots a week now for sale.

The total cost of the seven-minute seg for talent and time is equal to what it would cost for only five minutes of time on the CBS-TV. Sponsors

will also get a chance to demonstrate products live on the program, *The Homemaker's Exchange*, thus saving them the cost of a film commercial.

The shortage of minute spots has been troubling both agencies and stations. This is especially true of products to sell whose message can't be delivered in 20 seconds. As a result, there has been a great deal of thinking about the problem of increasing spot availabilities.

If the experiment works—and indications are that it will, because sev-

Chi FM Bumped; 1 Outlet Folds, Prexy Out in 2d

CHICAGO, Oct. 15.—The problem of operating on FM was graphically indicated here this week when one station shut down completely and a second went thru a change in management to prevent a drastic retrenchment program proposed by its resigning president. Station stopping broadcasting is the FM adjunct of WCFL, 50,000-watt Chicago Federation of Labor independent. Station with internal disagreement over policies is WMOR, outlet in which a group of veterans and business men invested \$100,000 about six months ago.

WCFL's FM station had been duplicating AM programs from 3 p.m. to 9 p.m. Altho it had been operating with only 400 watts, it had a regular commercial license. A spokesman for WCFL said, "We just gave it up. The station wasn't making money, and we saw no possibility of ever making dough with it. We thought for a while of putting some special labor shows on it, but dropped this plan, too. From now on, what the station was costing us will be put into new AM programming." The station's license will be turned back to the FCC, and there are no plans for re-applying in the future.

WMOR might still make the grade, but there were some in the organization who saw only a dismal picture for the future if the station continued on a regular basis. Ralph Wood, one of the owners, resigned as president after a reportedly bitter stockholders meeting. He is said to be on a 45-day leave of absence in order to promote transit radio plans, but it is known that his resignation came about after the board had voted against him 8 to 1.

In view of the fact that the station had been losing money (about \$20,000 in the last six months), Wood wanted to shut down early each day and carry only storecasting and transcribed, unannounced music for a few hours each night. His was a complete retrenchment program which would have called for releasing some personnel.

Other stockholders voted to keep fighting as a regular station, however.

AM, TV in Education Theme of SBC Meets

CHICAGO, Oct. 15.—With a general theme of "the expanding role of radio and television in education and community life," the 13th annual School Broadcast Conference (SBC) will be held at the Sherman Hotel here, October 18-20. Attendance at the conference is expected to be about 3,000, double last year's, because many of those attending concurrent meetings of the 9th district of the Association of Women Broadcasters (AWB) and the National Association of Educational Broadcasters (NAEB) will sit in.

First morning's session will revolve around demonstrations of techniques for the use of radio to solve intergroup relations. Second morning will be devoted to demonstration of documentary techniques in radio and TV. Session during the evening of October 19 will attempt to show how local and national organizations can work together to strengthen all phases of radio. Dick Hull, president of NAEB will preside.

At an AWB luncheon on the 20th, the Hon. Frieda Henneck, Federal Communications Commission commissioner, will be guest speaker.

Final session that night will show advancements in television and will feature demonstration of a new TV projection receiver for classroom use.

eral portions of the show have already been sold—CBS-TV will no doubt increase its participations.

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

FC&B Foresees AM Net Segs At \$500 Weekly Talent Fee

CHICAGO, Oct. 15.—The Foote, Cone & Belding (FC&B) ad agency, in the belief that radio can survive as an ad medium now only if it slashes talent and facilities rates drastically, is readying a new plan whereby its clients will put out under \$500 weekly for talent on a typical web stanza. The blueprint is the brainchild of Hugh Davis, FC&B executive vice-president, and involves the assumption that "radio cannot compete with television any more than silent pictures could or can compete with talkies." Davis revealed his idea this week at a meeting of the Chicago Radio Management Club.

The Davis plan is slated to go into operation sometime this winter on a sponsored mystery ainer. It calls for a client buying a parcel consisting of a high-cost TV show and a low-cost radio version of the same program. The TV would be aired via network and the radio either by web or transcription. The AM ainer then would utilize the same talent, virtually the same scripts and could be cut immediately after the TV airing.

This method, said Davis, means that a star getting up to a couple of thousand dollars for a TV program should be willing to cut a radio show of practically the same format for virtually token payment. The writer,

he said, would get another \$100 for the AM work, and the minor actors about \$25 each. Altho Davis did not mention the specific show or client, he did say negotiations have gone along satisfactorily thus far for the winter debut.

Davis, one of the advertising industry's top execs, also called for major time charge reductions, adding that altho radio will have a secondary position in the future, when there are TV sets in practically all homes, it can survive if costs are brought down.

Chrysler Mulls Hr. Variety TV

NEW YORK, Oct. 15.—Chrysler Motors this week was reportedly considering a new full-hour video variety show, which George Jessel may emcee. Negotiations are said to be held up pending word from Jessel this week in Hollywood. The show, owned by Roberts & Carr Productions, sells for about \$12,000 for a 60-minute program. Titled *It's Your Turn*, the show is being handled by the William Morris office, with McCann-Erickson the agency for the auto firm.

Turn is said to have a new twist on the type of acts and material to be used, in view of the deteriorating supply of standard vaude turns. Material and personality will be completely off the beaten TV path. Allen Roth is supervising music, Arthur Knorr handles lighting effects, Jack Eisner is designing three-dimensional sets, and Milton Pascal, co-author of *Follow the Girls*, is prepping the scripts. Ed Reveau, who directed *Are You With It?* is the director. Both Roth and Knorr are associated with the Milton Berle TV show.

WOR-TV Sees Quick Need for Revamping

NEW YORK, Oct. 15.—WOR-TV, which made its debut this week, is planning to reorganize its program schedule soon.

The station bowed Tuesday (11) on a two-hour, five-night-a-week schedule, and press reception to its initial programming ventures was unusually critical. Julius Seebach, WOR and WOR-TV vice-president in charge of programs, stated yesterday that revisions were under way, but no details were available. Some changes may be made by next week.

**JUDY
CANOVA**
AMERICA'S No. 1
COMEDIENNE



WM. H. KING
EXCLUSIVE MANAGEMENT
2025 No. Argyle Avenue
Hollywood 28, Calif.

G-R's Video Film For Theater Use?

HOLLYWOOD, Oct. 15.—Grant-Realm film outfit, producers of recently exhibited *Lucky Strike* telepic series, hopes to have films in theater release by late fall, marking first such sales of a tele-produced product for theater use. Deal depends on Luckies' willingness to release the flickers to Grant-Realm now rather than wait till January, 1950, at which time the pix automatically revert to original makers. Flicker series consist of 26 half-hour public domain yarns, produced in Hollywood and shown over the National Broadcasting Company (NBC) tele skein last season.

In addition to theater sales, Grant-Realm will peddle second-run tele rights to bankrollers, pegging cost per half-hour showing at \$3,500. Pix cost \$10,500 to make, with Luckies paying \$8,500 per stanza. Producers need second-run sale to recoup investment and show profit, after which sales will be scaled downward to meet competition. Series was among the first Hollywood flicker package to be sold to tele.

Adult 'Superman' To Bow on ABC

NEW YORK, Oct. 15.—A new "adult" version of *Superman* is slated to bow soon as a weekly 30-minute evening radio show on the American Broadcasting Company (ABC). The series, an award winner during its career as a moppet thriller strip, has been toned down in its fantasy by packager Bob Maxwell, and is being keyed toward a listening audience of greater maturity in years.

The show has been slated to get the 8 to 8:30 p.m. Monday period, but the program department was bilked out of the time when the ABC sales force sold the time out from under them. The Waltham Watch Company took over the slot for *Share the Wealth*, and *Superman* now is being held up pending setting of a new time period. Among the possibilities are times either Saturday or Sunday nights.

Stark-Layton Lands "CID"

The Wilbur Stark-Jerry Layton package office in New York has broken down the army's defenses and come up with the rights to dramatize adventure of the Criminal Intelligence Division, U. S. Army. Titled *CID-USA*, the series will show how the army's detective force functions in every corner of the world. Pitches to agencies and sponsors will begin in about a week, with the radio package using a 15-piece ork, going at about \$3,500.

Mary Pickford Maps Plans

Mary Pickford this week was mapping out her personal radio plans, with both an afternoon and evening show in the offing. The daytimer is likely to be a five-minute, five-a-week commentary stressing the bright side of human affairs. The evening stanza, a weekly half-hour, probably will dramatize the stories of promising young talents, such as artists, writers and sculptors. Miss Pickford is thinking of setting up a foundation, in collaboration with a sponsor, to reward these people with scholarships and trips aboard. The Pickford-Buddy Rogers-Mal Boyd combine is expected to draw up corporation papers next week as a package personal management office. Stock may be issued. Offices have been set up in the Squibb Building, New York, to handle the manifold activities, including the three TV stations in North Carolina for which Miss Pickford has filed applications.

Chi To Debut Two TV Segs

Chicago will be origination point for two network TV shows in the planning stages. One, an ABC program, will be titled "Judge Abbott of Green Hills," and will start October 23. It will be a dramatic family situation program. Second program is being planned by NBC. It would use name vaude talent in comedy drama with story line. Latter not expected to hit the air for another month.

Navy Mulls Training by TV

The U. S. Navy is conducting an investigation of television as a training medium, via trial programs and a thoro evaluation of TV as an aid to mass instruction by the Department of Psychology of Fordham University. Gene Starbeker, executive producer of WFBM-TV, Indianapolis, assists the Office of Naval Research on the test video shows, which are telecast to trainees from the U. S. N.-TV station, Port Washington, N. Y. The development of prefabricated television classrooms also figures in the navy plan.

Future for TV Package Firms

Most video shows will be bought from package companies and networks, Louis N. Brockaway, executive vice-president of Young & Rubicam, said at a regional meeting of the 4-A's in Chicago this week. Brockaway said TV program buying pattern will follow the history of radio's development—agencies will buy the best show they can get for their clients, no matter who packages it.

Advertisers with less than \$750,000 per year to spend on TV should not consider network TV now, but those with between that amount and \$1,750,000 should buy it if they want to cover all large markets, he added.

Because of high costs, Brockaway predicted that many national advertisers will buy shows once or twice a month instead of weekly, as in radio. He advised that since department stores could use TV to good advantage, manufacturers of products sold in these stores should co-operatively sponsor local programs.

FCC-ers May Get 15G

The final approval of a salary boost to \$15,000 a year to the members of the Federal Communications Commission came yesterday (14) when the Senate sent the salary bill to the White House. The bill had been passed earlier in the week by the House. FCC commissioners now get \$10,000 a year.

O'Brien Tests for ABC

Pat O'Brien this week cut an audition for a radio show at the American Broadcasting Company (ABC). The title is "Brass McGannon, Advance Man" and concerns the doings of a circus "24-hour man." The script is by John and Gwen Bagni, with ABC and the Sam Jaffee Agency holding both AM and TV rights. The price will be about \$5,500 for the radio version, which is likely to be the first.

Toni Waving to Godfrey?

Toni Home Wave Permanent Company will take over sponsorship of the 10:15-10:30 a.m. section of the Arthur Godfrey show now on the Columbia Broadcasting System. Starting Tuesday (18) Toni will sponsor it every other day.

AM Names for Pontiac

The Pontiac Car Company this week selected Quentin Reynolds, John B. Kennedy, William L. Shirer, John Vandercook and Ben Grauer to handle the commentary in connection with the spot campaign to be started for the 1950 version of the auto. MacManus, John & Adams, of Detroit, is the agency.

RCA Victor To Sponsor "Playhouse"

RCA Victor is set to bankroll the National Broadcasting Company (NBC)-built package, "Screen Directors' Playhouse," moving show into the Monday 10 p.m. slot within a few weeks. Deal is still unsigned, but the bankroller is understood to have okayed deal. "Playhouse" had a test run as hiatus replacement for Pabst Beer this summer, and features cast of Hollywood film names. Pabst bought the stanza for bargain price of \$4,000, but current tag is \$10,500.

Sinclair Options "Diamond"

Sinclair Oil Company optioned "Richard Diamond" thriller, which the National Broadcasting Company (NBC) has built as a web-owned vehicle starring Dick Powell. Show, currently airing from Hollywood as a sustainer, carries a \$4,500 commercial price tag.

Brief and Important

Last-Minute Digest of AM-TV News

NBC To Audition "Hollywood, U. S. A."

"Hollywood, USA," new news-variety layout featuring film names, will be auditioned by National Broadcasting Company (NBC) shortly as a possible late addition to the web's commercial roster. Show is packaged by Hollywood trade paper columnist Arthur Engel, and Vick Knight, with Knight handling the producer-writer slots.

Dodge To Head Hawk Firm

Bruce Dodge, vet radio producer for Biow Agency, resigned his berth last week to head new radio-tele packaging office for radio quizzier Bob Hawk. Dodge, currently directing "Take It or Leave It" for Biow, will be succeeded by Ed Feldman, who moves to Coast from agency's New York office.

SCBA Plans Auto Survey

Research committee of the Southern California Broadcasters' Association (SCBA) approved plans for the first auto listening survey to be conducted in Hollywood by The Pulse, Inc. Cost will depend on scope of the study, but will run between \$500 and \$2,000, with funds to be underwritten by SCBA members. SCBA hopes the survey will uncover a heretofore unrated audience.

McHugh Quits MCA

Bart McHugh resigned from his duties in the New York radio-TV department of the Music Corporation of America (MCA), effective October 15. The exec had been with the talent agency about 10 years. McHugh has not announced any future plans, and no immediate replacement is planned.

ABC's TV Programing Hiatus

Television program activity at the American Broadcasting Company, insofar as it effects expenditures on shows and talent, was virtually at a standstill this week. Holding up activity was a meeting skedded for next week, at which the TV budget for 1950 will be hammered out.

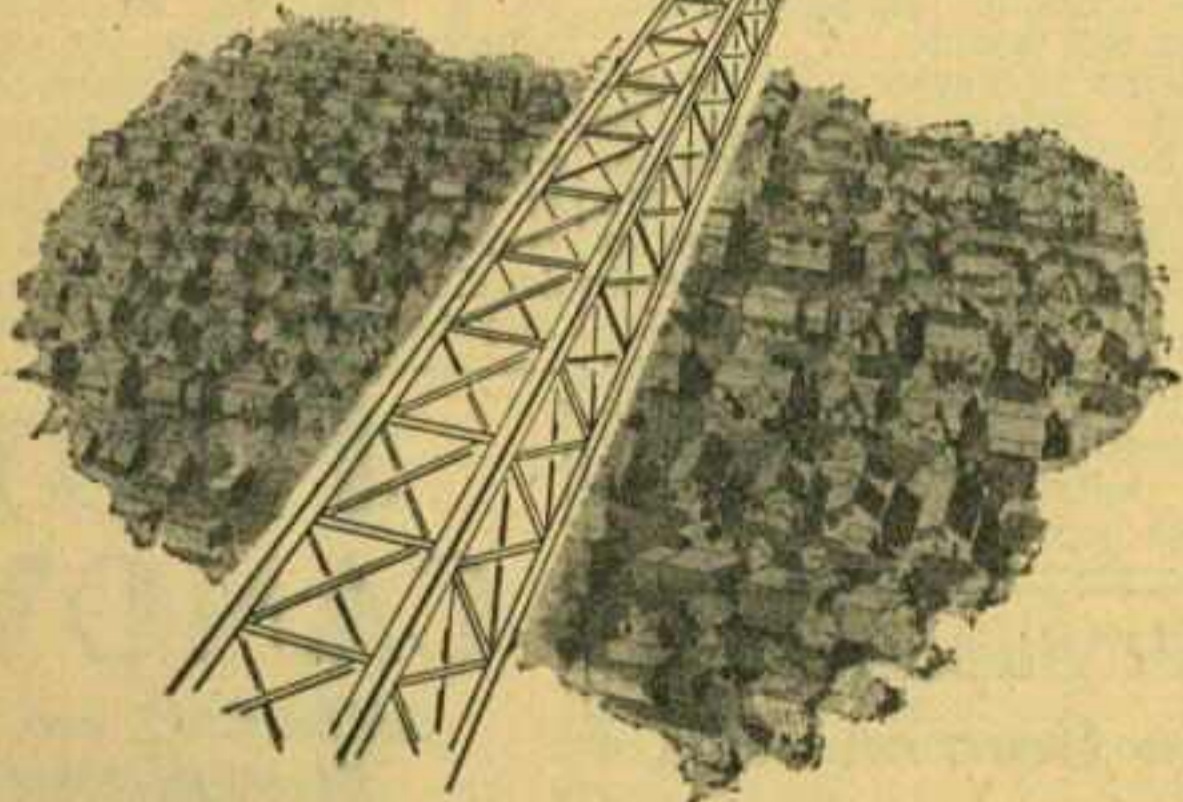
TV's "Guy" Switches to AM

Reversing the current trend, the Charles Irving package, "That Wonderful Guy," is being switched from a TV show to AM. The American Broadcasting Company (ABC) last week was planning an early audition for the stanza as a radio show after earlier turning out a sample kine of the tele version. Neil Hamilton continues in the lead role.

NBC Dropping AM Staffers?

The National Broadcasting Company (NBC) over the week-end was slated to let out six people from its AM program department. Because

more than a
million homes
in the **WWJ** market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ—The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station W W J - TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

of the heavy sales pattern and the subsequent shortage of sustaining time, the web feels it is heavily overstaffed on program people for its needs. Those out will be from the production staff.

Arnold Moves to CBS-TV

Paul Arnold starts a new Columbia Broadcasting System (CBS)-TV sustainer October 24 from 7:15-7:30 p.m. Arnold was on the National Broadcasting Company's (NBC)-TV operation for 14 months before moving over to CBS-TV.

SHORT SCANNINGS

New York:

Peter C. Goldmark, Columbia Broadcasting System (CBS) director of research and engineering, flies to England Thursday (27) to lecture and demonstrate CBS color and long-playing (LP) records to leading British business engineers and scientists. . . . Alan Ducovny has joined the radio and TV department of Kenyon & Eckhardt. . . . George Gruskin, of the William Morris Agency, returned to the Coast office Thursday (13).

CBS Board Chairman William S. Paley will go to Hollywood October 17 for two weeks' business stay. . . . Oliver Nicoll has joined the staff of World Video, Inc., as an executive producer. . . . Kay Mulvihill will head the promotion activities of San Francisco's KSFO-KPIX.

Hollywood:

Paramount's KTLA is prepping an all-Latin-American revue, "Latin Cruise," featuring Bobby Ramos, with a six-man combo and south-of-the-border acts. Thirty-minute show will be kined for release to Paramount's tele film web. . . . Los Angeles has gained national leadership in video advertising, according to KTTV's Frank G. King. Area's total number of advertisers in July totaled 170, three more than New York. Philadelphia followed with 144 and Chicago ranked fourth with 133. Local firms buying tele time were 108, tops for the nation.

"Image," another tele fan mag, will bow November 1. First issue of 24 pages skedded for a 10,000 copy run. Publisher is shooting for national distribution. . . . Full-scale production of Jerry Fairbanks' "Crusader Rabbit," animated video series, is under way with first 13-week bracket of 65 shows to be ready for early distribution. Series is designed as a daily five-minute kid seg. Animation is being done by Television Arts Production, Berkeley, Calif., with films being completed at Fairbanks' Hollywood studios.

TALK OF THE TRADE

New York:

Marshall Terry, formerly veepee in charge of TV, will become veepee in charge of merchandising for the Crosley Broadcasting Corporation following a brief vacation. . . . Bill Davidson has been appointed an account executive for Free & Peters, Inc. . . . John G. Stilli has been selected advertising and sales promotion manager for the two Boston Westinghouse stations, WBZ, WBZA. . . . Russell Walker Jr. has been made manager of the New York office of the John E. Pearson Company.

Chicago:

E. R. (Pete) Peterson, former central division manager of Mutual Broadcasting System and before that an American Broadcasting Company salesman, next week joins Keystone Broadcasting System as a regional sales representative.

Another Move In Unions' Feud On Television

(Continued from page 3)

to reprint the statement in full. The text of SAG's stand was also read by George Heller, executive secretary of the American Federation of Radio Artists (AFRA) at an AFRA membership meeting in New York Thursday (13). In some circles, however, the SAG statement was regarded as somewhat of a retreat in that it denied considering affiliation with the American Federation of Musician (AFM) or discussing the matter with James C. Petrillo, AFM head; that it announced its support of the American Guild of Variety Artists (AGVA) in its current dispute over vaude performers with the AFM, and that it again proposed a resolution establishing a TA, with SAG to retain complete jurisdiction over film, including TV film, but excluding kine-scopes.

If the October 26 Four A's meeting is unable to affect a compromise, it is planned to call Four A's membership meetings in New York, Chicago and Los Angeles. The stalemate between the Eastern performer unions and the Coast film unions is over the latter's insistence of retaining TV film jurisdiction. The Eastern unions say this would be unworkable.

Amos 'n' Andy Rep Version for Kine

HOLLYWOOD, Oct. 15.—Amos 'n' Andy this week were starting to prepare a kine version of their show for showcasing to prospective sponsors. Since Rinso already bankrolls their radio program, it will get first crack at the video show.

However, the comics are keeping mum on the duo that will replace them in the kine version. It is known, nevertheless, that they have seen teams that they like.

RADIO

STAGE

TELEVISION

Honey Dreamers

COLLEGE INN—50TH WEEK

Garroway at Large, NBC TV

The Truex Family

Reviewed Thursday (13) over WPIX, New York, 7:30-8 p.m. Style—Domestic comedy. Script, Searle Kramer and James Truex; director, Clay Yurdin. Sponsored by Gimbel Bros. Cast: Ernest, Sylvia, Sally, Barry, James, Vicki and Penelope Truex, and Maurice Manson.

Gimbel's has latched on to a pleasantly diverting family comedy show in this domestic stanza built around Ernest Truex and all the other Truexes, large, small and medium. The initial program, altho based on the timeworn mistaken identity gimmick, was nevertheless entertaining if devoid of socks. As usual, the gossamer story quality was subjected to far too much strain, but good performances, paced, of course, by the deft Truex pere, carried the production over.

The show is important in that it may well mark a parade of other New York department stores into television. At the same time, Gimbel's is giving the show the acid test, as witnessed by the fact that two commercials placed a specific time limit as to when the price of the items would be increased. That's as close, probably, to a keyed ad as it's possible to get in TV.

Commercials are integrated via daughter, Sally Truex, who has a job as an ad copy writer for Gimbel's and who demonstrates or plugs the bargains mentioned. They're reasonably well worked into the story, altho Miss Truex's readings of her blurb lines was by no means as artful or unselfconscious as they could be.

Viewed on a home movie size screen, the show seemed overburdened with long shots for smaller screens, altho Clay Yurdin's direction was generally fluid except for a miscue on Miss Truex's closing curtain commercial.

Jerry Franken.



Radio and Television Program Reviews

Designates Radio Review



Designates Television Review

Blondie

Reviewed Thursday (13), 8-8:30 p.m. EST. Sustaining via the American Broadcasting Company, Hollywood. Style—Situation-comedy. Producer-director, Dick Woolen. Writer, Johnny Greene. Music, Lou Kosloff and orchestra. Cast: Arthur Lake, Pat Van Cleve (Mrs. Lake), Jeffrey Silver and others. Announcer, Lou Cook.

Judging by the preem broadcast, the *Blondie* series needs a new tag, namely Dagwood. The tendency to subordinate the fem title role, which actually originated in the Chic Young comic strip, first evinced itself on the air after Penny Singleton's withdrawal from the cast. On last Thursday's program, *Blondie* was plainly a supporting character in everything but name. The show is still a good family draw tho, by virtue of its big funny paper following, and a stronger story line should make the current series fair fare for dialers.

The initial plot was based on a pretty slim premise—Dagwood's familiar, futile attempt to take a nap around the house—and was entirely dependent upon Arthur Lake's shrill-voiced comedy antics as *Blondie's* fall guy spouse. In the past his airwave spouse usually gave him a good assist with the laugh lines, but the latest *Blondie* (Pat Van Cleve) played the part absolutely straight, utilizing a one-tone vocal pattern. As a result, the show lacked the zippy give-and-take gag pace of former season, and some of

The MGM Theater of the Air

Reviewed from advance transcription to be broadcast Saturday (December 3) 7:30-8:30 p.m. EST. Sustaining over WMGM, New York. Produced by Raymond Katz. Director, Marx Loeb. Adapted by Welbourne Kelley. Ork conducted by Joel Herron. Announcer, Ed Stokes. Host, Howard Dietz. Cast: Marlene Dietrich, Arnold Moss, Phil Clark, Joan Wetmore, Alfred Shirley, Islay Benson, Horace Braham, Sara Russell, Eleanor Sherman and Joe Boland.

In slickness of production this hour-long program compares very favorably with many of its network brothers. Add to that the name value of Marlene Dietrich and the other stars appearing in this series and the peddling job should become relatively easy.

Anna Karenina, the Leo Tolstoi classic, was the vehicle selected for the actress. The story is one that women especially find appealing because its main concern is with love—the love of the dashing Captain Vronsky for Anna.

Miss Dietrich was an unusual choice for Anna. The husky throated actress has an air of sureness about everything she does that clashes with the concept of this romantic confused female. However, once Miss Dietrich (See *The MGM Theater* on page 10)

Lake's best adle-brained lines went begging for want of a proper foil.

June Bundy

Little Review

Reviewed Sunday (9), 7:30-8 p.m. Presented sustaining on the American Broadcasting Company TV network. Originated by WENR-TV, Chicago. Producer-director, Greg Garrison; writer, Dan Schuffman. Cast: Billy Johnson, Gloria Vann, vocalists; Nancy Doran, Dick France, dancers; Bill Weber's marionettes, Rex Maupin's orchestra.

Even tho this show has excellent production and direction and utilizes practically every video trick in the bag, it adds up to only a top network sustainer, a good Sunday interlude and a pleasant half-hour during the dinner period. It undoubtedly will be sustaining fare as long as it is on the air, because it will not attract large audiences who will give close attention. Instead it will attract the music lover and those who want to carry on conversation while their video set is in operation.

Typical of production treatment was an orchestral rendition of *Donkey Serenade*, which utilized some interpretive ballet, animal marionettes and individual, effective close-ups of harps and violins. In line with general dramatizing ingenuity, playing of *Take Me Out to the Ball Game* had shots of catcher, batter and umpire statues and a baseball pinball machine depicting batters running around the bases.

Gloria Vann showed her telegenic beauty during solo numbers and participated in one of the best numbers of the program, a duet with Billy Johnson in which the pair were shot facing an empty theater backdrop.

Relaxing mood of the program was sustained thruout, with use of title slides instead of verbal announcements between numbers maintaining smooth flow. Transitional shots in most cases consisted of close-ups of harp, but best, altho obvious, transitional device was close-up of a beautiful orchid before playing of *Orchids in the Moonlight*.

Cy Wagner.

note, PLEASE...

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when all three major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations — an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning today.

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WOR and WOR-tv

at 1440 Broadway, in New York

You Be the Jury

Reviewed Monday (10), 9-9:30 p.m. Sustaining over KLAC-TV, Hollywood. Producers, Kenneth Herts and Russell Furse; director, Stanley Nass; camera director, Betty Turbiville; written by Joel Kane, John Kohn and Robert Cohen. Cast: Russell Hicks, Joseph Granby, Baynes Barron, Peter MacCabe, Norman Kraft, James Van Camden, Jean Dean, Frances Pasco, Eddie Ness, Robert Watkins.

As the name implies, *You Be the Jury* leans heavily on the time-tested device of leaving guilt or innocence of the accused up to the home audience. Combining melodrama and suspense with authentic courtroom atmosphere, *Jury* has its moments. Where it falls is in lack of emotional climax and drive which should have home viewers biting fingernails. Instead, the story unfolds slowly as a procession of witnesses testify and counsel for the defense scraps with the d. a. Building to a weak punch, summation speeches are pitched directly into close-up camera.

Story concerned a middle-aged man accused of murdering his young wife. Crime is shown prior to courtroom scene via film clips, with action segueing smoothly from film to live. Scripters inject enough uncertainty as to guilt or innocence to leave audience puzzled and build controversy. Dialog more often than not is reminiscent of countless film and radio trial scenes.

Acting and production are above average. Russell Hicks, vet film actor, is fine as the judge, with Peter MacCabe's defense attorney the best over-all job. Others are more than adequate albeit overdramatic in spots. The gimmick's the thing to sell here. Ending shows without verdicts and inviting the audience to write in and vote will obviously pull mail and bring lookers back the following week to learn results. On the other hand, there are those who may resent the cliff-hanging ending, preferring their mysteries signed, solved and delivered each week.

Alan Fischler.

Suspense

Reviewed Tuesday (11), 9:30-10 p.m. Sponsored by Electric Auto-Lite thru Newell-Emmett via the Columbia Broadcasting System, New York. Producer-Director, Robert Stevens. Announcer, Rex Marshall. Music, Hank Sylvern. Cast: Bela Lugosi, Romney Brent.

Back at the old stand and doing business in its customarily effective way is *Suspense*, which last season, and now again this season, gives every indication of being the tops in its throat clutching field. It is still characterized by good story material expertly adapted for tele, facile production and, except in one instance on the show caught, good performances.

The story Tuesday (11) was the Poe classic, *A Cask of Amontillado*, modernized in that the locale was occupied Italy and the victim who winds up sealed in the subterranean wall an Italian Fascist general. This was the role played by Bela Lugosi and the show's greatest weakness for he failed to bestow an iota of reality on what appears to have been a fine and meaty part. The entire story points to that moment when the general is forced to place his wrists in chains suspended from a wall while the count prepares to turn mason. Lugosi almost seemed to walk into the spot with alacrity, and the tension which had been established in the chase down to the cellar was vitiated.

Brent's a Master

What may have added to the ineffectual quality of Lugosi's job was the commanding and immaculate performance turned in by Romney Brent, the sort of work which delivers much satisfaction in observing the work of a master craftsman.

Only two directional shortcomings marked the program—one the over-use of a circular stairway set to denote the climb into the wine cellars, the other an unscheduled shot of Brent's head as he prepared to go down stairs "after" Lugosi. Otherwise, the show was grade "A," all the way.

Rex Marshall does the Auto-lite commercials in a straightforward manner, providing the vocals for the animated parade of automotive products.

Jerry Franken.

Sweepstakes Quiz

Reviewed Thursday (September 8), 9:30-10 p.m. CST. Sustaining on WAVE-TV, Louisville. Director, Richard Jackson. Writer, Ralph Hanson, Emsee, La Vell Waltman.

They're off and running in a video derby—a fast and funny giveaway quiz show with a race track motif.

The show moves as smoothly as the Kentucky Derby, which is used as its format, and already TV fans in here are red-hot players. The show is a typical quiz contest, jackpot and all, using a field of six horses, representing the six entries. A huge backdrop depicting Churchill Downs lends atmosphere, and sharp turf talk, plus an introductory film showing Derby scenes, really set the stage for a racy program.

A clever, gag-spilling pacer moves the field via correctly answered questions on news, pix and other topics of the day; entries stand still on improperly answered questions. Each contestant goes four furlongs on that number of questions, and the finish is in the traditional straight, place and show of sweepstake events.

Video watchers participate thru a telephone number gimmick, worked on the identification of a jig-saw portion of a picture flashed on the screen before and during phone call. A hint clue is given the person called. A new piece is added to the picture each week and an extra clue given until the picture is identified. Emsee Waltman does a marvelous job of gagging and enlivening the program, adeptly directed by Richard Jackson.

F. A. McDonough.

Masland at Home Show

Reviewed Wednesday (12), 7:45-8 p.m. EST. Sponsored by C. H. Masland & Sons over the Columbia Broadcasting System (CBS) thru the Anderson, Davis & Platte Agency. Producer-director, Franklin Heller. Supervisor, Jerry Danzig. Writer, Bob Bach. Cast: Earl Wrightson, Norman Paris Ensemble.

Baritone Earl Wrightson has an attractive appearance, a voice that puts over a ditty and a personality calculated to make the gals pull their chairs closer to the receiver. He's now the featured performer on the Masland carpet show, and while it lasts only 15 minutes, he makes it seem even shorter. With the Norman Paris group backing him, and a guest to round out the show, this is a pleasant little ainer.

Wrightson gave with *It's a Grand Night for Singing* and *Ritorno a Sorrento* and sold each strongly. Guest Iva Withers tended to stray off key occasionally in singing *Out of My Dreams*, but she looked fine, and anyway the music picked up when Wrightson joined in. Miss Withers also sang *I Married an Angel* and *Spring Is Here*, with Wrightson joining in the latter, in a segment called Masland Showtime, reprising numbers from musical shows of other years.

The commercial introducing and closing the show, a cartoon film, was a bit confusing until one saw that it represented a loom turning out a carpet. A middle commercial plugging a "colorguide" attached to each rug showed how this guide indicates what color schemes for furnishing may be used with the rug. Wrightson also showed a couple of patterns.

Sam Chase.

Date Nite

Reviewed Wednesday (5), 9:30-10 p.m. Sponsored by Continental Clothing Company on WGN-TV, Chicago. Agency, Jones-Frankel. Emsees, Dorothy Fox and Bill O'Connor. Director, Barry McKinley; writer, Lou Sanders.

Basically a take-off on the radio and TV network show, *Blind Date*, this program is no great shakes as an original video production but nevertheless has strong viewer interest. And for one simple reason: Thruout the show a subtle but ever-present sex angle is apparent.

It's the old stunt—guys trying to win dates with beautiful gals by explaining what they think makes them attractive males. Interviewing of the six men contestants who vie for three dates with Patricia Stevens models is handled by Dorothy Fox, who also has plenty of charm.

Production consisted of Miss Fox interviewing male contestants and Bill O'Connor interviewing the models. O'Connor did a smoother job, but Miss Fox's work proved the most interesting. A couple of times her contestants got out of hand and it was then the double entendres flew. Most effective shots were those showing faces of models superimposed over pix of men trying to win dates with them.

Weakest portion of the program occurred during the interview of a professional football player who had no desire to win a date. This routine showed sloppy planning and obviously was arranged by the team's press agent as a publicity stunt.

Commercials were effective. They consisted of shots of models wearing clothes sold by Continental and were sales pitches rather than advertising.

Cy Wagner.

THE MGM THEATER

(Continued from page 9)

rich was accepted on her own merits, she did a thoroly impressive job with the role. Arnold Moss played Captain Vronsky and dominated every scene he was in.

The direction was slick, sure and satisfying.

Howard Dietz, the permanent host, presided over the proceedings in a polished manner.

Leon Morse

Steve Dunne's Picture Platter

Reviewed Wednesday (28), 9:15-9:30 p.m. EST. Sustaining via W6XAO (Don Lee), Hollywood. Producer-director, Cecil Barker; writer, Steve Dunne. Cast: Steve Dunne, disk jockey, augmented by film inserts.

Picture Platter is an honest attempt to adapt disk jockey formats to tele's visual requirements by means of simple film inserts to a background of pop disks. Producer Cecil Barker, who conceived the format with Steve Dunne attempted a basically simple transition which came off with fair results. More important, show (on a one-time trial basis) represents constructive thinking and forthright effort in right direction.

Three pop tunes were featured during quarter-hour show, including *Baby*, *It's Cold Outside*; *Portrait of Jennie*, and *Stormy Weather*, with only *Baby* paying off when a modern ballet interpretation of the tune as danced by boy and girl team was screened. With each phrase in the lyrics, terpsters acted out and danced suggestive steps which proved cute and arresting. *Portrait* featured dull shots of Joseph Cotten and Jennifer Jones. *Stormy Weather* was interpreted by a fem ballet artist whose over-exaggerated facial gestures and arty body movements failed to score.

Dunne's gabbing has audio and visual appeal since lad leans heavily on sight gags as well as breezy patter. With the right planning a listening pattern and tele character can be established which would build Dunne into somewhat of a local institution.

As a vehicle for selling spots in off hours or for late-evening programming, show is a natural. If, however, film strips (which require plenty of production and planning) are over-emphasized or corny, home lookers will pass up the show. With one ear tuned to latest tally on *Honor Roll of Hits*, and the other aware of tele's requirements there's no limit. For example, such present *Honor Roll* tenants as *You're Breaking My Heart*, *That Lucky Old Sun*, *Room Full of Roses* and *Some Enchanted Evening* are easily adaptable to film pantomime interpretation. Don Lee could do worse than giving show a full-trial run, replete with a variety of tunes and commercials.

Alan Fischler.

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DEALERS ASSEMBLE TV SETS

Drive Brings 500,000 Repair Jobs in N. Y.

NEW YORK, Oct. 15.—Despite the fact that the "October is radio check-up month" campaign is only in its second week, Max Liebowitz, president of the Association of Radio-Television Servicemen of New York (ARTSNY), this week estimated that association members would repair over 500,000 radio sets in the metropolitan area as a result of the promotion. Sixteen FM stations and most of New York's AM stations are co-operating in the check-up campaign by broadcasting spot announcements.

Liebowitz said the public fervor over television had resulted in radio set owners allowing their receivers to deteriorate to such an extent that an estimated 2,000,000 radios in this locality are in need of service. Most radio manufacturers, he said, particularly Radio Corporation of America (RCA), are also co-operating in the ARTSNY campaign. ARTSNY has distributed over 15,000 window streamers to association members.

As part of the Empire State Federation of Electronic Technicians Association, ARTSNY is also sponsoring a TV course consisting of a series of 15 lectures at the Central Commercial High School Auditorium. The course will be concluded with an examination for TV technicians next May 3. Lectures will be given by electronic engineers from such manufacturing organizations as RCA, DuMont, Philco, Westinghouse, Beta, Ward and Hickok. Similar TV courses will be held in up-State New York cities simultaneously.

Coast Videomen Promoting Nat'l Tele-Radio Expo

HOLLYWOOD, Oct. 15.—Coast telecasters, set distributors, and dealers joined forces to promote the giant National Television-Radio Exposition which opened in Los Angeles today (15) under sponsorship of Southern California Radio and Electrical Appliance Association (SCREAA). Event features exhibits of new receiver models, "behind the scenes" glimpses into tele production and programming, and special promotional tie-ups to herald Los Angeles's current tele set ownership mark of 213,000 sets.

Headquarters at Shrine Convention Hall, the exposition will feature special live tele originations, plus the "greatest assortment of sets and models ever seen under one roof," with every local and national set maker represented. Theme of event is Hollywood's claim as "television capital of the world," with trade's Academy of Television Arts and Sciences (ATAS), Hollywood and Los Angeles Chamber of Commerce tele committees, and other groups collaborating on displays and exhibits.

Fred Tabery, of Tabery Corporation, is manager of the exposition, working with SCREAA Managing Director Bill Quinn, and the committee of telecasters. To attract crowds, top evening price of 65 cents will be charged, with afternoon admission scaled at 40 cents less for children.

Set Owners Should Get Full Info, More Salesman Assistance—Lamb

NEW YORK, Oct. 15.—Retail television salesmen shouldn't get their commission on sales until after the TV set has been installed in the home, the customer has been instructed in its proper tuning and is satisfied with the set's performance. That's the feeling of Franklin Lamb, vice-chairman of the board of the Tele King Corporation. Lamb also said this week that it would be a good idea if salesmen answered service calls instead of technicians, "since more than 70 per cent of all service calls are actually nuisance calls. The set owner doesn't know how to tune his receiver or what he can rightfully expect from it."

Instructing the set owner in the proper tuning and adjustment of his newly acquired set, Lamb said, would be the greatest salesman for video that the industry could ever get. Manufacturers have spent much time and effort in producing the finest possible sets, instructing service technicians, dealers, distributors and salesmen, but the ultimate consumer is still left under the impression that television is in the push button stage.

Color Comes Later

In connection with the present color hearings before the Federal Communications Commission (FCC), Lamb said that he believed that Radio Corporation of America (RCA) would come up with the color system that would be adopted. But, he cautioned, the industry had a long way to go toward perfecting black and white television before it could seriously think about color sets. "I wonder," he said, "how the public would like to see ghosts or snow in color."

He also stated that the retailer would have to carry the local advertising burden for the industry, be-

cause manufacturers were putting everything into making the best possible sets for the lowest possible prices. He praised RCA in saying that they had actually been carrying the banner for all TV manufacturers in research, merchandising, telecasting, production and advertising. "But until such time as the rest of the manufacturers are able to get distribution equal to that of RCA, the promotion of TV sets will have to be handled by distributors and dealers. We'll help, of course, but the advertising dollar can't come out of the set, if we are to continue to give the public the best for the least."

Lamb also disclosed that Tele King had recently acquired an additional 18,000 square feet of space to be utilized for packing and shipping of video sets.

Eureka Heralds 19-In. All Glass Cathode Tube

NEW YORK, Oct. 15.—A new 19-inch, all-glass TV tube was announced this week by the Eureka Television & Tube Company in Hawthorne, N. J. The new cathode ray tube, not a short-necked tube as recently introduced by DuMont, is also said to give a larger picture than the conventional 20-inch tube because of a flat face. Eureka production engineer, Andrew Stanier, stated that samples of the new tube will be available to all interested parties next week.

Blanks are being supplied by the Corning Glass Works, said Stanier, who would not name the price of the picture tube. He also stated that by next month production of the 19-incher would be up to 100 a day.

According to Stanier, Eureka was no longer producing 10-inch tubes but giving heavy play to the 16-inch line, the latter size being the biggest seller. He attributed the demand for a larger size picture tube to the tremendous replacement business being done by TV dealers. Glass prices, and subsequently tube prices, have dropped so much lately that many set-owners are having larger sized picture tubes installed in their 10 and 12-inch video sets.

L. A. Sept. TV Set Sales Reach 26,496

HOLLYWOOD, Oct. 15.—Distribution of tele sets in the Los Angeles area during September hit a record peak of 26,496, hiking the number of video sets in use here to 213,273 and boosting the viewing audience to well over a million. Pace of monthly sales jumped ahead of norm because of hyped tele interest in fall programming plus football and other news sports coverage.

For the first time in months dealers reported inability to keep up with demand, claiming considerable back ordering on name brand receivers. Pace is expected to be increased during the next six weeks, reaching an all-time level with approach of the Christmas buying season. Sale of small-screen sets (3 to 7-inch tubes) dropped noticeably with a corresponding increase in demand for large receivers (12, 15 and 19 inch).

Can Turn Out \$166 Jobs To Sell for \$350

Cash in on Private Brands

NEW YORK, Oct. 15.—More and more local retailers are taking to assembling their own TV sets these days and finding it a lucrative business. The practice obviates the need for price cutting on name brands, spreads good will and prestige in the locality and brings in additional revenue from sources other than their retail operation. All a dealer needs to get into the TV assembling field is some extra space in the store and some extra capital in the bank. The only hitch in the entire set-up lies in the problem of maintaining a flow of supplies and the economic necessity of producing the sets in lots of no fewer than 50.

It works this way. A dealer can now buy a 19-tube, RCA-licensed chassis for \$90, 16-inch cathode ray tube for \$36 and table model cabinets for \$30. Adding labor and overhead costs of \$10 per set he can turn out complete video receivers for \$166. List prices on these "private brand" sets range anywhere from \$219 to \$350, depending upon the local markets, the finish on the cabinet and how much of a "discount" the dealer will have to give to make the final sale.

Price Cutting Stopped

In many cases dealers who are producing sets under their own names have stopped all price cutting by switching dollar-conscious customers from the name brands to "his own" sets. These dealers sell nationally advertised brands at full list price only, but discounts up to 50 per cent are being offered on the private brand receivers.

While there are some dealers who can buy major assemblies in lots of 50, it is not always easy to sell private brand sets fast enough. In these instances the retailer is not having too much difficulty in selling his sets to other retailers in surrounding towns.

10 and 12-Inchers, Too

The new form of set production is not restricted to 16-inch sets. Dealers in this business are able to produce 10-inch receivers for \$90 to \$100, and 12-inch sets for about \$120. Tube prices have been going down for the past four months and the trend is also markedly evident in the chassis market as well. As the top name manufacturers develop types of chassis, with fewer tubes, less wiring and, consequently, less labor, the price of the chassis drops. The use of double-purpose tubes, and inter-carrier systems have made large savings possible.

Lamb's Gam-Bols

WASHINGTON, Oct. 15.—While Radio Corporation of America (RCA) was exhibiting its color TV system before the Federal Communications Commission (FCC) assemblage, an RCA topper finished a color telecast demonstration of a scantily dressed lass with "Any questions?"

Observer Franklin Lamb, Tele King vice-chairman of the board, replied with, "Yes, what's her phone number?"

Buy a Car, Get A Tele Set Free

CHICAGO, Oct. 15.—One auto dealer here is making certain that he cashes in on the terrific demand for television sets. Larry Burns Motors, Inc., took a two-column by five-inch ad in last Sunday's *Chicago Sun-Herald American* offering a TV set free with the purchase of a new car.

The copy in the ad, which ran in the classified section, said: "Take home a brand-new TV set in original cartoon (while they last) with purchase of 1949 Chryslers and Plymouths." The sketch of a table model set received prominent display in the ad but was unidentifiable as to brand or screen size.

Emerson Prepping Three-Way Portable

NEW YORK, Oct. 15.—Emerson Radio & Phonograph Corporation is expected to announce production of a new three-way portable radio that features three short-wave bands in addition to the standard broadcast band. Designed for fringe area reception, the new set, Model 643, will include a telescope antenna in addition to the usual built-in loop antenna.

The set will be available in a leatherette case and in several colors, including brown, blue and maroon. List price will be \$59.95.

DuMont Plans Sales Training Set-Up for TV

NEW YORK, Oct. 15.—"Television has grown so rapidly that manufacturers just haven't had the time to train salesmen at the retail level adequately. The result has been that the consumer has been confronted with some pretty weird tales at his local store," Walter L. Stickel, sales manager of the DuMont TV receiver sales division, declared this week. The statement was made at a meeting at which the company revealed a new merchandising and sales training campaign scheduled to start next week.

The backbone of the program is a 52-page easel presentation which will also be converted into a vest-pocket sales manual for salesmen of franchised dealers. The campaign will start with DuMont execs presenting the training course to distributors and their sales staffs who, in turn, will take the program into the field with a series of training meetings. Stickel said that the distributor program is expected to be completed by December 15, but may be finished in November. The retail section will start then.

Company Distrib

DuMont this week also established a company-owned distributorship to service metropolitan New York, Westchester and Connecticut. Previously, dealers in these areas were serviced directly by the factory. Rowland Guildford was named to head the new company. Ernest A. Marx, general manager of the DuMont receiver sales division, also announced that the New York regional sales office would take over the Madison Avenue offices to be vacated when DuMont executive offices are moved to the new East Paterson, N. J., plant next week.

Company officials would not comment on the report that all 19-inch Bradford video sets to come off the production lines will henceforth include a two-speed 7-inch only record player in place of the 45 r.p.m. player now contained in the set.

NARDA Sets Meets To Cue Retailers

CHICAGO, Oct. 15.—A series of meetings to give retail salesmen points on salesmanship and sales promotion will be held in 11 cities in the next few weeks by the National Appliance & Radio Dealers' Association in co-operation with distributors and factory representatives. First meeting will be held at the LaSalle Hotel here October 26. Other cities to have the meetings include Boston; Hartford, Conn.; Philadelphia; Richmond, Va.; Memphis, Milwaukee, Des Moines, St. Louis, Buffalo and Louisville.

Altho most of the discussions will concern sales of major appliances, radio, TV and phono sales will also be treated. In the latter field, price-cutting and the present set allocation situation are expected to receive most attention.

Detroit TV Set Sales Zoom, Increase 100%

DETROIT, Oct. 15.—Local television set sales have zoomed upward in the past two to three weeks at a rate amazing to veteran distributors despite the fact that sales were considered good all during the summer months when a lull was expected. The percentage of increase for the past half month is about 100 per cent compared to July and August figures, according to typical reports from both distributors and leading retailers,

Personnel, Products and Prices

Both net sales and net profits of the Hallicrafters Company are up close to 30 per cent for the fiscal year ended April 30. . . . The new Westinghouse line of TV receivers includes a built-in antenna. Prices range from \$199.95 for a 10-inch table model to \$450 for a console combination. . . . Motorola announced a decided increase in sales during the month of September. . . . General Electric announced a new twin stylus variable reluctance pick-up cartridge. It is being used in two new radio-phono combinations and will be incorporated in other models scheduled for shipment later in the year. . . . Charles Whitney and Jack Bloom have joined the Mercury Radio & Television Corporation in Los Angeles to handle sales. . . . The Electrical Supply Company, RCA Victor distributor in Louisiana and Mississippi, named Richard Madden as manager of the radio and television department. . . . Rains Distributors has been named jobber for Motorola radio and TV sets for Western New York and Northern Pennsylvania.

D. H. Cogan, president of Air King Products Company, has announced the appointment of Louis Friedman as production manager and James Bonelli as plant superintendent. . . . RCA Victor announced a new table model radio-phono combination that retails at \$59.95. The set plays 45-r.p.m. disks only and is said to take up less than one cubic foot of space. . . . De Wald introduced a table model TV receiver with 16-inch picture tube and built-in antenna to list at \$339.95. . . . Frank A. Oberndorfer has been named assistant to Henry R. Geylin, advertising and sales promotion manager for DuMont. . . . The Admiral board of directors approved a 100 per cent stock distribution to be issued to stockholders of record November 21. The distribution is subject to approval of an increase in authorized capital stock by the stockholders who will meet November 9. . . . Nicola Maffia, president of Wireway Corporation, named Ab Waxman as general manager of the company. . . . Electronics manufacturers will hold a products exhibition at the audio fair scheduled to take place in New York October 27 thru 29. . . . G. W. Onthank has been named DuMont distributor in Iowa, Nebraska and Western Illinois.

RCA Will Revamp Color TV, Show Alongside CBS Nov. 14

(Continued from page 3)

that the next official demonstration of its system will be improved not only by application of interim findings but also from benefits of testing operations, which will continue uninterrupted in preparation for next month's comparative demonstration. In connection with these preparations, a high-ranking RCA official said that the official debut of the color system last Monday (10) was made with only 48 hours of testing of the transmission and receiver apparatus after installation of the equipment in Washington. "Nobody would think of putting on a performance in black-white with such short preparation, to say nothing of doing it in color," said the official. "Obviously, any system under such circumstances would have to be seen at its worst."

There was little doubt that RCA's color system, as demonstrated here before the FCC, suffered by comparison with CBS's, demonstrated the previous week. Overtones of rosy red which dominated the complexion of performers on the RCA color screens seemed to be reflected on the visage of many an RCA official at the demonstration in the Washington and Wardman-Park hotels. While RCA has never claimed that its system is ready for commercial use, it has been insisting that its system is on the right track and that, consequently, the FCC should avoid hamstringing the industry at this time with final standards which would preclude application of the RCA color system in the future. RCA continued to argue this week that any existing bugs in the present system are not serious enough to defer commercial application indefinitely. Peter C. Goldmark, inventor of the CBS system, is charging, however, that RCA's system would take many

such as the Brilliant Music Company, distributor of the Garod sets, and the Grinnell chain of 21 stores across Michigan.

The over-all reports from distributors indicate that warehouses are drastically short of stock, with sets moving out as fast as distributors can get delivery. At a TV gathering last week, insiders estimated that sets installed have increased from 20 to 25 per cent in the Detroit area in the past month, with the total now crossing the 80,000 mark.

years to perfect, while CBS's is ready now.

The apparent improvement in CBS's position following RCA's demonstration this week does not appear to have altered the over-all prospect that commercial color is a long way off (*The Billboard*, October 15), since FCC'ers are apparently convinced that any system shown thus far will need plenty of field-testing before final color standards could be authorized, despite Goldmark's claim that CBS's system has already been thoroughly tested. Even the timetable for FCC's findings from its current deliberations is deferred deeper into 1950. The commission this week finally confirmed the fact that the hearings will still be going on at the year's end and may not wind up until well into February.

Custom Video Sets Keep Pace

NEW YORK, Oct. 15.—The sale of higher priced, custom video sets has kept pace with the general rise in TV sales according to Mitchell Fein, vice-president of the Starrett Television Company. Fein stated this week that despite all the talk about a price-conscious public, the market for expensive sets has exceeded company expectations. He also said that 80 per cent of the sets being shipped were in traditional furniture styles.

He attributed the preference for traditional lines to the demand for video sets for homes that were furnished long before the advent of modern-styled TV receivers. Among the top selling sets in the Starrett line, he said, is the mahogany break-front console which lists at \$1,295.

On Tuesday, Wednesday and Thursday (18, 19, 20) of next week, a series of Starrett dealer meetings will be held in New York's Savoy Plaza Hotel. The dealer session will run from 10 a.m. to 11 p.m. and will center around *The American Weekly* promotion. Other dealers meetings are scheduled to take place this week in Omaha, Pittsburgh, Chicago, Cleveland, Kansas City, Mo., and St. Louis.

Zenith Unveils New Lines With 'Picturemagnet'

CHICAGO, Oct. 15.—Zenith Radio Corporation unveiled a completely new line of radio and TV sets this week at distributor meetings here and in New York. All 12 video sets feature the company's new built-in Picturemagnet antenna, "black" picture tubes and single knob automatic tuning. The line includes one 12½-inch plastic table set, three 12½-inch consoles, two 12½-inch console combinations, four 16-inch consoles and two 16-inch console combinations. Prices range from \$249.95 for the plastic set to \$625 for the console combination.

Three new a.c.-d.c. table radios were also shown, in addition to two table radio-phono sets, one radio console and two radio-phono consoles with FM. Prices in the radio and radio-phono line range from the \$19.95 Pacemaker to \$239.95 for the Bradbury with three-speed record changer and AM-FM radio.

Turret Tuners

All the new Zenith video sets are said to contain turret tuners with provision for reception of ultra-high-frequency channels which may be allocated by the Federal Communications Commission. All sets also have a built-in connection for Zenith's Phonevision sub-assembly. Unusual among the radio-phonos shown was the Twin Seven table model. This unit includes an automatic record changer with two small turntables which handle 33⅓ and 45 r.p.m. seven-inch disks. The set will sell at \$69.95 and is housed in a plastic cabinet.

Conspicuously absent from the new Zenith line were video sets with screens comparable to the conventional 7-inch, 10-inch, 12-inch, 19-inch or 20-inch picture tubes. Zenith, in using their Giant Circle screen, classifies tube sizes with alphabetical letters or square-inch designations.

TV Sales Hold Despite Color Row—DuMont

WASHINGTON, Oct. 15.—Television receiver sales are holding up well despite the industry row over color. Dr. Allen B. DuMont, president of DuMont Laboratories, Inc., declared here this week. Completely unimpressed by color demonstrations of the Radio Corporation of America (RCA) and the Columbia Broadcasting System (CBS), DuMont said that sales of black and white TV sets will continue to soar to new record peaks.

DuMont said that his own company is going ahead uninterrupted with production and promotion of monochrome receivers. He said that DuMont has been experimenting with color for some years and has several color patents, but he asserted that no company is ready to move into commercial color. He said that his firm is making no color demonstrations here because "we do not believe in showing an unfinished product," and he added tartly that "the only things we've witnessed at the demonstrations here have been completely unfinished products."

Concerning reports of groans from some D. C. television dealers of drop-offs in sales, DuMont said he wasn't aware of such a decline locally. If there has been any tapering off here, he said, it is probably only due to the fact that the stores are located in the capital where the hearings are being held. A big play has been given to color TV by the local daily press. "The quicker the FCC can announce a decision, the better for all, including the public," said DuMont.

BLUEBIRD 45 R.P.M., 49 CENTS

Victor Skeds Distrib Talks On Disk Bally

To Cover Wide Area

NEW YORK, Oct. 15.—An extensive series of meetings between top RCA Victor brass and distributors is scheduled to get under way within a few days. The sessions, of course, tie in with Victor's fall and winter advertising and promotional drive and are part of the company's intensified activity to hypo sales thruout the Victor line—with particular emphasis on the 45-r.p.m. disk. Agenda of the meetings will include an analysis of the record outlook for the balance of 1949, details of Victor's kiddie record promotion plans, Christmas plans and the Mario Lanza promotion. Much time will be devoted to apprising distributors of promotion plans in connection with the diskery's Bluebird label (see separate story).

The sessions will be handled by high Victor brass. Joe Elliott, vice-president in charge of consumer products, will meet with distributors in Philadelphia October 20, following which he will meet with New York and Newark distributors in New York October 21. Paul Barkmeier, manager of the record division, will be in Washington Monday (17) to meet with Washington and Richmond distributors, and in Baltimore Tuesday (18) for sessions with distributors of that city and the surrounding area. J. K. West, public relations topper, on Monday and Tuesday (17, 18) will supervise meetings in St. Louis and San Francisco. The latter session will also include Los Angeles distributors. On October 20 West will talk to distributors of Portland, Seattle and Billings (Mont.).

Midwest Meetings

Larry Kanaga, manager of commercial sales and merchandising division, Monday (17) will supervise a meeting in Cleveland with distributors of that city and Detroit, Pittsburgh and Toledo. Dave Finn, manager of the advertising section, Tuesday (18) will be in Cincinnati talking to local distributors and those from Columbus, O.; Huntington, W. Va., and Louisville. On October 20 Finn goes to Atlanta for similar sessions covering that city and Birmingham, Knoxville; Charlotte, N. C., and Jacksonville.

H. M. Winters, director of distribution, treks to New Orleans October 21 to do that territory and Memphis. On October 24 he'll speak to distributors of Dallas, San Antonio, Oklahoma City and El Paso. Jack Williams, assistant director of distribution, in Chicago Monday will address distributors of that city plus those in attendance from Milwaukee, Minneapolis, Peoria, Indianapolis and St. Louis. On October 19 he goes to Omaha to cover the surrounding territory.

R. M. MacRae, merchandising exec, covers Buffalo, Syracuse and Rochester distributors next week, and J. R. Little, New York regional manager, is scheduled to cover Hartford, Albany, Boston, Providence and Portland, Me.

Satchmo Europe Trip Successful; Plans 2d Tour

STOCKHOLM, Oct. 15.—Louis Armstrong, who just completed three concerts here, has been so successful that he plans to revisit the Continent for another tour in March. In Stockholm no less than 13,500 persons heard him at the 4,500-seat Kungliga Hallen.

Armstrong's tour includes Sweden, Denmark, Norway, Finland, Holland, Belgium, Switzerland, Italy and France. He will wind it up with a concert in Copenhagen November 6.

The tour has sparked the sale of Armstrong records, with virtually all dealers here sold out. The present dollar crisis in Sweden, however, makes it virtually impossible to obtain any additional American records.

Film distributors, encouraged by Armstrong's reception, have released some old films featuring him.

Levy Snips Tie With Century

HOLLYWOOD, Oct. 15.—Agent Al Levy dissolved partnership ties with Century Artists this week, selling out to Dick Dorso and Marty Melcher for \$60,000, it was announced here. Century, under the Dorso-Melcher banner, will continue to rep talent, including Doris Day, Jack Smith, Gordon MacRae and the Sportsmen, but will go in for heavy tele packaging and representation. Ben Benjamin, formerly with Levee-Stark Agency, has been named Hollywood video chief for Century.

Dorso treks to New York next week to hold down the Eastern end of the office until two men can be hired for Gotham chores. Melcher continues on in Hollywood.

Columbia Preps Large Issue Of Christmas Matter on LP

NEW YORK, Oct. 15.—Columbia Records has prepared an extensive and varied collection of Christmas material on LP. Last year this disk company had barely enough time to get out a few Christmas items on the 33½ disks. These included Dickens's *Christmas Carol* and carols by Frank Sinatra and the Lynn Murray Singers. This year, however, will mark the first blossoming of noel material on the long-playing disks. The same material, of course, will also be available on shellac.

Much of what's on the schedule has never been recorded before. Included are Christmas carols by the Mt. Holyoke College Glee Club, Christmas carols by the Celebrity Quartet, a popular album of carols played by organist Richard Keyes Biggs and recorded in a church, and *Christmas Music for Orchestra*, recorded by Morton Gould.

The Gould sides, including *Serenade of Carols for Small Orchestra* and *Suite of Christmas Hymns*, contain items of unusual interest as well as the better known carols.

New "Santa Claus"

In the past Columbia has pioneered several outstanding singles in the Christmas line, such as Gene Autry's *Here Comes Santa Claus*. In addition to the Autry version Columbia now has one made by Doris Day. The disk-

RCA Label Adopts Price Of 78 Line for New Speed

(Continued from page 3)

49 cents will plainly necessitate working on a tiny profit margin and will require huge volume sales to keep the operation out of the red. RCA hopes to do this via its current drive, which is aimed at moving both disks and players. Tying in with these aims, of course, is Victor's desire to make the entire line—including Bluebird—available to users of the 45-r.p.m. system.

Widespread trade talk has RCA going for 33½ some time in 1950, with the assumption that the two new speeds cannot co-exist in the

market place. Others feel that the 45 can become the accepted pop medium, while 33½ becomes the classical medium.

Before 45 replaces 78 as the pop medium, however, the big missionary job of winning the public over and getting 45 machines in homes must be accomplished. Putting the Bluebird line on a 49-cent 45-speed disk can be construed as a drive toward both objectives. In one swoop RCA hopes to woo record buyers to the disk itself and encourage sales of the players by implanting the idea that the savings on the records can soon pay for a new player.

The new Bluebird 45 disk will be on black vinyl, regardless of category. The separation of pop, country, rhythm, international, etc., by colors as practiced on the original 45-speed disks constitutes an item in toting costs and is being dropped for the 49-cent 45-speeder to help make the price feasible. However, it's pointed out that Bluebird releases do not include more than one hillbilly or one blues and rhythm disk, so the use of only one color, the black which is used for pops, is applicable.

Decca To Etch 'Club 15' Album

HOLLYWOOD, Oct. 15.—Decca topper Dave Kapp this week okayed a special *Club 15* album which the plattery will record with Dick Haymes, Evelyn Knight, Andrews Sisters and possibly the Modernaires in a promotional tie-up with Campbell Soups and a radio musical series featuring the three Decca vocalists.

Club book will be waxed in Hollywood and released as a regular commercial album, with Campbell's ad agency, Ward Wheelock, tying in for promotional gimmicks. Agency originally wanted to use albums as contest giveaways but Decca held out for commercial sale in order to forestall any loss of regular revenue.

Haymes will be featured on five of the eight sides, with Miss Knight and Andrews trio each cutting one solo platter. Modernaires will take a whirl at the album if Columbia Records will allow the vocal group to record for a rival diskery.

Millinder May Ink GAC Pact

NEW YORK, Oct. 15.—Lucky Millinder reportedly will sign a booking pact with the General Artists Corporation (GAC) in the early part of the coming week. Millinder has been with the Gale Agency for the past eight years.

The GAC deal would involve the booking of the Millinder band and his package show, which is known as the *Millinder Minstrels*, for regular location, theater and one-night dates as well as for video.

Glaser Inks Thornhill

NEW YORK, Oct. 15.—Claude Thornhill this week severed managerial connections with the Willard Alexander Agency and inked a fresh pact with Joe Glaser's Associated Booking Corporation (ABC). Thornhill had been with Alexander for about six months after his release from the William Morris Agency. The orkster reportedly inked a one-year deal with ABC.

He currently is working at the Cafe Rouge in the Hotel Statler here.

Vets' Pubbery Grabs Score

NEW YORK, Oct. 15.—Dave Dreyer Music, the war-vet music man's newly constituted Broadcast Music, Inc. (BMI) affiliate pubbery, obtained its first picture score this week. The flick is *Once Over Lightly*, produced and directed by Al Rogell for United Artists. It's set for February 1 release.

The score contains three tunes by Al Stewart and Earl Rose: *Everything That's Wonderful Is Ours*, *Once Over Lightly* and *Work Is Play*.

Dreyer's Biltmore Music pubbery has just taken over *Souvenir Waltz*, which was cut by Ken Griffin for Rondo Records.

Charts and ads usually in the Music Department will be found in the Disk Jockey Supplement, a special section published with this issue of *The Billboard*.

Global Copyright Wins Test

No Opposition In Unesco to World Treaty

Nations To Get Queries

(Continued from page 4)

the next general UNESCO meeting slated for Florence, Italy, in May.

The treaty timetable calls for the Florence meeting of UNESCO to set an international copyright convention for late 1950 or early 1951 to draft a world pact. This presupposes that most countries will have answered the questionnaire by May. If the countries should stall, the ordinary procedure would be to call for a pact convention to go over until the May, 1951, general meeting of UNESCO.

To guard against such delay, Evans is working on the UNESCO director general to authorize the group's executive board to set the international copyright convention. With this authorization, the board could meet at any time when enough questionnaires are returned and set up a convention without waiting for the yearly meeting of the UNESCO General Assembly.

\$64 Question

Key question to be asked of all nations is: "Does the country believe an international copyright convention desirable?" If the majority of the replies are in the affirmative, the convention to draw up a treaty will be called by UNESCO and its expenses underwritten by that group.

Evans stated his firm belief that the nations would approve such a step. He said that the chief reason an international copyright pact had not been attempted in the past was that other nations had been maintaining the hope that the United States would ratify the Berne copyright treaty. He said they had now abandoned that hope. "Nearly every country," Evans said, "wants to have a copyright agreement with the United States."

Other information requested in the questionnaires includes what provisions for minimum copyright protection the country wants contained in the global pact; whether the country wants to include any reservations; whether the pact should include a provision assuring to the works of each contracting nation that they will enjoy in every contracting nation protection as favorable as such nation grants to any other country, or whether protection should be extended only on a bi-lateral, reciprocal basis. The questionnaire also provides space for a country to make any other comments or proposals it desires.

Modern Entering Hillbilly Field; 18 Releases Set

HOLLYWOOD, Oct. 15. — Modern Records, Hollywood indie and heretofore a specialist in rhythm and blues, will invade the hillbilly field with a forthcoming release of 18 new folk tunes. Plattery topper Jules Bihari will scout the talent field for new folk artists, inking term pacts when possible.

Artists included on the Modern hillbilly roster now are Billy Hill, Stuart Hambleton, Scotty Harrel, Louis Hooks, Jimmy Bryan, Bill Woods, Buzz Butler, Polka Dot band and Ted Shelton. Folk material will be issued on 78 r.p.m. disks only, with a 75-cent retail tag.

Nets and ASCAP in Accord On Video Music License

(Continued from page 3)

fer with a special committee named here last month by the National Association of Broadcasters' (NAB) television music committee. The special committee, headed by Dwight Martin, will report back to the NAB TV music committee.

The conferees will attempt to work out a blanket license contract version for independent stations. In addition the conferees will seek to make headway on compromise provisions on a per-program contract acceptable to all parties. A few weeks have elapsed since the NAB TV music committee named the special Martin committee to handle negotiations, and both ASCAP and the TV-ers have continued to encounter considerable difficulty in trying to meet requirements satisfactory to indie TV operators and ASCAP. Since networks and their affiliates are chiefly concerned with a blanket contract, it is the indies that need a compromise with ASCAP on per-program rates.

Complicating the negotiations is the legal problem of seeing to it that the language of any new contract forms

is compatible with requirements of the Federal Court consent decree in ASCAP's case. Legalists working on the contracts point out that both ASCAP and TV operators are finding this problem a serious cause for delay in cleaning up the negotiations and, according to some of the negotiators, there is no certainty that a final deal can be reached by the end of the month.

Pluggers Vote On Change in Welfare Set-Up

NEW YORK, Oct. 15.—The Music Publishers' Contact Employees (MPCE) council this week sent out referendum forms to members to determine whether the Professional Music Men, Inc. (PMM), shall continue as a self-run organization or come under the governorship of MPCE.

PMM operates as the relief and welfare arm of MPCE, and altho the two organizations are run as separate entities, they have pretty much the same membership. Several years ago it was decided at a joint meeting that the MPCE officers, beginning with the elections of November of 1949, would become the officers of PMM. This decision was incorporated into the MPCE by-laws. Now, however, the union council is asking a referendum to change the by-laws so as to permit the PMM incumbents to continue in office. "Bearing in mind that the building and proper distribution of the relief fund is of paramount importance . . . the interests of the fund would be best served by continuing the present governors of PMM," the letter accompanying the referendum form said in part. The present board would be continued until the next MPCE elections in 1951 if the proposal carries.

With MPCE elections due next month, the nomination session was to have been held this week, but it is being held in abeyance until the outcome of the referendum.

Cap Mulls Xmas, 3-Speed Drives

HOLLYWOOD, Oct. 15.—Christmas merchandising plans and the fall-winter sales campaign of Capitol's triple-speed wares (78, 33½ and 45 r.p.m.) are issues highlighting the diskery's current quarterly regional branch managers' sales meeting. Those attending include Paul Featherstone, Pacific Coast regional manager; Ray Marchbanks, Midwest; Vic Blanchard, Southern, and Bill Hill, Eastern regional manager.

Also sitting in on confabs with Cap's Hollywood execs and regional sales heads are Mac Hardy, manager of diskery's Scranton, Pa., plant, and Walter Rivers, New York artist-repertoire head. Cap's a. and r. chief, Jim Conkling, along with other members of his department, sit in on sessions to exchange ideas on salable material.

Merchandising Pays Off:

L. A.'s Osgood Makes Career Of Square Dances, Disks

By Lee Zhito

LOS ANGELES, Oct. 15.—Selling square dance disks is for dealer Robert Osgood a career as well as a retail business. The owner-operator of the Record Square, in the county strip between Hollywood and Beverly Hills, Osgood publishes a hoe-down magazine, sells nothing but square dance disks and is a caller in his own right.

It was only last May that the Record Square opened its doors, but already the patronage is heavy. The shop carries a stock of 100 albums, 500 singles and a library of 50 books on the art of square dancing. While the stock may appear to be modest it enjoys a quick and healthy turnover. Since Osgood still acts as a caller, he is always close to the public's pulse and knows what and how to stock his supply of disks.

The shop's interior is decorated

with knotty pine panelling and good display use is made of the colorful album covers. Osgood's monthly publication, *Sets in Order*, is his strongest sales promoter. The magazine offices are located right in the store. The magazine has a circulation of 6,000 a month and sells for 25 cents a copy. One-third of the circulation is in the Los Angeles vicinity. In addition, the shop's mail and phone order business is drawn from the magazine's readers.

One of Osgood's biggest events as a caller was the recent Hollywood Bowl All-Western Night. An untold volume of business is directly attributed to this event. In any event, specialization in so limited a field of recorded music has turned out to be a lucrative venture for Osgood, who first learned about square dancing when he attended a servicemen's party while a lieutenant in the navy.

London Adds U. S. Artists, Tower Disks

NEW YORK, Oct. 15. — London Records, expanding its American artist roster, has set a raft of new exclusives and also arranged to take over a group of masters from Tower Records in Chicago.

The Tower deal, instigated as the result of the strong Midwestern showing of Teddy Phillips's *Charley, My Boy*, has London buying that master and approximately a dozen more by Phillips. The orkster is also signing a London contract.

In other deals orksters Beesley Smith and Paul Neighbors, and vocalists Snooky Lanson, Kay Armen and Jack Birch are set to join the diskery. Smith and Lanson are from Nashville from where the former's *Mr. Smith Presents* show is beamed nightly coast-to-coast. Lanson formerly cut for Mercury. Neighbors fronts a mickey-styled band on the West Coast. Miss Armen, who recorded for Decca several years ago, is featured on *Stop the Music* and other air shows. Birch is also a radio regular on the National Broadcasting Company (NBC).

This week the diskery's pop artists-repertoire head, Tutti Camarata, cut sides with Smith and Lanson in Nashville.

Vinyl-Covered Cardboard Disk To Hit Market

NEW YORK, Oct. 15.—A 6½-inch vinyl-covered picture record, similar to that issued several years ago by the now-defunct Vogue diskery, will hit the kidisk field January 1. According to Michael Zala, sales manager for the Record Guild of America, who will produce the platters, the disks are composed of a cardboard base, completely covered with pure vinyl. They will retail for 25 cents.

The diskery, which operates its own plant in Waterbury, Conn., will now require three different types of stampers, since it will continue to make its regular picture-plastic disks (cardboard and plastic coating) and also the new non-pictorial, solid vinyl disks it introduced several months back at the convention of the National Association of Music Merchants (NAMM).

According to Zala, the picture disks enjoy their biggest sale in toy departments, while regular disk dealers prefer the pure vinyl product.

Peter Pan Adapts

The Peter Pan kidiskery, anticipating widespread acceptance of the new-speed seven-inch platters and automatic record changers to accommodate same, has adapted its regular 78 r.p.m. seven-inch kidisks to work on the new changers. According to Henry Lapidus, manager of the diskery, the miniature vinyl disks will now have lead-in and cut-off grooves.

Peter Pan has just issued a Christmas song special, an album of four miniature platters, with an enclosed picture book, all to retail at 98 cents. The entire line will now be pressed on red vinyl rather than the black previously employed, and all labels will be printed in four colors.

45 R.P.M. FETED AT DANCE

NEW YORK, Oct. 15.—RCA Victor performers Tony Martin, Mindy Carson and Ralph Flanagan will be guests of honor at a party and dance to promote the 45 r.p.m. line Friday night (21) at the Famous Ballroom in Baltimore. D & H, Victor's Baltimore distributors, will sponsor the bash, with local deejays spinning 45 speed platters for dancing.

AFM Sees Creation of Royalty Fund Solution To Canned Music Problems and Culture Incentive

NEW YORK, Oct. 15.—The American Federation of Musicians (AFM) sees in the creation of royalty funds the solution to the problems raised by canned entertainment. The AFM philosophy, which the union believes is applicable not only to musicians but to all facets of the entertainment field which suffer from the effects of mechanization, was outlined Thursday (13) by Herman D. Kenin, international executive officer of the AFM and president of Local 99,

25% at Work

NEW YORK, Oct. 15.—Currently indications are that approximately 25 per cent of the members of the American Federation of Musicians (AFM) are employed full time. This estimate was made this week by Herman Kenin, AFM rep, during a press conference. AFM, said Kenin, is making an employment check. In Hollywood, for instance, about 3,000 out of the 14,000 AFM membership are employed.

Apropos the problem of canned music—which the federation hopes to solve via the royalty system—Kenin stated that 27,000 musicians lost their jobs over night when sound films came into existence.

Portland, Ore. Kenin, who is a member of a six-man delegation to the Committee on Salaried Employees and Professional Workers of the International Labor Office, presented his views this week on the eve of his departure for Geneva, where the committee will meet October 24-28.

Kenin, who voices AFM policy, stated that "the interest of the AFM in the forthcoming conference in Geneva centers on the scheduled discussion of rights of performers in broadcasting, television and the mechanical reproduction of sound. It will be my privilege to present to the representatives of many nations the attempted solution to the problems raised by canned music first developed by the AFM in the United

NBOA Outlining National Dance Wk. Promotion

CHICAGO, Oct. 15. — Interested segments of the music industry will receive plans next week for the National Dance Week promotion, November 13-19, from the National Ballroom Operators' Association (NBOA). Otto Weber, managing secretary of the org, reported.

Weber said ballroom op members of NBOA in larger cities, who have network remote wires from the terperies, have signified that they, together with band agency salesmen, will contact their network remote brass to see that the week is plugged during remotes from their danceries. In addition, small-town ops, who carry local remote wires, are being asked to secure the same kind of recognition for the week.

NBOA has sent out a price list for co-operative buying of promotional material, including large banners, pennants and posters, to its membership. General Artists Corporation has already mailed out a 24-page promotional piece, which will be supplemented by newspaper story and promotion ideas sent to ops by NBOA.

States and Canada. We believe that this is pertinent in all fields of live entertainment."

Kenin went on: "The essence of this solution is the creation of a fund financed by payments from those who profit by mechanized music." This fund, he added, "provides performances by qualified musicians in communities where live music is being forced out of existence thru mechanization."

TV Pix Huddles

Kenin, queried during and after his press conference, indicated that the AFM would probably seek a royalty return in all fields where mechanization affects the musician. AFM, of course, already has such an arrangement with the record and transcription industries. Currently a royalty set-up is being mulled in connection with the projected contract covering musicians on TV film. It is believed that the federation also has in mind an ultimate royalty arrangement with film studios with regard to motion pictures.

The AFM's policy hinges upon more than a strictly economic level. Kenin points out that the royalty system is necessary if music as an art and culture is to survive. The result of mechanization, he claims, has been a narrowing of creative performance and effort. There is, for instance, a shortage of skilled string instrumentalists, and great orchestras are suffering. "This is entirely due to the decline of employment opportunities caused by the competition of mechanical reproductions and the consequent removal of the incentive for perfection by the performer. It applies not only to musicians but, generally, to performers thruout the entertainment field."

Explaining that technological progress is inevitable and should not be opposed, Kenin feels that its uncontrolled use threatens American culture. The royalty fund, AFM feels, cushions the effect of mechanization and provides additional cultural incentive.

Buddy Clark's Post-Mortems

NEW YORK, Oct. 15.—Regent Records acquired and this week will begin releasing a series of etchings sliced by the late Buddy Clark prior to his long-time affiliation with Columbia Records. All told, Regent holds 16 sides by the singer, who was killed in an airplane accident September 30.

The first Clark pairing, due out next week, will be *South of the Border* and *If What You Say Is True*. It is believed that Clark sliced these sides for Eli Oberstein's prewar Varsity label. These masters in turn were sold to Sterling Records.

Col To Feature Stordahl Group

HOLLYWOOD, Oct. 15.—Axel Stordahl will henceforth take his place in the roster of Columbia Records stars under terms of a new two-year pact inked this week-end by Manie Sacks, Columbia veepee currently on the Coast. Stordahl will be given an instrumental build-up a la Decca's Gordon Jenkins and Capitol's Paul Weston platters, with first session skedded for next week.

Stordahl will continue to backstop Frank Sinatra etchings from time to time.

BMI Performance Pay Plan Beginning To Bear Fruit

NEW YORK, Oct. 15.—The performance payment plan for songwriters recently instituted by Broadcast Music, Inc. (BMI), is beginning to bear fruit. Nine tunesmiths—three single-o's and three teams of lyricist and composer—have been signed, and out of this group have already come three tunes recorded by top artists on important labels.

Bob Sour, director of writer relations, has signed the following writers to seven-year pacts:

Emil Newman, musical director for Goldwyn Studios. Imogene Carpenter, former musical comedy and night club singer. Al Stewart, writer of a number of tunes published by Peer International Corporation. The teams of Sy Oliver and Dick Jacobs, Billy Weber and Jimmy MacDonald, Bob Haymes and Marty Clark. The Clark-Haymes duo's *Hush, Little Darling* is the next Perry Como release; Weber and MacDonald have turned out *Crocodile Tears*, off winging on an Eddy Howard disking, and Imogene Carpenter has had her *I Must Have Done Something Wonderful* cut by Dennis Day. The songs are being published by BMI affiliates Michael Music, Johnstone-Montei and Simon House respectively.

Under the plan performing rights of tunes by the writers signed belong to BMI. Songs are published by BMI affiliates, who may recommend candidates for the plan, or accept for publication tunes by

writers already signed. The writers receive yearly advances against performances ranging from \$300 to \$2,000, figured on an escalator basis in ratio to yearly performances.

Sig To Revive 79c Pop Line; Easy Does It

NEW YORK, Oct. 15.—Signature Records, which has been concentrating its efforts on its low-price, direct-sale Signature-Hi-Tone label, will complement its Hi-Tone line with a revival of the 79-cent Signature pop line. The return to a regular pop line, which will be handled by distributors, will be on a small scale, at least at the outset. Plans call for the release of about two 79-cent platters per month. The higher priced line will be produced on unbreakable plastic.

Purpose of the higher priced line is to absorb a number of masters of original and standard numbers which could find no market on the 39-cent Hi-Tone label and which require special exploitation to mean something. The new line will kick off with a Johnny Long disking of *Watch Out*, an original tune by Sy Oliver which was especially arranged for Long by Oliver.

Signature, which went into business some years ago primarily as a hot jazz label, will revive its jazz business with the release of a couple of 12-inchers which will retail at \$1 each. These disks also will be sold thru distributors as part of the waxery's new higher price line. Initial diskings in the hot jazz series will spot a Flip Phillips coupling, *One, Two, Three, Four Jump* and *Sweet and Lovely*, and a Yank Lausen big band Dixieland pairing of *Davenport Blues* and *Oh, Lady Be Good*, which features Will Bradley's tramping.

Bob Thiele, topper of the Signature firms, is trying to set up Midwestern and Western pressing facilities for his diskeries. He is dickering with Mercury Records to turn out work in its St. Louis and Hollywood plants and with Victor to turn out pressing from its Indianapolis factory.

Savoy Waxery Goes Longhair

NEW YORK, Oct. 15.—Savoy Records, independent diskery which specializes in hot jazz and blues and rhythm etchings, will issue its first long-playing disking next week. The platter will include eight selections by pianist Errol Garner, which will retail at \$2.85.

Savoy topper Herman Lubinsky, who acquired a number of longhair and operatic masters on a recent sojourn to Europe, is planning to issue the foreign-made wax on 3 3/4 micro-groove platters.

DECCA SIGNS HOWARD

HOLLYWOOD, Oct. 15. — Decca Records inked Dave Howard, young Negro singer, to a term pact this week, with the balladier set for his first session in Hollywood next week. Discovered on the Coast and kept under wraps, singer is reportedly set for a big build-up, either on Decca or Coral label.

Howard will etch four standards, with Sonny Burke's ork providing backing. In addition Burke will wax four standard instrumentals next week, which the plattery will release as featured disks.

RCA Clarifies Staff Status of Record Division

NEW YORK, Oct. 15.—The status of personnel on several levels of RCA's Victor Record Division was clarified this week in an inter-organizational memo issued by the division's top brass. Functions, responsibilities and titles of execs were defined in the Financial, Record and Commercial Sales and Merchandising departments.

In the Financial Division of the Record Department R. A. Bradel is manager of the Accounting Section; E. B. Dunn is Manager of the Budget Section; K. E. Glander, Manager of Inventory Control, Warehousing and Distribution Section, and F. E. Kennedy, Manager of Artist and Copyright Royalty Section. All of the above report to H. L. Letts, Controller.

In the Record Department: W. E. Albright is General Plant Manager, Manufacturing Division, located in Camden, N. J.; J. P. Boksenbom, former Camden plant manager, is Manager of the Recording and Original Masters Division, in New York; Samuel Chotzinoff, Manager of the Red Seal Artists and Repertoire (A. and R.) Division, with office in New York; J. G. Csida, Manager of Popular A. and R.; J. P. Davis, Manager of Custom Sales Division, New York; R. Howell, Purchasing Agent, Purchasing Division, Camden; L. Kanaga, Manager of Commercial Sales and Merchandise Division; H. L. Letts, Controller, Financial Division. The above record department execs all report to P. A. Barkmeier, General Manager of the Record Division.

The Commercial Sales and Merchandising Division of the Record Department: Frank Amaru is Manager of International Records, Domestic Sales Division; D. J. Finn, Manager of the Advertising Section; R. M. MacRae, Manager of the Merchandise Section, and E. O. Welker, Manager of the Sales Planning Section. In this division, section toppers report to L. W. Kanaga, Manager.

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"SWEET AND LOVELY"
"JUST ABOUT RIGHT" TOMMY DEAN
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RRAC Probes Ret. Privilege Of Local Indie Wax Distribs

CHICAGO, Oct. 15.—After conferring with reps of the major diskeries here regarding changes in the present 5 per cent return privilege, the Record Retailers' Association of Chicago (RRAC) this week tackled the problem of return privileges offered by indie label distributors locally. Considerable comment at the meeting, held Wednesday (12), centered around the inconsistency of a return privilege as offered by about seven of the larger indie distribbers here.

It was pointed out by various members that the amount and consistency of any return privilege on the part of an indie distribber depends largely upon how much business a retailer gives that indie label outlet within a year. Various retailers cited different return privileges they are getting, with all based on volume of biz they did with the firm. Retailers said when they have attempted to get a standard return privilege, such as is offered by the majors, they have been told the indie distribber has a different situation, that in many cases while he sold the retailer the disks on a particular label, he is no longer associated with that label because another indie record wholesaler is now handling the account. The distribber said he was stuck with a large amount of merchandise when the indie label jumped to another distribber. It was pointed out locally that some of the larger indie labels which have their own distrib points have defaulted on return privileges when a new outlet has taken over their label or they've sold out to another handler. The meeting voted to take this matter up thru a steering committee meeting with some of the leading indie label distributors. Suggestion was also made, but later tabled, that label and distrib reps be invited to attend each meeting to dis-

cuss the particular plans of their operations and firms they repped here.

Election Planned

Discussion also centered around election plans for the RRAC, with February tentatively set as the election time. More talk about a national record retailers' convention was included, with Ted Raynor, legal counsel, suggesting that some kind of co-operation in connection with the National Association of Music Merchants' (NAMM) convention here next summer be worked out. Raynor, who handles several other major trade associations nationally, stated that a national convention requires a great deal of work and financial expenditure and that by linking the primary national get-together with the NAMM as a supplementary con-fab, a more successful conclave would result.

A set of requirements for membership in a record retailers' association was discussed, but this matter was also tabled for further study. Major discussion revolved around the "legitimate dealer, who has three or four of the major franchises," as opposed to the dealer who has one or two major franchises and "boot-legs the other labels."

Philly Waxers, Pubbers Busy

PHILADELPHIA, Oct. 15.—Local music pubs and waxeries are showing activity spurts this week. Myers Music, established in 1946 by James E. Myers and specializing in Western and folk tunes, became the second local pop music firm to become elected to publisher membership in the American Society of Composers, Authors and Publishers (ASCAP). Until now, Frank Capano's music firm was the only local ASCAP publisher member, altho there are a number of ASCAP writer members around town.

In addition to his music pubbery, Myers has a substantial interest in the local Cowboy Record label. With the ASCAP seal, Myers will make a strong pitch in the pop field with first plug tune in localite Bill Borrelli's *I'm Not To Blame*.

Edward A. Khoury, who with Thomas J. Gindhart has Chateau Publications, completed a platter tie for his publishing house in being named Eastern rep for Talent Records, a Dallas diskery featuring hill-billy, blues and rhythm records. Marnel Distributors will handle the platter line. J. Erickson, who owns the label, and his sales manager, Kent Smith, were in town this week closing the deals and negotiating for Eastern pressing outlets. Chateau Publications also acquired the publishing rights for some 20 original songs waxed by the label, with a working agreement for acquisition of future originals waxed by Talent.

Khoury also set three tunes for Talent diskery, including *Paid in Full* and *Carrying the Torch*, which his own firm publishes, and *Country Music*, his own song published by Country Music Publishers of Chicago. Chateau also has *On a Street in Old Havana* waxed by the Skatin' Toons label.

Bing Shopa revived his Metropolitan Records label for a Christmas holiday plattering of two originals. With Jimmy Collett warbling, waxed *Just an Old Fashioned Christmas*, which Hill and Range Songs publishes, and *Can't Forget All Those Holidays With You*.

Ronnie Bonner, who with Virginia Ford wrote *Cowpuncher's Polka*, published by Dave Ringle, New York pubbery, gets three West Coast labels to cut the song in *Skating Rhythms*, *Organ Rhythms* and *Wrightman Records*.

DJ's for MC's

NEW YORK, Oct. 15.—The Philadelphia Metropolitan Association of Disk Jockeys (PMADJ) completed a deal with the Little Rathskeller, a Philadelphia nitery, whereby a dozen of the spinner membership will serve in alternate weekly pairs as emcees at the spot for a period of at least six weeks. The first pair of spinners, Eddie Newman, of WPEN and Joe Macaulay, of WIP, will work the first week, with the twosome skedded to begin Monday (17). The spinners will collect a reported \$350 each per week for their chores.

NLRB Hears Oompah Case

PHILADELPHIA, Oct. 15.—Hearings on charges of unfair labor practices in violation of the Taft-Hartley Act, on the complaint of a tuba player against the Philadelphia Orchestra and Local 77, American Federation of Musicians (AFM), were opened this week before the National Labor Relations Board (NLRB). The complainant, Clarence C. Karella, a former Chicagoan, was hired by the local symphony in September, 1948, to replace another tuba player. The union refused to admit him at the time, on the grounds that the Philadelphia Orchestra had not exhausted its local talent and, last February 1, threatened a strike if he were not dismissed.

The strike was averted when the dispute was submitted to arbitration before Judge Nochem S. Winnett and the local jurist ruled that Karella remain with the orchestra until last April 23, the expiration of his season contract. Karella, thru his attorney, I. Raymond Kremer, alleges that his musical career has been jeopardized and that he is the innocent victim in a dispute between the orchestra and the union over the hiring of musicians. He contends that the arbitrator's decision violated his rights under the Taft-Hartley Act, and he is therefore seeking reinstatement in the orchestra with back pay.

In his opening argument, presented before William P. Ringer, NLRB trial examiner, Karella's attorney said he would show that both the union and the orchestra were engaged in interstate commerce and thereby subject to the National Labor Relations Act of 1947.

It was contended by Oscar A. Moldawer, attorney for the union, that Local 77 was not engaged in interstate commerce. Charles A. Wolfe, representing the symphony orchestra, told the examiner that altho Karella was an excellent tuba player, he was not satisfactory to conductor Eugene Ormandy because he did not fit into the ensemble. As a result, Wolfe said, his contract was not renewed at the time of its expiration last April 23.

Court Rejects Suit Of Stamps Vs. Mills

NEW YORK, Oct. 15.—Mills Music's counterclaim for \$100,000 in the infringement suit brought by tunesmith Larry Stamps was dismissed by Justice Samuel H. Hofstadter in the New York State Supreme Court this week. Stamps, who won an amateur songwriting contest and received a \$250 prize and a publishing contract from Mills for his song, *Said the Little Train*, alleges that the pubbery lifted the tune *Down by the Station* from his tune, and is asking an injunction, accounting and damages.

Mills's counterclaim was entered with the contention that Stamps's statements misrepresented the facts and damaged the pubbery's reputation.

"Philharmonic Jazz" Suit in Complications

NEW YORK, Oct. 15. — Norman Granz's efforts to regain possession of nine *Jazz at the Philharmonic* (JATP) albums from George Erlinger and his Disc Distributing Company, Inc. (*The Billboard*, August 20), headed into new complications this week. The much-bruited masters, on which production is now injunction-bound by Granz's action, have been sold by Erlinger to Joseph J. Corn, who has now been impleaded as a party defendant in the Granz suit, and is at this point the sole defendant seeking to retain actual possession of the masters.

Corn's involvement goes back to 1946, at which time he, as partner with George Clark in Pioneer Records, was assigned several of the JATP recordings, along with nearly 500 others, as security for record pressings. Erlinger later came into Disc with Moe Asch, and took over the remaining Disc masters, including 14 more JATP sides, when Asch moved out of the outfit in 1948. Erlinger, as a partner in Eastern Record Manufacturing Company, had also been pressing these records for Disc.

Masters Optioned

Corn, who himself asked in on the defense of the suit, and who now has all the disputed masters in his possession, has already given an option on the masters to the newly formed American Record Company of Newark, N. J., producer of the Arco label. Arco would presumably get all of the 500 masters Corn and Pioneer hold, to be produced on a royalty basis.

Granz's attorney, Joseph Calderon, of Bergerman & Hourwich, last week obtained a reduction of Granz's bond from \$25,000 to \$5,000, pointing out to the court that in the fiscal year ended March 31, 1949, only \$23,600 business, at retail prices, had been done on the waxings. A cross-move by Corn to have the injunction removed was denied by Supreme Court Justice Edgar Nathan Jr.

Erlinger Ankles Biz

NEW YORK, Oct. 15.—George Erlinger, currently a co-defendant in Norman Granz's action to regain his *Jazz at the Philharmonic* masters that were issued on Disc label, has sold his one-third interest in Eastern Record Manufacturing Company to Boardman & Pfeifer, chemical consultants, and has, in effect, retired from the record business. He still owns a number of Disc masters, obtained thru his association with Moe Asch in the Disc Company of America. Ralph Perez and Charles Blando retained a one-third interest each in Eastern. Herman A. Pfeifer is now plant manager.

Erlinger also sold his half-interest in Blando Rubber Company, manufacturer of record biscuits, to Boardman & Pfeifer. Blando retains his half.

Berman A&R Chief

NEW YORK, Oct. 15. — A new diskery, American Record Company, has been organized in Newark, N. J., to produce the Arco label. Irving Berman is taking charge of artists and repertoire.

The diskery is currently negotiating to take over a number of *Jazz at the Philharmonic* masters from Pioneer Records and J. J. Corn.

RCA Takes Hungary Disks

NEW YORK, Oct. 15.—RCA Victor's international department, headed by Alex Bard, has taken over eight masters cut in Hungary last summer by Alexander Sved. Sved himself, basso who formerly sang at the Met Opera here, is featured on four of the sides, while the rest are instrumentals. All numbers are Hungarian folk tunes.

The singer-impresario is performing with the La Scala Milan and Budapest State Opera companies in Europe.

Atlantic Puts 256 Stories on a Pair Of 10-In. Kidisks

NEW YORK, Oct. 15.—Atlantic Records enters the children's record field November 10 with 256 stories each 18 minutes long on two 10-inch disks. And all of the sides can be played on an ordinary 78 r.p.m. phono.

The gimmick combines trick cross-grooving and longer-playing recording technique, so that each side has four different starts, each leading into a different story section running for about four minutes. Any episode on each disk, however, can tie up with any of the four episodes on the following disk, making a continuous story. On the last side all starts wind up in a common ending near the center of the disk, so that playing time here is only two minutes per start. Altogether the possible permutations make 256 combinations.

The *Magic Record Album*, first in a projected series, is entitled *The Ever-So-Many Adventures of Johnny*. It was conceived and produced by Atlantic prexy, Herb Abramson. Story and lyrics were written by Evie Carroll, music by Anita Leonard. Bill Wirges directed the orchestra.

The disks are unbreakable and the package will retail for \$2.25 plus tax.

Ct. Nixes Judgment On Suit Vs. Edwards

NEW YORK, Oct. 15.—New York State Supreme Court Justice Samuel Hofstadter this week turned down a motion for summary judgment brought by music salesman Eddie Dorr and composer-arranger Harold Potter against Ben and Jack Edwards, doing business as Edwards Music. Dorr and Potter, thru attorneys Abner Greenberg and Harry Schwartz, are suing for \$10,000, representing damages and royalties and commissions allegedly due them on a package deal they set with Edwards in 1944. Plaintiffs claim that they bought Edwards' arrangements of some 22 public domain for publication. Potter allegedly was to receive a composer's royalty, and Dorr, who was to sell the numbers in instructions book and folio form, a salesman's commission.

Attorney Philip Barbanell has filed a countersuit for \$10,000, claiming that while Potter was selling for Edwards, he was selling similar material for other publishers. The defense also claims that Dorr, contrary to the agreement, sold the material, which was of a standard character, with a return privilege. It is a trade practice to sell standards without return privilege, according to Edwards.

2d Teen-Age Nitery Bows in Philly Area

PHILADELPHIA, Oct. 15.—With Bill Siemion's Teen-Age Night Club, featuring live musical talent, successfully launched, a second non-alcoholic after-dark spot for the under-agers sets up shop in the area. Across the river at Oaklyn, N. J., the Dancette Club, a teen-and-20 club featuring the milk bar instead of the harder-stuff watering post, opens this week. For a starter, the club will operate Wednesdays and Saturdays and use only a turntable with Mike Guerra spinning the records.

Siemion's teen-age spot here buys musical talent with some name value thru the Jolly Joyce Agency. Bon Bon, former Jan Savitt vocalist now doing a disk jockey turn at WDAS here, follows in Ormand Wilson and the Basin Street Boys October 20. Earl Plummer, former vocalist with the Red Caps, holds forth the October 27 week, with the Four Tunes set for the November 7 week.

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JEROME JOINS ROBERTS

PHILADELPHIA, Oct. 15.—Band leaders Jay Jerome and Bobby Roberts have merged their booking talents to create the Jerome-Roberts firm. Both territorial names taking in

the hotel rooms and school dances, they will retain their own bands. Jerome, whose non-professional name is Jay Sosenko, is the brother of Ann Sosenko, Hildegard's personal manager.

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Music—As Written

New York:

The new small ork headed up by Roy Kral and Jackie Cain debuts at Bop City October 20 for a two-week engagement as part of a show which will headline Louis Prima's ork. . . . Billy Bishop, whose ork has been working at Frank Dailey's Meadowbrook for the past month or so, will have a couple of diskings issued on the Signature-Hi Tone label. . . . Jose Poniera's ork will work at the Terrace Room of the Hotel New Yorker beginning next week along with Don McCrane's crew. . . . Desi Arnaz will drop his band for the lead in a pocket-sized review being packaged by General Artists Corporation and which will debut at the Strand Theater here November 25.

Cab Calloway didn't open at Bop City Tuesday (11) as scheduled, because of a billing conflict with the currently featured attraction, Pearl Bailey. Seems both artists' contracts specified star billing and rather than cause any major hassle, Calloway simply begged out of the date. He was replaced by The Three Flames and the Mundell Lowe Trio for the remaining eight days of the Bailey date. . . . Milton Ebbins, personal manager for Billy Eckstine, Count Basie and Johnny Moore's Three Blazers, due back into town Monday (17) after about six weeks on the Coast. . . . Thrush Margaret Phelan has been inked by MGM Records to wax a series of specialty sides. She'll do her first sides here October 26 with Russ Case handling the baton details.

Art Mooney, who had all but signed with Music Corporation of America (MCA) (The Billboard, October 8), saw the deal blow up overnight and subsequently inked with General Artists Corporation (GAC). Mooney also changed the name of his new pubbery from Hampshire to Clover Music Corporation. . . . Doc Richardson, who left the Willard Alexander Agency several weeks ago, this week started to work in Harry Squires booking office. . . . Eddie Masters, Claude Thornhill road manager, who was struck down by polio during the recent epidemic, is reported as rapidly recovering in the Monmouth Memorial Hospital in New Jersey.

Blues shouter Eddie Mack, of Beaumont, Tex., has been signed to an Apollo disk exclusive, with first releases out before November 1. The same diskery has also inked Jimmie Rogers, blues warbler from Chicago. . . . Irv Katz produced two diskings dates in Chicago last week for Spotlite Records. . . . Nellie Lutcher opens at Cafe Society here November 3. . . . Lee Finburgh, general manager of Bourne, Inc., returned from a two-week tour of the Midwest last week and left again Sunday (16) for all principal cities this side of Detroit. In his current series of jaunts, Finburgh is contacting stores, jobbers and disk jockeys to hypo the pubbery's standard and educational catalog, as well as current plugs.

Nelson Lewis, former sales manager for Disc Records, has formed his own distributing firm here. The outfit is the N. Lewis Company, with offices in the 10th Avenue space formerly occupied by London.

Jack Egan, who has been flacking in front of the Dennis Day tour, returned to New York several weeks ago to work out of his Hotel Abbey office on both Day and Bill Norvas and His Upstarts, an act which is making its first local appearance at the Copacabana nitery. . . . Sammy Kaye and his ork lost its Chrysler auto air show. It goes off in November. . . . Irene Vaughan, cousin of Sarah Vaughan, has been inked by Savoy Records. The same firm also grabbed off "Lover Boy" Brown, a blues shouter.

Chicago:

Jimmy Martin, indie label distributor, has added Sherman Hayes's and Henry Brandon's orks to his Sharp label. Under his agreement with London Records, Martin is covering the five Midwest States with his own label, while London puts out a London disk for the remaining 43 States. . . . Sugar Chile Robinson and Tiny Hill's band start three weeks of Midwestern vaude house dates October 25 at the Orpheum, Sioux City, Ia. . . . Raymond Scott's ork goes commercial for a stint at the Hollenden Hotel, Cleveland, November 3, with Scott bringing in another pianist to work the dance sets. The maestro will be featured in the floorshow spots. . . . Henry Busse working the Drake U. prom, Des Moines, November 5, and Indiana U., Bloomington, Ind., November 11. . . . Bill Putnam, chief of Universal Records, became the father of a daughter October 10. . . . Phil Levant, ex-orkster now with McConkey Music, will spend his full time booking locations, while Henry Durst, band chief, continues to handle one-nighters. Roy Mack left the agency's band department. . . . Joe Kayser, MCA one-night skedder, recently did a tub-thumping specialty with Lawrence Welk's ork on a one-nighter at the Casino, Quincy, Ill. Kayser, who once had a band with himself featured at the tubs, did one number with Welk that reportedly broke up the house and band.

Philadelphia:

The jazz concert at the Academy of Music promoted by Al Cooper Friday (7) with Illinois Jacquet and Sarah Vaughan, plus Theolonius Monk, attracted fewer than 1,000 paid customers. The fact that Count Basie had held forth at the Earle Theater the previous week was blamed for the flop. . . . The next jazz concert slated for the Academy is November 3, with Woody Herman and King Cole in the spotlight. . . . Victor Hugo opens Monday (24) for a long stay at Chubby's across the river at North Collingswood, N. J. . . . Jack Lewis back for the Saturday night dancing at Hotel Majestic and the same nights brings Frankie Stone to the Club Arcade dancery. . . . Mainliner Ballroom turns to square dancing on Saturday nights with Pop Johnston and His Boys. . . . Skating Rhythms, Organ Rhythms and Wrightman disk labels, all on the West Coast, are plattering "Cowpuncher's Polka" by Ronnie Bonner and Virginia Ford. . . . Bill Ford, who used to blow the trumpet with Cootie Williams, handles the bandstand chores at the Powelton Cafe. . . . Cathy Allen, former Louis Prima canary, is soloing at Big Bill's. . . . Johnny Austin, after summering at Sunset Beach Ballroom, Almonesson, N. J., locates at Bombay Gardens dancery here, which adds a Tuesday night to the Saturday dance sessions. . . . Marty Magee and His Royal Guardsmen, after long-timing it at the Claridge Hotel, Atlantic City, make their first local stand at the Bellevue-Stratford Hotel. . . . Eddie Chamblee is first-timing it with his unit at Club 421, succeeding George Shearing.

Diskeries Bally Musical Films

NEW YORK, Oct. 15.—The importance of the record industry in exploiting recent musical films such as *Jolson Sings Again*, *Ichabod* and other musicals, is recognized again in RKO's current drive to push *She Wore a Yellow Ribbon*. Waxings of the title song, which is published by Regent Music, are being rushed out to jocks by four record companies. Bluebird is sending out 2,000 copies of its Ralph Flanagan-Harry Prime cutting; MGM, 1,250 of its Tommy Tucker version; London, 1,000 of its Johnny Kula disking, and Rainbow, an undisclosed number of the Eddie Miller-Phil Ellis Choristers version. Rainbow's prexy, Eddie Heller, has also prepped a promotion kit, 1,000 of which have been supplied to RKO field offices. The kit includes a regular window streamer, jockey window streamer and 18 by 30 four-color blow-up (supplied by RKO), a deejay information sheet, a song copy and a yellow vinyl record.

Capitol Preparing Clary Wax Sessions

HOLLYWOOD, Oct. 15. — Robert Clary, youthful Parisian rhythm singer, will make his first American recordings during his current Hollywood visit. Capitol inked the lad earlier this year, but its sole Clary cutting released so far was a Paris-made waxing of Cecilia. Clary first gained attention with his Blue Chip label releases of *Hollywood Bowl* and *Johnny Get Your Girl*. Both were recorded in France. Tempo Records bought *Bowl* master from Blue Chip and soon after Capitol inked disking pact with Jimmy Sapphire, Clary's manager. According to Cap's a. and r. chief, Jim Conkling, Clary will do four sides, but decision has not as yet been made on material. Clary is in for a big build-up, and Capitol will dovetail wax material with plans for shaping lad's career.

NEW YORK, Oct. 15.—Abbey Records this week announced the signing of four singers and a vocal-instrumental group. They are India White, Harlem amateur hour winner; Bob Marshall, former Decca blues warbler; blues singer Jesse Perry, spiritual singer Mary Carr and the Ben Smith Quartet. Gus Grant, Abbey a. and r. topper, leaves for a promotion tour of the South Sunday (16).

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Writ Vs. Dick Brown Denied to Timberg

NEW YORK, Oct. 15.—A motion by Herman Timberg for a restraining order to keep *Stop the Music* warbler Dick Brown from working was denied this week by State Supreme Court Justice Rabin. According to Timberg, he signed a contract with Brown in 1948 under which he was to act as the singer's coach, director and adviser for five years. Brown advised Timberg that the contract was terminated last July. The judge's decision against the restraining order advised that stopping Brown from working would only defeat the plaintiff's purpose of seeking to recover any money that might be due him for services rendered.

According to Brown's attorney, David Strauss, Timberg had no legal right to more than a personal manager's fee of 5 per cent.

Timberg is represented by Morony, Ettinger and Pottisch.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Eddie Fitzpatrick

(Reviewed at Coconut Grove, Hotel Ambassador, Los Angeles, October 11. Booked thru Music Corporation of America.)

VIOLINS: Billy Weems, Phil Tobenkin and Al Arnold.
TRUMPETS: Al Bell and Lyle Battin.
TROMBONE: Nick Veronin.
SAXES: John Constantino, Larry Cabral and Al Shapiro.
RHYTHM: Fred Comba, piano; Pete Eastman, bass, and Dick Shears, drums.
VOCALIST: Pete Eastman.
ARRANGERS: Al Bell and Fred Comba.

Eddie Fitzpatrick's society styled blendings have long been favored at San Francisco's St. Francis, and are finding an equally enthusiastic reception from Grove patrons during the batoner's second engagement there. Fitzpatrick shapes his terp offerings to appeal to the heavy wallet crowd, emphasizing a smart and clean style, strict society tempi and a generous assortment of oldies, current pop faves plus plenty of Latin-paced items.

Ensemble tone is well balanced with batoner keeping close control of the decibels. Body is achieved thru combining muted brass with reeds, a string trio softening the texture. To keep interest fresh, the melody line is shared equally by the various sections.

Vocal chores are shouldered by bossman Pete Eastman, whose efforts are pleasing. His selections include *Two Things To Worry About*, *A Pretty Girl Is Like a Melody*, *Highland Fling* and *Song of Surrender* and is at his best on straight ballads. A fern vocalist would enhance the band's appeal. *Lee Zhito.*

Guy Lombardo

(Reviewed at the Grill, Hotel Roosevelt, New York. Booked thru the Music Corporation of America.)

TRUMPETS: Lebert Lombardo, Walter Smith.
TROMBONES: James Dillon, Bill Granzo.
TUBA: Ben Davies.
REEDS: Carmen Lombardo, Fred Hickman, Cliff Grass, Ben Herrod.
RHYTHM: Fred Kreltzer, Buddy Brennan, pianos; Harry Walters, bass; George Gowans, drums; Don Rodney, guitar.
VOCALS: Don Rodney, Kenny Gardner, the Lombardo Trio.
LEADER: Guy Lombardo.

Twenty-five years in the band business and always in the top circle—20 consecutive years at Hotel Roosevelt Grill—15 years on Decca Records—these are figures which speak for themselves. They say very simply that Guy Lombardo's sweetest music could very readily move from heaven to this side of Fort Knox.

There should be little debate that Lombardo's music today is probably better than it ever has been for the current dance market. The magic of Lombardo lies in his ability to make the customers dance to perfect tempi and soothing, soft sounds. And the Lombardo sound stands alone and distinct despite 25 years of profitable wear and tear. Stronger than ever, too, is the Lombardo vocal corps which consists primarily of the extra fine pipes and super-phrasing of both Kenny Gardner and Don Rodney.

In fact, what really can be said about the Lombardo band which hasn't already been said time and again except—\$\$\$.

Hal Webman.

Col Pop, Longhair In Clark Memorial

HOLLYWOOD, Oct. 15.—Columbia Records' top pop and longhair artists will be included in a special album tagged *My Buddy*, which the plattery will release in memory of the late Buddy Clark, with proceeds earmarked for Clark's widow, Nedra, and daughter, Penny. Plattery Veepee Manie Sacks said the album will include etchings by Dinah Shore, Doris Day, Frank Sinatra and Modernaires, with a possibility of Mary Martin, Rise Stevens, Nelson Eddy and Ezio Pinza coming in.

Tunes will be standards, including *My Buddy*, which will be cut as a group choral number with plattery stars each doing harmony parts. In addition to waiving artists' royalties, Sacks will petition pubbers for a similar royalty signover in order that the family of the late balladeer can receive maximum cash benefits. *Buddy* album will be in addition to *Buddy Clark Encores* which will be issued as a Clark memorial.

MGM Pacts Riley, He'll Etch "Music"

NEW YORK, Oct. 15.—Mike Riley, half of the Riley-Farley ork team of a decade ago, this week was inked to a waxing deal with MGM Records. Riley was signed most specifically to produce a new etching of *The Music Goes 'Round and 'Round*, the tune which brought recognition to the Riley-Farley combination. And the cause for reslicing the oldie for MGM was a Delvar, New Jersey independent label, recording of it by Ed Farley, the other half of the Riley-Farley team, which has caused some local trade ripples. One of the other tunes Riley cut for MGM was *Floating Down the Old Green River*.

Incidentally, the original Riley-Farley etching of *Music*, issued on Decca, will be reissued shortly on that diskery's subsid label, Coral Records.

Dana Settling Deal For BMI Affiliation

NEW YORK, Oct. 15.—Dana Music, a publishing arm of the Dana waxery, is concluding arrangements to become a Broadcast Music, Inc. (BMI) affiliate. The deal will be on a two-year basis, with Dana getting an advance guarantee against performances. The Dana catalog, consisting largely of polkas and international waltzes and a few pops, has about 300 songs, accumulated over the last 3½ years. There has been no licensing affiliation until now.

In the past, when a tune showed signs of breaking, Walter Dana, head of the waxery and pubbery, would turn it over to another publisher for exploitation. He did this with tunes such as the *Helen*, *Juleida* and *Open the Door* polkas. In the future he intends to hold on to up-and-comers for exploitation by the Dana firm.

Dana Records also announced the signing this week of banjoist Eddie Connors's combo.

Mich. Showmen Booking Names

DETROIT, Oct. 15.—For the first time in its 15 years the Variety Club of Michigan, local unit of the national showmen's organization, is going in for a series of name band bookings at its bi-monthly parties. Harry Gilbert, theatrical concessioner, who is staging the affair, has lined up a series of Music Corporation of America (MCA) bands, beginning with Skitch Henderson October 17, followed by Sherman Hayes and Victor Lombardo at two-week intervals.

The program, which is to include a six-act vaudeville bill in addition to the name bands, according to Gilbert, is unusually ambitious, in view of the small capacity of the club-rooms—300—and the low admission, \$1.50.

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War on N. Y. Welfare Rulings?

Ops and Acts Cold to Court View of Status

Ind. Contractor or Employee?

NEW YORK, Oct. 15.—The outlawing of the "independent contractor" classification in recent New York Supreme Court appellate division rulings is now making its influence felt in cafes and theaters asked to sign minimum basic agreements with the American Guild of Variety Artists (AGVA).

In its latest contract forms AGVA has a clause under "governmental benefits" which State, municipal and federal . . . laws . . . enacted for the protection of . . . and specifically applicable to the employment of artists hereunder. "All artists shall be considered as employees and not individual contractors, and the employer assumes all responsibility for the payment of all taxes and contributions under workmen's compensation, unemployment insurance, Social Security, old-age pension or any other law applicable thereto."

All cafes and theaters whose contracts with AGVA are due for renewal have either received the new form or will receive it in the future. One major nitery objected to the independent contract interpretation and is now dickering with AGVA for a change in the contract.

Precedent Cited

AGVA's lawyer, Henry Katz, based his claim that performers are not independent contractors on several recent court decisions which went up to the appellate division, involving claims for workmen's compensation. Altho contracts existed whereby performers claimed to be independent contractors, the court ruled that rights as employees could not be waived.

Until this week, when the union began dickering for new contracts, the new court interpretation of independent contractors got little attention from the trade. According to lawyers the court ruling will mean a complete change in booking practice and bookkeeping procedure.

Performers, large and small, who have always regarded themselves as independent contractors, are, according to the law, employees even tho they sign contracts as individual artists. The court ruled that any performer whose hours of employment, number of shows, rehearsal and place of employment were set by someone other than himself was an employee. (See *Battle on N. Y. Welfare* page 26)

Fuss Over Weylin Bow Closing Spot?

NEW YORK, Oct. 15.—A benefit hassle involving the opening of the Weylin Hotel's new room, several cuffed acts and the National Fund for Infantile Paralysis started a row last week which may lead to closing the room by the Weylin people.

The spot opened with one act and a trio. Press agents, McIntosh Associates, somehow got Mary Martin, Ezio Pinza and Joe E. Lewis to come down. The first two took bows, but Lewis went on.

The paralysis fund, in letters sent to the American Guild of Variety Artists (AGVA), said it took no responsibility for the occasion. It had (See *Fuss Over Weylin* on page 23)

IN SHORT

New York:

Billy Rose has signed with "Readers Digest" to do six pieces a year at what he calls "daffy money." His first will be "Two for South Pacific."

Paul Gray and Elissa Jayne are working on an act as a team. . . . Emil Coleman's son plays the bass in dad's band at the Capitol.

Sammy (Slapsie-Maxie) Lewis has given up his search for a local nitery. None big enough. Wants a 350-seater with an 18-20-foot ceiling. . . . Hope Zee—she's Allan (Capitol Theater producer) Zee's daughter—will be in "Gentlemen Prefer Blondes." . . . Myron Cohn and Danny Lewis (he's Jerry Lewis's old man) ain't friends no more. . . . Sol Schwartz, RKO wheel, won ship's pool on Queen Mary sailing for England. Collected \$1,635.

With sale of the Waldorf to the Hilton chain, rumors now are that Plaza will be torn down or sold. The Plaza's also a Hilton property. . . . Eddie Buckley is the new leader of the Mayfair Guardsmen, the group at the Claridge Hotel, Atlantic City. . . . Barney Josephson's Cafe Society Uptown, later Le Directoire, will become a straight restaurant run by Josephson.

Lois Andrews is having trouble with a New Orleans cafe. She claims the management wants out because the joint's not doing the business. The club says she's not doing her show. So ops have started suit against her for 7G and have served papers on local (AGVA) rep not to pay her salary out of the club's bond.

GAC will have the next show at the Strand. Also, it will be a GAC tab musical headlining Desi Arnaz and will open November 25. . . . Adams Theater, Newark, has new twist with the Art Mooney Band show. For 80 cents admish buyers get the picture, the show and a dance on stage after the last show, to Mooney's music. . . . Myron Cohen gets the Las Vegas Thunderbird next week.

Zarco and Deloris, recently at the Radio City Music Hall, have been signed for a musical by Columbia Pictures.

Here and There:

The Jolly Joyce Agency is again booking the Little Rathskeller, Philly center-city cabaret, after a 10-year lapse.

U. S. Acts Balk At New Aussie Pound--\$2.25

SYDNEY, Oct. 15.—The devaluation of the Australian pound has brought problems to U. S. acts now working on the Tivoli Circuit here.

When their contracts were signed the pound was worth \$3.25. It is now only \$2.25.

When the Tivoli paymaster wanted to pay performers the new rate they kicked and threatened to walk out unless they received the old rate. The managing director of Tivoli Theater, David Martin, is now in America hunting new artists and the matter has been left temporarily in abeyance until he has been contacted and has given a ruling.

Belief here is that devaluation has eliminated any chance of Martin's getting decent names from dollar countries and that he will be forced to go to sterling centers for future shows.

Actors Equity is backing the U. S. performers in their demand for the old rate of payment.

Det. Fox Vaude Test Set for October 21

DETROIT, Oct. 15.—Public reaction to the vaudeville show scheduled for the week of October 21 by the Fox Theater may be the determining factor in the establishment of a regular vaude policy, according to David M. Idzal, managing director.

The first show here with a policy of standard acts will have Billie Holiday, Mary Raye and Naldi, Bob Hopkins, the Slayman-Ali Tumblers, the Five Antaleks, Virginia Lee, and Bobby Martin, 12-year-old winner of the Frankie Carle piano contest held in Detroit recently.

"Blackouts" Posts Notice for Close; Asks AGVA Bond

NEW YORK, Oct. 15.—Ken Murray's *Blackouts*, current at Billy Rose's Ziegfeld Theater, has the notice up and may close before the end of the week.

The cast has a two-week mutual agreement contract which would bring the closing date to October 22. But Friday (14) heads of the show asked the American Guild of Variety Artists (AGVA) for a return of their bond. AGVA objected until it could be shown that return fares to the West Coast had been paid.

Thursday (13) a little situation developed in *Blackouts*. Ken Murray didn't go on for the second half due to what was announced as illness. Seat holders were told to hold their tickets and promised a show at a later date.

Walters' Carroll Deal on Again

NEW YORK, Oct. 15.—Hollywood's Earl Carroll Theater-Restaurant sale to Lou Walters, New York Latin Quarter op, which has been on and on-again-off-again basis for the past few months, is on again.

The offer is now in the hands of the California courts which has to approve any sale or deals made by the Earl Carroll estate. If the deal is accepted it will mean that the room, now dark, will reopen about November 15.

Walters' offer is \$75,000 a year, on a 10-year lease basis, against 5 per cent of gross. If Walters gets the room, his policy will be the same as followed at his Latin Quarter: Big lines, occasional names, novelty acts and a lot of flash and action.

AFM, AGVA War in N. Y. Supreme Ct.

Ruling Imminent

(Continued from page 3)

give up his AGVA card in keeping with AFM topper James C. Petrillo's edict that no AFM card holders can be members of AGVA.

William Green, American Federation of Labor (AFL) head, who finally entered the fracas at last week's AFL convention, has been asked by that union's executive council to arrange a conference between Petrillo and the Associated Actors and Artists of America (Four A's), the parent body of the Four A's.

Green, reached by phone, said he was taking steps to arrange such a meeting. "I will take it up as quickly as I can. I just got back to Washington."

Replying to a question as to whether he had spoken with Petrillo, Green said that Petrillo was not at the convention and he hadn't spoken to him recently.

Informed sources say there is a possibility that both AGVA and AFM may work out some agreement on jurisdiction defining musician and actor. The chief obstacle, say insiders, is "overzealous action on the part of the AFM in threatening, or actually pulling bands out."

The Vaughn Monroe case, which started in Philadelphia a few weeks ago when the singer-musician refused to pay AGVA dues, has apparently run afoul the Taft-Hartley Law. Dewey Barto, AGVA head, said that the Screen Actors' Guild (SAG) and the American Federation of Radio Artists (AFRA), both affiliates of the Four A's, would step in and discipline Monroe when he entered their jurisdiction for not being in good standing in a sister union.

When Monroe got to the Coast for a picture commitment and went on the air for his regular show, neither SAG or AFRA interfered. Barto explained it by saying AGVA was waiting for a court ruling rather than act on each case individually.

George Heller, AFRA head, explained it differently. Under the Taft-Hartley Law, he said, no union member can be disciplined so long as he pays dues. If there is any disciplining to be done by AGVA it will have to do it by itself. AFRA and all the rest of the Four A's are ready to help as much as they legally can.

Antabuz Remedy

WASHINGTON, Oct. 15.—Drinks with a built-in Mickey Finn are advocated by a Virginia neuropsychiatrist. The doctor, R. Findley Gale suggested this week that distillers add "a substance similar to antabuz" to keep drinkers from taking more than three or four shots. Antabuz, widely used in Sweden for treating alcoholism, induces nausea, heart palpitations and violent vomiting.

Palace, New York
(Thursday, October 13)

Capacity, 1,700. Price range, 55 cents-\$1.30. Number of shows, four daily; five week-ends. RKO chain booker, Dan Friendly. Show played by Don Albert's house ork.

Top acts on this bill were Pedro and Durand working in the six spot, and Haakon and Antle in the closing position. Other acts ranged from good to excellent, tho the first two mentioned showed up best.

Pedro and Durand did some comedy across mixed in with some sensational tricks that showed a high order of skill plus considerable stage savvy. Durand, the understander, a good-looking blond lad, made an excellent foil for Pedro's swarthy complexion and small size. Their comedy delivery had a feeling of ad lib about it, indicating experience, that registered solidly.

A closing act on an eight-act bill is usually the one the audience starts to walk out on. But after Paul Haakon and his new partner, Stephanie Antle, were on for a few minutes, the exodus was noticeably stemmed. Using the modern dance tempos for interpreting such familiar numbers like *It Wasn't Even Spring* and *Paper Moon*, the team showed skill and imagination for attention compelling returns. To attain change of pace, the team went thru a beautiful polka and finally wound up with an amazing cakewalk. Their walk-off mitt was tremendous.

Marcuses Have Zing

The show opened with the Marcus Troupe, a five-person act, three girls and two boys, in a fast Indian club juggling routine. The act had considerable zing for a novelty flash opener. Their costumes were attractive and work was sharp and clean. The sight stuff was heightened by an Indian club toss atop two unsupported ladders; an exciting whip-the-cigarette-out-of-the-mouth bit, finally ended with a five-way club toss.

Danny Lewis came on in two, belting oldies in good style. He started with *Best Things in Life* and wound it up with a Jolson medley to good hands.

The LeRoy Brothers did an amusing marionette act, working above a small portable platform. They handled the dolls well and used their voices for take-offs on Durante, their biggest bit. The Gene Krupa number calls for top synchronization between the pit drummer and the doll. They may have trouble with it in some of the houses they'll play. The main drawback of act is their injection of themselves into it. Their costumes make them too easy to see, detracting from the work of the dolls. They should wear black suits. In a black light skeleton number, the boys wear black light Satan headgear which also calls attention away from the marionettes.

Rowena Rollins (ex-Masters and Rollins) is still working hard trying to make it as a single. The gal has an expressive face and pliable muscles that she uses to advantage. Her material, however, still doesn't match her comedy potentials.

Harrison, Carroll and Ross show good potentials but apparently haven't decided on an act. The basic formula calls for Ross (he's the midget) to carry the comedy load, tho as caught here it seemed labored. Their harmonica work was good, with Ross attempting to do a Johnny (Harmonica Rascals) Puleo. If it

VAUDEVILLE REVIEWS

Roxy, New York

(Wednesday, October 12)

Capacity, 6,000. Price range, 80 cents-\$1.50. Number of shows, four daily. House booker, Sammy Rauch. Show played by Benny Goodman band.

Clever staging plus hep production made what seems a straight bandshow into a highly interesting presentation which is as commercial as it is attention compelling. Benny Goodman, fronting a 16-piece outfit, is brought on to cheerleader and torch parade tactics of the house line, chanting *Buckle Down, Winssockie*.

The band is seated in tier arrangement against a satin-tufted white drop frequently flooded with reds and whites, giving a silhouette effect to the sidemen. As various sections come in, they're hit with spots for good sight values.

The basic act consists of Goodman describing the rise of American jazz from New Orleans to Chicago and its spread to the East, spotting musical greats who contributed to its growth. Goodman's voice is well modulated, informative without being pedantic, even tho it leans to the lecture platform. To illustrate styles, Goodman goes thru a library of his classics, and via a lowered screen shows some of his old teammates, Lionel Hampton, Peggy Lee, etc. All of it is accompanied by some of the best jazz heard in Stem theaters in many a month.

There are a few tidbits thrown in to hypo dramatic effect: A great dancing bit by Nicks and Taylor, a modern interpretive girl-boy team out of Katherine Dunham's school, who do their act to *Sing, Sing, Sing*; Buddy Greco's wonderful piano work both in the old and new music idiom. A boys' vocal, both in be-bop and current pop fashion, was another fine contribution to the over-all picture.

Old Favorites

Dolly Houston, a well-stacked gal, did a short chorus on the Goodman fave, *And the Angels Sing*, in a pleasant unobtrusive fashion, which was followed by the familiar trumpet ride based on the traditional Yiddish staccato melody excellently done by Doug Mettome.

The Goodman sextet, actually a quintet (it's shy a vibraharp) was reminiscent of Goodman's top group some years back. The old classics, *After You've Gone* and *World Is Waiting for the Sunrise*, were high spots. Sonny Igoe's drum work gave it all a solid beat.

Herkie Styles, tall thin comic, had a tough time getting started, a fact he kept mentioning too many times. The lad is a nervy, brash fast-line thrower with better than average possibilities. His pacing was perhaps a bit too fast, or maybe his audience just wasn't catching. But the kid showed enough to see that he'll become a real comic after more experience.

Productions were well handled. They gave the show a solid pace, contributed flash and helped build up the entire package into one of the best fleshers now on the Stem.

Pic, *Father Was a Fullback*.

Bill Smith.

Capitol, New York

(Wednesday, October 12)

Capacity, 4,627. Price range, 50 cents-\$1.50. Number of shows, four daily; five, week-ends. Loew's chala booker, Sidney Piermont. Show played by Emil Coleman's ork.

This one is a pleasant package even if it won't cause any runs on the box office. The primary handicap is the flicker *Roseanna McCoy*, a fuedin' 'n' fussin' pic that's strictly for the subsequent as a second feature.

Emil Coleman, in his first Stem theater date, did a fine job. Fronting a 17-piece band, Coleman conducts as if he's leading an 80-piece symphony ork. His emphatic baton and expressive hands, plus a visible earnestness to please, make him an ingratiating personality to watch. In fact, his tremulous smile and general intensity make him an act in himself.

Connee Boswell proved she is still a great song seller. After opening with a *Smile* medley for a sock tee-off, the gal went into a series of pops, all with beats, that kept interest high. She demonstrated her showmanship by the use of pace changing novelties, finally ending with the always infectious *Basin Street*. The finale was particularly imaginative. Instead of the awkward exit, the pit went down while Miss Boswell whistled a few bars of Coleman's theme song for a great hand.

Phil Foster drew some terrific yocks. His opening was slow, but once he went into his *Old Gang of Mine* and then into his *Ebbet's Field* number, he was well ahead. For his date here he also used a movie-seat-watching routine that clicked solidly.

Bobby May did a good juggling job, using various items, ranging from the standard Indian clubs and balls to a cigaret lighting tosseroo. For his finish he did his usual head stand

Orpheum, Los Angeles

(Wednesday, October 12)

Capacity, 2,200. Price range, 50, 65 and 95 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams's house ork.

Mary Kaye Trio, topping the bill, can add another feather to its cap. The group overcame p.-a. system trouble during the first show to come thru with flying colors, delivering laughs and rhythmic music making. Best hand went for a panto disk routine, altho the group should trim time on this.

Wally Vernon kept laughs rolling and pulled solid mitting for his comedy patter and soft-shoe routines. The latter was introed as a flashback, with Ginger Sherry providing an able assist. Grace and Nicco's comedy dance efforts gave the bill its weakest link. The team lacks pace, polish and punch. Hubert Dyer and Company (2) got laughs with smoothly executed slapstick tumbles and seemingly difficult balancing feats. Leo Diamond's harmonica offerings were performed and sold well, a Spike Jones medley played on a rack holding various mouth organs, auto horns, bells, etc., highlighting the act.

Arlene Harris's standard comedy monologs were received well, as was (See *Orpheum, Los Angeles* page 25)

atop a lamp, while throwing balls on a drum on beat.

Coleman came in with an excellent boy singer, Keith Knight, a handsome lad with a fine tenor, good delivery and stage presence. The boy did a couple of ballads in good style, showing outstanding musical comedy potentials.

Coleman's band itself, made up of oldsters, kept its society beat, with stepped up tempo, for good listening. His music was pleasantly arranged, with familiar tunes chosen to make for relaxed audio-appeal.

Bill Smith.

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develops, it can be a great act. Between harmonica playing, Bob Harrison and his wife, Carroll (both red-heads), do an outstanding bit of hoofery while Ross does a stand-up piano job.

George Dewitt pulled laughs after he was on for some time. His biff-bang nitery delivery was too fast for the crowd, tho he finally got them with take-offs and soap opera pokes. From then on he was in. Fast comics working at the Palace have to slow down. Audiences simply don't catch the fast workers. Time and again Dewitt threw a real funny line that missed because they were still working on a previous line.

Pic, *Holiday in Havana*.

Bill Smith.

Reading Rajah Adds Burly Day

READING, Pa., Oct. 15.—In addition to week-end vaudeville booked by the Eddie Sherman office, the Rapah Theater will add another day to the house's playing time for burlesque. The deal was closed by Jay Hornig with Jay Emanuel, Philadelphia, who owns the house, to play a Hirst unit.

The local police banned burly several years ago, but Hirst shows will carry a variety name, with the peelers going on as "exotic dancers." For the local date, four acts of vaudeville will be added to the units. No films, as on week-ends, will be shown on the day the Hirst unit will come in.

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NIGHT CLUB REVIEWS

Bill Miller's Riviera, Fort Lee, N. J.

(Wednesday, October 12)

Capacity, 1,025. Price policy, \$3.50-\$4 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking policy, non-exclusive. Publicity, Ed Weiner-Seth Babits. Estimated budget this show, \$10,000. Estimated budget last show, \$15,000.

Practically every comic in town was in for this opening. At times it looked as if they were all on working the tables. The reason for this influx was basically Red Buttons, who hasn't been seen in a New York cafe since the Harem.

Buttons opened slowly, gradually building with gags, mostly hep lines, before going into his material. His old stuff, the *Autograph Book*, the *German Emcee* and his old standby, *Joe and Paul*, rocked them. Maybe the latter routine has a limited appeal, but Buttons' translations and performance make up for it. He also showed two new routines. The first was the *Football Player*, which was hilarious and timely. The second, the punch-drunk pug, written by Allan Walker, who works in the bit with Buttons, was a masterpiece of pathos. It called for a sharp characterization, dead-pan delivery and top acting. Buttons had it. But it was the sharp pace change that needed hyping. A comic's dramatic sketch on a nitery floor calls for a switch from straight drama to comedy for the finish to heighten the effect. If it ends on pathos, it misses. A switch for the last line should make this fighter bit a classic, placing it with Peter Lind Hayes's *Punchy Callahan*. If changing it is too difficult, Buttons might use the routine in the middle and follow it with comedy, instead of doing it as his finale.

La Faye-nomenon

Frances Faye is a phenomenon. She's probably the only one of her kind in the business today doing the same act the same way she's been doing it for years. Her format hasn't changed. She still yells out pops, novelties and gags in her inuendoish fashion, getting laughs on delivery rather than material.

The Chandra Kaly dancers (three girls, two boys) displayed a beautiful set of costumes as they went thru their East Indian gyrations. The team did two numbers; both were good. The routines, however, tend to be the same for both. Only the tempo gave it a switch.

Productions are holdovers. Judy Lynn has just one number to do and does it very capably. Jeffery Clay was equally competent. Walter Nye's ork cut the show. Catalino's Rumbas did the Latin stuff, which is big here.

Bill Smith.

Byline Room, New York

(Thursday, October 13, 1949)

Capacity, 75. Price policy, \$2.50-\$3 minimum. Shows start at 10 and grind to 3. Operators, Willie Schore-Eddie Ramshaw. Booking, non-exclusive. Publicity, Lee Sands-Walter Ames. Estimated budget this show, \$700.

A long narrow room above the Show Bar and operated by the same management opened to a full house and gave indications of doing business. Working space for acts is awkward. They stand alongside a mini piano in the center of the room, facing a blank wall only about four feet away. They have to work to the noisy wings, which makes it a tough place to work in.

Acts that should go here are the chi-chi sort with double and triple entendre material. George Kreisler's pianologs were therefore made to order here. The shy-appearing, bland-faced, slim chap did a series of numbers, all said to be original, to titters and sub-rosa yocks, winding up to big hands.

Jack Prince Unsuitd

On the other hand, Jack Prince, the headliner, didn't fit. His sharp comedy and fine singing were lost here. If Prince wants to stay in this business he ought to learn to take his tough nights with his good ones. Sotto voce cracks at an audience because it doesn't break up are poor showmanship.

Nancy Steel, a well-stacked cutie with an off-the-shoulder gown, showed a promising voice with a routine of standards. The gal is still about a year away before she means anything. Incidentally, her whistle-able shape doesn't mean too much here.

Grace Reilly is a ripe redhead who apparently has a following for reasons that were not discernable in her voice or routine. Laurie Brewis did okay on the piano.

Bill Smith.

Circuit Vaude Makes Return to Spokane

SPOKANE, Oct. 15. — Circuit vaudeville has come back to Spokane after an absence of about eight years.

George H. Whitfield, general manager of the Empress Theater, has a California unit coming in Wednesday (19) and thereafter plans to offer weekly stands along with a double feature screen program.

He tried vaudeville the last week of September with a seven-act Chicago unit booked thru Northwest Vaudeville Attractions. Attendance was not up to expectations, but a new class of customers was attracted and Whitfield believes patronage will build.

Stem Dip Persists to 390G; MH 156G, Roxy 52, Cap 41

NEW YORK, Oct. 15.—Stem takes this week continued their slip. Basically, the decline is attributable to fading returns of long runs which are now in their final weeks or have just finished. The total for six houses was \$390,000 against the previous week's \$405,000.

Biggest grosser, as usual, was Radio City Music Hall (6,200 seats; average \$134,500), which opened to \$156,000 with the Gaudsmith Brothers and *The Heiress*.

The Roxy (6,000 seats; average \$78,000), next biggest house, ran out its three-week string with the Ed Sullivan show and *Thieves' Holiday* to the tune of \$52,000 against a previous week's \$70,000 and an opener of \$98,000. The new bill (reviewed this issue) has the Benny Goodman band show and *Father Was a Full-back*.

The Capitol (4,627 seats; average \$55,000) faded to \$41,000 for its third and last frame of Gene Krupa's band, Kitty Kallen, Jack Leonard and *Midnight Kiss*. The bill started with \$67,000, followed by \$49,000. The new show (reviewed this issue) has Emil Coleman's band, Phil Foster, Connee Boswell and *Roseanna McCoy*.

The Strand (2,700 seats; average \$22,750) retreated to \$50,000 for its second inning of tab show, *High Button Shoes*, and *Task Force* flicker, from a preem of \$70,000.

The Palace (1,700 seats; average \$22,000) kept holding, getting \$21,000 for a bill of Al Herman, Barry Sisters, six other acts and *Brimstone*. Last week's take was also \$21,000. The new bill (reviewed this issue) has Paul Haakon, George Dewitt, six other acts and *Holiday in Havana*.

Det. Suburbs Get 2d House

DETROIT, Oct. 15.—A second Detroit suburban theater, the Grand, in suburban Highland Park, is starting an experiment with a straight vaude bill, playing a full week opening Friday (21). The first show is an eight-act program without an emcee, headlined by Ted Adams, of the horse opera flickers, and "Miss Norway."

The Grand is operated by the Sam Brown circuit, under the direct management of Sam Carver, vice-president of the Michigan Independent Theater Owners.

The new policy will be an experiment, with a tentative schedule of a full week of stagershow every other week.

The Grand show is being booked as a unit and will next play in Bay City and Lansing, Mich., and Toledo in that order. Units are being booked by Walter Hale, of Milwaukee.

New Detroit Agency, Star, Is Expanding

DETROIT, Oct. 15.—A three-way expansion move is being launched by the new Star Theatrical Agency, with the addition of Herman (Turk) Prujansky, ex-night club owner, and Sam Arnold, formerly with the McConkey Music Corporation's Detroit office, as partners with Maxwell M. Chetkin, founder of the business. The Star agency is now exclusive representative for Transcontinental Television, Inc., video film producers. It will handle *Inner Sanctum*, a series of two-reelers featuring Jan August, and a series of films by Oscar of the Waldorf.

Branching into the public relations field as well as booking, the office is taking over the Wonder Bar account for Sam Sofferin.

The move into the artist rep field was led off with handling of Rosalinda, currently at the Clique Lounge. The gal, who was a piano prodigy at the age of six when she soloed with the Chicago Symphony, is currently recording for Decca, ARA, and Langworth Transcriptions.

The Star office also has secured the lease of the 4,000-seater Naval Armory for a series of Saturday afternoon and evening package deals, starting about mid-November. The project calls for bringing in a series of name bands, with a fashion show in the afternoon; alternating weeks for men's and women's fashions, followed by a concert. The same band will play for a dance in the evening, with tickets available both singly and at a combination price.

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It's a Wise Comic Who Puts Some of His \$ Back Into Act

By Bill Smith

NEW YORK, Oct. 15.—Material may not make the performer but it's a safe bet that the comic who comes up with enough new stuff at regular intervals is the one who'll keep working.

The cold fact is that too many comics depend on some other lad to come up with new stuff so they can steal it. This pilfering of material is as old as showbiz, and while it isn't condoned it is understandable.

It takes more than a couple of gags with new snappers to do a 30 to 45-minute act. It requires intelligent knowledge of one's own personality, an ability to project, timing and a sharp probing—almost a self-analysis—to come up with enough right answers. A tumult comic can be a brash performer. The brash fast boy with an ad lib can't do a Peter Lind Hayes or a Danny Thomas. But many of them try. Sometimes they keep on trying until they finally develop an individual style and may even start to make real dough. But it is then that the headaches begin all over again.

Got To Pick Right

It takes dough to get material, and all too often the material bought is unsuitable. Sometimes it's the performer's fault. He doesn't know what he wants, so he can't give the writer any clear idea. Then again, the writer may not be able to write for the particular performer, but, hungry for the buck, claims he can. Oddly enough, some of the best material we have heard was dreamed up by the comic with little assistance from outsiders.

The average comic, working for a couple of hundred and laying off more than half the time, just hasn't the dough to spend for material. So he does the next best thing. He steals a bit here and bit there; until he has enough to do a fair act.

Such a practice is understandable in a kid trying to get started. It is plain stupid for the comic in the medium-priced class who is practically a standard act. The performers in the \$500 to \$1,000 class sometimes find themselves in a money

bracket that permits them to do things they've never been able to afford to before—buy a new and bigger car; instead of a deuce on a nag at Belmont, now put a C-note on the nose. It's summed up in the Lindy cliché "Let's live."

Put Dough Back in Act

Some performers may even put part of their surplus dough into an outside business for a modest return. In fact, all these new activities seldom pay off. The performer's best return, one largely overlooked, is putting dough back into the act.

Investment in one's own act can pay off 100 per cent in more jobs, bigger dough and more opportunities. The smart performer has learned this. There is hardly a good top comic around who doesn't spend big dough for new material. The actor who plays the same spots at least once each year knows he's expected to come in with new stuff, and does it.

It is general knowledge that a Joe E. Lewis throws away enough material each year to keep 10 comics working, yet Lewis, who gets about \$5,000 a week, spends about \$25,000 a year on new stuff. A Danny Thomas who gets close to \$10,000 spends about \$35,000 a year for material. A Sophie Tucker, also in the top dough, shells out plenty for the right stuff. And so it goes. The lads in the top brackets know they have to spend to make it and to hold on to what they have.

Bishop Knows

Here and there a couple of the newer comics have also shown a little imagination by coming in with new stuff. A Joey Bishop, for example, spends about 20 per cent of his dough for new material. A Harvey Stone is now spending a little more for new chatter fodder.

The hard truth is that a slick haircomb and a new tuxedo are not enough to guarantee a return date in key spots. Even the club date boys, whose who work the mountains, now work to people who have seen and heard the best. They, too, can spot warmed-over lifted material.

In the final analysis, dough lost at the track or ball games isn't deductible. The same money put back into the act not only is deductible but also helps to increase a performer's jobs and salary.

Continente Relights

CINCINNATI, Oct. 15.—Hotel Netherland Plaza's Restaurant Continentale, which for eight years housed tank icers, backed by a local ork, reopened September 26 completely refurbished, following an eight-month dark period. Ice tank and dance floor have been removed and

Costa Ricochet!

PHILADELPHIA, Oct. 15.—R. Kay-O Entertainment Bureau, local theatrical agency headed by Fred Costa with a branch office in Camden, N. J., will have to drop the use of that trade name as a result of an injunction granted recently by U. S. Circuit Court Judge Forman, sitting in Trenton, N. J., in a suit filed by RKO Pictures Corporation. The flicker company asked for treble damages under federal statutes, amounting to more than \$300,000, for the use of the trade name which sounds like RKO even if it is spelled differently. While Judge Forman allowed the injunction, he assessed no damage save for court costs. Costa said he would appeal the decision.

In the three days' testimony, Costa established the fact that he registered the R. Kay-O trade name in New Jersey in 1936 while RKO, altho established in 1901, did not register its trade name in the state until 1937. Costa originally set up shop here in 1934. He pointed out that since his theatrical name as an emcee was Freddy Kay, and his original partner in the agency was Duke Olivant, it gave him the "Kay-O" part of the trade name and he protested that there was no intent to trade in the flicker company's moniker. The fact that he couldn't account for the "R" in the agency name helped the picture company. RKO, it was learned, offered him \$2,000 last year for rights to his agency's name, but Costa wouldn't sell the name without the entire agency business. Then RKO brought suit this year.

FUSS OVER WEYLIN

(Continued from page 20)

been approached for permission to use its name for the room's debut and had given it. Proceeds for the bow, which went to the fund, however, was about \$350, which AGVA said was too low, and that acts were really working a benefit without clearance.

It has demanded that the Weylin turn over one-seventh of the performer's regular salary to the union which, in turn, will pass it on to the actors. If they in turn want to contribute to the fund it will be okay with AGVA.

Weylin management has indicated that if it has to pay one-seventh it will drop all shows.

the room now sports a four-piece ensemble headed by Ethel Ponce, former pianist with Fred Waring. Jane Goodpaster is spotted at a second piano, with Jack Jellison and Bob Bradley on strings. Manuel Garcia is in charge of the room.

3 Pic Houses Install Fleshers In Conn. Vaude Renaissance

HARTFORD, Conn., Oct. 15.—The Connecticut area seems to be following a national trend. Vaudeville is on its way back thruout the State.

Altho the 4,000-seat State Theater, Hartford, has had vaude for many years Connecticut in general had no extensive flesh operations. Now, however, three independent pic houses, the Victory, New London; Capitol, Middletown, and Palace, New Britain, have launched vaude policies, supplementing them with pictures.

The ops of the three new houses aren't exactly shouting how trade is doing, but it is generally believed that they are holding their own, with specific bookings doing better than average.

At present, the Capitol, Middletown, is using flesh Tuesdays and Wednesdays; the Palace, New Britain, Wednesdays and Thursdays, and the Victory, New London, Fridays and Saturdays, with each house doing three shows per day. The rest of the week, all use pix exclusively.

Bookings are handled thru New York agency sources, with theater prices charged in the "popular" category.

Increased advertising budgets are partly responsible for the expanding reception of flesh in Connecticut. The way live shows look right now in this State, it's believed it won't be long before additional houses resume one or two-day-a-week live shows.

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Sadler's Wells Ballet Pulls 12G In Met Preem

NEW YORK, Oct. 15.—Local dance history was made at the Metropolitan Opera House Sunday (9), when the Sadler's Wells Ballet from London's Covent Garden unveiled a full-length version of Tchaikovsky's 60-year-old *The Sleeping Beauty*, never previously seen here in its entirety. If this is a fair sample of the visitors' wares they deserve every penny of the \$185,000 advance raked up at curtain time (a record trebling the advance of any previous tulle-and-tights troupe at the Met) and the preem night take of \$11,900 which packed the old house to the ceiling and had a dozen firemen in a standee tailspin. Their *Sleeping Princess* is far and away the most spectacular dance production in the memory of this reporter—brilliantly and imaginatively projected. It is white ballet at its peak.

Introduced in the title role, Margot Fonteyn proved her right to a first-rank slot among our current ballerinas. She combines buoyancy, precision and a perfection of timing to a degree rarely found in one dancer. To watch her is to be reminded of the best individual quality of half a dozen others. Robert Helpmann, her prince, of course does not come seriously into the proceedings until the final act, wherein he partners her excellently. Other contributions of individual brilliance stem from Moira Shearer and Alexis Racine in the familiar *Bluebird* duo, the stepping of Beryl Grey as the good fairy and the miming of Frederick Ashton as the bad one. However, all these Londoners are superbly trained for supporting roles to ensemble. Against huge, fairy-tale settings and costumed magnificently, they are really something to watch.

The troupe skeds a Met stay of 33 performances thru November 6. Along with *Princess* they will set further precedent with two other full-length works, *Cinderella* and *Swan Lake*. The remainder of their rep is made up of one-acters. Thereafter, a short tour will wind up in Canada December 11.

From every indication these visitors will leave local entreehat enthusiasts with some new idols to worship. It wouldn't surprise a reporter if they became annual New York commuters. *Bob Francis.*

3d Face-Lift for "Kate"

NEW YORK, Oct. 15.—Producers Saint Subber and Lemuel Ayers have given *Kiss Me, Kate's* sets and costumes a third face-lifting since their song-and-dancer's opening last December. The pair can afford cleaning bills. *Kate* split another melon of 48G among its backers last week for a \$300,000 total in profits to date.

ROUTES Dramatic and Musical

Anne of the Thousand Days (Shubert) Boston.
A Street Car Named Desire (Mackey Auditorium) Boulder, Colo., 20; (Auditorium) Denver 21-22.
Brigadoon (Great Northern) Chicago.
Borschtcapades (Stuebaker) Chicago.
Blackstone (American) St. Louis.
Cornell, Katharine (Erlanger) Buffalo, 18-22.
Death of a Salesman (Erlanger) Chicago.
Detective Story (Cass) Detroit, 18-22.
Fintan's Rainbow (Philharmonic Auditorium) Los Angeles.
Goodbye My Fancy (Forrest) Philadelphia.
High Button Shoes (Curran) San Francisco.
Inside U. S. A. (Hartman) Columbus, O., 17-19; (Mura) Indianapolis, 20-22.
Kiss Me Kate (Shubert) Chicago.
Light Up the Sky (Nixon) Pittsburgh.
Lunt & Fontanne (Plymouth) Boston.
Montserrat (Locust St.) Philadelphia.
Mr. Roberts (Royal Alexandra) Toronto.
Oklahoma (Lyceum) Minneapolis, 16-24.
Regina (Colonial) Boston.
Summer & Smoke (Davidson) Milwaukee.
Student Prince (Court Square) Springfield, Mass., 19; (Memorial Aud.) Worcester 20; (Horace Bushnell Aud.) Hartford, Conn., 21-22.

Conn. Season Late; Managers Confident

HARTFORD, Conn., Oct. 15.—The Connecticut legitimate season is starting later than usual this fall. Managers, however, are generally optimistic, with business at the early bookings thus far running from fair to better than average.

Initial offering of the 3,300-seat Bushnell Memorial in Hartford was *Itzik Wants a Wedding*, Yiddish musical comedy, featuring Aaron Lebedeff, billed as "The Jewish Al Jolson," presented in a one-nighter stand last week at \$3 top. Trade was brisk at the theater, despite plenty of opposition from other entertainment features in Hartford area.

The Bushnell gets going in full swing late in the month, with an October 21-22 booking of *The Student Prince*. A number of legit offerings are skedded after that date. Also, the Shubert, New Haven's only legit situation, has a flock of bookings coming up late in the month.

On the State-wide scene the Shubert and Bushnell look like the only two steady bets this winter, with conceivably a Bridgeport location joining the legit fold on a more or less permanent basis later on. The North Haven Playhouse, a summer theater location at North Haven, has launched a fall and winter professional stock program, with Michael Case, managing director, scheduling a number of legit offerings. North Haven is believed to be the only summer house to turn on a fall-winter schedule this year. This week's offering there is *Meet the Wife*, starring Edith Fisk, at \$1.80 top.

Money Up for Film Actors' Legit House

LOS ANGELES, Oct. 15.—According to Gregory Peck, who has been spearheading a drive for a Beverly Hills legit base to house the activities of the Actors Company, financing is now complete via the support of a number of pic execs. However, the actor pointed out that a site is still to be obtained, and the better part of a year will likely elapse before actual construction of a theater can be started.

The primary idea of the Actors Company, a group which has been operating successfully in the La Jolla Playhouse for several summers, is to present top film stars in local legit. A school for apprentices will be maintained when the new plant gets functioning.

Shuberts Appoint Schechter in Cincy

CINCINNATI, Oct. 15.—Noah Schechter, veteran of 40 years in showbiz, has been named local manager of the Shubert Theater interests for the 1949-'50 season, succeeding Lee McDonald, who takes over in Chicago as manager of three Shubert theaters.

Schechter began his career as an actor in Denver and was with repertory companies in Cincinnati and Southwestern Ohio. From 1921 to 1934 he was press agent for the Erlanger chain, which operated the old Grand Theater, Cincinnati. He also served as publicist for the former Arrowhead Inn, Cincinnati, and the old Empress Theater, a burly house then under the management of Blackie Lantz. Later he was with the local RKO office as theater manager.

Schechter takes over his duties November 7 and the season opens November 14 at the Cox Theater with *Summer and Smoke*, first of the Theater Guild attractions. The following week, *Anne of the 1,000 Days*, with Rex Harrison and the New York company, plays at the Taft Theater. *Mr. Roberts* is due at the Taft for a week beginning December 5.

Out-of-Town Review

GLAMOR IS THE GIMMICK

(Opened Monday, October 10)

GEARY THEATER, SAN FRANCISCO

A comedy with music in three acts by Ambrose Barker and Fortunio Bonanova. Staged by Fortunio Bonanova. General manager, Leslie Thomas. Stage manager, John Boasman. Press representative, William W. Kane. Presented by Encore Productions, Inc.

Wrinkles Halligan.....Hal Cleveland
Bert Cavanaugh.....Tommy Kirby
Paul Loring.....William Fitzpatrick
Hollingsworth.....Ross Van Nibroc
Sylvia Barrington.....Gloria Lind
Betty Ann.....Maripat Cook
Sam Morton.....Sidney Melton
Eduardo Miramar.....Fortunio Bonanova
Patricia Moore.....Sandra Annsen
Hartley Thomas.....Jac George
Daphne Thomas.....Emily Heath

Glamor Is the Gimmick is one of the stupidist and silliest comedies to hit here in several years. Presumably, it is supposed to be brittle and amusing. Brittle it is—it breaks apart in all directions from the first act on. It is amusing almost never. To put it as briefly as possible, the producers have a sorry mess on their hands. The yarn purports to tell how a Hollywood show producing company snares a wealthy backer. It includes an incredible number of stereotyped characters, called upon to recite some of the worst dialog heard in some time.

The show's title stems from the role played by movie actor Fortunio Bonanova, who sparks in this case the "glamor" which acts as a "gimmick." It must be said in all fairness to the cast that they try manfully to do something with the material at hand. Bonanova struts about the stage demonstrating his bullfighting technique, attempts arias from Mozart and Bizet, takes a turn at the gourmet's skillet and even discusses drama technique.

The few laughs are garnered by Sidney Melton and Maripat Cook, as a publicity agent and dumb hooper. Gloria Lind reveals that she possesses a good singing voice, altho the music she copes with scarcely aids her performance. Sandra Annsen, as the heroine, is attractive.

Glamor, in sum, is doomed from the start. *Edward Murphy.*

Free-Heat Belasco For ANTA Sought

WASHINGTON, Oct. 15.—Progress in the new negotiations of the American National Theater and Academy (ANTA) to take over the Belasco Theater here for legit shows was indicated this week when Sen. Paul Douglas (D., Ill.) tried to get a quicky bill thru the Senate to authorize the furnishing of heat in the theater by the government at cost. This would permit ANTA to heat the Belasco without installing a new heating plant.

Douglas introduced his bill Thursday (13) and tried to get it passed by the Senate on the same day. However, Sens. James Eastland (D., Miss.) and Bourke Hickenlooper (R., Ia.) insisted that it be handled in usual fashion, and the bill was referred to the Public Works Committee.

In urging the Senate to take up the measure immediately, Douglas said that ANTA had indicated its willingness to spend \$500,000 in redecorating the Belasco, and should be spared the expense of putting in heating equipment.

Mielziner for "Dance" Sets

NEW YORK, Oct. 15.—Jo Mielziner has been signed to do the sets for the Dwight Deere Wiman revue, which Robert Ross and James Shelton have on the assembly line. The show will be titled *Dance Me a Song*. Rehearsals are definitely set for a November 21 start, with a New Haven break-in a month later. A three-week tune-up in Boston will follow the five-day New Haven stand. Plans call for a Stem unveiling immediately thereafter.

"Streetcar" To Pix For 350G Plus %

NEW YORK, Oct. 15.—Charles K. Feldman, film agent-producer, Thursday (13) confirmed his purchase of the pic rights to *A Streetcar Named Desire*. The price paid was \$350,000, "plus a percentage." This is the second Tennessee Williams opus acquired by Feldman. Recently he bought the *Glass Menagerie* which Warner Brothers are about to put into production starring Gertrude Lawrence.

In line with *Menagerie* production, Arthur Kennedy has worked out an arrangement with producer Kermit Bloomgarden, permitting him a seven-week leave of absence from *Death of a Salesman*. Kennedy will leave the cast Saturday (22) for Hollywood to play *Menagerie's* narrator, the part created by Eddie Dowling in the stage version. Understudy James Gregory will sub for Kennedy at the Morocco during his absence.

"Kicking" Sells 60G In Stubs Before Start

NEW YORK, Oct. 15.—William R. Katzell, co-sponsor with Ray Golden, of *Alive and Kicking*, stated this week that 60G in theater parties has already been booked for the revue which goes into rehearsal Monday (24). Robert Gordon has been signed to stage the song-and-dancer which is budgeted at \$150,000. Dave Kanter will leave his stage managing chore with *Lend an Ear* to take over a similar slot with *Kicking*.

The cast has not yet been announced, but dancers begin their workouts Monday (17) under the direction of Jack Cole. *Kicking* is due on the Stem about the middle of December after a Boston tryout.



BROADWAY SHOWLOG

Performances Thru
October 15, 1949

DRAMAS

	Opened	Perfs
A Street Car Named Desire (Barrimore)	12-3, '47	751
Anne of the Thousand Days (Shubert)	12-8, '48	294
Born Yesterday (Henry Miller)	2-24, '46	1,554
Death of a Salesman (Morosco)	2-16, '49	284
Detective Story (Hudson)	3-22, '49	236
Diamond Lil (Plymouth)	2-5, '49	77
Goodbye, My Fancy (Martin Beck)	11-17, '48	381
Mister Roberts (Alvin)	2-13, '48	656
The Browning Version (Coronet)	10-12, '49	5
The Madwoman of Chailot (Royale)	12-8, '48	272
Twelfth Night (Empire)	10-3, '49	16
Yes M'Lord (Booth)	10-4, '49	15

MUSICALS

As the Girls Go (Broadway)	11-13, '49	316
Ken Murray's Blackouts (Ziegfeld)	9-6, '49	51
Kiss Me, Kate (Century)	12-30, '48	330
Lend an Ear (Broadhurst)	12-16, '46	348
Miss Liberty (Imperial)	7-15, '49	107
Pirates of Penzance (S. M. Chantock's G. and S. Repertory) (Mark Hellinger)	10-10, '49	8
South Pacific (Majestic)	4-7, '49	220
Touch and Go (Broadhurst)	10-13, '49	4
Where's Charley? (St. James)	10-11, '48	424

ICE SHOWS

Howdy, Mr. Ice of 1950 (Center)	5-16, '49	191
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COMING UP

(Week of October 17)

H.M.S. Pinafore and Trial by Jury (S. M. Chantock's G. and S. Repertory) (Mark Hellinger)	10-17, '49
Shake Hands With the Devil (Blackfriars' Guild)	10-20, '49

Magic

By Bill Sachs

G. A. FRANK, tour manager for **Virgil the Magician**, currently on the West Coast, typewrites excitedly of meeting up for the first time with **Max Terhune**, magician, mimic and Western film name, in Fresno, Calif., a few days ago. "I marveled at Terhune's outstanding personality and friendly nature," Frank writes, "and I would have missed much had I not met him in Fresno at Virgil's suggestion. Max started years ago as emcee for **Gene Aury** on the road, and the latter introduced him to Hollywood in 1937. He has been there ever since. Terhune still makes a few personal appearances, but his family, including two grown sons, and his picture work keep him close to Hollywood most of the time. When I met him he had just concluded a number of fair dates in Western Kansas. His latest picture, 'Square-Dance Jubilee,' is slated for early release." . . . **Bob Nelson**, of the Nelson Enterprises, Columbus, O., was the subject of a human-interest yarn in the Sunday magazine supplement of *The Dayton (O.) Daily News* of October 9. . . . **King and Zorita**, after concluding a series of private club dates at the Greenbrier Hotel, White Sulphur Springs, W. Va., moved into the Chateau, Chicago, for a three-week stand. . . . **Vic Sendax** will present his "Capers With Cards" as a feature of the annual magic show staged by the members of the International Brotherhood of Magicians at the Kaufman Theater (YMHA), New York, Saturday evening, October 22. Tickets for the event have been scaled from \$1.20 to \$2.40. . . . **Sir Edwards** did his blindfold street drive in a downtown parade and his upside-down straitjacket escape in **Berry Bowl**, Logansport, Ind., for the Logansport Shrine, October 8, set by **Kay Keiser**, Indianapolis. He also worked a national convention at French Lick, Ind., October 11 for same office. Visitors at **Sir Edwards's** new home in Indianapolis recently were **Del-Breese**, **C. R. (Bud) Tracy**, **Bill Dodson** and **Don and Thelma Greenwood**.

"**THINK-A-DRINK**" **HOFFMAN** postals a cheerio from London, where, after four weeks at the Palladium, he is now in his second week at the swank Bagatelle Restaurant. He follows with the **Blackpool Palace** October 31, and the **Empire**, Glasgow, Scotland, November 7. "Have been treated royally," he writes, "and have added several new English drinks to the routine." . . . **Si Stebbins**, inventor of the system of card tricks bearing his name, is still kicking around Milwaukee and, at 82, still does an occasional show. . . . **John C. Green**, at 84 the world's oldest active pro magician, is presenting his full-evening show, six nights a week, thru Western Canada, where he has trouped the last nine years. He is just concluding an 18-month tour of Saskatchewan and October 25 enters Alberta for nine

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Vaude Losing Out on Video; Cost Factor; Berle Boomerang

NEW YORK, Oct. 15.—Variety shows, which were regarded last year as the highest rated programs in television, this season are virtually passe as far as sponsors are concerned. The list of recently sold shows includes **Kay Kyser's College of Musical Knowledge**, **Silver Theater**, **Man Against Crime**, **Auctionaire**, **Lights Out**, **Inside U. S. A.** and many others, none of which is a variety offering.

And **Ken Murray's Blackouts**, the closest thing to a variety show on the market, is having sales trouble. This program has already been peddled for over a month, with no takers evident. The cost factor is the element that is retarding its sale; weekly tab: around 20G.

There are several reasons bankroll-

Battle on N. Y. Welfare Rulings

(Continued from page 20)

This means that a club op, a theater, or any other buyer of talent becomes an employer and as such must make various salary deductions to be sent to the various governmental agencies.

That there will be increased resistance to this law is admitted by trade sources. Performers will object to deductions, even tho it will enable them to collect for unemployment, injuries and old age. Also the financial reliability of some cafes will be sharply questioned.

Ops on the other hand will object to the increased bookkeeping this law will require.

There is one precedent favoring the accepted interpretation of independent contractor. Back in 1940 or so the **Radio City Music Hall** was penalized by tax officials for not deducting taxes from **Gautier's Steeplechase** and sending to the proper authorities. Musical Hall officials appealed, claiming **Gautier** was an independent contractor and the theater was not required to make such deductions. Theater officials were upheld.

But in the past few months at least two other cases came up and in both the claim of independent contractorship was denied. One case involved a girl dancer who claimed unemployment insurance. The other case was that of a circus clown who was hurt. In both cases ops produced contracts showing the performers waived all rights and were offering their services as independent contractors, so no deductions were necessary. In both cases the courts ruled that performers were employees.

months' bookings. . . . **Jack Bottorff**, having concluded his fair dates with his aerial trapeze turn, is serving as emcee and production man at **Station KSIB**, Creston, Ia., and presenting his magic revue in that sector. . . . **Al and Val Sharpe** are in the midst of a four-weeker at **Cirque Medrano** in Paris. "While playing **Copenhagen** recently," writes Al, "we met **Fritz Olai** and **Jorgen Guldman**, both expert semi-pros and real continental gentlemen. Spent many interesting evenings with them. We have added a new and beautiful vanishing bird and cage and an excellent card-sword effect to our act. Both are German-made items and pre-war, too." . . . **Edward Rector Tullock** has moved his table magic from **Green's**, Duluth, Minn., to the **Colony Club**, Waterloo, Ia., where he's set to remain indefinitely. . . . **Paul Duke** opened Sunday (16) at the **Olympia Theater**, Miami, for a week's stand, to be followed by a like engagement in **Jacksonville, Fla.** . . . **Jack Manley** made the hop by plane from Miami to **Binghampton, N. Y.**, to attend the 14th annual **New York State Convention of Magicians** Octob. 6-8.

ers are not buying variety shows. Situation comedy, drama and audience participation programs are easier to produce, get ratings and are more consistent than variable vaude-type shows, say top agency execs.

With variety shows it is too much a case of boom or bust. There are few strong theatrical personalities such as **Milton Berle** around to carry the programs to success. Even with a strong emcee available, shows must come up with strong acts week after week. This becomes difficult when most of the top vaude talent has already been presented on TV. Since vaude is only getting back into the picture after its eclipse of more than 25 years, only a few new acts are being developed.

In a dramatic show or a situation comedy, strong production work can pay off to the point where it even conceals a weak story. No such thing is possible with variety.

Strangely, the success of **Milton Berle** has proven a boomerang to other TV shows. They are always compared to the **Texaco Star Theater**, in most cases the comparisons being invidious. Every comedian has to become a **Berle** or better.

The alternative for variety this season seems to be revues. **Inside U. S. A.** and the **Ed Wynn Show** fall into this classification. The accent is on sketch material.

Senn Is Rewarded, But Name Is Lenn

NEW YORK, Oct. 15.—One of the unsung heroes of the many best selling **Gordon Jenkins** produced diskings is a guy named **Bob Lenn**. **Lenn's** particular job in the diskings was to coach and lead the choral work which has served as a mark of distinction on the **Jenkins** wax.

However, **Lenn's** greatest ambition was to build himself as a single vocal personality. **Jenkins** attempted to give **Lenn** a start in that direction by using him as a solo voice on his latest disk, **Happy New Year**. But the **Decca** typography department helped the **Jenkins** favor to misfire by misspelling the singer's name. It appeared as "Senn" on the label copy. And the tune is probably the most unhappy **Happy New Year** song in the annuals of songwriting.

Detroit Ballroom Using Name Bands

DETROIT, Oct. 15.—The **Club Valley Ballroom**, formerly the **Three Sixes** night club, was slated to reopen yesterday (14) with a name band policy. The spot is operated by **Howard Pyle**, who has run the near-by **Club Sudan** on a similar policy for a year. The **Sudan**, a smaller place, has encountered difficulty with civic authorities, largely because of fire regulations.

The **Club Valley**, capable of holding about 1,400 persons for dancing, was renamed and reopened in August under the management of **Harold Hardiman**, with a name act policy, but folded after about six weeks.

Pyle is bringing in **Jimmy Witherpoon's** orchestra next week-end, with **Charlie Ventura** set for November 4. Present policy will be week-end operation only, with admission at \$1.25.

Hartford's Astor Opens 24th

HARTFORD, Conn., Oct. 15.—The 500-seat **Astor Theater** in East Hartford is slated to light October 24. The house is owned by **Harry L. Post**. **Harold J. Kennedy**, producer at **Princeton, N. J.**, for the past three summers, skeds to launch a 10-week season of legit opening with **The Front Page**, starring **Dane Clark**.

Burlesque

By UNO

SHARON LaRUE, former Boston niterie vocalist, is house strip-tease at the **Gayety**, Washington. . . . **Larry Norman**, singer and straight man, is back in burly with the **Herbie Barris** unit after eight years in the air force and niteries on the Coast. . . . **Amy Fong**, featured; **Abe Gore** and **Tiny Fuller**, comics, and **Bob Winkler**, straight, will headline at the **Embassy**, Rochester, N. Y., starting October 28. . . . **Will Wright**, comedy juggler, extra attraction in **Hirst** houses, left the **Grand**, St. Louis, October 20, for the **Casino**, Pittsburgh, for an October 23 opening. . . . **Jessica Rogers**, **Evelyn Taylor**, **Julie Bryan**, **Marlane**, **Winnie Garrett**, and **Rose LaRose** were featured in photos in the first (December) edition of **Pix** mag. . . . **Ernie Anderson**, formerly with **Broadway** musicals, is new house artist at the **Hudson**, Union City, N. J. . . . **Harry Popkins**, of **Popkins & Ringer**, Los Angeles theater ops, and **Suey Welch**, well known in **Coast burly** houses and niteries, were among the out-of-towners in **New York** for the **World Series**. . . . **Billy Koud**, producer, was forced to leave the **Grand**, St. Louis, recently for a hurried trip to **New York** to visit his mother who is hospitalized.

CHARMAINE DUVAL opened October 17, for two weeks with options, at the **Havana Casino**, Buffalo. . . . **Solly Shaw**, booker, is out of the **Bronx Hospital** after an operation. . . . **Pam Lawrence** is in **Mae West's** "Diamond Lil" at the **Plymouth**, New York. . . . **Jack H. Fauer's** extra-attraction acts playing the circuits include **Marie Manner**, **The Telacks**, **Will Wright**, **Two Jacks**, **Astor** and **Renee**, **Gee Gee Mayo**, the **Pogsons**, the **Littlejohns** and the **Toress Duo**. . . . **Helene Heller** and **George Riley**, back from 16 weeks in **London vaude** houses, open October 27 at the **Murat**, Indianapolis, thru **Mark Leddy** and **Sam Roberts**. . . . **Lee Robinson**, of the dance lineup at the **Hudson**, Union City, N. J., is in a **Bridgeport** hospital for an operation. New chorines there are **Harryette Steinbeck** and **Geraldine Sharahan**. . . . **Mary Russell**, strip, celebrated a birthday October 4 at **Bud Goodrich's Cafe**, Venice, Ill. Helping to celebrate were **Stinky Fields**, **Laura Bruce**, **Mac Dennison**, **Renee Andre** and **Judge Reidelberger**, all of the **Grand**, St. Louis. . . . **Lotus DuBois** opened October 7 as the featured strip at the **Roxy**, Montreal. **Peaches Strange** follows October 21. **Sharon Roberts** remains the house straight woman, with **Charlie Robinson** and **Harry White** taking care of the comedy end. . . . **The Crosby Sisters**, **Cy Reeves**, **Napolean Reed**, **Harry Lefcourt's** ork, and **Tanya and Biagi** are among the entertainers who will appear November 26 for the annual dinner dance at the **Hotel Biltmore**, New York, for **Munn Lodge**, 190, F&AM.

Jacobs Quits Music Box

NEW YORK, Oct. 15. — **Morris Jacobs**, long-time house manager of the **Music Box**, admitted this week that he has resigned that post. He would, however, make no comment as to whether, rumored recent disputes with **Irving Berlin**, part owner of the house, caused his resignation.

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Famous Players '49 Trek Good, Says Betty Kyle

CINCINNATI, Oct. 15.—“Concerning Al J. Lindberg’s article in the October 15 issue of *The Billboard*, I wish to correct his statement that the Famous Players (the old George Sweet Show) was not out this past summer,” writes Betty Kyle, of radio station KIOA, Des Moines. “The show not only was on the road,” said Miss Kyle, “but had a most successful season.”

Miss Kyle, who is a women’s director at KIOA, and her husband, Bill Wallace, program director, terminated a five-year association with the show in 1948 to take over their present duties. Miss Kyle related that the show’s present owners, Mr. and Mrs. Vincent Dennis, were her recent house guests, en route to Clearwater, Fla., for the winter, and reports that operator Dennis has extensive plans for the show’s 1950 trek.

“We have enjoyed visits from a number of troupers who have stopped off on their way home from summer shows,” said Miss Kyle. Mr. and Mrs. Crawford Eagle, of the Brooks Show, were our guests, as were Mr. and Mrs. Wendell Mayes, of the Famous Players.

“We heartily agree with Mr. Lindberg that there is a definite need of more flesh entertainment in Iowa, but want to correct the impression that the old Sweet show wasn’t out.”

Rep Ripples

HERMAN C. WILESTON will have his 16mm. pix in the Coopers-town, N. Y., area this winter. . . . **Carol Players** are on a tour of Pennsylvania. . . . **C. C. Chandler** writes from Bison, S. D., that he has been playing to good business with his small flesh and pic trick. Stands are for two days and Chandler has booked a number of last year’s dates. He’s planning to get together some museum items and present them in conjunction with his show. . . . **Bert H. Collins** reports from Wilmot, Miss., that he will have a three-person Negro show to play small towns in Western and Southern Mississippi under auspices. Collins has presented amateur shows in that area at various times for the past 10 years. . . . **Griff Newlands** has his 16mm. pic show around San Marcos, Tex., to good business. . . . **Ellery**, hypnotist, who has been in Southwestern South Dakota for the past three months, plans a lay-off in Martin, S. D., before moving toward Oregon where he has booked a full winter schedule. Ellery’s unit is a solo trick, with **Gilbert Andrews** in advance. . . . **Perley Family Players**, who played thru Arizona and New Mexico under auspices for many years, opened their winter trek in Drake, Ariz.

Ray Wencil To Video

CINCINNATI, Oct. 15.—Ray Wencil, well known in rep-tent circles, is writing, directing and appearing in *Hello Again*, sponsored television show emanating from NBC-TV, Hollywood.

Hungary’s Walk-In

WASHINGTON, Oct. 15.—The drive-in idea has hit Hungary, the Commerce Department said this week, altho the shortage of autos is more likely to make the new open air theater a walk-in. The theater accommodates 3,700 and is located on the Danube island of Margaret near Budapest.

Memories of an Old Trouper

By Will H. Locke

EDMUND L. PAUL’s articles are rare, but always excellent. His recent one reminiscent of the denouncing showfolks and theaters used to get from some churches brought to mind unpleasant incidents we had experienced. It used to be a frequent occurrence for some preacher to denounce us from the pulpit.

In one Missouri town where we (the Lockes) were playing a week’s stand, an evangelist, who billed himself as “The Reformed Railroad Man” (as if railroad men were a depraved lot), was holding a “revival.” He featured railroad vernacular in his harangues. During the course of his preaching on the Sunday before we opened, he shouted:

“Well, I reckon all you young fellers will be goin’ to the opera house next week to see the dirty show where the gals don’t wear enough clothes to flag a handcar!” He did not know us but condemned us nightly.

In another town a minister denounced us in his Sunday sermon and published an article in the local paper admonishing the people to stay away from the opera house where a “vitiating, traveling troupe is spreading an evil influence over the community.” He kept up a tirade against us, but during the week one of his flock came and borrowed some wardrobe, a wig and a beard to use in a show the church was putting on.

Years ago I was with the Ruble-Kreyer Dramatic Company playing week stands in a repertoire of great plays that included *The Count of Monte Cristo*, *Faust*, *David Garrick* and *East Lynne*. Our company was an excellent one and we were proud of it. Our soubrette was featured in a fire dance that was done on a plate of glass set in the stage floor. Red and blue lights and smoke shot up from underneath while brilliant-colored designs were shot from a stereopticon onto the waving, white silk serpentine dress. With stage and house lights off, the effect was beautiful, sensational and startling.

Fire Dance

In a Texas town one Sunday I went to church with our leading lady who was a beautiful woman of culture, education and a fine actress. When the minister had finished his sermon, he picked up a clipping from the local paper and read:

“See Corinne LaVaunt in her fire dance at the opera house Monday night.” Then in tragic tones he exclaimed: “Oh, some day that will be a fire dance!” And with significant gesture he pointed downward. Then he launched into a bitter, scathing tirade against the theater, the stage and the actors. When he finally came to a pause our lady rose and asked permission to say a few words. All eyes were upon her and the silence was intense. The minister, perplexed, nodded consent.

Refutation

In a well-modulated and perfectly calm and controlled voice, she said: “Your words are unchristian-like and not in keeping with your calling and the doctrines of your church. They are perverse to the lesson we learn from the seventh chapter of Mathew and the teachings of our beloved Savior who turned not his back on any creature no matter how lowly. Your pulpit is a holy place, consecrated to God, love and truth. It is not a place to be defiled by narrow-minded censure and stigma! I am an actress, a member of an honorable profession which you defame and denounce without knowing whereof you speak!”

The preacher looked perplexed. The organist started playing the doxology, the congregation rose and we hurried out.

During the 1880’s a splendid production of *The Passion* was put on in San Francisco by a professional cast, with James O’Neill in the role of Christus. His was an inspired,

reverential and spiritual portrayal of the Divine Being. It was said that no one could leave the theater without a greater love and a better understanding of the lowly Carpenter of Nazareth. But the orthodox church people rose against it, denounced it, and the play was closed, breaking the heart of a brilliant young actor.

My comment always is “They know not, and they know not that they know not.” Friend Paul is right in what he says about playing thru Utah to the Mormon people. There is no objection to or denouncing the theater, stage and actor folk there. Roadshows giving clean performances are made welcome. The Mormon Church fosters the drama. Every community has its dramatic group to put on plays and contests are held for the best plays and performances. One of the most enjoyable seasons I ever put in was with Otto Farnsworth’s Players in the Mormon theaters and halls of Utah. We played in some beautiful theaters and recreation halls; even at times played in churches that had stages for the purpose. To book us, Otto would call up the bishop, arrange the date, send him some advertising matter and when we got there we would be well advertised. The bishop would even announce us during the Sunday services. The Mormon people are wonderful to be among. I did not hear one word of disparagement against the theater, stage and show-folk.

Drive-In Notes

The 560-car capacity Twin Cities Drive-In Theater, situated between Montpelier and Barre, Vt., has been sold by **John Gardner**, of Colony Theater, Schenectady, N. Y., and **Claude Watkins**, chief projectionist, Strand Theater, Albany, N. Y., to **Robert Handy**, operator of the Strand Theater, Montpelier. . . . Boston’s Mayor **James M. Curley** announced that he will issue no permits for drive-in theaters in any residential section of Boston if residents living near by are opposed to them. The mayor said reports had been circulated that he would favor such permits. The announcement came following a request for permits for erection of two open-air theaters in suburbs of Boston. There are no open air theaters in the Hub.

Excavation has begun for a \$200,000 drive-in theater on U. S. Highway 29, a mile north of Charlottesville, Va. It is reported that Dr. J. C. Newbold, Washington, and E. L. Keesling, Bramwell, W. Va., partners in a drive-in chain, have purchased the 28-acre tract for \$25,000. The new theater is the second under construction by Newbold and Keesling in Virginia. The first, an 800-car drive-in at Waynesboro, is nearing completion.

WILMINGTON, O., Oct. 15.—Kroger Babb, president of H. P., Inc., here, producer of roadshow films, left last week on a 50,000-mile air trip that will take him to many foreign countries in the interests of his firm’s distribution operations. He will fill five speaking engagements in Australia. Babb expects to return to this country December 1 to launch production of *One Too Many*, a film dealing with alcoholism.

More Drive-Ins Debut in East; New Units Set

PHILADELPHIA, Oct. 15.—With warm weather extending the outdoor theater season, some new drive-ins were rushed to completion to open this month in the Eastern Pennsylvania-Southern New Jersey-Delaware area, with other operators announcing plans for erection of theaters during the winter.

Among new theaters opened within the fortnight are the Pastime, nine miles east of Lewistown, Pa., with a 875-car capacity, operated by Irving Berney; Circle Drive-In, with 500-car capacity, opened by Circle Drive-In Corporation, headed by Al Franzell, Dickson City, Pa.; Pottsville Drive-In, with 650-car capacity, opened by Rowland and Schumacher, on St. Clair-Pottsville Highway near Pottsville, Pa.; Diamond Drive-In on Route 13 between Felton and Woodside, Del., with admissions scaled at \$1.20 per car full, including tax, and Boulevard Drive-In near Allentown, Pa., opened by Dave Milgram, local theater owner.

Two additional drive-in operations for next season were announced. Harry Chertcoff, who operates a string of movie houses in Eastern Pennsylvania, announced that he had acquired a 20-acre plot four miles east of Lancaster on the Lincoln Highway for the building of a drive-in with a 1,000-car capacity. The project will cost approximately \$200,000 and is scheduled to be completed by spring.

Once before Chertcoff announced plans to build a drive-in near Lancaster, but attorneys discovered that deeds for the land prohibited its use for commercial purposes. Mitchell Garfinkle, general manager for Chertcoff theater interests, announced that the new theater, to be known as Sky-Vue Drive-In, would be designed by John and Drew Ebersson, New York architects. Morton Brodsky will manage the open-airer.

Delsea Drive-In Theater, Inc., which operates Delsea Drive-In, Vineland, N. J., announced that it would build a second drive-in for the Southern New Jersey area. It will have a 500-car capacity and be located on Route 46 near Bridgeton, N. J. It will be open in the spring and include a playground and pony ride.

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ANDREWS—Peter, 65, father of the Andrews Sisters, singers, October 10 in Hollywood.

BAKER—Frank, with the Victory Exposition Shows, in Haskell, Tex., October 8. Burial in Haskell.

BEIN—Mrs. Mary, mother of William Bein, Cincinnati theater owner, October 12 in Jewish Hospital, that city. She also leaves her husband, Sam; three other sons, Fred, Ben and Gilbert, and two daughters, Mrs. P. R. Lennett and Mrs. E. Rosen. Burial in Hirsh Hoffert Cemetery, Cincinnati, October 13.

BOGART—Frank, 52, Detroit press agent, in that city, October 8 of a heart ailment. Survived by his widow.

BRINCKERHOFF—Henry Morton, 81, noted engineer and inventor of the third rail used for electric railways, October 12 in Englewood, N. J. He received his patent for the third-rail system at the Chicago World's Fair in 1893 and later was consultant for construction and transportation of the New York World's Fair. Three sons survive.

BROWN—Murray, 54, for 20 years an actor, manager and producer of legit groups, October 7 in New York. He organized the Capital Group Players. Two brothers, a sister and daughter survive. Burial in the National Cemetery, Pine View, N. Y.

BURR—Mrs. Mildred, 80, mother of Courtney Burr, theatrical producer, October 7 in New York.

BURTON—Joseph, 75, retired actor, October 7 in Norwalk, Conn. He had appeared in the Broadway productions of *Bird of Paradise*, *Louisiana Lou*, *Rockabye Baby*, *Those People* and *Night of January 16*. Survived by a sister, Mrs. Nancy Laurie. Burial in Kensico Cemetery, Valhalla, N. Y., October 10.

CARGILL—Leroy, 40, Merry-Go-Round operator, recently in Rosedale, Miss.

In Memory of LLOYD CARLSON

My Beloved Husband
Who Passed Away October 5, 1947

Since you have gone
And you're not near,
I'll keep going on,
But for only you, dear.

DORA CARLSON
His Wife

COMSTOCK—F. Ray, 69, former noted theatrical producer and impresario, October 15 at his home in Boston of a heart ailment. Comstock was known as the discoverer of Marion Davies, actress, and the Dolly Sisters.

DAVIS—James, 34, a member of the *Breakfast Gang* orchestra on KFRC, San Francisco, October 11 in Berkeley, Calif. His widow, son and daughter survive.

DODD—Clarence D., 68, concessionaire at Westlake Park, St. Louis, October 9 in that city. Survived by his widow, Millicent, and two sons, Clarence Jr. and Morgan. Burial in Oak Grove Cemetery, St. Louis, October 12.

DURHAM—Gaylord (Gene), 51, engineer with the American Broadcasting Company for the past two

Correction

Slim Vermont, veteran rep. tab and minstrel performer, was erroneously placed in the same niche with Mark Twain in that "his death was grossly exaggerated" in the October 1 issue of *The Billboard*. While Vermont, whose real name is E. V. Balger, is confined at the U. S. Veterans' Hospital at Oteen, N. C., according to clippings contained in a letter from him, he is recovering and recently was permitted to participate in an entertainment program at the City Auditorium there.

THE FINAL CURTAIN

years, October 5 at his home in Hollywood of a heart attack. Survived by his widow, mother, sister and a daughter.

FISHER—William G., 66, character actor, October 4 in Hollywood.

IN MEMORY
OF MY DEAR SISTER
MABEL FOSTER
WHO PASSED AWAY
OCTOBER 14, 1948
I MISS YOU VERY MUCH
EDWARD "BLACKIE" BROWN

FORD—Edwin, 72, former vaudevillian, October 8 in Forest Hills, N. Y. He, his brother and two sisters played the New York Palace and toured the Keith-Orpheum Circuit with an act known as the Four Fords. The act broke up 25 years ago. Two brothers and two sisters survive.

GALLOWAY—Louise (Mrs. Louise Bassett), 70, former legit actress and pioneer in summer theater shows, October 10 in Brookfield, Mass. Beginning in repertory at 17, she scored her first success as the ingenue in the original *Way Down East*. She had been associated with David Belasco, David Warfield, Mabel Taliaferro, James K. Hackett, Ina Claire, Peggy Wood and Alice Brady. Shows in which she appeared were *The Music Master*, *The Little Princess*, *Soldier of Fortune*, *Polly With a Past*, *The Clinging Vine*, *Lady Alone* and *Gold Diggers*. A character actress, she portrayed grandmother roles in *Under This Roof*, *Rainbow Rose*, *Her Soldier Boy*, *The Darling of the Gods* and *Weak Sisters*. In 1924 she established a summer stock company at Brookfield. Five years later, with Alan Gray Holmes, she began operating the well-known Red Barn Theater.

GERAND—John (Smoke), 76, recently in York, Pa. Survived by his widow, Pauline. Burial in Mount Rose Cemetery, York.

GIBBONS—James, 37, auto racer, October 9 of injuries sustained in an accident at the Hatfield (Pa.) Speedway. (Details in General Outdoor Department.)

HETTESHEIMER—Mrs. Elizabeth Batsche, 78, widow of Andrew Hettesheimer, pioneer Cincinnati theater manager, October 14 at Christ Hospital, that city. Survived by two daughters, two sons and two sisters. Burial in St. Mary's Cemetery, Cincinnati, October 17.

HOCKY—Milton, 55, former vaude writer and producer, October 10 in New York. At present a free-lancer, he was once associated with Howard J. Green, turning out such acts as *Stars of Yesterday*. His brother and two sisters survive.

JORDAN—Harry T., 80, former general manager for B. F. Keith's Philadelphia interests, October 7 in Neptune, N. J. He had been associated with Keith for 25 years.

LEIBER—Fritz, 67, noted Shakespearean actor and movie player, October 14 at his Pacific Palisades home near Hollywood of a heart attack. Leiber first appeared on the stage at the old Dearborn Theater in Chicago in 1902 as Private Jones in *The Girl I Left Behind Me*. In 1905 he made his New York stage debut as MacDuff in *Macbeth*, and trouped for many years in Robert B. Mantell's Shakespearean company. He recently portrayed the role of Robert Taylor's father in the movie, *Devil's Doorway*. Survivors include a son, Fritz Jr., magazine editor, of Chicago, and a sister, Marie.

McDONALD—George, 58, teamster with the Dailey Bros.' Circus, killed by an elephant October 11 in Brunswick, Ga.

ORMANDY—Mrs. Rosalie, 73, mother of Eugene Ormandy, conductor of the Philadelphia Orchestra, October 12 in New York. Two other sons survive.

PERRY—Bill DeMello, musician and singer and manager of the former Hawaiian Paradise Isle Five, vaude group which played the Orpheum, Pantages and Gus Sun Time, October 4 in Arroya Sanitarium, Livermore, Calif. He was a member of the Pacific Coast Showmen's Association. Burial in Oakland, Calif.

PETERS—Fred Henry, 65, bass player with Detroit and Philadelphia orchestras, October 3 in University Hospital, Philadelphia. He played with the Leroy Smith orchestra in Detroit for 23 years and, until hospitalized, played with Frankie Fairfax's Crackerjacks in Philadelphia clubs for the past six years. Surviving are his widow, Lillian; a brother, Stanley, a member of Bobby Lee's orchestra, and two other brothers. Burial in Eden Cemetery, Philadelphia, October 5.

PLETCHER—Mrs. Pearl Francis, 67, mother of the Great Kelly, bicyclist, October 6 at her home in Goshen, Ind. Years ago she and her mother and three sisters headed an amateur vaude act. Survived by her son and a sister.

RIOS—Antonio Manuel Amor, 60, general director of XEX, October 5 in Mexico City. His widow and three children survive.

In Loving Memory of My
Darling Son
Lt. Haley W. (Buster) Shoat
Killed in Plane Crash Oct. 18, 1942
NORA ANN SHOAT

SUMMERS—Mrs. Leland Brodliue, 82, former drama critic for *The Chicago Times* and *The Chicago Evening Post*, October 10 in Saugerties, N. Y. Burial in Woodstock (N. Y.) Cemetery.

URQUHART—Noel, 42, staff engineer in the Victor division of RCA, October 8 in Camden, N. J. His widow and daughter survive.

IN LOVING MEMORY OF
Our Dearly Beloved Husband and Father
HOWARD T. WHITE
Passed away October 21, 1948.
Mrs. Augusta C. White and daughter Kay
A cherished smile and a heart of gold,
And all who knew him, well know,
How much we lost a year ago.

WISE—Frank (Dutch), 55, for nine years boss ticket seller with Cole Bros.' Circus, in Louisville October 2. (Details in the Circus Department.)

THANKS

To my many friends for their expressions
of condolence in the recent death of my
beloved husband, G. L. (Mike) Wright.

MABEL WRIGHT

WOTHERSPOON—George, 88, former society columnist, drama critic, theatrical press agent and manager, October 8 in Norwalk, Conn. During his long career he was press agent for such stars as Julia Marlowe, E. H. Sothern, Mrs. Minnie Maddern Fiske, Mrs. Leslie Carter and Lillian Russell. In 1899 he was drama editor of *The New York Evening Journal*, and in 1917 he was named drama editor and critic of *The New York Telegram*. He subsequently managed such names as Maxine Elliot, Otis Skinner, Eva Tanguay, Grant Mitchell, Judith Anderson, William Faversham, Frances Starr and Fritz Schell. As a manager, Wotherspoon co-produced *King Calico* and *Held in Slavery*. Other managerial work and publicity was done for the Shuberts, Charles Frohman, David Belasco, Gilbert Miller, Cohan & Harris, Selwyn & Company and many others. He had also worked for Dreamland and Luna Park at Coney Island (New York), and Bostock's Wild Animal Show. Some of his more recent clients were Martin Johnson, Channing Pollock, Katharine Cornell, Gertrude Law-

rence, Harry Richman, Leslie Howard and Helen Hayes. From 1931 to 1933 Wotherspoon managed about 40 Fanchon & Marco dance units, and from 1933 to 1934 he press-agented Long Tack Sam, Chinese magician. Survivors include his widow, daughter and a brother.

Marriages

BECKETT-BAKER—Scotty Beckett, film actor, and Beverly Baker in Las Vegas, Nev., September 28.

BELL-BESTLAND—Walter R. Bell and Marian Bestland, member of Harry's Tent Show, recently in Palm Beach, Fla.

BELLER-MORGAN—Sid Beller and Marion Morgan, singer, at Las Vegas, Nev., October 7.

BROWN-BIRD—Edward Brown, ride foreman, and Madge Bird, cook-house operator, both with Fidler's United Shows, October 5 in Piggott, Ark.

DURANT-GILBERT—James E. Durant and Helen Gilbert, film actress, in Las Vegas, Nev., September 28.

ENOS-BAINS—Phillip Enos, clown with Jack Kochman's Hell Drivers, and Doreen Bains, acrobat with the Mills Bros.' Circus, October 8 in Ripley, N. Y.

GOLDSMITH-CASPARY—I. G. Goldsmith, film producer, and Vera Caspary, novelist, at Los Angeles October 5.

HORSCH-MILLER—Alfred Carl Horsch and Nadine Eleanor Miller, C. E. Hooper flack, October 10 in Kansas City.

KIRKWOOD-DOWNS—Joe (Pa-looka) Kirkwood and Cathy Downs, both film players, in Las Vegas, Nev., October 9.

KOELKER-PEEBLES—Anthony Koelker, manager of Chicago station relations for the American Broadcasting Company, and Patricia Peebles October 1 in Omaha.

MITCHELL-HOYT—G. C. Mitchell, general agent of the Jack J. Perry Shows, and Lillian Hoyt in Madison, Tenn., October 8.

SELLAR-MORGAN—Sid Sellar and Marion Morgan, nitery singer, October 8 in Las Vegas, Nev.

Births

A daughter, Rita Neva, to Mr. and Mrs. Preston Taylor recently. Mother is the former Mary O'Day, of the bicycle act of St. Claire and O'Day.

A daughter to Mr. and Mrs. James E. Lowell recently in Petersburg, W. Va. Father is an account exec at Station WSSV, Petersburg.

A son, Jay Jr., to Mr. and Mrs. Jay B. Cortright October 4 in Geisinger Hospital, Sunbury, Pa. Mother formerly appeared with the Ella Kramer Summer Stock Company and is the daughter of Mr. and Mrs. R. M. Spangler, operators of Rolling Green Park, Sunbury.

A son to Mr. and Mrs. Lennie Payton October 3 in Philadelphia. Father heads a musical trio bearing his name.

A daughter, Julia, to Mr. and Mrs. Jay Stewart October 8 in San Francisco. Father is emcee of the American Broadcasting Company's *Surprise Package and Fun Fair*.

A son to Mr. and Mrs. Edward Lasker at Cedars of Lebanon Hospital, Los Angeles, October 6. Mother is Jane Greer, film actress.

A daughter to Mr. and Mrs. Brett Carleton October 5 in Santa Monica, Calif. Father is an actor.

A son to Mr. and Mrs. Dave Cavanaugh October 1 in Hollywood. Father is a band leader.

A daughter to Mr. and Mrs. Charles Dwyer October 2 in Chicago. Father heads American Broadcasting Company guest relations there.

A son to Mr. and Mrs. Alan Livingston October 2 in Hollywood. Father heads Capitol Records' kidisk operations.

A daughter to Mr. and Mrs. Sidney Mills October 4 in New York. Father is professional manager of Mills Music; mother is the former Gloria Harris, band leader Harry Salter's secretary.

SESQUI SHOWBIZ WINDFALL

No War Dance

DANBURY, Conn., Oct. 15.—Princess Goldenrod and six other Penobscot Indians who came here from their Old Town, Me., reservation to peddle souvenirs at the Danbury Fair caused State inspectors a headache when they were asked to show their sales tax license. In admitting they lacked a reader, the Indians explained that a treaty between their tribe and the federal government specifically exempted them from all taxation. The inspectors were stumped, especially when their superiors in Hartford could find no evidence of a treaty. Meanwhile, the Indians continued to accept the white man's dollars for their goods thru the Sunday (9) closing of the annual, when they presumably returned to their reservation with a report of the near-incident.

Intl. Dairy Expo Misses Aimed-at Gate

Repeat Is Set for 1950

INDIANAPOLIS, Oct. 15. — Attendance at the International Dairy Exposition, a new event which opened at the State Fairgrounds here Saturday (8) for an eight-day run, disappointed thru Thursday (13), its sixth day, but sponsors announced that the event will be continued next year.

Pre-show aims had been set at a 400,000 gate, but indications Friday morning (14) were that the attendance would be under half that figure at the event's close tonight. Execs attributed the below expectations gate to the weather. Thru the first six days weather on the whole was good, but it followed a week of rain, and this, officials maintained, caused many farmers to keep busy on their farms.

Indoor Show Builds

Principal attraction feature is a nightly show in the Coliseum. This bill offers the Canadian Mounties musical ride and acts booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago. For it, the Coliseum was set up to seat 7,800, with prices scaled at \$1.20 to \$2.40.

Thru the first three nights attendance was light, estimates putting it as 3,500, 4,500 and 2,500, respectively, but the show built thereafter. Tuesday (11) yielded a near-capacity house and Wednesday and Thursday both provided capacity crowds.

Add Matinee

Heartened by the way the show caught on as the expo progressed, a matinee was added for today. A strong finish was expected to enable the Coliseum show to come close to, if not make, the nut.

Acts in the show are the Zacchini cannon and flying acts; the Wallenda Troupe, with six acts; the Hanneford family, the Dak Hung Troupe, Happy Harrison's Circus, Tien Tsi Liu Troupe, Lebrac and Bernice, Lenderman's dogs, Van de Velde and Company; Ethel D'Arcy and Rollini, with Bob White as emcee, and Mickey McDonald, Earl Shipley, Joe Ambrose, Hap Green and Percy Rademacher, clowns.

Jimmie Lynch's Death Dodgers were in for daily matinee shows in front of the grandstand. Thrill show's business thru the first six days was light, with one show being called off due to rain and another canceled due to sparse attendance.

Tom Baker's United Shows provide the midway attractions, but ride and show biz, in line with the expo's attendance, has been way under pre-show expectations.

Dade City, Fla., Annual Set for January 17-21

DADE CITY, Fla., Oct. 15. — The third annual Pasco County (Fla.) Fair will be held here January 17-21, J. F. Higgins, manager, announced.

Nine thousand square feet of floor space will be available for exhibits.

Weather Holds Winston-Salem Gate to 125,000

WINSTON-SALEM, N. C., Oct. 15. — Attendance at Winston-Salem and Forsyth County Fair reached an estimated 125,000 for the five days ending Saturday (8), according to Manager Thomas S. Blum.

Rain on several days, including a washout Thursday (6), cut heavily into attendance. The Saturday crowd was estimated at 32,000, and would likely have run higher except that rain blanketed much of the county.

When the weather was favorable near record crowds attended, indicating that the run would have set new records under more favorable conditions.

World of Mirth Shows garnered good business on the midway and George A. Hamid's night grandstand revue played to capacity crowds on several occasions.

Wednesday (5) it was necessary to close gates to cars at 3 p.m. as a record 45,000 made the flow of foot traffic around the plant slow to a snail's pace.

N. Y. Rodeo Biz 10% Under 1948

NEW YORK, Oct. 15.—Business at the 24th annual Madison Square Garden World's Championship Rodeo is running consistently behind last year. The slump to date is estimated at about 10 per cent, despite two big houses Wednesday (12), Columbus Day.

The appearance of personnel and stock at Bellevue Hospital, an annual treat for several thousand ill children and adults, was staged Tuesday (11). The usual thoro press and radio coverage resulted and gave the cowfest a needed boost.

Kid promotions are being staged in all surrounding towns, with top prizes including free ducats and dinner with the show's star, Gene Autry. The \$6 top price scale is still too steep for most, even tho cut in half for youngsters at most performances.

Music publisher Jerry Vogel again distributed pop, comic books and candy bars to thousands of Bellevue Hospital patients during the presentation of the rodeo there.

Good Season Ends For Swedish Orgs

STOCKHOLM, Oct. 15. — The circus season in Sweden is rapidly drawing to a close. Circus Scott called it finis October 1, the three-ring Circus Mijares-Schreiber winds up its tour Thursday (20), and Trolle Rhodin's Circus, just returned from Finland, will stay out until the end of the month.

In addition to the above there were four other important tent circuses on tour here the past summer, Circus Altenburg, Circus Rolando, Circus Astoria and Furuviiks Ungdomscirkus. Denmark's leading circus, Circus Schumann, also played pre-season indoor dates here.

Business, in general, was reported good in Sweden and also in Finland and Lapland, which were visited by several Swedish shows.

Out & Indoor 2-Yr. Harvest In Capital

Rush for July 1 Preem

(Continued from page 3)

representatives to okay a \$3,000,000 advance. Ground-breaking for building construction is now set for February 1.

In Anacostia Park

Sesqui Director Edward Boykin has called a meeting for Monday (17) with the Commission of Fine Arts to discuss plans for the various buildings to be erected near Kingman Lake in Anacostia Park, a mile or so from the Benning Circus Grounds.

According to Carter T. Barron, executive vice-chairman of the sesqui group and local Loew's Theater chief, the midway is to be run on "a dignified plane." Officials plan to keep all amusements confined to the midway area and not let them spread all around the fairgrounds. They expect to achieve a high standard of uniformity for buildings and concessions, with all following a general color scheme in keeping with the Freedom Fair slant. Red, white and blue are to be the predominating colors, with the federal eagle to be prominently displayed.

No Honky-Tonk

Special efforts are to be made to keep the amusements out of the honky-tonk class. Barron has already gone on record before Congress as having promised there will be "no Sally Rands." It is certain that sesqui officials will have to keep a tight lid on the midway, since congressmen hostile to the idea of a kick-in from the Treasury will be certain to squawk their heads off in the House and Senate if given any opportunity. The House, after three times refusing the \$3,000,000 advance, at last approved the appropriation by a narrow seven-vote margin Tuesday (11), and then only after 10 Democrats had switched their votes to aye.

During debate, Barron and Boykin were labelled as "lobbyists" by legislators opposed to the grant and were strongly defended as "working without recompense" by other congressmen. Chief opponent of the appropriation was Rep. John Taber (R., N. Y.), who argued that Chicago was able to run its Railroad Exposition without federal help and he couldn't see why Washington couldn't do the same. He was joined by Rep. Andrew Jacobs (D., Ind.) who called the fund "an unwarranted syphoning from the federal Treasury."

Must Be Rush Job

The long congressional delay in appropriating the advance, which sesqui officials said was necessary to give "prestige" to the fair, has just put the commission where it should have been two years ago, according to Barron. Contracts have to be let for erecting the buildings, for exhibition and concession space, and for landscaping the fairgrounds, which like Flushing Meadows, are a reconstructed swamp. During the war of 1812 the fair site was covered (See Proposed D. C. Freedom page 47)

Popcorn Men Meet in Chi October 24-26

60 Exhibits Skedded

CHICAGO, Oct. 15.—With the opening of the fifth annual and first international Popcorn Industries' Convention and Exposition at the Palmer House here Monday, October 24, popcorn retailers and suppliers will have the opportunity to learn the latest developments in popping, packaging and marketing techniques, plus viewing 60 exhibits highlighting equipment and supplies for all phases of the business. General convention Chairman A. J. Villiese announced this week that the 1949 confab would host an anticipated attendance of over 500, and that this, coupled with the greater number of exhibits, represents a 50 per cent increase over previous conventions.

The three-day meeting (October 24 thru 26), which is sponsored by the National Association of Popcorn Manufacturers (NAPM), will also host visitors from a number of foreign countries as a result of circulation of convention material in 40 nations. Coming from Canada, Denmark, Germany, Scotland, England, Australia, Cuba, the Union of South Africa and a number of South American countries, these visitors will be representative of NAPM members in those nations.

(See 1949 Popcorn Meet on page 72)

James Gibbons Killed In Midget Race Crash

PHILADELPHIA, Oct. 15.—James Gibbons, Richmond, Va., auto race driver, was killed Sunday (9) when his midget car plunged thru a guard rail and overturned during a 100-lap race at suburban Hatfield Stadium.

About 10,000 spectators saw Gibbons lose control of his car while negotiating a turn. The 37-year-old driver was taken to Elm Terrace Hospital, Lansdale, where physicians said he died of a broken neck and head injuries.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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Replacements, Numbered Balls, Ea.40
3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon. Per 100 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads. M 1.75
Adv. Display Posters, size 24x36. Each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 5/8 inch. Per M 1.00
Red or Green Plastic Markers, 1/2 square, Round or Scalloped, \$2.50 M; 3/4 this size \$2.00 M
Cork Markers, 1/2 inch diameter. M75
Round White Cardboard Markers, 1800 to Lb. Lb.85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90#. Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Close-Ups:

Ben Beno Almost Boiled in Oil By New Guinea Jungle Natives

By Dean Owen

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

IN NEARLY 40 YEARS as a performer, Ben Beno, billed as the "Man on the Chair in the Air," appeared before various audiences, but his most exciting moment was when he performed before a group of natives, deep in the New Guinea jungle, and did such a bang-up job the natives talked of boiling him in oil and serving him on a platter at the next native feast so the entire tribe would inherit his ability to "walk in the sky."

It was in 1924, Ben recalls, that he went on a world tour. With his ship docked off New Guinea, Ben persuaded the captain to let him go ashore with his rigging and string the wire between two coconut palms, 60 feet in the air.

While the natives stared goggled-eyed, Ben walked the wire at sunset. This gave the illusion he was walking on air. So impressed was the native chief he asked Ben to travel deeper into the jungle and repeat the act for another village.

Ben, accompanied by the frightened ship's captain, made the jungle trip. On seeing Ben's act, the chief first offered him many wives if he (Ben) would show him how he accomplished his feat. Before Ben could explain, however, a sub-chief came up with the idea that if they boiled Ben and served him on a platter, all the natives who partook of the feast would inherit the ability to "walk in the sky."

A badly frightened Ben and ship captain had to talk themselves out of that one fast. "It turned out okay," Ben recalls. "We made it back to the ship and news of our experience later reached several British newspapers. I received plenty of publicity which helped me on future European bookings."

Born in Portland, Ore., January 24, 1882, Ben Hudson received his first taste of show business when the Barnum Circus played his home town. The trapeze acts intrigued him so he built his own rigging out of a broom handle and some old rope. He practiced all summer over a sawdust pile.

Later he broke in with the Leonder Bros.' Circus. He rechristened himself Ben Beno. "To give my name a foreign sound because it was considered necessary at that time for a trapeze performer to be a foreigner," Ben says. In 1898 he played the Skagway gambling hall in Alaska for Dave Blake. (See BEN BENO ALMOST BOILED on page 41)



BEN BENO

Patronage Big At Spartanburg

SPARTANBURG, S. C., Oct. 15.—Piedmont Interstate Fair, which closes a six-day run here tonight, has been drawing top crowds thruout the week.

Attendance Tuesday (11) hit the 30,000 mark, as school children were admitted free. City school children accounted for another hefty crowd yesterday (14).

About \$15,000 was spent in improving the plant for this year's showing, according to President Paul Black. Improvements included a new building for the Girl Scout and photographic exhibits, enlarging of the agricultural building, 41 new swine pens and enlarging of the cattle exhibition section by 100 feet.

Entertainment features included the Cetlin & Wilson Shows on the midway, stock car races Wednesday and Saturday and the George A. Hamid *Fantasies Revue* and fireworks each night. The Irish Horan Lucky Hell Drivers were featured on Tuesday and Thursday afternoons.

This year's presentation received top support from the local press, a promotional lift frequently lacking in the past.

Abilene Sets Record

ABILENE, Tex., Oct. 15.—Grandstand show at the revived West Texas Fair here, week of September 26, set a record when it was necessary to quit selling even standing room for the balance of the week Tuesday, September 27.

Yule Undergoes Surgery

CALGARY, Alta., Oct. 15.—J. Charles Yule, manager of the Calgary Exhibition and Stampede, recently underwent an appendix operation.

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Talent Topics

Riding Conleys were one of 16 acts featured October 13-15 at an indoor circus presented in Philippus Church Parish Hall, Cincinnati. . . Line-up of acts playing Georgetown (O.) Fair October 7 and supplied by Retroff Attractions included Dick and Pauline, bars; Betty Corn, toe dancer; Erma and Walters, skaters; Phyllis Lewis, acro act; Sampson Twins, unicycle; Lee Francis, clown; Fisher and Graham Trio, aerialists; Red Dickerson, washboard act; George Arnold's Dogs; Roscoe Armstrong, bucking Ford; Daffy Dan, blackface; Doris Thompson, contortions; Belmont Brothers, jugglers, and a Ruth Arden line of girls.

Harry (Pop) LaVan handled the platform show supplied by Charles Zemater for the recent Donaldsonville (La.) Free Fair, reports Harold

Clark. In the line-up were King Reynolds, wire act; Buck Lucas, military ponies; Kaufman and Kay, comedy acros; Don Dorsey, trapeze; Faith King's Dog Revue; Skylarks, high pole, and Miss King, Lucas and Smokey Duane, menage and dancing horses. . . Jack Bottorff, aerialist, having completed fair dates for Marlo Show Productions, Wesley, Ia., has returned to his home in Creston, Ia. During the winter he will do emcee and production work for radio station KSIB and rehearse trampoline, tight wire and an aerial routine.

The Jolly Joyce Agency, Philadelphia, has booked Hank Williams and His Drifting Cowboys for an October 27 appearance at Mutual Arena, Toronto, with Lulu Belle and Scotty flying from Chicago for a November 17 stand at the Arena in Niagara Falls, Canada. . . George A. Hamid talent appearing at Southern States Fair, Charlotte, N. C., included Mark Huling and trained seal; Coco, Steve and Eddie, comedy acro; Paul Kohler, xylophonist; Marcus Troupe, jugglers; Josh Kitchen's ponies and mules; Adams Troupe, cyclists, and George Ventry's band, which was led by Charley Basile.

Acts appearing with the Barnes-Carruthers grandstand show at Louisiana State Fair, Shreveport, included the Six Cycling Pages, Nana Woolford's Daschshunds; Evans Family, dancers; Lane Brothers, acros; Johnny Burke, comic; Janet and Paul, aerialists; Great Vino, high wire; Lester Cole, emcee, and the Debutantes; Artie James, skater; Ainslee Lambert Chorus under direction of Dorothy Hill, and Izzy Cervone's band with Buddy Roye at the Hammond organ.

Bobby Whaling, cyclist, back in New York after appearing in the grandstand show at the Simcoe (Ont.) Fair, reported that the good business during the early part of the run was topped on closing October 8, when the customers had to be strawed. . . Irah and Buddy Watkins will take their seven chimps to Caracas to appear in Sam Bakerman's park for 14 weeks after the close of the Hamid-Morton Circus date at Atlanta.

Trotters Cut Gate Of Aussie Midgets

SYDNEY, Oct. 15.—Opening night of the speedway season at the Show-ground track Saturday (1) was a flop, with attendance of 5,000, compared with an average turnout of 30,000 at each night's race during last season's midget auto meets.

Speedway race promoters are worried that the new night sport of trotting races, which opened here the same night, may be the cause for the big drop in attendance. Night trotting races have proved popular in Victoria and West Australia, but have only recently been introduced in New South Wales.

The fact that international speedway racing aces have not yet arrived in full strength may have had some effect on attendance, but the fact that the big slump coincided with opening of the trots is worrying speedway promoters.

Urge Tiffin, O., Buy Grounds

TIFFIN, O., Oct. 15.—A local business men's group, the Town and Country Club, is recommending the purchase of the Seneca County Fairgrounds by the county. The fairgrounds has been leased for many years from the Seneca Fair Company, a private corporation. The grounds, which is valued at \$100,000, was bought by the corporation 31 years ago for \$18,000.

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Mills Bros. Registers Two Full Ones in Suffolk, Va.

SUFFOLD, Va., Oct. 15.—Playing under sponsorship of the Kiwanis Club, Mills Bros.' Circus registered two full houses here Wednesday (12).

Visitors included Dr. L. C. Holland, E. J. (Spike) Moore and Harry Taylor. Holland, local dentist and amateur clown, joined clown alley for the night show.

REGINA, Sask., Oct. 15. — The Regina Rotary Club plans to sponsor an indoor circus June 7-10, 1950, in the Regina Stadium.



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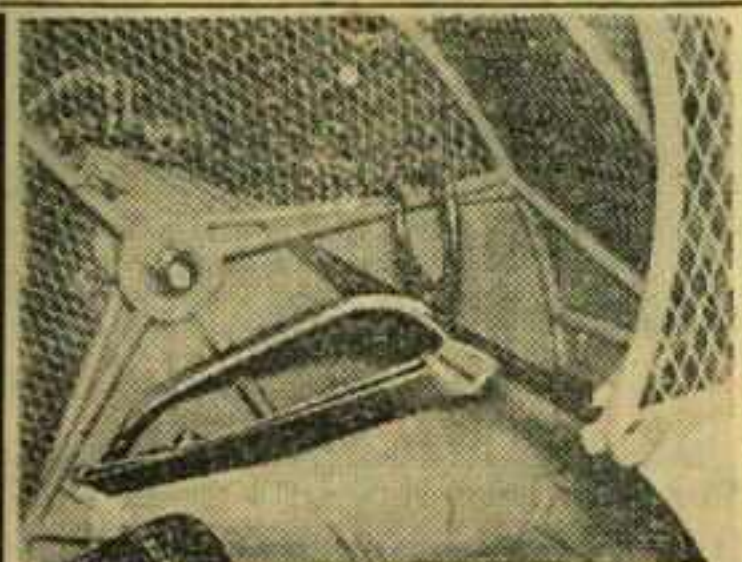
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Out in the Open

At midnight Thursday (6), members of the James E. Strates Shows staged a surprise party for Dr. J. S. Dorton, manager of Southern States Fair, Charlotte, N. C., and presented him with diamond-set, white gold wrist watch. Thru a ruse, Betty Dorton Thomas, brought her dad to Jack Norman's show top where the presentation was made. . . . B. Ward Beam, veteran thrill show operator, closed his season October 6 after playing a total of 93 dates with his two units. His business held up well, with his Eastern still dates, the first of which was staged May 6, yielding a satisfactory profit and his grosses at fairs holding up exceptionally well. Ward plans to skip a winter vacation, remaining instead at his Bronxville, N. Y., home until the fair convention season starts.

Max Tubis, concessionaire, and family left New York Thursday (13) for a six-week stay in Hot Springs. . . . Joe Hughes, of the George A. Hamid office, returned to New York Monday (10) from Simcoe, Ont., where he had charge of the grandstand show at Norfolk County Fair. . . . Fred C. Murray, of International Fireworks Company, has returned to New York from a business trip to Florida. . . . Elwood Hughes, general manager of Canadian National Exhibition, Toronto, and his wife, Peggy, celebrated their fifth wedding anniversary in New York last week.

Cooke & Rose Theatrical Enterprises closed the season the week of October 10 at the fairs at Roanoke Rapids, N. C., and Petersburg, Va. Harry Cooke, outdoor booking manager, left for a vacation on the Pacific Coast. . . . Capt. Jack O' Diamonds, thrill show op, suffered a cut chin and tongue while performing in Goodland, Kan. Show played Oakley, Kan., Sunday (16). Line-up includes Jack O'Leary, Pat English, Jimmie Lane, Jack LeDay, Tommy Cazzell and Eddie Ryan.

Mr. and Mrs. Harry Batt (Pontchartrain Beach, New Orleans) were among early visitors at State Fair of Texas, Dallas. From Dallas, the Batts went to Hot Springs for a few weeks. . . . Paul Huedepohl, secretary, National Association of Amusement Parks, Pools and Beaches,

planned to Dallas from Chicago to take a gander at the Dallas annual and meet visiting showmen. . . . Bill Wendler, of the Alan Herschell Company, North Tonawanda, N. Y., stopped off at Jackson, Miss., to visit Carl Sedlmayr, Royal American Shows owner, while en route to Dallas. . . . The much-traveled Art Briese (Thearle-Duffield Fireworks Company, Chicago), and Mrs. Briese week-ended at Mineral Springs, Tex., in open time between fireworks shows at State Fair of Texas.

Florida Tomato Festival Pushes Building Program

RUSKIN, Fla., Oct. 15.—Florida Tomato Festival will open December 7 on new grounds. Improvements will include a new concrete building for county and State garden exhibits, an amphitheater to accommodate some 12,000, and an office building. A new 10-acre lake for water sports is being built and 125 palm trees are being transplanted to beautify the grounds. The event runs thru December 10.

Officers are W. E. Carothers, president; H. Y. Willis, vice-president; Larence Elsberry, vice-president; W. D. Miller, treasurer; Alfred Robson, general manager, and George Buchanon, superintendent of rides, shows and concessions.

Bids for La. Building Will Be Opened Nov. 2

SHREVEPORT, La., Oct. 15.—W. R. Hirsch, secretary-manager of the Louisiana State Fair, announced bids for construction of an additional part of the Youth Activities building will be opened November 2. This phase of construction, costing from \$400,000 to \$500,000, will provide a seating capacity of between 8,000 and 10,000 persons and includes a cattle judging arena.

The building will be constructed on the foundation which went up two years ago with part of a \$500,000 State Legislature appropriation. A third phase of the construction, including dormitories for youth club members, is planned later.

Hemet, Calif., Annual Dips at Turnstiles; Off 4,356 From 1948

HEMET, Calif., Oct. 15.—The third annual Farmers Fair and Festival, which closed Sunday (9), dropped off 4,356 in attendance as it hit 23,000 for the four-day run.

The fair debuted a new 1,600-seat steel grandstand and horse show arena. The horse show was featured only Saturday and Sunday. Square dancing highlighted the free attractions the last three nights of the event.

Entertainment included a circus booked and staged by Bert Nelson, of Abel & Nelson Agency. Featured on the show were Phil and Doty Phelps, balancing; Abe Goldstein, clown; Snow Gleam, handled by Ernie Smith, and Penny Parker, barrel climb. Admission to the show was 50 cents.

For the third straight year, Ferris Greater Shows had the midway with 11 rides and 36 concessions. Carnival take was reported "satisfactory." William Schoen had the novelties on the carnival midway.

Albemarle, N. C., Annual Enjoys Successful Run

ALBEMARLE, N. C., Oct. 15.—The 15th annual Stanly County Fair, which closed here Saturday (8), enjoyed one of its most successful runs. Exhibit space was sold out. Additional space was needed for the livestock and agricultural divisions.

The Great Norberty Troupe, aerial, provided the free act attraction, performing in the center of the John H. Marks Shows' midway.

A new midway record was established by the Marks Shows. Org was resigned for 1950.

Fair officials are J. R. Clark, president; Clyde A. Skidmore, vice-president; Frank N. Patterson Jr., secretary; R. L. Vick, treasurer; S. L. Gullledge, assistant treasurer, and Frank B. Patterson, assistant secretary.

Attendance Reported Good For Simcoe, Ont., Annual

SIMCOE, Ont., Oct. 15.—Norfolk County Fair wound up its five-day run Saturday (8) with attendance holding up well most of the week.

Principal grandstand attraction was a George A. Hamid show, managed by Joseph Hughes and emceed by Harry Green. Line-up of acts included Mike Monroe, trampoline; Bobby Whaling and Yvette, bike act; Rosalie Sisters, perch; Green and Dooley, ventriloquists; the Sky King, high aerialist, and the Plutocrats, canine novelty. Jean Wilkins handled the Hammond organ.

Wallace Bros. of Canada Shows were on the midway.

N. C. Speedway Chartered

DRAPER, N. C., Oct. 15.—Draper Speedway, Inc., which proposes to operate an auto speedway, has been granted a charter by the secretary of state. Authorized capital stock is \$10,000, with \$5,000 subscribed by Luther Lemons, John East Jr., and Gertrude East, all of Draper.

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H-M Registers Third Click Date as Philly Goes Ahead

PHILADELPHIA, Oct. 15. — Gross business for the 10th annual appearance of the Hamid-Morton Circus under Shrine auspices at the Arena here will wind up a "shade better" than last year, Col. Robert H. Morton, co-owner, announced early this week as the returns from advance sales began piling up.

If business for the six-day run

holds up thru tonight's closing performance it will reach record proportions, since the 1948 take was the best previous handle. The usual lengthy and thoro advance work was handled by Omar J. Kenyon and Elwood Macbeth. Advance ducat sales are expected to hit a new high.

Hub, Toronto Good

This, the third date of the Hamid-Morton 1948-1949 season, is following the pattern set at the preem showing in Boston. Business in the Hub was considerably ahead of 1948 and last week in Toronto the org also registered better biz.

Morton, the first American alfresco op to present a major attraction in Canada since that country devalued its money, warned that the 10½ per cent lost in exchange could well mean the difference between profit and loss. The exchange cost him several thousand dollars. Morton said he paid his acts in American dollars except for the amounts they owed for hotel bills.

The Atlanta date in November looms as one of the biggest on the org's route. All reserved and box seats for each of the 20 shows have already been sold, Morton said.

Later Date Helps

The hike in business here was attributed in part to the fact that the engagement is fully two weeks later than last year. The later date assures less competition and the possibility of cooler weather should result in more interest for an indoor event.

Altho the Arena is not a good place in which to dress a show, the presentation was sparkling and loaded with topflight talent for 23 displays. Rigging guy lines had to be anchored with piles of sand bags, but this unsightliness could not be helped. Len Humphries, Morton's assistant, kept the show moving at a fast pace.

George La Tour, New York booking agent and talent scout for the Hamid-Morton org, huddled here with Morton the last part of the week just after he had returned from an extensive scouting trip thru Europe. Molly Pankhurst, whose father is a high-ranking member of the British Government, was the guest of Morton and Mr. and Mrs. Eugene Bonniwell at dinner and the circus performance Tuesday (11).

Acts Listed

Acts appearing here included Joe Basile and his band; the California Aerial Ballet; Miss Francine, trapeze and cloud swing; Miss Conchita, iron jaw; Capt. Bradford, trained lions; Marion Foster, Miss Simone and Johnny, sway pole; the Loof Rios, aerial gymnastics; Dr. Cooper's Liberty horses; Myriam France, aerialist; Junior Gautier's steeplechase; the Sheridan Bros., wire walking; the Francanas, gymnasts; Freddie, European juggler.

Also, Francine Volante, aerialist; the Great Athos, equilibrist; Linon, clown tight rope; Irah J. Watkins, trained chimps; the Four Angels, the Five Ericksons and Horris & Morris, equilibrists; Robinson's elephants; Hamid-Morton baby elephants; Jumbo, trained seal; the Flying Romas and the Flying Hartzells. Clown alley included Sa So, producing clown; Billy Rice, Slim Collins, Joy and Roy Thomas, Billy Hudson and Rube Simmonds.

\$20,000 in Improvements At Waukon, Ia., Grounds

WAUKON, Ia., Oct. 15.—Improvements estimated to cost \$20,000 are under way at the Allamakee County Fairgrounds here. These will include new portable steel bleachers, a new portable platform and general leveling off and seeding of the grounds.



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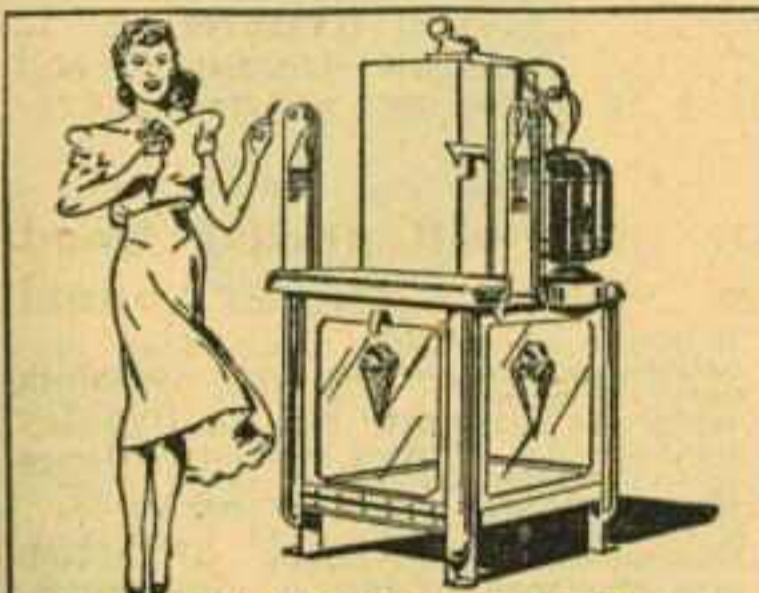


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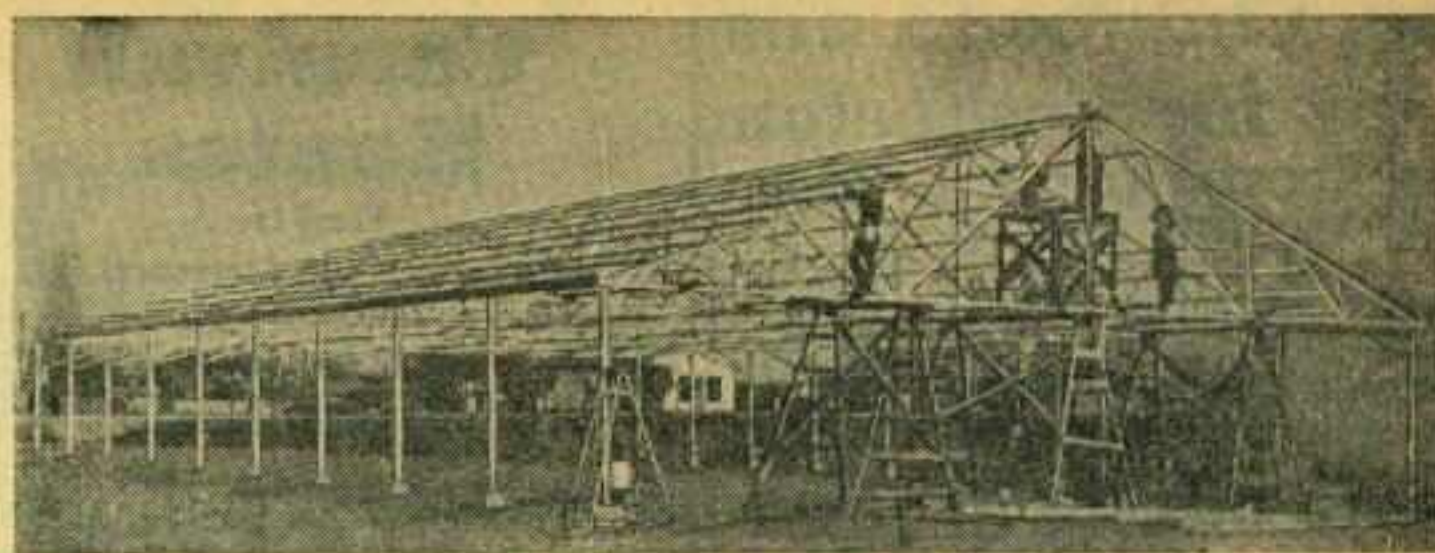


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Double Coupons, Double Prices.	

Sun, Chitwood Units Draw for Coshocton

COCHOCTON, O., Oct. 15.—Record attendance both at the gate and grandstand was registered by Coshocton County Fair here, October 4-8, reports Bob Shaw, of the Gus Sun Agency, which supplied the Joie Chitwood auto thrill show and Sun Bros. Circus as grandstand features.

Opening Wednesday (5) the Chitwood show played to a peak crowd, and the Sun circus likewise tumbled gate and grandstand marks Thursday and Saturday. Friday night, despite opposition from a football game and an advance in grandstand prices to 90 cents general admission and \$1.25 for reserves, the combination of the thrill show and circus produced a sellout grandstand and attendance double the previous Friday record. Saturday grandstand prices were reduced to the regular 50 and 75-cent charges.

Negotiations are on between the Sun office and fair officials to bring back the two attractions in 1950.

Wildwood Picnickers in Bad

WILDWOOD, N. J., Oct. 15.—Closing of the city-owned bus parking lot to discourage charter buses next season from bringing picnickers to this resort was urged this week by the Civic Betterment Association. The improvement group claims that picnickers littered the beach and Boardwalk.

Illinois Meeting Set

SPRINGFIELD, Ill., Oct. 15.—Dates for the 1950 meeting of the Illinois Association of Agricultural Fairs are January 22-24 in the St. Nicholas Hotel here.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Victoria, Tex.
A-1 Am.: Hornersville, Mo.; Rector, Ark., 24-29.
American Eagle: Crenshaw, Miss.
American Midway, No. 1: Taylor, Tex.; Austin 25-29.
American Midway, No. 2: Georgetown, Tex. A. M. P.: Claxton, Ga.
Becht, Lee: Albany, Ind.; Portland 24-29.
B. & H.: Salley, S. C.
Blue Grass: (Colored Fair) Augusta, Ga.; (Fair) Sylvester 24-29.
Bohn United: Hillsboro, Tex.
Borderland: Eagle Lake, Tex., 17-27.
Burdick's Greater: Trinity, Tex.
Burke, Harry: (Fair) Opelousas, La.; (Fair) Crowley 24-29.
Burkhart: Tuckerman, Ark.; Morrilton 24-29.
Capital City: Monticello, Ga.; Fitzgerald 24-29.
Cavalcade of Amusements: (Fair) Beaumont, Tex., 20-29.
C. & B. Am.: Oblon, Tenn.
Central Am. Co.: Hertford, N. C.; (Fair) Loris, S. C., 24-29.
Cetlin & Wilson: (State Fair) Macon, Ga.; (Fair) Anderson, S. C., 24-29.
Fitzgerald 24-29.
Crescent Am. Co.: Kilgore, Tex.; Gilmer 24-29.
Crystal Expo.: (Fair) Alma, Ga.; (Fair) Dublin 24-29.
Cumberland Valley: (Fair) Dalton, Ga.; season ends.
Dickerson, Frank: Princeton, N. C.
Dick's Greater: Plymouth, N. C.
Dodson's Imperial: Andalusia, Ala.; Mobile 24-30.
Dudley, D. S.: Lubbock, Tex.
Dumont: (Fair) Durham, N. C.
Eddy Bros.: Goldsboro, N. C.
Fidler's United: Earle, Ark.
Fleming, Mad Cody: (Fair) Jesup, Ga.; (Colored Fair) Dublin 24-29.
Franklin, Don: (Fair) La Grange, Tex.; (Fair) Goliad 26-29.
Gentsch, J. A.: (Fair) Meadville, Miss.; (Fair) Liberty 24-29.
Gooding Am. Co., No. 1: Circleville, O.
Graceland Greater: (Colored Fair) Forest, Miss.
Great Western: Malden, Mo.
Groves Greater: (Fair) Tallulah, La.; (Fair) Sulphur 24-29.

Gulf Coast: Terrell, Ark.; West Memphis 24-29.
Haven Park Am.: Rochester, Tex.
Heth, L. J.: (Fair) Cordele, Ga.; (Fair) Dawson 24-29.
Hill's Greater: Odessa, Tex.
Hottle, Buff: (Fair) Oak Grove, La.
Inland: Kiser, Ark.
Jack's Greater: (Colored Fair) Orangeburg, S. C.; (Fair) St. George, 24-29.
Jones, Johnny J., Expo.: (Fair) Pensacola, Fla.; (Fair) Dothan, Ala., 24-29.
Kaus, W. C.: Asheville, N. C.; Rock Hill, S. C., 24-29.
Keystone Attrs.: Amherst, Va.
Keystone Expo.: (Fair) Fort Walton, Fla.; (Fair) Milton 24-29.
Kinland Am.: Cadwell, Ga.
Kile, Floyd O.: (Colored Fair) Colfax, La.; (Colored Fair) Kentwood 24-29.
Lamb, L. B.: Port Saint Joe, Fla.
Lane, Sammy: Monette, Ark.
Lawrence Greater: (Fair) Athens, Ga.; (Fair) Newberry, S. C., 24-29.
Lee Am.: Quincy, Fla.; Live Oak 24-29.
Lone Star: Buena Vista, Ga.
Magic Empire: Booneville, Miss.
Marion Greater: (Fair) Chester, S. C.; (Fair) Aiken 24-29.
Marks, John H.: (Fair) Washington, N. C.
Midway Expo.: Spur, Tex.
Midway of Mirth: Cardwell, Mo.
Midwestern Expo.: Greggton, Tex.; (Fair) Nacogdoches 24-31.
Mighty Page: (Fair) New Bern, N. C.; (Fair) Trenton 24-29.
Miller Am. Enterprises: Pekin, Ill., 20-22.
Moore's Modern: San Augustine, Tex.
Myers: (Marietta Road, Rock Dale Park) Atlanta, Ga.
Nelson, George W.: Joiner, Ark.
Orange State: Gainesville, Fla.; Jacksonville 24-29.
Palmetto Expo.: (Fair) Pembroke, Ga.
Pan American: Hattiesburg, Miss.; Pascagoula 24-29.
Peerless Celebration Am.: Alta Vista, Va.
Perry, Jack J.: (Fair) Laurinburg, N. C.
Penn Premier: (Fair) Kingstree, S. C.; (Fair) Marion 24-29.
Peppers All-State: Houston, Tex., 13-23.
Prel's Broadway: (Fair) Greenville, S. C.
Prel's World's Fair: Monroe, N. C.
Rafferty, James M.: (Fair) Jacksonville, N. C.; Wilmington 24-29.
Raines Am.: Marshall, Tex.
Rogers Greater: (Fair) Charleston, Miss.; Okolona 24-29.
Roy & Sam's Am.: Arbyrd, Mo.
Royal American: (State Fair) Shreveport, La., 22-31.
(See Carnival Routes on page 47)

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Biller Bros.: Charlotte, N. C., Albemarle 19; Concord 20; Kannapolis 21; Mooresville 22.
Dailey Bros.: Tuscaloosa, Ala., 18; Meridian, Miss., 19; Hattiesburg 20; Brookhaven 21; Hammond, La., 22.
Dales: Chitpley, Fla., 18; Marianna 19; Tallahassee 20; Donaldsonville, Ga., 21; Cuthbert 22; Eufaula, Ala., 24.
Davenport, Orrin: Duluth, Minn., 17-22.
Davies, Ayres & Kathryn, Indoor: Monroe, Wis., 20; Genoa City 21; Brookfield, Ill., 22.
Palatine 24; Lee 25; Stockton 26; Durand, Ia., 27; Moline, Ill., 28; Ohio 29.
Kelly, Al G., & Miller Bros.: Fayetteville, Ark., 20.
King Bros.: Clarksville, Ark., 18; Russellville 19; Heber Springs 20; Batesville 21; Walnut Ridge 22; Pocahontas 23; Paragould 24; Leachville 25; Blytheville 26; Forrest City 27; Marianna 28; Pine Bluff 29.
Mills Bros.: Greenville, N. C., 18; Goldsboro 19; Wilson 20; Roanoke Rapids 21; Roxboro 22; Dauville, Va., 24; Burlington, N. C., 25; High Point 26; Winston-Salem 27; Lexington 28; Charlotte 29.
Polack Bros. (Eastern): (Auditorium) Asheville, N. C., 17-19; (Armory) Utica, N. Y., 25-31.
Polack Bros. (Western): (Auditorium) San Antonio, Tex., 17-23; (Auditorium) Harlingen 25-27.
Ringling Bros. and Barnum & Bailey: Austin, Tex., 18; San Antonio 19-20; Houston 21-23; Dallas 24-26; Longview 27; Texarkana 28; North Little Rock, Ark., 29; Memphis, Tenn., 30.
Rogers Bros.: Vernon, Tex., 18; Wichita Falls 19-20; Nocona 21; Gainesville 22; Clarksville 24.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Barton's Society Circus: Hertford, N. C., 17-22.
McClung's Pythons: (State Fair) Dallas, Tex., 17-23; Waco 24-30.
Pan-American Animal Exhibit: Chatham, Ala., 19-20; Butler 21-23; York 24-25.
Plunkett's Stage Show: Post, Tex., 20-22.

Alexandria Biz Up 50%; Expansion Plans for '50

ALEXANDRIA, La., Oct. 15.—Altho it rained continuously the first three days of Central Louisiana State Fair, held here October 4-9, business was up 50 per cent over last year's, and Vice-President Jimmie Thompson announced plans to expand the event next year. In 1950 the premiums are to be double the \$3,500 paid this year and there are to be auto giveaways, said Thompson.

Held at Thompson's Indoor and Outdoor Arena and connecting show-grounds, the fair recorded 3,722 paid admissions. Peppers All State Shows occupied the midway. Weather was good Thursday thru Sunday.

Herman Bronett, Show Owner And Clown, Dies in Sweden

STOCKHOLM, Oct. 15.—Herman Bronett, co-owner of Circus Scott, died here recently. He was one of the four Bronett Brothers, top-ranking clowns of Sweden for many years and popular in all the Scandinavian countries.

The Bronetts, of whom two survive, acquired the Circus Scott several years ago and made it one of the outstanding circuses of the Scandinavian countries.

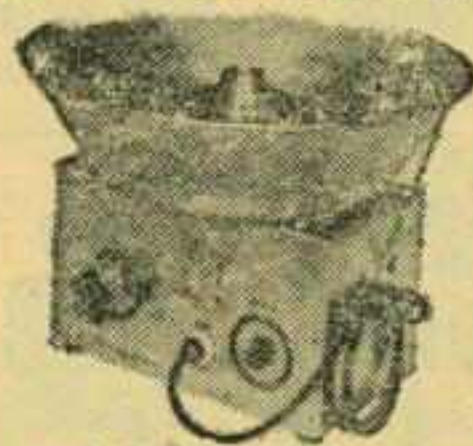
Dale Gets Full One

THOMASVILLE, Ala., Oct. 15.—Dale Bros. Circus registered a full night house here Tuesday (11) after a three-quarter matinee. Friday (7) in Forest, Miss., org ran into tough weather, plus competition from a high school football game. As a result attendance was light, both matinee and night.

To Improve Bleachers

CLARESHOLM, Alta., Oct. 15.—The Claresholm Stampede and Fair Association, with a credit balance of \$3,500, will put the money into ground improvements. A bleacher stand will be roofed to serve as a grandstand and the main grandstand seating will be improved.

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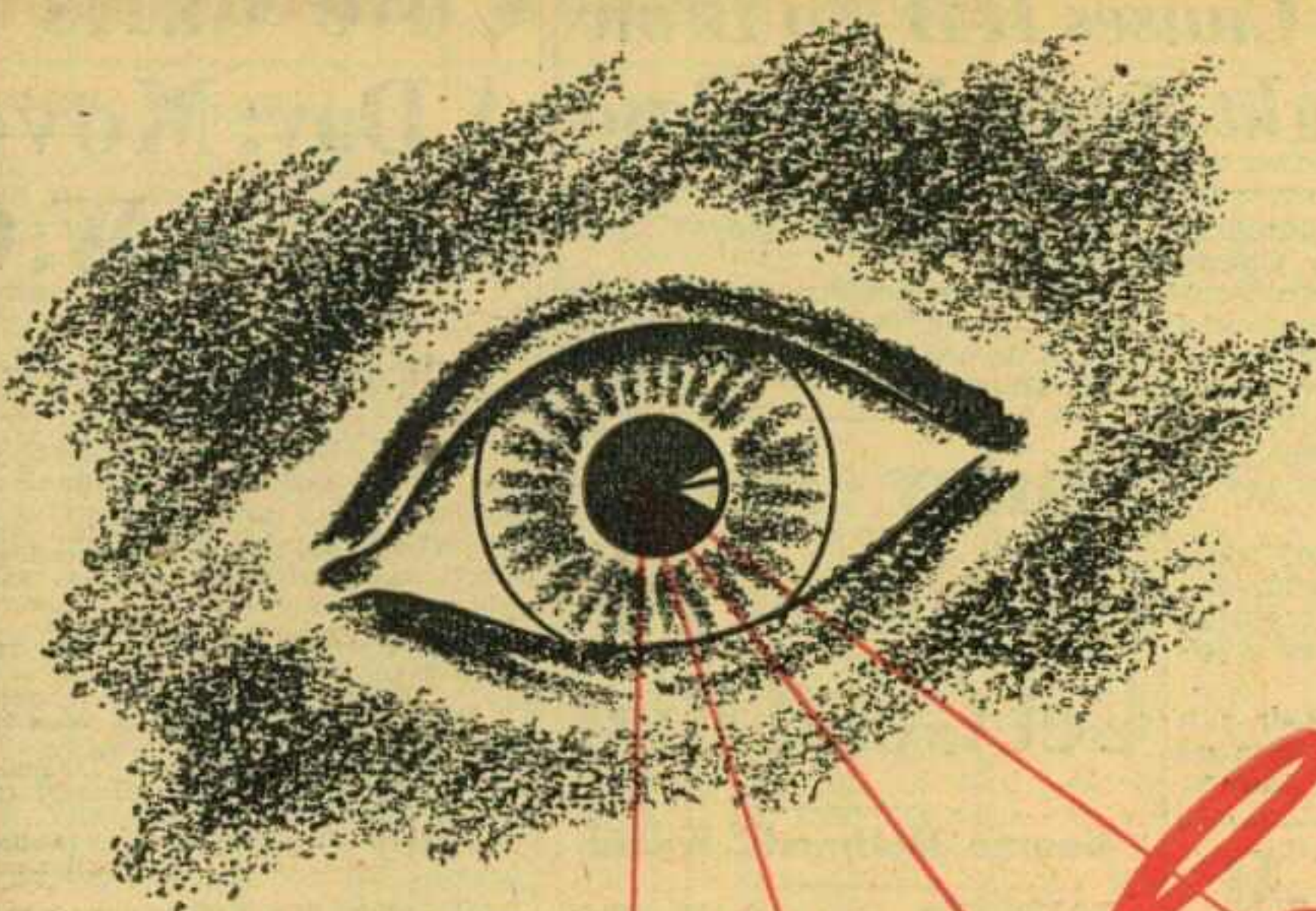
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Clyde Beatty Ends Season

Org finds tail end of tour in Texas and New Mexico so-so, officials report

FLAGSTAFF, Ariz., Oct. 15.—The Clyde Beatty Circus moved in here today on the final stretch of the season. Org moves from here to Kingman, Ariz., for a Sunday date and then to Needles, Calif., for its finale Monday (17).

Show officials said the tail end of the season in Texas and New Mexico proved just so-so. In Clovis, N. M., Thursday (13), show ran into cool weather, especially at night, but registered two three-quarter houses. Clovis, in the last two months, has had three carnivals, a festival and a world championship steer roping tournament in addition to the circus.

Beatty day an dated Rogers Bros.' Circus in Lubbock, Tex., Tuesday (11) and did surprising business. Matinee was three quarters and it was capacity at night. Rogers Bros., playing under auspices of the Civic Club, also registered good business.

Childress, Tex., played Monday (10), gave with two strong houses, while Saturday (8), in Wichita Falls, Tex., business was on the light side. In Gainesville, Tex., Friday (7), org ran into competition from a high school football game and threatening weather in the afternoon. Result was light houses at both matinee and night shows.

Greenville, Tex., Friday (30), gave with a light matinee but capacity at night.

Mills of London Has 720G Profit

LONDON, Oct. 15.—At the annual stockholders' meeting of Bertram Mills Circus Wednesday (12) at Savoy Hotel here the reading of the report for the year ending April 5, 1949, revealed a profit of 255,346 pounds sterling (\$714,868), against 188,822 pounds (\$528,691) in 1948. Other revenues brought in an additional \$5,894, making a total profit of \$720,762.

Major expenses listed were allocations to depreciation, \$13,344; directors' salaries, \$23,240; taxes, \$361,182, and audit fee, \$1,176. Final dividend of 200 per cent, making 300 per cent for the year, takes \$138,600—the same as the preceding year.

Current assets are listed at \$982,616, and liabilities and provisions, \$386,478. Reserves and surplus amount to \$608,339, an increase of nearly \$252,000 over last year.

Lee Bros. To Close; Report Biz Spotty

ROTHSVILLE, Pa., Oct. 15.—Lee Bros.' Circus, under the management of Ray Brison Sr., closes soon. Brison contemplated closing three weeks ago but business took a spurt and he decided to stay out, playing Eastern Pennsylvania. The org has found biz spotty on its tour which took it into Maryland, West Virginia, Ohio, Michigan, New York and New Jersey. R. J. Staver is general agent.

Show is presented under a 60-foot top, with three 20-foot middle pieces. It moves on five trucks and trailers. Big show prices are 40 and 60 cents, with reserves at 15 cents and a Side Show at 20 cents.

The program, featuring Col. Sam Dock, 87-year-old performer, runs a little over an hour, with a diversified line-up of acts, most of which are presented by members of the Brison family.

Wind Storm Causes R-B To Blow Opening Night Stand in El Paso

EL PASO, Tex., Oct. 15.—Ringling Bros. and Barnum & Bailey Circus, scheduled for three shows here Sunday and Monday (9-10), was forced to cancel the opening night show because of a wind storm. Circus officials said it was impossible to raise the big top. Business Monday (10), at both the matinee and night shows, was good.

In Odessa, Tex., org played night shows only Tuesday and Wednesday (11-12). Tuesday it was capacity, with Wednesday's crowd three quarters.

Phoenix, Ariz., played Friday (7), gave with good business. Matinee drew approximately 7,500 persons,

Rain Hurts K-M In Rolla, Mo.

ROLLA, Mo., Oct. 15.—An all-day rain hurt the Al G. Kelly-Miller Bros.' Circus here Tuesday (11), org getting only a half house at the matinee and only slightly better at night.

Friday (7), in Fulton, Mo., the org got excellent weather and did similar business. Matinee was capacity and it was a straw at night.

Rogers Straws 'Em

LEVELLAND, Tex., Oct. 15.—Rogers Bros.' Circus played to a straw night house here Monday (10) after a three-quarter matinee. Show was sponsored by the Junior Chamber of Commerce.

UNDER THE MARQUEE

Jimmie Cogswell, clown, reports he will close his celebrations scheduled Friday (21) at Edison, Neb. Cogswell opened his outdoor season April 15. He visited the Flying Valentines, Bennie Gibson, Fred and Jeeps; Lew (Wheels) Morgan, cyclist; the Lippincotts, Tom and Tiny Twist, George Geddis, and Harry Villaponteaux on his summer jaunt.

"Machines," said an old-timer, "are making softies out of showmen"—which nobody can deny, if he means doing away with carrying lumber and chairs.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., recently had a portion of their circus collection on display in a store window in West Chester during the Sesqui-Centennial celebration. . . . While playing the 1949 National Dairy Cattle Congress, Waterloo, Ia., Helen Huntley and a group of performers visited the grave of her husband, Spencer. Mrs. Huntley currently is with the Hippodrome Show at the Cattle Congress but makes her home in Springfield, Ill. A group of clowns, headed by Kenneth Waite, also visited the grave of Shorty Flynn, former clown, in Waterloo.

As some showmen grow older they tend to forget more easily, possibly from failing mental powers and thru the thought the guy won't need the dough anyway.

E. W. Adams, former Ringling Side Show ticket seller, visited Biller Bros.' Circus at Marietta, Ga. He had trouped with Teresa Morales and the Cristianis, who are on the show. Adams states that the org is negotiating with the Atlanta Fair to winter there. . . . L. E. (Roba) Collins is playing Missouri schools with his assembly show, the Magic Circus. . . . Flying Harolds recently did a performance between halves of a football game at the Polo Grounds, New York. Act was booked thru the Al Martin Agency. . . . Rose Miller,

while the night show played to capacity.

Despite competition from a local football game, R-B drew 7,500 persons at its one performance in Yuma, Ariz., Thursday (6).

Dailey Bros. Continues To Get Good Biz

George McDonald Killed

VALDOSTA, Ga., Oct. 15.—Business for Dailey Bros.' Circus, on its current Southern tour, continues big, with full houses the rule in most spots. Org's appearance in Brunswick, Ga., was marred by the death of George McDonald, 58, laborer, who was killed instantly when attacked by one of the show's bulls.

In Valdosta, despite the fact that Dailey followed Polack Bros.' Eastern Unit by only a week, the show scored with two full houses.

Savannah, played Saturday (8), gave with a straw matinee and capacity at night, the latter despite rain. Charleston, S. C., Friday (7), registered a strong matinee and capacity night house.

Worst spot in recent weeks was Florence, S. C., played Thursday (6). Org failed to draw one capacity house in two shows.

wife of Pat Miller, former catcher for the George Valentino casting act, is ill of virus pneumonia at her home, 9228 Wade Park Avenue, Cleveland.

Almost everything wears out at last—and come to think of it, how did your last winter's resolution to save money this season hold up?

Buck Lucas Circus unit left King Bros. at Hobart, Okla., to play fairs booked by Charles Zemater. . . . Charles Davitt and Joe Beach, both of Springfield, Mass., visited with the following at the Stafford Springs, Conn., Fair: Howard and Wanda Bell, Montana Kid and the Campbell Sisters, Emil Pallenberg Sr., Walter DeWalt, and the Stardusters, and also saw Mills Bros.' Circus. Beach caught the Hamid-Morton Circus at the Boston Garden, visiting with Slim Collins, Rube Simonds, Billy Rice, Hip Raymond, Sa-So Chapman, Morris and Morris, Flying Hartzells and Peaches O'Neill.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., renewed acquaintances with Sam Dock and the Brisons, of Lee Bros.' Circus, when the show played Gilbertsville, Monocacy and Rothsville, Pa. . . . Jack Bottorff, aerialist, who has been playing fairs, caught the Al G. Kelly-Miller Bros.' Circus recently in Creston, Ia. He visited with the (See Under the Marquee on page 62)

Lueders Signs Contract For Detroit Indoor Show

DETROIT, Oct. 15.—Henry H. Lueders, United Booking Association, has been contracted to produce the Moose Circus in the Michigan State Fair Coliseum, March 8-15.

The contract was handled by Jack Wengrow and Jack Hamilton, who have the Johnson and Wallace Indoor Circus.

Cole Calls It A Day; Moves Into New W.Q.

Jasper, Ala., Winner

MIAMI, Oct. 15.—Cole Bros.' Circus winds up its 1949 tour Sunday (16) and then moves into its recently purchased winter quarters here to start reorganization and rebuilding for next season.

Org opened its three-day stand here Friday (14).

Jasper, Ala., proved a winner for Cole. Playing there Thursday (6) the org registered better than a three-quarter matinee and at night it was an overflow. Night show was delayed because of so many standees, who were finally strawed.

A two-day stand in Montgomery, Ala., Friday and Saturday (7-8), proved a disappointment. Threatening weather held the night crowd to less than a half house. Org was scheduled for only one performance opening day. On Saturday (8) org registered two three-quarter houses.

Hunt Registers Terrific Season

PHILADELPHIA, Oct. 15.—Hunt Bros.' Circus, which ended its 1949 trek late last month, couldn't have scored better business, Harry Hunt, manager, reported here Wednesday (12) while attending the Hamid-Morton Shrine Circus in the arena.

The Hunt elephant, horse and seal acts are all set for winter dates. Hunt had one of the bulls here as part of the promotion in connection with the opening of a new automobile agency. Republican office seekers in the org's home State of New Jersey have hired the elephants on numerous occasions during the current campaign.

Contemplated improvements to winter quarters at Florence, N. J., include erection of a roofless structure 100 by 200 feet. When the org is in quarters it will roof the structure with its big top, erect seats and install one ring for training and show purposes. Walls will contain stalls for exhibition of animals and concession booths for the sale of souvenirs, hot dogs and soft drinks.

A new elephant barn, 50 by 80 feet, was erected last year. The org now owns six elephants, with two more due to arrive from India shortly after January 1.

Weather Hits Biller In Three Ga. Spots

GAINESVILLE, Ga., Oct. 15.—Business for Biller Bros.' Circus in three Georgia towns was hit by weather. In Thomaston and Milledgeville org bucked rain and in Gainesville it was threatening. Playing here Saturday (8), show had a light matinee and fair night house.

Thursday (6), in Thomaston, matinee was okay but light at night. In Milledgeville, Wednesday (5), matinee was light but night house strong.

Two Oklahoma Spots Big for King Org

McALESTER, Okla., Oct. 15.—Two Oklahoma spots, McAlester and Pauls Valley, gave King Bros.' Circus good business. Playing here Friday (7) the King org registered a strong matinee and a straw at night.

Pauls Valley gave with a near-capacity matinee and capacity night house.

Dressing Room Gossip

Ringling-Barnum

High winds canceled our night show in El Paso, Tex. Juarez, Mexico, received a big play from the show folks, who returned loaded with souvenirs.

The Saro-Circo Club held its monthly meeting in Phoenix, Ariz. Mayme Ward and Millie Persinger joined. Gene Lynch won a leather bag in the raffle. Josephine Helbring was in charge of the raffle.

Antionette Zoppe, Jenny Wallenda Zoppe and Hilda Jane Burkhart celebrated birthdays with dressing room parties.

Visitors: Glenna Hartzell Hale, Mrs. Ruth Compton, Mrs. Jack Mitchell, Agnes Stewart's daughter and grandchildren, Joe and Tommy Hodgini, Mr. and Mrs. Ulrich Burkhalter, Mr. and Mrs. Harold Prothero, Mrs. Ken Drake, Johnny Wood, Sam Brown and Edith Bowen.

Back yard scenes: The hand bags, jackets and other Mexican purchases much in evidence. . . . With the World Series over the radios are tuned to football broadcasts. . . . Red Grumley sporting his new sombrero and an (See Ringling Barnum on page 62)

Siebrand Bros.

A benefit performance was given at the Crippled Children's Hospital in Phoenix, Ariz. Show was followed by a steak dinner given by members of the Chamber of Commerce. A swell visit was had when the Ringling show day and dated the org in Phoenix. After the night show the Fairburns, Patines and Hodgins staged a celebration for Ernie Burch and Albert White.

Here and there: Don Rey is having his Hammond organ repaired. . . . Pancho and Donita are working on designs for their textile paint set. . . . Visitors included Albert White and Ernie Burch, of the Ringling show, and Roy Golden and Joe Brogan, of Phoenix.—JOE HODGES HODGINI.

Clyde Beatty

Fred Mullens, calliope, figures he must have kinfolk down Texas way. One day we set up on Mullen's show grounds, while in two towns we had our night lunches in cafes named Mullens.

Eddie Baker joined George Davis's cookhouse. Leon Smith, of the Side Show, was hospitalized for a week and Barbara Weir was on the sick list. Both are okay again.

Gainesville (Tex.) Community Circus personnel caught the show in their town and after the night performance entertained members of the troupe with a barbecue lunch, in the home of Mr. and Mrs. J. B. Saylor. Attending were the DeWayne troupe, the Flying La Forms, A. W. and Dorothy Kennard, Frank Walters, Vic Robbins, Don and Hope McClennon, Mark Anthony, Bobby (See CLYDE BEATTY on page 62)

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Polack Bros.' Western

Despite a recent appendectomy, George Westerman, promotor of the Denver date, worked the stand.

The Sherman brothers, with Chester as chef, continue to serve delicious meals. Betty Bell, Naida Roberta, Jo Madison, Millie Keathley and Vickie Berosini added to their street and show wardrobes in a sewing spree in Denver.

The No People Like Show People Club will hold a party in San Antonio. Officers: George Cutshal, Richard Sidney, Soldier Longdorf and Ethel Freeman are in charge.

On a sightseeing tour, the Bartons, Berosinis, Mr. and Mrs. Natal, Engrid and Bernard Zenner, Naida Roberta, Mr. and Mrs. Ross Paul, the Ward Bell Flyers, Chia and So-may, the Rose Gould Trio, and the writer and Mrs. Freeman, visited Pike's Peak, the Garden of the Gods, the Cave of the Winds and the Will Rogers Memorial.

Millie Keathley celebrated her birthday in Denver with a party.

Things I never knew 'til now: Naida Roberta was born in Belgium, raised in France and was a World War I bride. . . . Harry Dann is the son of a banker. . . . Justus Edwards was a newspaperman doing a stint on Chicago and Peoria, Ill., pa- (See Polack Western on page 62)

Stevens Bros.

The rain, mud and cold have started everyone thinking about the closing date. We have only four weeks to go.

The Craigs, Max, Gertrude and Darrell, have joined, doing hand balancing and rolling globe. Mr. and Mrs. Eddie Shearer are new in Juanita Thompson's department. Doc Riggs, who does the painting on this opera, keeps busy all the time.

The new midget ponies, purchased by Bob Stevens for Kathleen, created excitement. Lee Garner and John Grady spent a Sunday back on the show. Laura Stevens is studying maps and making plans for a winter vacation.

The Sanchez family has new wardrobe. Everyone else is digging into their trunks for red flannels and wondering about the winter's bank-roll.—DOLLY JACOBS.

Hamid-Morton

The jump from Boston to Toronto was more than 600 miles. Most everyone made it by the skin of their teeth. Karl and Conchita Erikson broke a spring on their trailer 40 miles out of Boston. It was a Sunday and they couldn't get it fixed. They had to baby the trailer into Toronto. Arriving at 1:30 p.m. opening day, Conchita just made her aerial number. Missing the matinee were Buddy and Irah Watkins and Cooper's Liberty horse act.

Mike Malos did a great job getting all the riggings up in time for the matinee. The train didn't pull in until 9 a.m.

Ann Russell, new member of the Flying Romas, fell while practicing. Her injuries were slight.

The clown wedding goes over big, as does Rube Simmons' levitation number. Visitors included Billy Atterberry, members of the Shrine committee from Memphis and Johnny Doucet.—CONCHITA.

Polack Bros.' Eastern

As an added attraction opening night in Oak Ridge, Tenn., show shared billing with an eclipse of the moon. The local newspapers played it up as "probably the only show in the country to feature an eclipse."

Special credit for success of the outdoor season to: Fred Proper, Bobby Harrison, Nate Lewis, Henry Kyes and Edith and Whitey Boyd.

Frieda Wiswell celebrated her birthday in Valdosta, Ga., and baked one of her famous cakes. Birthdays (See Polack Eastern on page 62)

Cole Bros.

The long jump from Montgomery, Ala., to Palatka, Fla., was enjoyed, with everyone looking for the first palm tree. Jackson Kyes kept busy getting off at each stop picking wild flowers.

Upon arrival, Con Colleano hired a boat and went fishing.

On the train en route, the Royal Hawaiians and the minstrels from the Side Show crowded the pie car to hear the World Series.

Albert Ostermaier made Dorita Konyot a present of a Lippizaner stallion.

After the season's close, Irish, the head porter, will return to Louisville to reopen his second-hand store.

Jan La Lanne is wearing a green sweater made for her by Sio Chu San, of the Ming Sing Troupe. The Ming Sing Troupe will go to South Africa after the close. Joyce Colleano, sister of Con and Coral Colleano, flew in from England for a three-week visit.—SALLIE MARLOWE.

Braly's Great Southern

Org played the Mississippi-Alabama Dairy Show and Livestock Exposition in Tupelo, Miss. (3-8).

Birthdays were celebrated by Gracie Hanneford and Paul Walcott. The Lesters observed their ninth wedding anniversary.

Princess White Cloud, Bill Nesbitt and the writer visited Frank Orman, of Cole Bros.' Circus, at Holly Springs, Miss.

Visitors: Al Wagner, Cavalcade of Amusements; Henry Hall, Lieut. Gov. George Edwards of Mississippi, Sam Lumpkins and Erlene Norton.—GEORGE MARQUIS.

Dailey Bros.

Jimmy Van, furnished laughs when he came swaying into the spec, perched on an elephant's head and strumming an antiquated guitar.

Barbara Williams acquired a pup which she named Sooner, then adopted another dog which the girls dubbed Hater. Arunal Singh, cloud swing pupil of Francisco Gaona, gave (See DAILEY BROS. on page 62)

Circus Clown Club

LOS ANGELES, Oct. 15.—William E. Keays has been named Australian representative. Keays resides at No. 3 London Street, Waitati Campsie, Sydney.

Ken Lotty has been appointed New Zealand representative for the organization and may be reached at Keays' address in Sydney.

Stan Bult, representative in England, reports good results in the membership drive.

New members are James B. Scott, England; William E. Keays, Australia; Ken Lotty, New Zealand; Richard Jaroooshek, Pretoria, South Africa; the Andersons, London, and Hank Frazer.

Letters and cards have been received from Ray Bickford, Hank Frazer, Stan Bult, William Keays, Ken Lotty, Phil Kallail, Dr. Salem Karland and Willard T. Nortrop.

Visitors from the Crafts Shows were Mr. and Mrs. Alex Freedman, Mr. and Mrs. J. W. Gilman, and Mr. and Mrs. Phil Kallail.—MARGE V. KELLY.

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SUNBROCK'S RODEO RANCH

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DALLAS JUMPS IN EARLY DAYS

Hiked Adv.-Publicity Outlay Shows Effects as Gate Climbs Over '48 in First Five Days

Ice Cycles Hit Strong Pace; Midway Spending Is Down

By Herb Dotten

DALLAS, Oct. 15.—Sparked by an \$85,000 advertising-publicity outlay, up 14 per cent from last year, the State Fair of Texas thru Wednesday (12), the fifth day of its 16-day run, was running over a third ahead of '48 attendance. The gate count as of Wednesday night was 538,492, as compared to 452,442 last year. The gate attendance was up, only one of the major attractions, *Ice Cycles*, reported bigger business than last year. The icer, a perennial State Fair favorite, played to consistently large crowds in the arena, starting with the opening, and Wednesday night showed to 6,144 persons, an all-time record for an ice show in this city.

Spike Jones and His Musical Depreciation aggregation meanwhile played to light crowds in the auditorium. Jones bought the building for a reported \$30,000 for the full run of the fair. And, tho earlier patronage was light, he will probably come out a winner, tho not by much.

Grandstand Biz Light

The grandstand, always a poor spot to lure customers because of its remote location, offers Joie Chitwood's thrill show. But Chitwood unit, faced with strong competition on the 187-acre fairgrounds, has been getting slim crowds. The Chitwood schedule here calls for 16 night shows and three matinees, with prices scaled at \$1.25 to \$2, and kids at 50 cents.

The *Ice Cycles*' admission prices range from \$1.25 to \$3.10, while the Jones' show is scaled at \$1.30 to \$3.10.

Midway business for the first five days felt the jolt of rain and the effects of tighter money. Spending in all departments was down, with rides off the most. Sally Rand, a late addition to the midway line-up, was topping the shows by a good margin, tho she went at \$1, highest price on the midway. La Rand also was credited with pulling some fair patrons into the midway area who otherwise might have passed it up.

Free Shows Pull 'Em

Tip-off on tighter spending was given by the way folks went for free shows. New this year is fireworks in the Cotton Bowl, three nights each week of the fair's run. Supplemented by a band concert, queen contests, etc., the pyro displays pulled close to 40,000 Wednesday night. The turnout constituted a record sit-down crowd for a fireworks show at any State fair. Pyrotechnic displays are (See Dallas Jumps on page 41)

Conn. Annuals Tab Big Year

HARTFORD, Conn., Oct. 15.—Connecticut's fairs had their biggest season since prewar years this summer, with fair officials reporting generally optimistic pictures of the past summer's trade. Figures on the amount of incoming cash at the various events were not available.

Fred C. Libutzke, assistant chief of the marketing division of the State Department of Farms and Markets, said that the largest number of fairs since prewar years were held in Connecticut the past summer, the total exceeding 40. He noted that weather conditions were comparatively good, with less rainfall than usual, a factor that aided the business of the fairs. Secretaries of fair associations thruout the State voiced similar opinions.

Jackson, Miss., Grandst'd Up, Midway Off

Break in Sunday Operation

JACKSON, Miss., Oct. 15.—The Mississippi A. & I. State Fair opened an extended run of eight days here Monday (10) and thru Friday (14), its fifth day, grandstand patronage topped last year, while business on the midway, where the Royal American Shows hold forth, was running slightly under '48.

Annual, which operate with a free gate, runs two days more this year than last, with a Negro Day slated for Monday (17) and the first Sunday operation skedded for tomorrow. Sunday's midway attractions will be confined to rides on the Royal American Shows.

Weather was perfect thru the first five days, excepting Friday night (14), when a light rain fell. As of then, J. M. Dean, the fair's executive secretary, said the fair's increased receipts from the grandstand show would offset the slight drop-off of its end from the midway. Grandstand show is a revue, plus acts booked in by Barnes-Carruthers Theatrical Enterprises, Chicago.

Two new buildings, the start of a planned million-dollar improvement program, feature the fairgrounds. New structures are an air-conditioned administration building costing \$33,000 which was erected out of fair funds and a \$95,000 livestock building, capable of housing 250 head of cattle and combining the exterior appearance of a modern exposition-type building with the latest facilities inside for cattle and their handlers.

Int'l Trade Event For Detroit in '50

DETROIT, Oct. 15.—Decision to hold an International Trade Fair at Detroit's State Fair grounds, October 1-15, 1950, has been made by the Board of Commerce here.

Two additional permanent buildings will be erected on the fair grounds. The new buildings will add 150,000 square feet of covered floor space to the present accommodations.



Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago. November 28-30. Frank H. Kingman, Brockton (Mass.) Fair secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles. December 8-10. Lou Merrill, Sacramento general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines. Des Moines, December 12-13. E. W. (Deak) Williams, Manchester secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy Louisville, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs, January 25-27.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Fresno Annual Hit by Cold; Drops 23,000

Dips After Strong Opening

FRESNO, Calif., Oct. 15.—The 54th annual Fresno County Fair drew 195,853 for the six day run (4-9), failing to equal the 1948 mark of 218,015 by some 23,000. Despite the drop in attendance, officials expressed satisfaction at the gross business racked up for the event.

Anticipating a record crowd of 250,000 following two peak opening days, the management was doomed to disappointment when frigid winds from a snowstorm in the Sierras hit the fairgrounds. Tuesday (4) drew 31,248 for the curtain-raiser, as compared to 23,627 last year Wednesday also was a record day with 36,135 against 28,161 for 1948. Thursday (6) showed a slight drop at 28,122, compared to 39,032.

Mull Longer Run

Friday, normally a peak day, took the brunt of the chilly weather, drawing approximately half as many patrons as were pulled into the park last year, chalking up 19,596 against 41,083 for 1948. A break in the weather found rising temperatures and an attendance for Saturday of 43,310, which failed to crack last year's record 57,012. The Sunday closing showed 28,869 compared to 36,109 for 1948.

A plan to move the fair date ahead into September and extend it from a 6-day event to 10 days is also in the hopper as a means of circumventing another year of inclement weather, Secretary-Manager Thomas A. Dodge disclosed.

Hold Two Kids' Days

The traditional kid day was extended to Tuesday and Wednesday to prevent overcrowding of the grounds by moppets as happened last year. City students were received at the fair on opening day while the county students took over the following day. It is estimated some 12,000 kids attended the opener, with 10,000 on the second day. The city school bus system was used to haul in students from the hinterlands.

Radio and newspaper flack by publicity director Roy Garman was largely responsible for the fair's draw despite the cold weather.

Stage Vaude Free

Pari-mutuel races were held the five week days and quarter horse races Sunday drew approximately 45 entries. No betting was permitted on the latter type events but State approval for pari-mutuel wagering on quarter horse races will be obtained for the 1950 meet, it was learned.

A free vaude show booked and emceed by Russ Stapleton, of the Fanchon & Marco office, was held twice daily at 4 and 6:30 in the outdoor theater. Acts included the Hollywood Sweethearts, Betty Yeaton, Jose Silva, Rio Brothers, Britt Wood, Keaton and Armfield, the Four Gales and Si Otis. Jack Aronson accompanied at the piano.

High school bands from the county provided 30-minute concerts on the various days assigned to them. The fair also had an AFM 40-piece band which gave two concerts daily. Charles Bryan was featured between races on the electric organ.

Admission to the grounds was a straight 50 cents, with grandstand tickets going for 60 cents.

Greensboro Takes Equal 1948 Record

Grandstand, Midway Click

GREENSBORO, N. C., Oct. 15.—Despite some bad weather, business at least on a par with that registered last year will be chalked up by the Greensboro Fair, which ends its week-long run here tonight, Norman Y. Chambliss, manager, said.

A combination of rain and high winds virtually washed out the play Thursday night (13) after business for the preceding days had consistently bettered the 1948 marks. Chambliss said that the Tuesday (11) take was about 25 per cent ahead of last (See Greensboro Okay on page 41)

Madera, Calif., Event Attendance Up 26%

MADERA, Calif., Oct. 15.—Madera District Fair, which recently closed its eighth annual four-day run here, pulled 37,831 people, an increase of 26 per cent over 1948, Joseph T. O'Shaughnessey, secretary-manager, said. Exhibit sales were up 59.2 per cent.

Entertainment featured the West Coast Shows on the midway, a show staged by Fanchon & Marco, and fireworks. A horse show and three days of racing were also offered, with no pari-mutuels.

Co-operating with the fair, The News-Tribune issued a 56-page special edition.

Ottawa Skeds 110G in Plant Improvements

Covered Stage Included

OTTAWA, Oct. 15.—A planned improvement program costing an estimated \$110,000 was announced this week by H. H. McElroy, secretary-manager of Central Canada Exhibition Association (CCE). Altho the association's fiscal year does not end until November 30, present indications are that it will be highly profitable. The exhibition was staged the third week in August.

Contemplated improvements include a new lighting system for the stadium; painting of the entire ceiling area of the Manufacturers' Building, which is the principal structure on the grounds; the paving and widening of all roadways; improved lighting thru-out the grounds; painting of the steel fence around the grounds; a new roof for the grandstand building; installation of pylons; insulating and new lighting for the Coliseum; reconditioning of the Demonstration Building; new gates for the parkway; a covered stage and construction of a building for dressing rooms.

The CCE has made many plant improvements running into several hundred thousand dollars since it resumed full-scale operation after a war-time lapse.

Ventura, Calif., Annual Tops '48 With 90,000 Gate

VENTURA, Calif., Oct. 15.—An estimated 90,000 clicked the turnstiles at the 31st District Agricultural Ventura County Fair, which closed here Sunday (9), according to Secretary-Manager Larry VerHusen. This compares with a 1948 total of 87,132.

Opening day, Wednesday (5), attendance hit 35,500. Other day's figures were 7,810 Thursday, 9,500 Friday, 22,091 Saturday and 14,000 Sunday (9).

Fair entries were 9 per cent over 1948, and premiums of \$20,582 were paid out.

A sellout gate was reported at the rodeo. Stock was supplied by Andy Juaregi. Jerry Amble won top money.

An hour vaude show, booked by Adele Walker, played twice daily on an outdoor stage, featuring Wally Blair, the Dayton Brothers, Felix Valle, Gifford and Pearl and the Three Libonatis. The bill was emceed by Mickey Gifford, with music by the Don Milo ork.

The kid contest was under supervision of Bill and Bette Gerard, of the Three B Puppeteers.

60 MPH Gale Hits Waterloo, Ia.; Nine Hurt in Blowdown

WATERLOO, Ia., Oct. 15.—Nine workers were injured and several tents of the Waterloo Dairy Cattle Congress here were blown down Monday (10) by a 60-mile-an-hour gale which struck the fairgrounds while exhibits were being dismantled.

Heaviest loser was the International Harvester Company, whose 90 by 180-foot exhibit tent was partially blown down, whipping 21-foot quarter poles about like toothpicks.

Expensive machinery and exhibits in the tent were damaged and the new tent was a total loss.

Danbury Draws 120,365 for Best Mark Since '46

DANBURY, Conn., Oct. 15.—Ideal weather the final two days, Saturday and Sunday (8-9), brought more than 42,000 persons to the 76th Danbury Fair and boosted over-all attendance for the nine-day event to 120,365—highest since 1946 when the count hit 127,765.

This year's total attendance was 1,582 higher than last year when the gate hit 118,783. In 1947 attendance was 114,444 and in 1946 it was 127,765.

Comparative figures for 1948 and 1949 follow:

	1948	1949
Saturday	12,307	11,483
Sunday	34,373	30,935
Monday	8,240	6,818
Tuesday	6,331	6,113
Wednesday	7,120	6,346
Thursday	9,543	10,183
Friday	1,926	5,892
Saturday	21,262	21,887
Sunday	17,676	20,708

Totals

The warmest weather in years prevailed the final two days. Thousands of patrons who jammed the grounds were stripped to shirtsleeves in contrast to topcoats which are usually associated with this event.

The fair is strictly a daytime event and Manager John Leahy has made no effort to build night business. Grandstand and other feature attractions are skedded only for the afternoon.

Beating last year's gate mark was all the more remarkable in view of the fact that attendance figures were trailing those set last year by almost 7,000 going into Thursday (6).

Adult admission was \$1.20 with free parking included. Children were charged 60 cents. All admissions included tax.

The O. C. Buck and Ross Manning shows were on the midway.

L. Island Cele Pulls 350,000 in 5 Days

HEMPSTEAD, L. I., N. Y., Oct. 15.—Nassau County's Golden Anniversary Exposition at Roosevelt Field drew an estimated attendance of 350,000 during its five-day run ended Wednesday (12). Despite the counter-attraction of a World Series ball game, the exposition's military air show Sunday (9) drew over 120,000 spectators. Opening day, Saturday (8), chalked up a gate of 80,000.

In view of its success it is almost certain that the exposition, primarily devoted to Nassau County's industrial products, will be an annual event.

Entertainment features included an historical pageant put on by students of Hofstra College and stage-shows by a group of top-notch entertainers, such as Guy Lombardo, who are residents of Nassau County.

Charlotte Chalks New Mark Despite Three Days of Rain

CHARLOTTE, N. C., Oct. 15.—Despite rain on three days, Southern States Fair, which closed a five-day run here Saturday (8), drew record crowds to top last year's attendance.

On opening Tuesday (4), almost day and date with release of the Collier's magazine story, *Doc Dorton, He Makes Our Hearts Gay at the County Fair*, 75,000 patrons passed thru the turnstiles for the biggest opening day in the fair's history. Clear skies Wednesday (5), Thrill Show Day, Jack Kochman's Hell Drivers drew heavily for the matinee which was followed with a capacity house at night.

An all-day rain Thursday failed to dampen the spirits of patrons, who arrived in such large numbers that it was necessary to give an unscheduled performance of the Kochman show at 10 p.m., following presentation of George A. Hamid's *Fantasies Revue* of circus and vaude acts. With only loud speaker announcements to advertise the additional performance, a capacity grandstand was registered. Before the thrill show could get under way a downpour started and the stuntmen were forced to work in the rain.

Rain Friday (7), School Day, let up at noon and youngsters arrived in such numbers that they packed both the grandstand and midway to salvage what many ops had given up as a lost day.

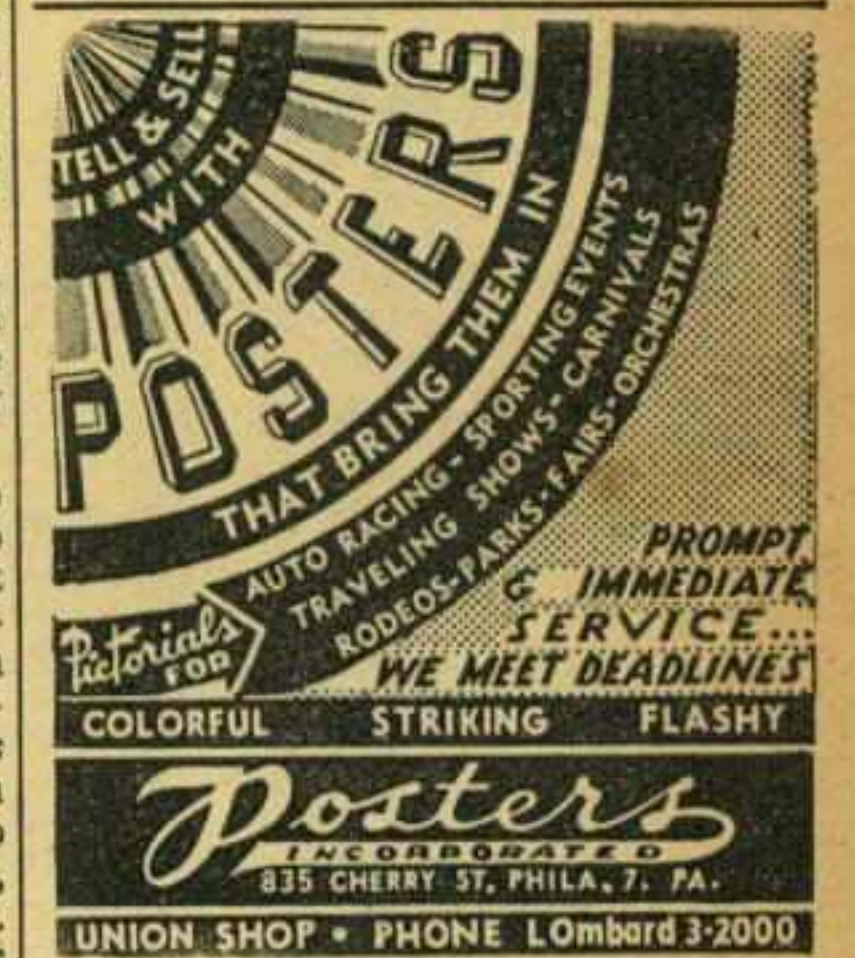
Early morning rains hit the annual Saturday, Auto Race Day, but the skies cleared in time for the track to be put in shape. With a packed grandstand, rain again started falling about 2 p.m., with the result that the program was postponed until Sunday (9).

Customers were informed that they could either get their money back or accept rain checks or remain to see the circus and vaude acts, together with Sunset Carson, movie actor. Few patrons left their seats and the show went on. The night crowd was so heavy that an extra performance was again skedded for 10 p.m.

Surveys indicated that patrons are coming from an ever-widening area, due to extensive promotion-advertising by Dorton. Featured daily were model motorboat races on the lake, which is encircled by the race track; model jet-propelled airplane racing; coon dog races; daily balloon ascensions and parachute leaps, and the Southern States Fair Folk Festival featuring square dancing by competitive team representing all sections of the State. The nightly winners will go to North Carolina State Fair, which is also managed by Dorton, to compete for a \$1,000 grand prize and loving cups.

Heavy co-operation from *The Charlotte Observer* and *The Charlotte News* and out-of-town daily and weekly papers and the 50,000-watt

WBT, which broadcast daily from a 40-foot booth in the main exhibit hall, helped sell the fair. Grady Cole and Kirk Webster, WBT personnel, broadcast from the grounds each day.



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The latest contestant and record holder of the Calais-Dover channel swim, mistakenly called "Pierre Colon," is really
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CONEY IS. OPS UP IN ARMS

Moses's Plan To Swallow Land Is Hit

Tax \$\$ More Important

NEW YORK, Oct. 15. — Coney Island's Chamber of Commerce went into a huddle at the Seven Seas Restaurant, on Surf Avenue, as speedily as a quorum of directors could be rounded up after the recent blast loosed by Park Commissioner Robert Moses against what he termed that resort's over-commercialization and the preponderance of mechanical gadgets offered there for public recreation.

The Moses war of nerves was launched at a luncheon given by Moses to a group of New Jersey citizens, members of a committee working on a project for a State park at Sandy Hook, N. J., at Jones Beach on October 5. Moses followed up this initial blast with a milder barrage unloosed at a luncheon, also at Jones Beach, given in honor of visiting members of the American Shore and Beach Preservation Association, on Tuesday (11).

30 Attend Meeting

Thirty of the 35 directors of the Coney Island Chamber of Commerce were at the emergency meeting at which criticism of Moses was the principal feature. While admitting that Moses, as New York's park commissioner, had done a wonderful job in improving the beach and Boardwalk at Coney Island, they unanimously protested his remarks on over-commercialization and the futility of rides and noisy attractions at the resort and expressed opposition to his announced intention of having New York City acquire two-thirds of the land along the Boardwalk for parks and playgrounds.

George McCullough, head of the Chamber, stated that the city at present had succeeded in getting only seven parcels of land, assessed at \$1,100,000, but all located between West 25th and 36th streets, well outside the resort's amusement area. Since this deprives the city of \$33,000 in taxes, McCullough suggested that Moses sell the land to individuals or corporations so that the amusement area could be expanded and the city derive additional income from license fees and excise taxes, as well as the realty levies. Coney Island's fun area is assessed at \$20,000,000, he estimated, and yields around \$600,000 in realty taxes, plus other levies which raise the tax bite to close to \$2,000,000.

To Revive Mardi Gras

Monroe Ehrman, dean of Coney Island's press agents, joined McCullough in eulogizing the gadgets, hot dogs, freaks and other specialties of New York's big play spot, and announced several projects for next summer. Heading the list of things to come is the revival of the Mardi Gras wind-up week at the resort, which was scrapped this season because the Islanders would not ante up the funds to put it over. Coney also is promised louder fireworks, bigger hot dogs and—still in the discussion stage—aqua shows, swim races and an annual air meet.

Perhaps in the nature of an olive branch, the C. of C. avows it will be highly gratified if Moses will add to the cultural aspect of the Island by speeding up construction of the elaborate oceanarium, which is still in the blueprint stage, and rebuild the old Steeplechase Pier so that the ex-

Bakerman Returns to Caracas After Shipping M-G-R for 3½G

NEW YORK, Oct. 15. — Samuel Bakerman, who in association with J. A. Borges Villegas operates two amusement parks, three carnival units and other amusement enterprises in Venezuela, left New York Friday (14) for Caracas, after closing deals in this country for new rides and equipment.

The Bakerman and Villegas firm, Coney Island, S. A., of Caracas, operates a large park at Caracas, which is open only on Saturdays, Sundays and holidays, the year-round, but does brisk business on those days.

In addition to rides and the usual park attractions, the Caracas park has a theater in which free shows are presented, with programs consisting of four or five standard circus and vaude acts. Most of the sight acts are brought in from the United States or from Europe, but some singing or talking acts are booked from the Spanish language South and Central American countries.

New Spot Opened

The new park opened by the Bakerman group is located at Maraciabo, Venezuela, and is also operated week-ends and holidays only. In addition to about 15 rides this park has a boxing arena and a drive-in theater.

While in the United States this past summer Bakerman also worked on a project for a new ice and aquatic show which will tour Venezuela in a large circus big top. Ice show will have 45 to 50 skaters and the water spec about the same number of performers.

Among rides bought by Bakerman were a Merry-Go-Round and a Lusse Skooter set-up, for which his brother, David, has constructed a portable building which will go on tour with one of the carnival units.

Shipping Costs High

Serious handicap is the extremely high cost of shipping rides to South America, as well as red tape involved. Charge for shipping the Merry-Go-Round to Caracas, by boat, was \$3,500. Freight cost, tariff duties and various fees involved almost double the purchase price of a ride by the time it arrives at its destination.

Despite the high cost of importing new rides, Bakerman finds that re-

Beach Preservation Meeting Draws 100

NEW YORK, Oct. 15.—The 24th annual meeting of the American Shore and Beach Preservation Association at the Astor Hotel, October 10-11, was attended by 100 engineers, geologists and government officers.

On Tuesday (11) the delegates were taken on a tour of parkways serving New York's major beaches, with stop-offs for inspection at the New York City-operated Jacob Riis Park beach establishment, at Rockaway Beach, and Orchard Beach, on Long Island Sound.

Delegates also visited the State-operated Jones Beach, where they were the guests of Park Commissioner Robert Moses at a luncheon in the Boardwalk restaurant.

J. Spencer Smith was re-elected president of the association. Geoffrey F. Morgan was elected vice-president and Peter J. Gannon secretary-treasurer.

cursor boats could bring more nature lovers to the sands and gadgets of Coney Island.

vamping and modernizing his parks and carnivals pays off, as South Americans are quick to patronize attractive novelties. Business of his carnivals has shown a satisfactory upswing the past year.

A. C. Biz Off Only 5% First 8 Mos. in '48

Fun Units Up, Liquor Down

ATLANTIC CITY, Oct. 15.—Business at this resort has been off only slightly less than 5 per cent so far this year, if the barometer—the luxury tax—is correct.

Allen Weisenthal, Luxury Tax Bureau administrator, this week reported that between January 1 and August 30, the city has collected \$52,108.38 less from the special municipal levy than was collected for the corresponding eight months in 1948. The total tax collected this year was \$1,076,137.17 compared to \$1,128,245.55 last year. The drop represents a difference of 4.61 per cent.

The tax report supports a report made by the Chamber of Commerce early this summer that resort business was off about 5 per cent. The biggest tax collections were for the month of August. Thruout the year, the tax on amusements showed a slight increase but the big drop was in collections on alcoholic beverages. The tax was collected from 3,033 resort business enterprises.

250G Fire Hits

A. C. Biz Units

ATLANTIC CITY, Oct. 15. — A Boardwalk fire late Monday night (10) spread thru half a dozen properties, including the Brighton Hotel bathhouses, and caused damages estimated at \$250,000.

The blaze centered in eaves beneath roofs of Boardwalk stores. Firemen were hampered by dense smoke. The bathhouse was damaged by smoke and water. Also damaged were linen, diamond, shoe and trousseau shops.

It was the second major Boardwalk fire in a month. The other blaze caused an estimated \$300,000 damage to Million Dollar Pier.

Purtle Drome To Repeat

At Rosenthal's Palisades

NEW YORK, Oct. 15.—Earl Purtle's Motordrome will be back again next year at Jack and Irving Rosenthal's Palisades (N. J.) Park. Despite the fact that the unit has been at Palisades for several seasons, Purtle reported that his gross for the season just ended exceeded his 1948 take by several thousand dollars. Purtle also operates the Motordrome on the Ceti & Wilson Shows.

An illustrated story on Purtle and his Motordrome operations is scheduled for an early issue of *True Magazine*. Photos to illustrate the yarn, authored by William Lindsay Gresham, were taken last week at the Atlantic Rural Exposition, Richmond, Va.

Detroit's Kid Funspot Plays To Fair Gross

Plant Closes This Month

DETROIT, Oct. 15.—With the season drawing to a close for the Detroit Kiddieland, located on Woodward Avenue, and owned by Paul Grude and Sloan Barbour, Toledo mechanical engineers, a check shows a fair gross has been racked up.

Grude and Barbour, who also operate two Kiddielands in Toledo, report the first year's business here, while satisfactory, has not been up to expectations. Business started off with a bang opening day, May 30, and the first three weeks were excellent. Biz fell off sharply after that, however.

Kiddieland here has four rides, a miniature train, purchased from the Miniature Train & Railroad Company; a two-abreast Merry-Go-Round, bought from Allan Herschell, and an Airplane and Auto ride, both designed by Grude and Barbour. Rides go at 9 cents or 3 for 25 cents.

Spot's parking lot accommodates 75 cars. The operation, managed by Jack Bangham, employs five men, three on the rides, one in charge of the refreshment stand and one as relief.

Park's policy which allows adult customers to ride free with their youngsters, when necessary, proved popular.

This winter the Merry-Go-Round will be installed in Halle Bros.' Department Store, Cleveland.

Heat Wave Aids Eastern Spots

NEW YORK, Oct. 15.—An unseasonable heat wave last week-end brought large post-season crowds to Coney Island, Rockaway Beach and Jones Beach, as well as to Asbury Park, Atlantic City and other shore resorts Sunday (9). Sunday's temperature hit 82 degrees.

Heat wave continued thru Wednesday (12), with beaches drawing fair afternoon crowds. Many rides and concessions were operating at Coney Island and arcades and eateries all did good business there and at Rockaway Beach.

New Units Skedded

For Catawissa Spot

NEW YORK, Oct. 15.—Dr. John Konopka, co-owner of Ideal Park, Catawissa, Pa., has been in the city in search of rides for a kiddie park he is laying out for next season.

Ideal Park, which has a large swim pool, ample picnic grounds and varied recreational facilities, chalked up excellent business the past summer, and Owner Konopka is mapping out an expansion program, including installation of riding devices and other park features, for next year.

Cuban Buyer in U. S.

WASHINGTON, Oct. 15.—Saul Solis Aguirre, Havana, representing Feria Mexicana, of Atracciones Sotelo en Cuba, Havana amusement park owner, is in the U. S. looking over park equipment, the Commerce Department, announced this week.

Ben Beno Almost Boiled in Oil By New Guinea Jungle Natives

(Continued from page 30)

Returning to the United States a year later, Ben suffered his first accident. This occurred in Chutes Park, Los Angeles. Once recovered from the injuries, he went to San Francisco with the Rawson Circus, a one-ring mud show, and later appeared with Elmer and Kirk Velare on Lemen Bros.' Circus.

Then followed tours with the John Robinson 10 Big Shows, the Van Amberg show and C. W. Parker show. With the latter, he served as catcher for the Flying Valentinos, in addition to doing his own turn as a free act. Later, Ben made a tour of Australia and on his return to the States, he performed in the Arches on San Francisco's Filmore Street where the Hort Campbell Shows were playing. Then followed a stint with the Foley & Burk Shows until 1923.

Played in Bull Rings

Following his experience in the New Guinea jungle, Ben played a few dates with an Egyptian Circus, then played the bull rings in Spain with the Leonard Parish Circus, along with Peejay Ringens.

It was on such dates as the Crystal Palace, London, and the Cirque, Paris, that Ben received the most acclaim for his original chair break-away. Opening night at the Cirque, Ben recalls with a smile, something happened that he'll never forget.

"The place was crowded with French dignitaries. I started my swing, balanced in my chair on the trapeze bar 70 feet above the packed tables. When I went backward off the bar, grabbing my chair and plunging toward the throng, the place went into an uproar. Waiters were busy for almost an hour reviving bejeweled ladies who fainted from shock."

Used Fish Net

Ben says he never was able to do his complete breakaway in this country because it was not effective unless performed directly over the heads of the audience. Because of the danger element, authorities wouldn't sanction it. Once, when booked into a Buenos Aires theater, the police watched Ben rig his crane bar high in the dome. Fearing he might fall on the audience, they refused him permission to appear unless he used a net. A hunt for a net failed. Finally Ben found a fish net and decided to use that.

"That solved the problem," Ben said, "But the net was so weak that had I fallen I would have gone right thru."

Ben says only once was he really frightened while performing. That was when he performed on the mast of a swaying ship at the request of a ship captain. With the aid of two sailors, Ben rigged his crane bar on the masts just below the funnels. The masts were so high, Ben says, that he was hanging out over the

A. C. To Push Collections Of Mercantile Tax Fees

ATLANTIC CITY, Oct. 15.—The day of the fly-by-night business operator or concessionaire who opens for the summer and then leaves after Labor Day without paying his mercantile tax is over, according to Francis D. Kelly, city supervisor of mercantile licenses.

Kelly reported this week that \$421,341 worth of business licenses had been issued up until August 31, compared with \$413,165 for the same period in 1948. The number of mercantile licenses issued was 6,129, not including taverns, jitneys and taxis. The \$8,176 difference in license collection represented about 200 new business establishments, mostly restaurants, lunch rooms and rooming houses.

open sea when the ship rolled. Below, he could see sharks.

Ben's tenure as a performer came to an end in 1939 when he took a buster while performing in Playland Park, Rye, N. Y. He broke his back.

Since that time Ben has been content to be custodian of the Pacific Coast Showmen's Association in Los Angeles, a job from which he is retiring Monday (17). Ben was issued the first gold live membership card ever issued by the Pacific Coast Showmen's Association. That was back in 1922 and it still is Ben's most treasured possession.

Dallas Jumps In Early Days

(Continued from page 38)

staged by Thearle-Duffield Fireworks Company, Chicago, repped by Art Briese.

Also getting much attention are the free acts, Selden, the Stratosphere Man, and the Cimse troupe, aerial motorcycle act, both booked in thru Ernie Young, Chicago, and sponsored by an oil company.

Exhibits Hold Lure

Exhibit-wise, the fair is much stronger than last year, reflecting the progressiveness and capability of the managerial team W. H. Hitzelberger has welded together since he took over as the fair's general manager.

Outstanding among the new exhibits are the atomic shows and the displays by Britain, Belgium and the Philippine Islands, all new this year. The atomic show is framed around materials furnished by the Oak Ridge, Tenn., laboratory, and were used for the first time at a fair this year at the Michigan State Fair, Detroit.

Dallas reps who eyed the show at Detroit, augmented it with some features of their own conception, spent some \$6,000 on building the exhibit's physical set-up, tacked on a theater for the showing of films on atomic energy, and then the fair's publicity department pulled out all the stops in publicizing the exhibit. As a result, the show is getting heavy attendance.

Foreign Exhibits Score

The foreign exhibits not only have been luring many people but they have demonstrated the wisdom for foreign countries to show their wares at State fairs. British reps already have requested double the space for next year. Tone of the exhibits is high. Belgium's displays cost about \$20,000 to set up, with the merchandise valued at about \$70,000.

The success of the foreign exhibits gives rise to the possibility of the establishment at the fair here of something along the lines of an international house, with more countries exhibiting merchandise they wish to sell in the U. S. In all probability, the fair management here will make a powerful pitch to bring about such a year-to-year show.

Many of the permanent features of the fair this year excell those of last. Among these are the auto, home and electric show.

Brookfield Zoo, Chicago, Gets New Birds, Animals

CHICAGO, Oct. 15.—The largest overseas shipment of animals and birds since before World War II was received at Brookfield Zoo here this week. Shipment included 14 species of mammals, 102 varieties of birds and 6 kinds of reptiles.

The zoo obtained them from the Taronga Zoo, Sydney, Australia, by swapping two Kodiak bears, two Polar bears and six alligators.

Mr. and Mrs. Karl Plath, curator of birds at Brookfield, accompanied the menagerie on the trip.

California Funspots Report Increase in Attendance, Biz For 1949; Other Spots Vary

LOS ANGELES, Oct. 15.—Most California amusement parks found attendance and business better this year than last, a survey by *The Billboard* reveals, while spots in other Far West and Pacific Northwest localities held, for the most part, even with 1948 figures.

W. D. Newcomb Jr., manager of Newcomb's Santa Monica Pier, in reporting his funspot, registered an attendance increase, an 8 per cent up in ride gross and a similar rise in concession business, said there were more tourists this year. But, he added, they spent less money.

The Santa Monica spot, open the year round, cut its advertising budget for '49 but this move failed to hurt at the gate.

S. D. Attendance Up

In San Diego, Balboa Park, also open the year round, saw attendance up 4 per cent over a year ago, Belle J. Benchley, executive secretary, said. Concession business showed the biggest increase, with receipts

up 16 per cent. Ride gross was ahead of a year ago, Benchley reported, but he failed to say how much. Unlike Newcomb's Pier, Balboa Park upped its advertising budget for '49.

Jack W. Wright, Guernwood Park, Calif., was one of the few California ops reporting attendance and spending down. Attendance, he said, was off 30 per cent, with the ride gross down 10 per cent. Concession biz this year was off around 40 per cent.

"People just didn't seem to have the money to spend for luxuries and amusements this year," was Wright's explanation.

Redondo Beach Park, Redondo, Wash., was among those Pacific Northwest spots reporting business down. Attendance, according to W. J. Betts, owner, was off 15 per cent, while the ride gross was down 5 and concession business dropped 10 per cent.

Concess Biz Okay

Robert E. Freed, manager of Lagoon Resort, Farmington, Utah, said attendance at his funspot was down 10 per cent, with the ride gross off 12 per cent. Concession biz, however, was up slightly. Freed said food concession biz was down a trifle but games biz showed an increase. Ballroom biz, he said, was off.

Robert E. Bollinger, Oaks Park, Portland, Ore., said it was impossible for him to compare biz this year with last season because "last year we were open only a short time due to the floods."

Generally speaking, park ops in this section of the country were well satisfied with results. Many had feared biz would be off considerably and quite a few expressed surprise that final figures showed an increase.

Stringent Shooting Gallery Laws Sought in New Jersey

CAPE MAY COURT HOUSE, N. J., Oct. 15.—Officials of resorts in Cape May County were asked this week to adopt stringent laws that would prevent a recurrence of a late season shooting gallery accident in Wildwood. Prosecutor Albert Ash, in a communication to city officials in all resorts in the county, recommended that an ordinance be passed regulating operation of shooting galleries in such a manner that a gun could not be pointed in any way but at targets. He also suggested that the measure forbid employment of minors in such establishments.

Late in August, two persons were wounded as they walked along the Wildwood Boardwalk when a 15-year-old gallery attendant fired a gun he believed was empty.

500G To Save N. J. Beaches

NORTH WILDWOOD, N. J., Oct. 15.—Appropriations totaling nearly \$500,000 to halt beach erosion in Cape May County have been recommended by the Legislative Committee on Beach Erosion. The sums of \$112,970 were recommended for Stone Harbor and \$260,000 for Ocean City. The two resorts will have to match the State funds dollar for dollar.

GREENSBORO OKAY

(Continued from page 38)

year. The Monday (10) play was also big.

On Wednesday night (12), for the first time in 16 years, a second grandstand show had to be presented to care for the crowd. A George A. Hamid revue presentation was followed by Jack Kochman's Hell Drivers, beginning at 9:30.

Midway Biz Good

The World of Mirth Shows on the midway are also assured of a good take, since gross business thru yesterday was a scant \$800 under that of last year, despite the virtual loss of Thursday night, Chambliss said.

Movie star Ken Maynard, and his horse, Tarzan, also featured in front of the grandstand, proved a big draw for the kids.

Premium money this year was boosted to \$7,500 and resulted in the finest displays ever presented at this annual.

Two other Chambliss - managed annuals, Rocky Mount and Greensboro, also registered highly successful runs.

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Cold Weather Fails To Hurt W. Coast Org

Fresno Winds Up Okay

FRESNO, Calif., Oct. 15.—West Coast Shows playing the carnival midway at the Fresno County Fair October 4-9 racked up good business after a sudden cold snap threatened to make the date a blank. Opening day Tuesday (4) was good for all rides and concessions, General Manager Mike Krekos reported, with 31,248 customers filing thru the fair turnstiles as compared with 23,627 for the initial showing in 1948.

Business continued good thru Wednesday (5), but an early-season snowfall in the Sierras sent thermometers skidding. This, coupled with a high wind, kept the midway practically deserted most of Thursday. The weather took a turn for the better Friday and swung back to normal in time for the org to garner better than average business.

23 Rides, 16 Shows

The carnival midway was laid out at the north end of the grandstand. Org had 23 rides, 16 shows, 50 concessions, 4 searchlights and 31 fluorescent towers.

After-dark business was especially good, E. W. (George) Coe, business representative, said, with all rides and concessions getting a heavy play. Altho not confirmed, org was said to be in on a 10-cent per capita deal.

Extra rides and concessions were added for the date. Andy Camilleri brought in all the wheels and two Snake Shows. His line-up included John and Chick Provanzale, bird wheel; Jerry Murphy, ham wheel; Oliver Franklin, bird store; Guy Collins and Ernie Caskey, cigarette wheel; Harry Lewis, grocery wheel; Imogene Nichols, bronze horses; Evelyn Whittaker and Hyman Kornblatt, ham and bacon; Vivian O'Connor, candy wheel; Ginger Schultz, doll store, and Gerry Harney, candy wheel.

Other concessionaires playing the date were Dutch Schue, formerly with the Douglas Shows; Moxie Miller, Charlie Albright, Penny Arcade; Lloyd and Paul Monette, crew hats; Phil Horn, novelties, and Red Crawford, Monkeydrome.

Other Rides Added

Added rides spotted on the midway were brought in by Wyatt Shepherd, kid auto ride and barrel roll; Joe Davis, Rock-o-Plane, and Clyde Gooding, hobby horses and Kiddie Plane.

Visitors included Mr. and Mrs. Joe O'Shaughnessy, Madera District Fair; Bob Schoonover, A. E. (Blacky) Stein, California Shows; Mrs. Louis Leos, visiting her husband, Louis, secretary of West Coast Shows; Clifford Gilman, Crafts Exposition Shows; Lee Eyerly, ride manufacturer from Salem, Ore.; Joe Zoter, Zoter Enterprises, Oakland, Calif.; Louis S. Merrill, manager, and Rose Links, secretary of Western Fairs Association; Slim Clancy, former ride superintendent for West Coast Shows and now chief of police of Orange Cove, Calif.; Victor Davis, California Shows, and Bill Zirkle, assistant manager of the Madera District Fair.

George Anton, Fresno, now touring Europe, cabled best wishes from Athens, Greece.

After playing San Francisco (13-24) the org moves into Porterville, Calif., where it closes Armistice Day. Winter quarters will be under the supervision of Louis Leos. Mr. and Mrs. Harry Myers, manager of the show, plan a trip to Greece this winter.

Sally Rand Tops Dallas Midway In Early Days; Spending Down

DALLAS, Oct. 15.—Sally Rand, a last minute addition, topped the midway shows at the State Fair of Texas here thru Thursday (13), the sixth day of the fair's 16-day run, even tho she missed out on the bulk of the fair's advance campaign.

The fan dancer, whose show is priced at \$1, set a brisk pace at the ticket boxes even tho the midway rides, games and shows were down in receipts from last year.

Rain Clouts Midway

The general midway drop was caused by rain, which more than offset the fair's greater attendance for the first six days. Saturday (8) the close to 75,000 persons who saw the Texas-Oklahoma football game in the Cotton Bowl were drenched, and at the final whistle they bee-lined for the gates, and thus the huge turnout was lost to midway operators. There also was some rain Sunday (9), and Tuesday (11) was hard hit by rain.

Sally Rand, never one slow on the trigger, publicity-wise, lost no time in crashing the public prints once Ray Marsh Brydon, midway show boss here, closed with her to show. She arrived to the accompaniment of much fanfare and thereafter made the newspapers daily with much strong publicity of a mixed variety. And the heavy flacking showed up sharply at the ticket boxes.

17 Shows Operate

Besides handling and operating her own revue, the tireless la Rand also has the Posing Show here. Brydon's show line-up embraces 15 other units, including the 100 Years Ago Show, owned and operated by John Courtney, which closed recently at the Chicago Railroad Fair.

Other units under the Brydon banner here are Charlie Hodges's Side Show, a Motordrome (operated by Restall and Podesta), Leo Singer's midgets, Joe Sciortino's *Desira*, Harry Wahl's Diane and her monkey, Glen Porter's Torture Show, Nat Rodgers's War Show, F. M. Smith's Zorine

Show, Del Hall's freak animals, Buttons Grantham's Monkey Circus, Jack Alpert's Monkey Drome and Globe of Death, C. C. McClung's giant snakes, and a Funhouse.

Concession operations, as in the past, again are notable for the amount of merchandise tossed out. Stands, previously used for bingo by Jack Lindsey, was converted to other games. Joe Murphy has absorbed many of the duties of the late Denny Pugh, for many years No. 1 man in the Pugh-Lindsey-Murphy midway operations, and Murphy is credited with doing an excellent job of carrying the heavy managerial load. Margaret Pugh, widow of Denny, continues active in the operations here.

Columbus, Ga., Gross Hiked 20% By Dodson Org

COLUMBUS, Ga., Oct. 15.—A 20 per cent increase in midway business over '48 at the Chatahoochie Exposition here was racked up by the Dodson's Imperial Shows in the first four days of the six-day event which closes tonight.

Boon to biz is the early scheduling of the acts and fireworks at night. Such shows are over at about 8 p.m., with the early scheduling bringing the folks out early and sending them out of the grandstand with ample time to spend on the midway.

Harry Clark's Plantation Club, Ray Cramer's Side Show and Bill Holt's French Revue were top money-getters among the shows, with big takes being reported for the Ghost Train, Scooter, Tilt-a-Whirl and Caterpillar.

Local newspapers front paged the show daily, and several features were carried on Zaharee, rice writer.

Dave Pickard, business manager, succeeded in opening coupon stores for the first time in several years. Concessionaires who joined here included Paul Olsen, J. D. Edwards, R. W. Rocco, Betty Bammel and John Paul.

Visitors here included J. C. McCaffery, org's general agent and co-owner; E. W. Wells, traffic manager, and Bill Breeze, general agent for the Royal Crown Shows.

Meridian, Miss., played last week, saw game concessionaires idled as a result of difference between various law officials.

RAS Gets Longer Run, Less Money In Jackson, Miss.

JACKSON, Miss., Oct. 15.—Off-spending caused a dip in the receipts of the Royal American Shows here the first five days of the eight-day Mississippi A. & I. State Fair, but the RAS will probably wind up with a larger gross than last year, inasmuch as the annual's run has been extended by two days.

Closing day, Monday (17), is Negro Day and tomorrow the ride section of the RAS will be in operation, marking the first time in the fair's history that there has been Sunday operation.

The Alabama State Fair, Birmingham, played last week yielded a gross below that of '48, with the drop ascribed to tighter money conditions, plus strike conditions in that city.

Strates Tops '48 Biz by 18% At Charlotte

Org Fights Rain on 3 Days

CHARLOTTE, N. C., Oct. 15.—Making its second appearance at Southern States Fair here, the James E. Strates Shows topped its '48 gross by 18 per cent despite rain during three of the five operating days.

On opening day, Tuesday (4), with a record crowd on hand, the midway jumped 25 per cent over the gross garnered a year ago. Rain Thursday, Friday and Saturday put the midway in terrible shape, which the spreading of shavings, straw and cinders couldn't overcome. However, the crowds, arriving later than usual, slushed around in the water and mud to heavily patronize shows and rides.

Crowds Arrive Late

Early rains Friday (7) held down the usual early play on Kid's Day. When the moppets did arrive all units did capacity business. Rain Saturday again held down early attendance, but from noon on, with intermittent showers and occasional downpours, visitors streamed onto the grounds and spent as they went to put the midway takes above last year's record.

Manager Dick O'Brien gave the midway a better layout this year by placing the kiddie rides across from the grandstand on a grassy plot, which was not available in former years.

Manager James E. Strates announced that a big building campaign has been planned to start immediately on the shows' arrival in winter quarters following Jacksonville (Fla.) Fair on November 13. Four carloads of oak have already been ordered for the building of wagons and the decking of flat cars. More dual-wheel pneumatic tired wagons will be built to take the places of solid rubber ones.

Nate Eagle announced the signing of Ann Sholter, lilliputian, to appear in *It's a Small World*, a flicker. She will leave for Hollywood in December.

Gooding's Org To End Season In Alliance, O.

ALLIANCE, O., Oct. 15.—The F. E. Gooding Amusement Company concludes its season Saturday (29) at the Pre-Halloween Festival here, then heads for winter quarters in Columbus, O.

The season, according to Gooding, was the biggest, from the standpoint of number of events, in history. More than 200 engagements were played, 105 being bona fide fairs and celebrations. Seven units played still dates and by fair time nine were in action.

Despite being hit by weather and/or polio in several spots, the season was highly successful. Weather the earlier part of the season was bad. Fairs, from the latter part of August on, held their own and in some instances showed healthy increases.

Big fairs played this year, which turned in neat grosses for the Gooding org, included Michigan, Ohio and Arkansas State fairs, Mid-South in Memphis and the Kentucky State Fair in Louisville. Saginaw, Mich., was a big winner.

Celebrations which proved surprises included the Ironton, O.; Punxsutawney, Pa., and Catlettsburg, Ky., centennials; the Greenfield, O., Sesqui-Centennial and Willard, O., Diamond Jubilee.

Ferris Greater Org Concludes Season Nov. 13

LOS ANGELES, Oct. 15.—Ferris Greater Shows, owned by Larry and Rose Ferris, will finish the season November 13 and move into winter quarters at Riverside County Fairgrounds, Indio, Calif.

Ferris has big plans for next year when, he says, the org will boast 17 rides, including twin Ferris Wheels, Tilt-a-Whirl and Caterpillar. Org also may add the new Eyerly car ride.

To transport the new rides, several trucks and trailers are being readied and a new transformer wagon, carrying three 100-k.w. units, also is being built. This season Ferris spent around \$60,000 on improvements and by next season total improvements will hit the \$150,000 mark. A Fly-o-Plane, Rock-o-Plane and Boat Ride were added this season. Ferris said the Rock-o-Plane will be returned to the factory at the end of the season for renovation and the addition of new safety drums.

The Ferris org played the Farmers Fair and Festival, Hemet, Calif., where it had 7 rides, 4 kiddie rides and 36 concessions. Three rides, the Tilt, Rock-o-Plane and Kiddie Car were sent to Mojave, Calif., for the Gold Rush Days. Other rides went to Azusa, Calif. Rides will be combined next week for the Calexico date, with El Centro, Brawley and Indio following.

Ferris has opened an office in Los Angeles. Address is 2521 Riverside Drive.

JJJ Selma, Ala., Gross Runs Big; 30% Over 1948

SELMA, Ala., Oct. 15. — At the completion of the first three days of a five-day engagement here Thursday (13), the Johnny J Jones Exposition was 30 per cent ahead of its 1948 still date pace, with prospects good for a record engagement.

Completing its second annual engagement at the Southeastern Fair in Atlanta Sunday (9), the org made an uneventful run, had a bit of trouble getting the wagons on a soft lot, but was in the air and open promptly at 6 p.m., Tuesday night. As this was the first show in here this year, the natives were waiting for it and opening business topped the same day a year ago by better than \$500. Business took a healthy leap Wednesday and another climb Thursday.

Jerry Jackson's Hep Cats Revue evidently made quite a hit here a year ago with Selma's Negro population, as the ballys were rushed opening night and there were long waiting lines the next two nights. Allen Gilbert's *New York Follies* caught a fair share of the business, while Dick Best's crew, featuring the mule-faced woman, picked up good biz with the passing of each day.

Buddy Paddock and Morris Lipsky, co-owners, were well satisfied with the final count at Atlanta, despite a drop of 20 per cent in the gross. An array of 14-foot center joints jammed the midway and on the big days it was almost impossible to work to the people. Even the concessionaires complained about conditions, reporting they were off as much as 50 per cent because they couldn't catch or hold attention, as prospective customers were pushed along by the tide.

Judging by the reports of the concessionaires the shows and rides were lucky not to have suffered an even greater drop.

Parada Personnel Fete Swishers on 30th Anniversary

NEODESHA, Kan., Oct. 15.—Mr. and Mrs. H. C. Swisher, owners of the Parada Shows, celebrated the 30th anniversary of their entry in show business Wednesday (5) during the Sedan (Kan.) Fair when personnel of the organization staged a dinner in their honor in Copple's midway cafe.

Fifty-three people attended the dinner, which also celebrated the birthday of the Swishers' son, Forest. The arrangements committee was composed of Mr. and Mrs. H. L. Daffin, Mr. and Mrs. Earl McReynolds; E. W. Benson, who acted as emcee, and his wife.

The party was attended by Mrs. W. A. Gibbs and son, Clarence; Mr. and Mrs. Jewel, Mr. and Mrs. Frank Richmond, Mr. and Mrs. McDaniels, Mr. and Mrs. Crabtree, Mr. and Mrs. Whalen, Mr. and Mrs. Finch, Mr. and Mrs. Boswell, Mr. and Mrs. Buckland, Mr. and Mrs. Greggs, Mr. and Mrs. Vermillion, Mr. and Mrs. Copeland, Bob Lumbstrom, Happy Ferrell, L. B. Davis, Lawrence and Jack Custer, Anna King, Ray Thomason, Mr. and Mrs. E. L. Smith, Mr. and Mrs. Lonnie Hall, Bill Mitchell, Claude Kelsey, Albert Landon, Leonard Couch, James Bedford, Louie Price and Frank Janney.

Three Orgs Featured At Frisco Centennial

SAN FRANCISCO, Oct. 15.—A centennial celebration of the Portola Days type staged here last year opened Thursday (13) with three carnivals located in different sections of the city.

West Coast Shows are spotted at 25th and Army streets, Arthur's Imperial Exposition Shows are playing

Fresno Notes

FRESNO, Calif., Oct. 15.—Paddy Treanor, assisted by Raymond Treanor, supervised the firm's novelty deal on the fair midway here. Paddy has been playing this date since 1911. Another old-timer, Hap Young, claims 39 years of booking his eating stands into this annual event. He and Kelley Young plan a winter vacation in Hot Springs. . . . Joe Krug was back with two eating stands, one on the fair and one on the carnival midway. . . . Harry and Mary Taylor reported good business with their frozen custard stand. . . . Art Schreiber managed a walk-in for Irving Parker, featuring 21 original California missions in miniature. . . . Si Otis, featured in the open-air vaude show, heads for Los Angeles where he will be featured with his trick mule, Abner, at the dairy convention. . . . Mr. and Mrs. Fred Weidemann were back with their soap pitch again this year. . . . Sis Dyer closed a successful season with Ferris Greater Shows and Crafts Exposition Shows. After a trip to Los Angeles she will attend the outdoor convention in Chicago November 27-30. . . . Zola Wise, reader, sold her Motordrome. She will play niteries this winter.

End of Games Ban Is Sought in Conn.; Pro Ops Excluded

HARTFORD, Conn., Oct. 15.—Bills to lift the State ban on raffles and games of chance conducted at Connecticut benefit carnivals, bazaars and summer festivals are expected to be submitted to the next session here of the Legislature.

State Sen. Milton J. Herman said late last week that he would discuss with Gov. Chester Bowles the placing of a proposed Herman measure on the special session's agenda. The bill, unless authorized by the governor on the agenda, would be pushed back to the next regular General Assembly session.

Senator Herman said that many fraternal, volunteer fire and church groups are behind the move to lift the ban, and added that he has received more than 40 resolutions from down-State organizations urging legislative action on his proposal, which would permit the operation of raffles and games of chance at benefit carnivals, bazaars and summer festivals thruout Connecticut. His measure would follow the general pattern of the Connecticut bingo bill, which was passed 10 years ago, with Attorney Albert Coles instrumental in its passage.

Only Local Groups

Herman said his measure will prohibit participation in these benefit events by private promoters, so that the operating organizations will get all the profits. He pointed out that not only the charitable work of fraternal organizations but also the operations of small town volunteer fire departments are greatly impaired by the ban on games of chance.

Two State representatives, Daniel F. G. Hickey and Melvin Dichter, declared that they would draw up a detailed measure before the forthcoming special session, setting up a licensing arrangement similar to that now provided by law for the operation of bingo. Their bill, when drafted, would apply to veterans' organizations, volunteer fire companies and other civic groups.

The move to amend Connecticut's State gaming laws is said to stem from the recent crackdown by Fairfield County prosecuting authorities on games of chance at benefit carnivals, on the grounds that they violate the gaming laws as they are now written.

on Polk Street, and Harry (Polish) Fisher has his Golden West Shows in the Mission District.

W.G. WADE Shows

SIDNEY, OHIO ANNUAL STREET FALL FESTIVAL

Around Courthouse Square

Wednesday, Oct. 26; Thursday, Oct. 27; Friday, Oct. 28 Saturday, Oct. 29

FARMER'S DAY	MERCHANTS' & CITY DAY	CHILDREN'S DAY	EAGLE STATE CONVENTION DAY
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PARADES — BANDS — CONTESTS — FREE ACTS

EATON, OHIO SESQUICENTENNIAL

On the Streets

Wednesday, Nov. 2; Thursday, Nov. 3; Friday, Nov. 4 Saturday, Nov. 5

GOVERNOR'S DAY	COUNTY DAY	OHIO & CHILDREN'S DAY	MARDI GRAS DAY
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SPEAKERS — PARADES — CONTESTS — FREE ACTS

WANTED For these 2 Great Fall Events in Good Ohio Territory. Legitimate Concessions of All Kinds, Educational Shows.

Write or Wire NOW—

G.P.O. BOX 1433, DETROIT 31, MICH., NOW AND THRU OCT. 24; THEN AS PER ROUTE ABOVE

C.A. STEPHENS SHOWS

WANT

For HAWKINSVILLE, GA., FAIR, Oct. 24-29; ELBERTON COLORED FAIR, Oct. 31-Nov. 5, and the ANDERSON COUNTY COLORED FAIR, Nov. 7-12, with Ware Shoals, S. C., following All Concessions open. A few choice Stands, Novelties, Eat and Drink Stands, Ball Games, Hoopla, Penny Pitches, Swinger, Buckets. These spots are bona fide and solid.

SHOWS—Billy Annex Attractions, get in touch with me. Animal Show or any Grind Show of merit. Need Plantation Show with own equipment for these spots. Can use Motordrome, especially for Hawkinsville.

WIRE THOMSON, GA., THIS WEEK

HERE IT IS — A RED ONE FOR NEXT WEEK

SIX DAYS — OCT. 24th THRU OCT. 29th — SIX NIGHTS

UPSON COUNTY FAIR, THOMASTON, GEORGIA

WANT HIGH CLASS SIDE SHOW OR MONKEY CIRCUS

— CONCESSIONAIRES, NOTICE —

Have a limited amount of space available for Legitimate Merchandise Concessions. Can place Long and Short Range Galleries, Photos, Huckley Buck, Hoop-La, Pronto Pups, Wonder Bar, Jewelry, Basket Ball, etc. Positively no flats. Address:

JOHNNY T. TINSLEY SHOWS

FAIR GROUNDS, GREENSBORO, GA., THIS WEEK

P. S.: Erwin Heller, please get in touch with us at once.

Rides For Sale—Real Bargains

1940 7-tub Tilt-a-Whirl with 2 1947 Fruehauf Semis built to haul ride with 2 1942 tractors; 1 1947 Spitfire, perfect condition, with 26 foot Kentucky semi built to haul ride; 1942 Dodge two-ton tractor; 1 1947 Rolloplane Super, same as new with 28 foot Superior semi built to haul ride, with 1942 Dodge Tractor; 1 1947 Flying Scooter, 8 tub, with 28 foot Superior semi, new in '47, built to haul ride with 1942 Dodge 2 ton tractor; 1 1946 10-car Allan Herschell Kid Auto Ride, new top, ride like new; also 1 Kid Train, two coaches with plenty track, Briggs Stratton motor. Have 26-foot closed Van for the two Kid Rides, also tractor. Have open semis, also closed 26-foot Vans and Tractors; 1 Transformer Semi, 24-foot closed Van with fans; 2 100 KVA 2300 Single Phase Transformers with switches, outfit complete in every way, with 1945 Dodge Tractor, all new rubber this year; 1 20x40 Royal Blue Anchor top and Wall, new this year; 4 10x14 Concessions, Royal Blue Anchor, new this year; 2 12x14 same. All concessions complete, ready to operate, consisting of Fishpond, Ball Game Cats, Clothes Pin Pitch, 2 Balloon Darts, Cork Gallery. The above equipment is in the finest condition, can be seen here at my winter quarters by appointment. Priced very low. Cash only, no trades.

WIRE FOR APPOINTMENT

All replies W. R. GEREN, Box 29, Greensburg, Indiana

T. J. TIDWELL SHOW

CAN PLACE Ride Men who drive semis. Long season.

CAN PLACE Shows and Concessions. Wire as per route.

Clyde Talbert, Queenie needs you; contact. All wire

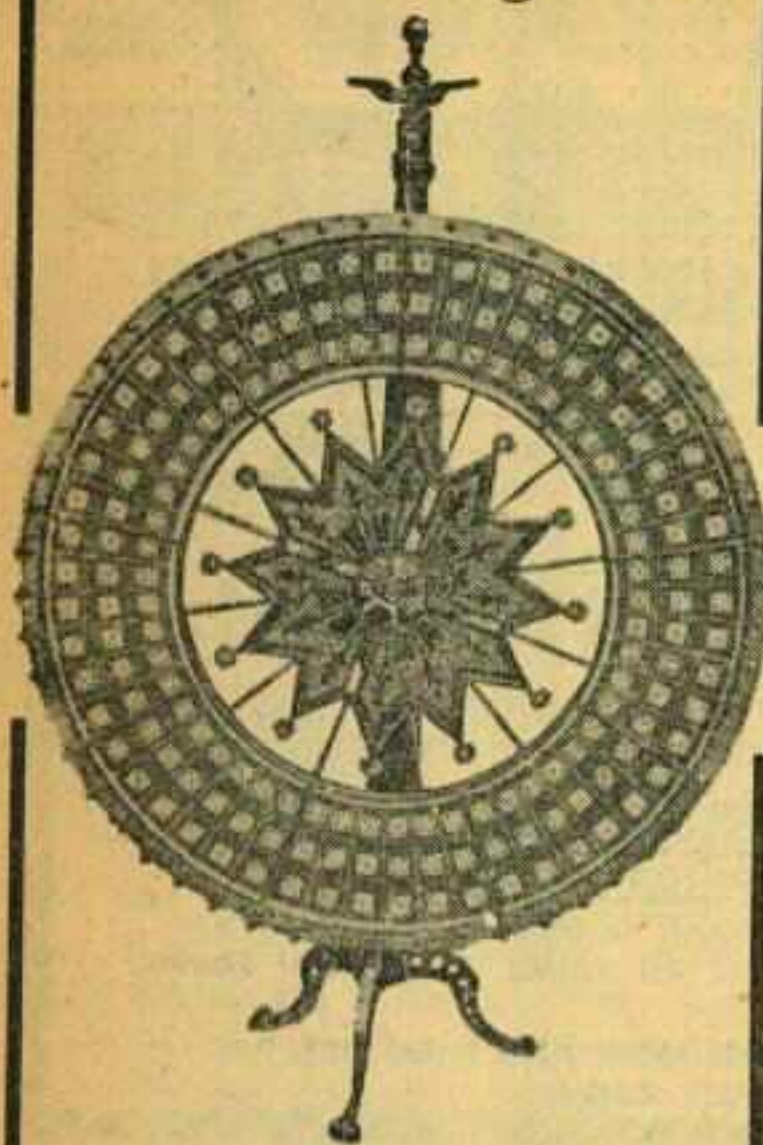
T. J. TIDWELL, Mgr.

LEVELLAND, TEXAS, OCTOBER 17-24.

FLOYD O. KILE SHOWS

Place for Tangipahoa Parish Colored Fair, Kentwood, La., and others till Dec. 15. Stock Concessions of all kind, Photo, American Palmistry, Pop Corn, Apples, etc. What have you? Can use one Major Ride, also Kiddie Autos or Train. Good Ride Help who can drive. Free gate. No grift. Wire or come on. Colfax, La., Colored Fair now; Kentwood Fair, Oct. 25-30; Port Barrie, La., Nov. 1-6; then big Armistice Day Celebration, Mamou, La., biggest thing in Louisiana. For Sale—We are replacing our Rides with new ones for 1950, so have for sale 40-ft. 2-Abreast Merry-Go-Round, new top and paint, excellent running condition, with or without semi. Priced to sell. See it in operation. Chairplane, \$500.00; running all season. First come, first served. Contact FLOYD O. KILE, per route.

It's the Original!



EVANS'

JUMBO DICE WHEEL

The Finest Ever Made

Here's Chuck Luck in its most popular form! Richly ornamented and trimmed, Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season, anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois

MIDWAY CONFAB

Man does not live on bread alone—there must be some meat in the burger mix.

Clarence and Madge Thomes are taking in the fiesta while vacationing in Monterrey, Mexico. From Monterrey they go to Mexico City. . . . While showing Boise City, Okla., recently, Mr. and Mrs. Charles Thornton, Mr. and Mrs. Art Lolley, Mr. and Mrs. Elvin Bishop and Jean Eugene Mercer, of the M. A. Srader Shows, motored to Amarillo, Tex., to visit the Bill Hames Shows and were treated to dinner by Carmen Lee Hillyard, operator of the "Carmen in the Bushes" show. Zora Blaire also was a guest at Amarillo.

When Emerson wrote "The best of life is conversation," he'd never attended a jackpot session in a hotel lobby.

Walter Nealand, veteran press agent, recently concluded his sixth season with the John H. Marks Shows and left for Wilmington, N. C., to take charge of promotion, bookings and press and radio for the American Legion Thrill Circus there, October 24-29. Event is promoted by Mrs. James M. Raftery, wife of the late owner of the show bearing his name. Nealand has established headquarters in Cape Fear Hotel, Wilmington. . . . Ethel Purtle, who with her husband, Earl, operates Motordromes at Palisades (N. J.) Park and on the Cetlin & Wilson Shows, is recuperating from a nose operation performed recently in New York.

Instead of criticism, show owners should be given high praises for not throwing up their hands and quitting.

Thomas P. Felder, also known as Spartanburg Brownie, who trouped for 27 years with carnivals and circuses, including the Sheesley, World of Mirth, Johnny J. Jones and Ringling-Barnum shows as a cook-house operator, is seriously ill at 280 Alexander Avenue, Spartanburg, S. C. . . . Walter B. Fox, who re-

cently spent the week-end on Dodson's Imperial Shows at Meridian (Miss.) Fair as guest of Manager Mel Dodson, reports that the show will open its engagement at the maiden Prichard, Ala., Fair October 25. While in Meridian, Fox cut up jackpots with Jimmy Rates, another former general agent who is in the restaurant business there.

There is no limit to the ability of house trailer wives. See what they can do with the English language over the grapevine.

Doral Deshon, owner of the "Follies" on Capitol City Shows this season, has sold his equipment to Dominic Marconi. Deshon plans to retire. . . . Mr. and Mrs. O. J. (Whitey) Weiss are the parents of a daughter born recently in Tampa. Weiss, concession manager on Al Wagner's Cavalcade of Amusements, flew from Eunice, La., to Tampa to be with his wife. . . . Thru an error, it was reported in the October 1 issue that a daughter, Mary Catherine, was born to Mr. and Mrs. Skeeter Larow instead of to Mr. and Mrs. Cortez Lorow. . . . Charles B. Kidder, well known show builder, is working on a ride deal which he hopes will appeal to national advertisers.

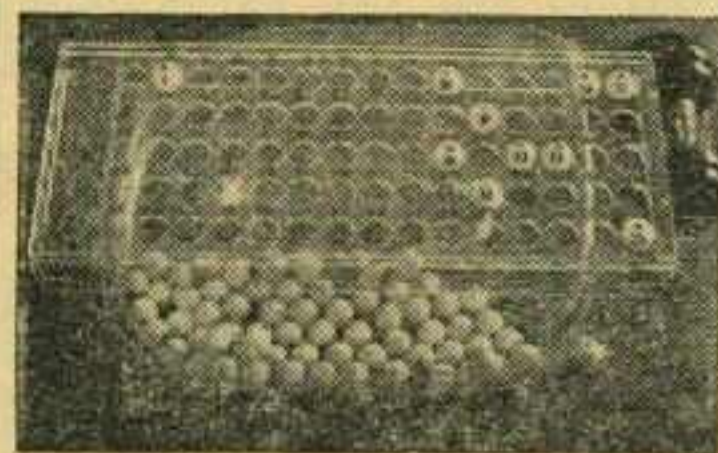
It was the show's meanest cynic who scoffed at a surprise wedding of midgets, insisting that it was all fixed in advance.

John (Sheik) Lempart was in Dallas a week before the State Fair opening and was to remain thru the event as aide to Joe Murphy in the midway operation. . . . Jack Kaplan, representing the Showmen's League of America, checked in early at the Dallas fair. . . . Harry Hennies, owner of Hennies Bros.' Shows, was the first carnival owner to arrive at Dallas. His show closed Sunday (9) at Muskogee, Okla. . . . Duke Wilson is rounding out another season with Royal American Shows, handling the front of the Gypsy Rose Lee show. Last year Wilson took care of the front of the Sally Rand show, also

THE NEW LOOK

BINGO BLOWER OF TOMORROW HERE TODAY

It's New—Portable—Fast—Efficient Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.



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Supplies and equipment.

Write Today for Complete Particulars.

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WANTED AT ONCE

FOR DUGAN BROS.' SHOW General Agent and two Billposters. Agent with car preferred. All winter's work. Must be sober and reliable, good dresser and nice appearance. Want to hear from Oscar Wiley, Ted Edlen. Address all to DUGAN BROS.' SHOW Brenham, Texas. Show opens Oct. 28th.

ARCADE FOR SALE

Top, 24x62, with 20-foot center, all complete, now operating, \$1000.00 cash. Also 12-foot Bumper and 10-foot Cork Gallery Concessions for sale, both complete, \$50.00 each. W. J. WILLIAMS, ROGERS GREATER SHOWS, Charleston, Miss., this week; Okolona to follow.

SHOW EQUIPMENT FOR SALE

Fireproof, 4 pole, dramatic end tent 50'x110' complete with seats; Power Plant; two Big Trucks; one 1/2 Ton Panel Truck; three PA Systems; two Concession Tents; all equipment in first class condition. Call 3-1438 or write A. N. STAFFORD 959 Texas St. Mobile, Ala.

KIDDIE RIDE FOR SALE

Kiddie Airplane Ride, homebuilt, attractive, in good condition. Four planes seat two each, planes propeller driven, tower approximately 15' high, wiring new. Sorry, cannot crate for shipment and no photos available. Ride is in storage. Price \$400—come and get it. Mrs. Eddie L. Wheeler, Perma-ent Address: Route 2, Rome, Ga., Calhoun Road at Canada's Store, or c/o Shan Bros.' Shows this week.

FOR SALE—FOR SALE

One Smith & Smith Chairplane, A-1 condition, \$1,000; one Sunshine Choo Choo Train, complete, perfect condition, \$1,000; one Boat Ride, new tank, A-1 condition, \$350; one set Girl Show Banners, \$50; one 50 kw. Transformer, \$100; one Ten-Car Whip, good motor, good gears and plates, wood work bad, quick sale, \$350. Rides in operation here. All replies: Bobbie Hendrix, Box 824, Tel.: 5155, Houma, La.

Better Homes Show and Exposition of Progress GREEN MOUNTAIN SHRINERS STATE OF VERMONT

Two floors—Memorial Auditorium, Burlington, Vt., 6 days, November 7th to November 12th. State Armory, Rutland, Vt., 5 days, November 15 to November 19th. Plenty of action and crowd getting activities. Thousands of dollars of free gifts to be given away. Thousands of admission tickets sold in advance. Booth space available. Jewelry, Needles, Rug Weaving, Novelties, Pets, Recent Inventions, Photography, Engravers, Horoscopes, Handwriting, Sports Equipment, Demonstrators, etc. Rates cheap. Write now for booth space. First come, first served. Management:

NEW ENGLAND EXPOSITIONS, INC., William A. Royce 475 Shelburne Street Burlington, Vermont.

CRAFTS EXPOSITION SHOWS

Now Booking

LEGITIMATE CONCESSIONS Only

for ARIZONA STATE FAIR PHOENIX, ARIZONA, NOVEMBER 4-13 INCLUSIVE

WRITE—WIRE—PHONE CRAFTS SHOWS 7283 Bellaire Ave. Phone: 5Unset 2-3131 North Hollywood, Calif.

WANT SHOWS, RIDES & CONCESSIONS

"FOR THE SOUTH'S GREATEST COUNTRY FAIR"

FLORIDA TOMATO FESTIVAL

RUSKIN, FLORIDA, DECEMBER 7-8-9-10, 1949 WRITE GEO. BUCHANAN, CONCESSION DEPT. BOX 146, RUSKIN, FLORIDA

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors—Individually Designed

JIMMY MORRISSEY

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WANT

Legitimate Concessions, Grab, Bingo, Shows with own outfit. Agents for Stock Concessions and P.C., Ride Help on all Rides; drivers preferred. Will book or lease Merry-Go-Round or Rolloplane. Wire or write

J. E. KAUS SHOWS New Bern, N. C.

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For Carnival Installations, Dealers, Distributors, Concessionaires

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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24"
30"
36"
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IMMEDIATE
DELIVERY



WE ARE NOW SHIPPING
BIG 6 WHEEL
SEND FOR CIRCULAR!
MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
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on RAS. . . . George Reinhardt, cookhouse operator with Johnny J. Jones Exposition, had seven eateries on the midway at Great Southeastern Fair, Atlanta. Reinhardt has had cookhouses at the annual continuously since 1921.

Most midwayites appreciate the opportunity of going on the air. We all have a little corn in us and from their ballys like to announce, "I'm the man you heard on your radios today."

Mr. and Mrs. Charles T. Goss, following close of Hennies Bros. Shows in Muskogee, Okla., booked their Pretzel Ride on Cavalcade of Amusements for remainder of the season. They joined the Al Wagner organization in Eunice, La. . . . Carl Erickson, midget with Henry Kramer's Midget Show on the Royal American Shows, is a patient in the South Highland Hospital, Birmingham.

CRESCENT AMUSEMENT CO. SHOWS

- 10—Modern Rides—10
- 8—Clean Shows—8
- U. S. Army Searchlights
- Thrilling FREE Acts
- 25—Tractors & Trailers—25



Doc Anderson's All Colored Minstrels
Skippy Fun House
Circus Side Shows
Ted Snyder's Motordrome
Own Diesel Light Plants
52 Ft. Light Towers

WANT WANT WANT WANT
Biggest Event in East Texas

The EAST TEXAS YAMBOREE, Gilmer, Texas, Week Oct. 24

Parades, Bands, Fireworks, Free Acts, 2 School Days, with Jacksonville, Crockett and Three More Spots

CONCESSIONS that work for stock. No Flats, no Gypsies, no P.C. Age, Scales, Ice Cream, Ball Games, Short Range, Photos, American Palmistry (no Gypsies), Floss, Sno, Popcorn, Eating and Drinks. Will book large modern Cookhouse, French Fries, Apples. RIDES: Want No. 5 Wheel to dual with ours, Major Rides, Tilt, Chairplane, Spitfire, Flyoplane, HiBall, Scooter, Kiddie Rides except Autos.

NOW BOOKING FOR 1950

Independent Shows with own outfits. Will furnish complete outfit for Side Show, Jim Chavanna, write. Want to hear from Bob and Dan Stewart, Jack Lydick, Harry Lottridge. Booking Hanky Panks for 1950. Come to Gilmer, Texas, and look us over, or write: Winter Quarters, Box 769, Jacksonville, Texas. We will be at Sherman Hotel, Chicago, for the meeting.

FOR SALE: 30x60 Jigg Show Top and Banners, new this spring, \$500.00; 20x50 Royal Blue Side Show Top Banners, Banner Line, \$450.00; Rolo-a-Whirl Ride, new July 1st, \$2,750.00. All can be seen per route. 8 Car Streamlined Mangles WHIP, Le Roi Power Unit, with semi trailers. A bargain. Can be seen in operation. Address:

L. C. McHENRY, Manager; JESS WRIGLEY, Gen'l Agt.
KILGORE, TEXAS, THIS WEEK; THEN GILMER, TEXAS

NORTH EAST FLORIDA STATE FAIR

JACKSONVILLE

NOV. 7 TO NOV. 13

CAN PLACE DIRECT SALES AND EATING AND DRINKING STANDS

JAMES E. STRATES SHOWS HOLD EXCLUSIVE CONTRACT FOR SHOWS, RIDES AND GAME CONCESSIONS

WANT SENSATIONAL FREE ACTS

CURTIS L. BOCKUS, HOTEL MAYFLOWER
JACKSONVILLE, FLORIDA

LAWRENCE GREATER SHOWS

CAN PLACE FOR FOUR MORE WEEKS

Athens Agricultural Fair—Athens, Ga.—Now.
Newberry County Fair—Newberry, S. C., October 24 to 29.
Savannah, Ga. (Bay Street Extension), Big Soldiers' Pay Day, October 31 to November 5.
Moultrie, Ga. (Armistice Day Celebration), November 7 to 12.

This show will winter at Spence Field, Moultrie, Georgia. Ride Operators and Attraction People joining now for our 1950 tour will be given FREE QUARTERS for their equipment.

CONCESSIONS ALL OPEN—Will place first class COOK HOUSE, flashy Arcade, Merchandise Concessions, Custard, Chocolate Dip, French Fries and Eating and Drinking.

WILL PLACE FIRST CLASS LOT MAN WHO CAN HANDLE a 17-Ride, 43-Truck Show now and for 1950. This is not a job for amateurs.

We always have jobs for general SHOW and RIDE HELP.
LAWRENCE GREATER SHOWS, Athens, Georgia, this week; then Newberry, S. C.

We are now booking our ROUTE FOR 1950. FAIR MANAGERS, Ride Operators and Attraction People—come look us over at Athens or Newberry.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

The Show With The Proud Reputation
UNION, SOUTH CAROLINA, OCT. 24-29
100 Years Centennial ON THE STREETS
Followed by

HARTSVILLE, SOUTH CAROLINA
AMERICAN LEGION JUBILEE WEEK
BIG ARMISTICE WEEK IN SOUTH CAROLINA
Biggest doings in South Carolina.

Equal to four Fairs. Reasonable privilege. Want: All Hanky Panks open. Ball Game Long and Short Range Shooting Gallery, Mug Outfit, Age and Scales, Novelties, Ice Cream, Root Beer, Grab Outfits. All Eating Stands open. Fish Ponds and Duck Ponds open.

WADESBORO, NORTH CAROLINA, THIS WEEK
All Mail and Wires to:
WM. C. (BILL) MURRAY

UNITED EXPOSITION SHOWS

WANT FOR GREENVILLE, TEXAS, FREE FAIR, WEEK OCTOBER 24

BIGGEST COTTON CROP IN THE HISTORY

Can place any kind of Hanky Panks. What have you? Want Ball Game Girls (Marian Thompson, wire). Shows—Can place Mechanical, Funhouse, Motordrome, Glass House. What have you? Ride Help; Can place first class Holloplane Man. Also Second Men who can drive. This is the last big fair in Texas—Your last chance to get even! Wire:

C. A. VERNON, MGR., Nacogdoches, Tex., This Week

MOBILE COUNTY FAIR

MOBILE, ALABAMA, OCTOBER 24th TO 30th
Can Place Concessions of All Kinds.
All Address

DODSON'S IMPERIAL SHOWS

Andalusia, Ala., Oct. 17th to 22nd

L. L. HETH Shows

cleanest show on earth

Fairs Fairs Fairs Fairs

CORDELE-DAWSON-BLAKELY
all Georgia

Want Rides: Spitfire, Dark Ride, Flying Scooter. Want Shows: Monkey Show, Mechanical City. Concessions: Popcorn and Peanuts, Candy Apples, Snowballs, Jewelry, Long and Short Range Lead Gallery, Pronto Pups, other Hanky Panks.

ALL REPLIES:
Cordele, Ga., Now Dawson, Ga., Next Week

Used Everywhere for Over 35 Years

ROLL TICKETS 100,000
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10,000 \$ 9.00
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Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

ANDERSON FAIR

October 24 to 29 Inclusive, Anderson, S. C.

PEE DEE FAIR

October 31 to November 5 Inclusive, Florence, S. C.

SUMTER COUNTY FAIR

November 7 to 12 Inclusive, Sumter, S. C.

CAN PLACE—All legitimate Merchandise Concessions and Eating and Drinking Stands for all fairs. No wheels or coupon stores.
All address, this week, Macon, Ga., State Fairgrounds.

CETLIN & WILSON SHOWS

THE BEST COUNTY FAIR IN SOUTH CAROLINA

AIKEN, S. C., OCT. 24-29; OCONEE COUNTY FAIR, SENECA, S. C., NOV. 1-5; DORCHESTER COUNTY FAIR, ST. GEORGE, NOV. 7-12; SUMMERVILLE, S. C., FAIR, NOV. 14-19; BOWMAN, S. C., 21-26; BARNWELL COUNTY FAIR, BARNWELL, NOV. 28-DEC. 3

Will book eleven Concessions of all kinds. Attention, Ride Owners, will book Tilt, Octopus, Spitfire, Fly-o-Plane, High Ball. Showmen, these are good dates. What have you?

MARION GREATER SHOWS, Chester, S. C., Fair

SENSATIONAL HIGH FREE ACTS WANTED

For CHARLESTON (S. C.) AGRICULTURAL FAIR

BONA FIDE ANNUAL FOR THE WEEK OF OCT. 31-NOV. 5

Can also place legitimate Concessions. Two cars to be given away on Thursday and Saturday. Wire

JAMES E. STRATES SHOWS

North Carolina State Fair, Raleigh, N. C., this week; Orangeburg, S. C., next week.

PAN AMERICAN SHOWS

AMERICAN LEGION FAIR, PASCAGOULA, MISS., WEEK OCT. 24

AND ALL WINTER

Want Talker and Girls for Girl Show, Talker and People for Minstrel Show, Manager for Monkey Show. Can place Side Show or other Shows with own outfits. Want Fun House and Glass House. Want Rides—Tilt-a-Whirl, Rolloplane, Chairplane and other Rides, also Kiddie Rides. Want all kinds of Concessions. Winter rates. Opening for Photos and Novelties. Want Man and Wife for Grab. Phil Rocco, wire.

HATTIESBURG, MISS., THIS WEEK.

J. A. SPARKS SHOWS

BOWDON, GA., THIS WEEK, FOLLOWED BY CLAYTON COUNTY COLORED FAIR, JONESBORO, GA., WITH GOOD SPOTS IN ALABAMA TO FOLLOW

WANT WANT WANT

CONCESSIONS—Popcorn, Candy Floss, Candy Apples, Short Range Gallery, Cork Gallery and other Hanky Panks. Good opening for Ball Games. None here now. Will sell X on Photos. Can place 1 Mitt Camp. Can use a few choice Grind Stores. SHOWS—Monkey, Snake, Illusion, Motordrome, any well-framed Grind Show with own equipment. Small percentage to office. Can place Girls for Girl Show. This show will positively be out until third week in December. All replies to
J. A. SPARKS, AS PER ROUTE ABOVE.

WANTED

For ELKS' JUBILEE WEEK, Bainbridge, Ga.; BROOKS COUNTY FREE FAIR, Quitman, Ga.; FLORIDA CUCUMBER EXPOSITION & ARMISTICE CELEBRATION with more good ones to follow. Few more Stock Concessions, Cook House to join at once. Ride Help who drive semis and have license. First class Ferris Wheel Man, also Merry-Go-Round Man, must know how and do it. One more sensational Free Act. All replies to

JOHN B. DAVIS, Southern States Shows
ARLINGTON, GA., THIS WEEK.

WANTED—FIRST LINE CARNIVAL

FOR

CHARRO DAYS FIESTA

FEB. 11TH THROUGH FEB. 19TH, 1950.

We want good Rides, Shows, Concessions and no grift. Contract will be let Nov. 8, 1949.
CHARRO DAYS, Inc.—JOHN H. HUNTER, Chm. Concessions
BROWNSVILLE, TEXAS

FROM THE LOTS

John H. Marks

WILLIAMSTON, N. C., Oct. 15.—Org opened here Monday (10) at the Tobacco Festival, sponsored by the Junior Chamber of Commerce, after a jump from Albemarle, N. C. The festival closes today.

A highly successful week (3-8) was registered at the 15th Annual Stanly County Fair in Albemarle, N. C. Following a light Monday (3), Kids' Day, Tuesday (4), grossed 30 per cent over 1948. The midway was jammed from early morning to closing. The Twin Ferris Wheels, with George Dobbins at the helm, grossed top money among the rides.

Rain hurt Friday's (7) biz, but the following day was okay and attendance was 15,600.

Show talent was aired daily from the WABZ studio located on the fairgrounds.

Org closes at the Beaufort County Fair in Washington, N. C., Saturday (22). Equipment will be stored in Richmond, Va. After closing, President John H. Marks will undergo surgery on his eyes.

John T. Rea's Hall of Science exhibit closed at Albemarle, and Jack and Jessica Birmingham, advertising agents, finished the season on the advance, going to New Orleans for a vacation. Hilda Roman left for Miami but Mike will close with the show.

Junior Crouch reported a good draw for his Kiddieland, and Buster Morgan, operator of the Octopus and other concessions, did excellent business.

Visitors: Col. J. I. Palmer, secretary of the Galax, Va., Fair; M. M. Williams, secretary, and W. T. Price, Union County, Fair, Monroe, N. C.; Claude Bentley, James E. Strates Shows, and Fitz Brown.

Mid-Way of Mirth

TRUMANN, Ark., Oct. 15.—Rain dampened the stand here, the first date rained out this season. The Spitfire is still leading the rides. Bingo, operated by Fleiss and Delaney, continues, a draw and the Lucky Kime Animal Show is clicking.

The show is routed until Christmas. A No. 2 unit in Mississippi reports good business. Fred Cave has added another concession.

Van Tankersley, Frank Lavall and W. B. Reese are on a Northern business trip. Harry Harrison, in New York on business, is expected to bring his son back. Esther Speroni plans to take an ocean voyage around December 1. Roy Spears has been on the sick list.

Visitors: Mrs. Nellie Rogers, mother of Melvin and Jimmie, and Bundy, of the Standard Chevrolet Company, East St. Louis, Ill.—ROSIE DAVIS.

Pacific United

SELMA, Calif., Oct. 15. — Tony Soares says he will keep the org out as long as the weather permits, playing the San Joaquin valley for cotton-picking money. In addition to still dates shows played six fairs this season. The org now carries a Merry-Go-Round, Ferris Wheel, Plane Ride, Auto Ride, kid rides and nine concessions.

Additional concessions, including a fish pond, ham wheel and balloon joint, will be brought in by Les Dobbs.

Soares started the show in 1944 with Danny Lewis as partner. Later he teamed with George Sackson. Early this year he sold a half-interest to Eddie Harris, but the partnership has been dissolved and Soares is now sole owner.

Next year plans are to add an Octopus, Tilt-a-Whirl and a new spotlight. The org carries no shows. Soares suffered a badly cut hand September 29 at Rodeo, Calif., when a Merry-Go-Round center pole fell on him while the ride was being loaded. Thirty-six stitches were taken.

Fidler's United

BLYTHEVILLE, Ark., Oct. 15. — Fidler's United Shows, No. 1 unit, played the Piggott, Ark., Fair. It appeared to be a washout, as it rained from Sunday to Wednesday night (2-5). However, it cleared and attendance was good, spending being about 10 per cent down from last year. Rides did fairly well, with the Tilt-a-Whirl and Ferris Wheel drawing top money. On October 5 Edward Brown, ride foreman, and Madge Bird, cookhouse employee, were married. Org moved to Blytheville to play the Cotton Festival (10-15). Opening night was fair but biz Tuesday was good. A baby shower was held for Mrs. Lina Ansell, wife of the Girl Show operator, Tuesday afternoon (11).

Virginia Greater

CLINTON, N. C., Oct. 15.—Ideal weather thruout the running of the North Carolina Firemen's Festival gave the org good biz for the week. Show arrived here from Enfield, N. C. Festival committee chairman is Herman Bunch. A new location nearer to town was broken in as the old lot is being used as the site for a new hospital.

Tobacco and cotton crops in this vicinity are poor, but there is still money around. Louis and Kate Augustino closed and left for their home in Waycross, Ga. Connie Trotter and husband also closed. C. Marquess joined with concessions. Duke Tofono has a well flashed trailer for his French fries. William Bradley Smith, known as Aloa the Alligator Boy, is now with Millar's Side Show. Visitors included Mel Thompson and George Rumley, Durham, N. C.—H. W. (HAP) ARNOLD.

CARNIVAL WHEELS



24"-30"-36"
42"-48" sizes
Mdse. and Paddle
Wheels

"Big Six" Dice
Wheel, \$95.00.
Horse Race & Dice
Wheels in all sizes.
Laydown Cloths, 30
Nos., \$2.00 Ea.

Write for Catalog

CARDINAL MFG. CORP.

Manufacturers of Carnival Wheels and
Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

Vaughn Richardson

IS OPEN FOR GOOD PROPOSITION
FOR SEASON OF 1950

Address: c/o World of Mirth Shows, Columbia, S. Car., this week; Augusta, Ga., Oct. 24-29; or c/o Hotel Sherman, Chicago, during the convention, Nov. 26 to Dec. 7.

WANT TO BUY

Ill Wheel No. 5, 2 Abreast Merry-Go-Round,
Kiddie Auto Ride

With or without transportation

R. ROSS

2135 Knoxville Ave. Peoria, Ill.

MUST SELL AT ONCE

Chairplane, Kiddie Auto Ride, 4 Show Tops,
Cookhouse with equipment, Transformer, 4 Con-
cession Tops and Frames; 1 Ball Game, complete;
6 Trucks, Show Fronts.

O. E. THOMPSON

FT. GIBSON, OKLA.

BAKERS

GAME SHOP

8108 DeSoto

Detroit, Mich.

Proposed D. C. Freedom Fair Looms as Showbiz Bonanza

(Continued from page 29)
so deep by water that British battle-ships were able to sail over it.

The major structure for the fair is to be the Freedom House, which will be loaded with the historic documents that the Freedom Train hauled around the country, as well as others. There will also be buildings to house exhibits from the federal government and the States, as well as the Pan-American Union and the United Nations. Three buildings to be erected in the shape of the letters U. S. A. will be used for participation by industry and labor.

An amphitheater will be built in Rock Creek Park for presentation of a play about George Washington being written by Pulitzer Prize-winner Paul Green. The outdoor theater is also to be used for concerts and religious services.

One of the first contracts to be let went to the publicity firm of Robert E. Fowler Associates, Inc., of Washington and New York, which has been handling all p. r. work for the commission. Local play in the papers for the fair has been heavy, but the sponsors are now ready to go in for nationwide coverage.

Sesqui officials have paid careful attention to other fairs held this year and in addition have made a detailed study of operations of the 1939 New York World Fair set-up. Representatives visited the Toronto Exposition and came away with a few ideas, altho they claim the Freedom Fair will dwarf that of Canada and be far more diversified.

15,000,000 Expected

Sesqui officials visualize the fair as paying for itself thru admissions and the sales of space. They anticipate pulling crowds aggregating 15,000,000 to the nation's capital. Exhibit space is to go to \$30 a square foot, and Barron figures that space sales over the two seasons the fair is slated to run will bring in \$12,000,000.

Local showbiz is expected to benefit heavily by the influx of visitors. Nitery operators are already talking of skipping the usual summer slowdown in hiring of entertainers for next summer and of running right thru the hot months in midwinter style. Members of the Washington

Hotel Association have promised not to hike rates during the fair, anticipating that they will cash in well enough without scaring away potential tourists with high tabs.

With the additional chances for jobs from regular spots, plus the fair and associated enterprises, the nation's political capital is likely to become its showbiz capital as well in 1950.

Elaborate arrangements will be made for radio-television coverage of events. A week-after-week parade of celebrations will be lined up, sesqui commission officials say. Gala concerts starring big-name bands and songsters will vie for attention with dancing teams from the Latin-American nations and from various States.

Among early arrangements to be made will be development of a special radio-television branch in the publicity set-up so that network representatives and indie stations can be brought in on plans and help in the blueprinting.

G. C. Mitchell Joins Ranks of Benedicts

MADISON, Tenn., Oct. 10.—G. C. Mitchell, general agent of the Jack J. Perry Shows, was married here Saturday (8) to Lillian Hoyt, Nashville, Tenn., non-pro. The ceremony took place at the home of the groom's brother, J. M. Mitchell. Relatives and close friends attended.

After the ceremony Mr. and Mrs. Mitchell left to join the Perry Shows at Lancaster, S. C. They will continue on the road until the show closes November 5 at the Bishopville (S. C.) Fair.

Virginia Greater Awarded Union, S. C., Centennial

UNION, S. C., Oct. 15.—W. C. (Bill) Murray, general agent of the Virginia Greater Shows, has contracted to furnish midway attractions at the centennial celebration which will be staged here the week of October 24.

The program will include parades, the crowning of a queen, band competition, and various sports events. Show units will be set up around the town square, Murray said.

Naylor in Jackson, Miss., With Wingless Chickens

JACKSON, Miss., Oct. 15.—Bill Naylor, press agent of the Hennies Bros.' Shows, is at the Mississippi A. & I. State Fair here with a wingless chickens show.

Naylor came in here from Muskogee, Okla., closing spot for the Hennies org, and plans to tour the wingless chickens at late fairs and some indoor expositions.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Oct. 15.—To eliminate costs we are dispensing with the printing of the annual report and will present it in detail at the annual convention in Chicago November 27-30.

The Treasury Department reports traveling expenses are not deductible unless they involve travel extending over night or longer.

Important tax dates include October 31, excise tax returns must be filed for September. On the same date Social Security, unemployment insurance and withholding tax returns must be filed for the third quarter of 1949.

Statistics show States with the best percentage rise in industrial production are in the South and West.

The War Assets Administration's quarterly report shows the listing of real estate available for resale, some suitable for winter quarters.

Prell's Fair Route Producing Good Biz

CAMDEN, S. C., Oct. 15.—Prell's World's Fair Shows found fair route business good for the second straight week, according to Joseph Prell, co-owner, and Morris Vivona, manager.

Last week's biz at Union (S. C.) County Fair was good, with Saturday (8) drawing the biggest take. Weather was good thruout the week except for a Saturday afternoon rain which spoiled the matinee. However, the evening turnout made up for the loss.

At Camden, School Day Wednesday (12) brought out mobs of kiddies and big play for rides. Roll-a-Whirl, a new ride for Prell this year, did only fair business.

Best money-makers among the shows were Dewise Purdin's Side Show, Jack Gallup's Girl Revue and Harry Mason's Monkey Show. W. H. Jones's bingo has been doing well. Frank Brown manages the unit. Stanley Jones is caller, with Don Holt, Leonard Phillips, LeRoy Carroll, Ralph Lamberti as agents and Robert Murphy as checker.

Purdin, who bills himself as the "Handless Wonder" in his Side Show, presented an exhibition of handless football before the grandstand at Camden.

CARNIVAL ROUTES

(Continued from page 34)

- Royal Crown: (Fair) Yazoo City, Miss.; Montgomery, Ala., 24-29.
- Royal Expo.: (Fair) Eatonton, Ga.; Douglas 24-29.
- Royal Midwest: Tutwiler, Miss.
- Schafer's Just for Fun: (Fair) Longview, Tex.; (Fair) Seguin 24-29.
- Shan Bros.: (Fair) Rome, Ga.
- Stebland Bros.: (Fair) Safford, Ariz.
- Smith Am. Co.: (Fair) Teague, Tex.
- Smith, George Clyde: (Colored Fair) Suffolk, Va.
- Southern States: Arlington, Ga.; Bainbridge 24-29.
- Sparks, J. A.: Bowdon, Ga.; (Fair) Jonesboro 24-29.
- Standard: Hale Center, Tex., 18-23.
- Star Am. Co.: Holly Grove, Ark.
- Stebler Greater: Carlisle, S. C.
- Stephens, C. A.: (Fair) Thomson, Ga.; (Fair) Hawkinsville 24-29.
- Strates, James E.: (State Fair) Raleigh, N. C.; (Fair) Orangeburg, S. C., 24-29.
- Tassell, Barney: Hamlet, N. C.
- Tidwell, T. J.: (Fair) Levelland, Tex.
- Tinsley, Johnny T.: (Fair) Greensboro, Ga.; (Fair) Thomaston 24-29.
- Tivoli Expo.: Senatobia, Miss.; Grenada 24-29.
- Turner Bros.: Charleston, Mo.; season ends.
- Twin State: (Fair) Lancaster, S. C.; Great Falls 24-29.
- United Expo.: (Fair) Nacogdoches, Tex.; Greenville 24-29.
- United States: Allendale, S. C.
- Utah Expo.: Sells, Ariz.
- Veterans: Waycross, Ga., 20-29; Homer-ville 31-Nov. 5.
- Virginia Greater: Wadesboro, N. C.; Union, S. C., 24-29.
- Wallace, I. K.: Ellerbe, N. C.
- Wallace & Murray: (Fair) Warrenton, Ga.; (Fair) Vidalia 24-29.
- West Coast: San Francisco, Calif.
- Wolfe Am.: (Colored Fair) Greenville, S. C.; (Colored Fair) Greer 24-29.
- World of Mirth: (State Fair) Columbia, S. C.; (Fair) Augusta, Ga., 24-29.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY AND A BIT OF TOMORROW

WANT

Organized Minstrel Show, 36-passenger bus for transportation. Also organized Side Show. Can place immediately Ferris Wheel Foreman for Twin Wheels, bring your own crew. Second Men all Rides.

LAWRENCE GREATER SHOWS

Athens, Ga., this week; Newberry, S. C., next; then as per route for two more weeks.

SAMMY LANE SHOWS

Can place for Leachville, Ark., this week; then Monett, Ark., and balance of season, American Mitt (no gypsies), Watch-La, String, Milk Bottles, High-Striker, Basketball, Devil's Bowling Alley or any Hanky Pank that don't conflict, small Grab.

LEGION JUBILEE AND SOLDIERS' PAY DAY

Ten days, starting Sunday, Oct. 23.

Want Shows, Rides, Concessions. Free gate. No grift. Ex. Lead Gallery, American Camp, Photos, Water Games, Arcade, Ball Games, Age, Bingo, Stock Stores open. All replies:

T. L. DEDRICK, Gen. Mgr.
Box 3187 or W. U., Fayetteville, N. C.

Can Place for State Shrine Convention

Oct. 20-21-22, Pekin, Ill., on the Streets. Photo Gallery, Basket Ball, Apples, Pennants, Hats and other clean legitimate Concessions. All replies to

JACK KELLY
Miller Amusement Enterprises
Tazewell Hotel, Pekin, Ill.

GIRLS! GIRLS! GIRLS!

For wrestling. Professionals, amateurs, experienced and unexperienced. We teach you. Peggy Vaughn, Mary Ryan, write.

JESSIE JAMES, PUBLICITY AGENT, CONTACT ME.

ROUGHHOUSE KELLY
1620 1/2 Third Ave. Moline, Ill.

American Midway Shows CAN PLACE

For Austin, Texas, October 25-29, and Valley Midwinter Fair, Harlingen, Texas, 9 Days, November 18-26. Minstrel Show, Mechanical Show, also Motor Drome or Globe.

Taylor, Texas, this week; then Austin.

FOR SALE

Mechanical Show mounted on 20-foot trailer. Complete walk around. Beautiful show when set up. Full size laughing man. \$2000, or trade for Kiddie Ride.

HOWERTON FIRE CO.
BOX 25 EUREKA, MO.

WANTED

Man and Wife to run Shooting Gallery and DP Photo Studio in Penny Arcade. Contact

TEX ROWE, Mgr.

222 4th Ave., N. Nashville, Tenn.

NEED A FEW MORE STOCK CONCESSIONS For MORRILTON, ARK., COLORED FAIR P.C. open. Burus, contact Smitty. All Eating Stands open.

BURKHART SHOWS

Tuckerman, Ark., this week; Morrilton, Ark., Colored Fair next.

WANTED

Grab Joints and few Stock Concessions for Live Oak, Florida, week of Oct. 24th; Rouge, Quincy, Florida, week of Oct. 17th.

LEE AMUSEMENT CO.—H. L. CRESON

FOR SALE

20 ft. Concession Trailer with living quarters; it's beautiful, very rare, fully equipped, new. Also Rollowhirl and sensational money-making Kiddie Ride built on trailer. Send for photos. Write or wire

JAMES DUDDY

216 Florence Ave., New Castle, Pa.

Prell's World's Fair Shows

WANT FOR

COLUMBIA, S. C., COLORED STATE FAIR, Oct. 24-29

OPEN MIDWAY

WANT CONCESSIONS—Grab, Eating and Drinking Stand, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary, Age and Scales. Want Grind Stores, will book couple of Wheels.

WANT Wild Life, Motor Drome.

WANT Girl Show with own equipment. Want Colored Shows with own equipment, for Columbia and Charleston, S. C., Fairs.

WANT to book or lease Caterpillar, Pony Ride, Whip or any Ride that does not conflict.

Can use Ride Help on all Flat Rides. Semi Drivers given preference.

Can use P. C. Dealers and a couple of P. C. Concessions for balance of season.

All answer

JOSEPH PRELL or MORRIS VIVONA

Monroe, N. C., this week; Columbia, S. C., Colored State Fair to follow.

CAPITAL CITY SHOWS

WANT FOR THREE MORE BIG COUNTY FAIRS

BEN HILL COUNTY FAIR, FITZGERALD, GA., WEEK OCT. 24-29
DODGE COUNTY FAIR, EASTMAN, GA., WEEK OCT. 31 TO NOV. 5
CRENSHAW COUNTY FAIR, LUVERNE, ALA., WEEK NOV. 7-12

Legitimate Concessions of all kinds. Good opening for Custard, Jewelry, French Fries and Cotton Candy. No P. C. or Flats. SHOWS—Fat Girl, Unborn, Monkey Show, Minstrel Show with own equipment. Good proposition. RIDES—Will book Tilt, Rolloplane, Looper, Pretzel or any Dark Ride. All replies wire:

J. L. KEEF

Jasper County Fair, Monticello, Ga., this week.

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS

For the GREAT LORIS FAIR, Loris, S. C.—This is the Day and Night Fair

Want Grind Concessions of all kinds, Motor Drome, small percentage.
Shows with own outfits. Useful Show People in all departments.

Hertford, N. C., October 17-22; then the big one, October 24-29, Loris, S. C.; followed by American Legion Fair, Andrews, S. C.; others to December 10. All contact.

JACK'S GREATER SHOWS

WANT FOR ST. GEORGE, S. C., AMERICAN LEGION WHITE FAIR,
DOWNTOWN, OCT. 24-29

With three more bona fide Fairs to follow. Out all winter.

Concessions of all kind open, no exclusive. Good opening for Bingo and Electrician to join on wire. All winter's work. Will book any Show with or without outfit. All mail and wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr.

Orangeburg, S. C., this week; then as per route.

VETERANS EXPOSITION SHOWS

WILL PLACE COOKHOUSE IMMEDIATELY. JOIN ON WIRE. Want Concessions of all kinds. Waycross, Ga., Community Fair, 9 Big Days, Oct. 20-29; Homerville, Ga., V. F. W. Pine Festival, Oct. 31-Nov. 5; Lake City, Fla., V. F. W. Armistice Celebration, Nov. 7-12. Open midway. No X except Cookhouse and Bingo. Can use one more Free Act, preferably High Pole. We will positively be out all winter.

All replies: **Johnny Caruso, Owner; Harry Wilson, Bus. Mgr.;**
O. O. (Bud) Point, Gen. Agent

P.S.: All those who wired or phoned contact again. Tony and Alex, come on.

WALLACE & MURRAY SHOWS

Want for Toombs County Fair, Vidalia, Ga., Oct. 24-29; followed by Turner County Fair, Ashburn, Ga.

Want Bingo, Custard and any legitimate Concession. Will book Bucket Store, Swinging Ball and Six Cats, also want any non-conflicting Shows and Rides.

This week, Warren County Fair, Warrenton, Ga.; next week, Toombs County Fair, Vidalia, Ga. Have seven more weeks to go.

BARNEY TASSELL UNIT SHOWS

WANT FOR ROCKINGHAM, N. C., WEEK OCT. 24

Right in Town. First Show in Two Years.

RIDES—SHOWS—CONCESSIONS

NO GRIFT.

This show closes December 10 and opens again on January 8.
Wire **HAMLET, N. C., THIS WEEK.**

CAN PLACE SIDE SHOW

Have new banners, new top and frame-up.

C. A. STEPHENS SHOWS

Thomson, Ga., Fair, this week; Hawkinsville, Ga., Fair, Oct. 24-29.

INDEPENDENT MIDWAY Valley Midwinter Fair

Hartlingen, Texas, 9 Days, November 18-26. Open midway. No exclusives. No Stores or Camps. Want Hanky Panks, Apples, Floss, Snow Cones, Demonstrators, Custard. What have you? Wire or write

MILES DENNIS

106 Van Buren Street Brownsville, Texas

WANTED—GIRLS

Strippers and Novelty Dancers. Season's work.

Send picture. State salary.

PECAN GROVE

Spartanburg, S. C.

1947 Spitfire For Sale

Complete with fence, ticket booth and extra parts, \$6,500.00. 1947 Looper, complete, \$8,000.00. Both Rides in excellent condition. Can be seen in operation at Raleigh, N. C., State Fair; then per route. No reasonable offer refused.

D. E. TRUAX

Care James E. Strates Shows, Raleigh, N. C.

PA

Ma lost garage ticket. Will only deliver to you in person or with registration. She is very sick. Will wire money, but please come.

EILEEN

COUNT STORE AGENTS

WANTED

Red, wire me. All winter's work. Wire

CARL HERRICK

MALDEN, MO.

CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, Oct. 15.—A representative group attended the first meeting of the season Wednesday night (12). President Frank Bergen sent a telegram extending greetings and regrets at being unable to attend. Both the Governors and the general meeting were presided over by Joseph McKee. On the dais with McKee were Dr. Jacob Cohen and Chaplain Fred C. Murray.

The highlight of the evening was the selection of the nominating committee by the Board of Governors. Those named were Joseph A. McKee, chairman; David Brown, Arthur Campfield, Mack Kassow, Harry Schwartz, Jack Stern and Isidore Trebish. The lunchroom concession has again been awarded to Frank Rappaport, who has had it for three consecutive years. It was decided to hold the testimonial dinner for President Frank Bergen and Past-President James E. Strates November 21. Details will be announced shortly.

Those Ill

Harry Mirsky, who recently recovered from a long illness, had a sudden relapse and had to be rushed to the Boston (Mass.) City Hospital for further treatment. Mack Harris is still at the Johns Hopkins Hospital awaiting an operation. Harry Kaplan is out of the hospital but using a cane. Phil Isser is out of the Caledonian Hospital after a brief illness.

The eligibility committee approved quite a few membership applications. J. W. (Patty) Conklin sent in a hefty contribution. Letters were received from Art Lewis, James E. Strates, Edward P. Meserole, Robert Buffington and Harry Kaye.

Returning after long absences were Dr. Jacob Cohen, Counselor Max Hofmann, Jerry Gottlieb, Joseph H. Hughes, Vince Anderson, Edward Cohen, Jack McCormick, Ernest J. Warner, Isidor Biscow and Morris Scherr. Recent visitors were Al Horowitz, Tom Coffey, John Weisman, Al Burt, Frank Miller, Jack Greenspoon, Edward Elkins, Sam Ostfeld, G. T. Fitzpatrick, Israel Nathan and Leo Eicholz.

Ladies' Auxiliary

The meeting Wednesday (12) was presided over by President Queenie Van Vliet and drew a fine turnout. Among those present were Dolly McCormick, Mae Doscher, Anne Brown, Ann Posenberg, Ruth Herman, Lillian Elkins, Sylvia Stern, Bunny Kassow, Sidone Silvers, Betty Schatt, Ruth Gottlieb and Jane Tubis.

Our sympathy is extended to Ann Brown, who lost her brother-in-law, and Mae Schoonmaker, whose sister-in-law died. Rose End is confined to the Montiflore Hospital. Also on the sick list, but getting along okay, are Nellie Borrell and Josephine Dunfield. Frances Fornier is at the City Hospital, Binghamton, N. Y., recovering from an auto accident, and she would like to hear from friends.

Joan Louinger is the mother of a girl. Jane Tubis is leaving for Hot Springs. Mae Schoonmaker recently made a trip to California. Gladys Shelley is the author of the new tune, *Twilight*, of which many recordings have been made, and which Johnny Pineapple is playing over the radio.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 15.—Bink Loar is recuperating from injuries suffered in an automobile accident. Mr. and Mrs. L. K. Carter, Ivan Michaelson and George Sargent arrived here. Captain Hugo purchased a Ford station wagon.

Frank Baker, of the Victory Exposition Shows, passed away October 8, at Haskell, Tex. Burial was in Haskell.

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, Oct. 15. — Vice-President Joe Steinberg presided at the Monday (9) meeting. Also on the rostrum were Treasurer Al Weber and Secretary Louis Monley.

Fred Donnelly, sick and relief committee chairman, reported Charles Sonderberg and Sam Brown still on the sick list. James Lucas entered a local hospital for surgery.

Ben Beno, veteran club custodian, retires Monday (17). Earl Stolze succeeds him.

Visitors included Joe Burrell and Jack Hodges. Present after absences were Mike Ellison, Foley & Burk Shows; Dick Scarce, Gladys Atkinson, Dan Congdon, Bob Robinson, Capt. Eric Kelly, John O'Kelly, Bones Hartzell and Fergy Ferguson. Ferguson revealed he will be married soon to Helen Henn, of the Ladies' Auxiliary.

Joe Glacy, chairman of the banquet and ball committee, said the executive committee will hold a meeting Monday (17). The nominating committee, of which Glacy is also chairman, meets the same day.

The show within a show scheduled on the Ferris Greater Shows at Azusa, Calif., has been postponed until the org plays the Imperial Valley.

Ladies' Auxiliary

The Monday (3) meeting was presided over by Second Vice-President Opal Manley.

Recently on the sick list and reportedly recovering are President Mary Taylor, Edith Walpert, Maybelle Hendrickson and Blossom Robinson.

Letters were read from Madge Buckley, Edith Walpert, Clara Zeiger, Margaret Farmer, Jessie Loomis, Gladys Mackey, Virginia Kline, Lucille Gilligan, Nancy Meyers, Emma Blash, Doris Douglas, Daisy Jacobs, Geneva Hiscox, Ethel Ebel, Goldie Reaves, Rita Brazier and Rose Clark.

The bank award was won by Stella Linton. Door prizes, donated by Ora Ernst, Ester Carley and Sally Flint, were won by Charlotte Cohen, Clara Parson, Rose Rosard and Jennie Rawlings. A flat iron, donated by Lillie Schue and Margaret Farmer, was won by Norma Burke. A cake, donated by Edith Hargrave, was won by Ora Ernst.

Bazaar donations were made by Ida Delno, Stella Linton, Jetta Clancy, Alta Denuc, Mary Bachigalupi, Gertrude Mathews and Sally Flint. A set of sterling was donated by Marie Le Deaux to be given on the books.

Short talks were given by Inez Alton, Clara Parson, Ester Carley, Charlotte Cohen and Bertha McCarthy.

Lone Star Showmen's Club of Texas

Campbell Hotel, Dallas

DALLAS, Oct. 15.—At a regular meeting Monday (3), a surprise bridal shower was given for President Mary Ellen Liberman. Arrangements were handled by Honey Vaughn, assisted by Millie Cepek, Edna Hacker and Evelyn Harrell. Jimmie Liberman acted as chef.

Tickets for the benefit revue, Tuesday (18), are on sale at Sands Electric Company. Jim Cherry, of Variety Club, and Pappy Dolan, of Pappy's Showland, are in charge of bookings. Singer's Midgets will provide the music.

LATE MODEL LOOPER FOR SALE

A bargain if taken at once. Mr. McHenry, are you interested in trading?

EARL PURTLE

7612 Sweet Briar Road Richmond, Va.

Greater Tampa Showmen's Association
Tampa, Fla.

Ladies' Auxiliary

Members on the Royal American Shows reported they collected more than \$1,500 for the club. Royal Crown Shows have collected \$212.75.

Geraldine Gaughn, chairman of the press committee, urges members to send new items, concerning themselves and the club, to her.

Grace Fillingham, secretary, with the Royal Crown org this summer, is now in Tampa and requests members to send in their 1950 dues. The 1949 membership cards were outdated as of September 1.

Bronze plaques for the 100 per cent boosters arrived. Names will be inscribed on them shortly. Dolly Young, co-owner of the Royal Crown Shows and member of the board of directors, was the first to send in her \$100 for a plaque. Other members are urged to send their plaque donations to Dena Bernie.

Donations for the furniture fund should be sent to Grace Fillingham.

Helen Julius is back in Tampa. Mrs. Sol (Billie) Wasserman is seriously ill in Chicago. Her address is Apartment 202, 511 West Melrose.

Hattie Wagner sent in two membership applications. Royal Crown Shows will hold a jackpot bingo benefit before closing with Geraldine Gaughn and Florence Rubin in charge. Mrs. Cora Richards, Mrs. Gaughn's mother, who recently underwent a major operation, is recuperating in Tampa. Florence Rubin's mother has been on the sick list.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Oct. 15.—Mae Oakes was elected president of the organization Tuesday (11) at a special meeting. Bessie Mossman was named first vice-president; Claire Sopenar, second vice-president; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer.

Named out-of-town directors were: Myrtle Huff Beard; Sophia Carlos; Daisy Davis; Lotis Francis, Frances Frazier, Bess Hamid, Mrs. Harry Hennies, Hattie Hoyt, Mrs. Harold Paddock, Leona Parker, Ann Roth, Minnie Simmons, Lottie Mayer Warfield, Esther Weiner and Winona Woodward.

Named in-town directors were Pat Seery; Isabel Brantman, Ann Doolan, Marge Fries, Veronica Potenza, Betty Shea, Mae Taylor, Helen Wetton, Mabel Wright and Ann Young. Mary Lou Paganis, Lucille Scharnow and Maxine Wood were elected members.

Following the business meeting, a social was held with Mollie Foster as hostess, assisted by Claire Sopenar. Mary Lou Paganis won a bedspread, Mrs. Mendelson an iron, Mae Oakes a hand-made purse, and Bill Washburn a plant donated by Mae Taylor.

Max and Isabel Brantman are visiting relatives in Ohio, Violet Watson will be married Saturday (29) in St. David's Church. The reception will be held in Northwestern Hall.

WANT TO BUY

Used Scooter Cars Regardless of Condition. State lowest prices.

J. M. MORTON

7431 Seven Hills Road, Hayward, Calif.

MOORE'S MODERN SHOW

Can place Cookhouse (Jack Kelley, answer) for Victoria and Beeville, Texas, Fairs. Can place all kinds of Hanky Panks. Also Rides and Shows not conflicting. Address: San Augustine, Tex., this week.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 15.—S. T. Jessop presided at the regular meeting Thursday (13). Membership for the year was brought to a total of 149, with the acceptance of H. Bonta's application. Nominating committee will present its report at the October 20 meet.

Joe Miller entered Mount Sinai Hospital to undergo an operation. Still on the sick list are Elmer Byrnes, Tom Vollmen, W. C. Deneke, W. O. Perrot and W. E. Saunders.

Committee for the president's party November 27 include S. T. Jessop, and J. C. McCaffery, co-chairmen; Art Briese, entertainment; George W. Johnson, Arnold Maley and Petey Pivor, tickets; J. C. (Tommy) Thomas, Charles Zemater, John W. Gallagan, John P. Wulf, George A. Golden, Al J. Sweeney and William Carsky, in charge of the reception.

Al Kaufman closed with Wallace Bros. Shows of Canada and is back in Chicago. Sammy Beyers is back for the winter. Others attending the meeting were Frank Berry, Mike Brody, William Calamari, Bert Cima, Edward Murphy and William Glickman.

Charles Zemater left for the West Coast. Jack Temkin is in a Big Springs, Tex., hospital. Sid Seigal was a guest of Sam Holzman at the clubrooms. Harry Taylor shopping for a television set for the club. Manuel Blasco among the arrivals for the winter.

Past President Sam J. Levy is chairman of the annual convention to be held November 28-30. The banquet and ball will be held the final day.

Ladies' Auxiliary

Mrs. Robert H. Miller, president, conducted the Thursday (6) meeting. Other officers present were Mrs. A. L. Filograsso, first vice-president; Mrs. Lou Keller, second vice-president pro-tem; Viola Parker, treasurer, and Carmelita Horan, secretary.

A moment of silence was observed in memory of Denny Pugh, Irving Polack, Mike Wright and Etta Henderson's sister.

New members present were Mrs. Frank Rossi, Mrs. Betty Shea and Mrs. Blanche Wilson.

Mrs. Josephine Haywood has been released from the hospital and is resting in Barnesville, Ga. Lou Keller is reported improved.

Nominating committee includes Mrs. Lou Keller, Mrs. Phoebe Carsky, Mrs. Marie Brown, Rose Jarboe, Nell Young and Mrs. Pat Seery.

Mrs. A. L. Filograsso, chairman of the bazaar committee, reported a hand-made apron was received from Carmelita Horan. Donations can be sent to Mrs. Filograsso at 4404 N. Dover Street, Chicago.

Mrs. Ida Chase and Del Hoffman were hostesses at the club's first social, Thursday (13).

Miami Showmen's Association
236 W. Flagler St., Miami

MIAMI, Oct. 15.—Frank Hamilton, a recent arrival here, was preceded by his wife, who arrived several weeks earlier to open their home for the winter.

Other recent arrivals include the Fred Landers family, which has spotted its trailer at the Keystone Trailer Park; Mr. and Mrs. Ben Levine, who have established their home for the winter in Miami Beach, and Henry Goldberg, in from the Cetlin & Wilson Shows to winter in Miami Beach.

Still other late comers are Monroe Eule, who advises he will be here for the winter, and Aggie Ross and Mrs. Hilda Roman. The latter has opened her home for the winter.

H. E. Stahler, club's executive secretary, visited the Johnny J. Jones Exposition at Atlanta and was escorted around the lot by J. C. Weer. Weer handed in membership applications for Johnny Tinsley and H. S. Thompson. Stahler also visited the Johnny Tinsley Shows at Conyers, Ga., where he was hosted by Carl Kalansky.



Royal Crown Shows

"AMERICA'S FINEST CARNIVAL"

WANT FOR

MONTGOMERY, ALA., FALL FESTIVAL, Oct. 24 thru 30

FOUR MORE WEEKS TO FOLLOW

CONCESSIONS SHOWS RIDE HELP

Penny Arcade, Ball Games, Jewelry, or any Hanky Pank that throws stock.
Will book Motordrome for balance of season; must have all equipment and transportation. No drunks.
Scooter Foreman and sober, reliable Help who drive semis. Positively no drinking on this show.

All replies to E. L. YOUNG, Mgr., Yazoo City, Miss., now.



WANT

FOR ROCK HILL, S. C., COLORED FAIR, FOLLOWED BY THOMASVILLE, N. C., EVERYBODY'S DAY AND ONE MORE CELEBRATION

Concessions—Hanky Panks of all kinds. Opening for few Wheels and Count Stores. Shows—Girl, Monkey, Fun House. Rides—Cat, Tilt, Whip, Kiddie Train. Contact

RUSS OWENS
Asheboro, N. C., this week.



Want for Marion and Walterboro, S. C., Fairs

Can place all legitimate Concessions. Reasonable privilege.

SHOWS—Can place organized Minstrel Show with own equipment. Kingstree, S. C., Fair this week; followed by Marion, S. C., Fair and Walterboro, S. C., Fair. Address all mail and wires to

LLOYD SERFASS, Gen. Mgr.

WORTH COUNTY FAIR

SYLVESTER, GA., Week October 24

SOUTH GEORGIA'S FINEST

Want legitimate Concessions of all kinds. All address

C. C. GROSCURTH, BLUE GRASS SHOWS
Augusta, Ga., this week.

WANTED

Two Girls to work Illusions, experience unnecessary, must have good appearance and weigh under 150 pounds. Can also place Ticket Seller and Stage Assistant who can drive semi. Bert Metzger, wire. Out until December. Open again in January.

A. W. McASKILL, Cavalcade of Amusements
Fairgrounds, Beaumont, Tex., until Oct. 29.

CORRECTION

HENNIES BROS.' SHOWS

Ad on Page 79 of the October 15 issue read incorrectly: ANY WORTH-WHILE GRIND STORE. This should have read: ANY WORTH-WHILE GRIND SHOWS.
Permanent Winterquarters: Box 414, Hot Springs, Ark.

MIDWAY EXPOSITION SHOWS

Want for West Texas Cotton towns. Best crop in years. Lots of money.

CONCESSIONS—Cork Gun, Fish Pond, String, Short Range, Coke Bottle, Hoop-La, some Percentage and Hanky Pank. No grift. For Sale—Diesel G.M. Light Plant, mounted on semi. Seven-Tub Tilt, original paint, good as new; transportation if wanted.

SPUR, TEXAS; THEN PER ROUTE. WIRE, NO PHONES.

J. R. LEERIGHT, Mgr.

AOW Preps 2-in-1 Features; Inaugural of Speed Is Big

ELIZABETH, N. J., Oct. 15. — The America on Wheels chain is reviving two-in-one nights at most of the rinks in the circuit, General Manager William Schmitz announced from AOW headquarters here. This variation from the usual skating program was tried at several AOW units last year with marked success.

AOW offers its regular skating program from 7:30 to 10:45. Promptly at that time the floor is cleared of skaters and the orchestra begins to play for dancing that continues until midnight. One essential factor in conducting a successful two-in-one night, says Schmitz, is the orchestra. A four or five-piece outfit is recommended, keeping in mind that quality of the music is most important.

Friday has been found to be the most desirable night for the double features at AOW's Capitol Arena, Trenton, N. J.; Hackensack (N. J.) Arena; Boulevard Arena, Bayonne,

N. J., and Alexandria (Va.) Arena, while the National Arena, Washington, and the Mount Vernon, N. Y., rollery offer them on Saturday nights. Remaining AOW rinks have not yet scheduled the events.

ELIZABETH, N. J., Oct. 15.—AOW's inter-rink racing in its Northern division got off to a flying start October 8 at Hackensack (N. J.) Arena, the number of entrants and spectators hitting new highs since start of the program by the chain three years ago, according to Jack Edwards, director of speed. There was a noticeable increase in the number of adults watching the races, and they stayed until finish of the final event. A team from Florham Park (N. J.) Rink, a United Rink Operators' spot, took part in the races.

Over 90 contestants registered for the opener, and officials are considering requests that additional meets be scheduled. Already there is a waiting list of 18 competitors for the October 22 meet, to be held at Twin City Arena, Elizabeth. Program sales at Hackensack were high, passing the 1,500 mark.

In 14 events skated, Hackensack took 9 first places; Florham Park, 2; Twin City, 3. In the second-place bracket were Paterson (N. J.) Recreation Center, 1; Capitol Arena, Trenton, N. J., 2; Hackensack, 3; Twin City, 5; Florham Park, 1; Boulevard Arena, Bayonne, N. J., 2. Hackensack took third position 4 times; Capitol, 1; Florham Park, 4; Boulevard, 2; Paterson, 3.

K. D. Strayer Celebrates; Installing Beginner Floor

JOHNSTOWN, Pa., Oct. 15.—K. D. Strayer, operator of Skateland here, celebrated the rink's 11th anniversary of operation September 11 with a party. The rink is operating six nights weekly with Saturday and Sunday matinees.

A beginners' practice rink is to be constructed in Skateland. The main floor will accommodate about 1,000 skaters. At the front of the rink is a skate salesroom. At one side of the rink is seating space for skaters, provided with a wide aisleway.

INSTRUCTOR WANTED

Independent.

Figures and Bronze Dances.

Qualified, sober and reliable only. Furnish references and photo. Good salary to one who can produce. No "Rink Managers" wanted. Write in own hand to

SCOTT'S ROLL-ARENA

Lexington, Ky.

COMPLETE PORTABLE RINKS

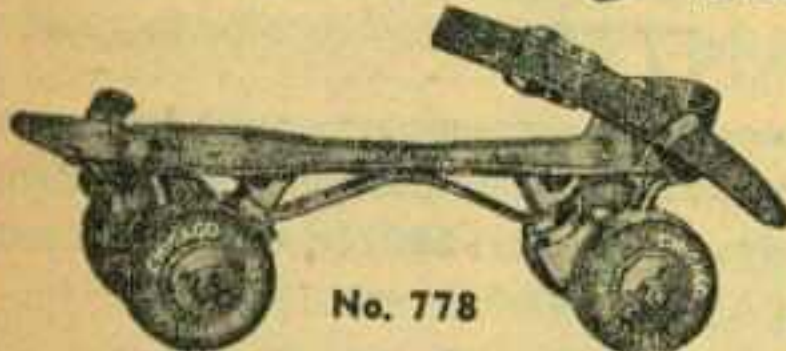
SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment
BILT RITE FLOORS & RINKS
430 S. Vine, Tyler, Texas Phone 4-9585

Rialto Anniversary Draws Gate of 983

SPRINGFIELD, Mass., Oct. 15. — Mrs. Vera Zytzkiewicz, owner-operator of Rialto Skating Rink here, opened the fall season recently with a two-night anniversary celebration featuring a skating show composed of local talent. Attendance of 983 on the two nights included Springfield's mayor, among other civic leaders.

Rialto's children's classes were started recently under the direction of Austin Basing and Hed Norworth, pros. Mrs. Zytzkiewicz announced a new time schedule of 7:30 to 10:30 p.m., to permit patrons to get home earlier. Plans are under way for a Rialto RSROA night, proceeds of which go to the Roller Skating Rink Operators' Association for use in advancing the roller sport.

THE USERS of "CHICAGO" SKATES



No. 778

Manufacturers of all kinds of Roller Skates.

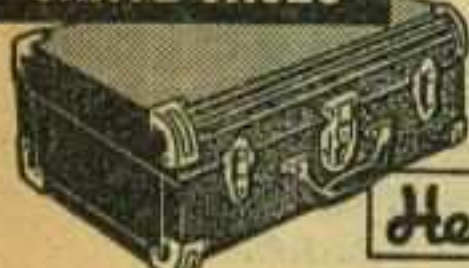
Are Successful

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. Chicago, Ill.

SKATE CASES



LOOK NO FURTHER!

Here's the perfect premium, steel clad skate cases, aluminum in brilliant colored plastic finishes. Already outstanding sellers. finest quality, priced right. Write for folder showing 7 styles. Also picnic cases, laundry maling cases, suitcases.

Herculean

GENERAL FIBRE PRODUCTS CO., FITCHBURG 7, MASS.

FOR SALE

Wisconsin's Most Beautiful ROLLER RINK

New Building, size 60x180, Lunch Room with Fountain fully equipped, Hammond Organ, Roller Skates. All new with large, modern Living Quarters. Reason for selling—We buy, build and sell. Part cash with terms. City of 45,000, only rink, good spot to make money. WRITE BOX D-251, c/o BILLBOARD, CINCINNATI 22, O.

Air Tie-Up Aids Latrobe Gardens

LATROBE, Pa., Oct. 15. — Roller Gardens, opened recently by Robert W. Gosnell, has a novel tie-up with radio station WEDO which is attracting plenty of attention locally. The station regularly covers Saturday children's matinees at the rink, sending its crew and mobile unit out to pick up a remote broadcast beamed for the juvenile Saturday listening audience. Result is said to be a marked step forward in popularizing roller skating.

Roller Gardens is designed in modern style, with a skating floor 80 by 180 feet. Its design features a combination of neon and direct lighting.

Policy includes six nights of skating weekly, with bingo on Tuesdays. Latter is proving popular, drawing 1,100 patrons on a typical night.

Discount Plan At Bal-A-Roue For Adult Biz

MEDFORD, Mass., Oct. 15.—Bal-A-Roue Rollerway's discount ticket plan for junior skaters at afternoon sessions (*The Billboard*, October 8) has been so successful that operator Fred A. Freeman this week announced a similar set-up for adult patrons.

Each time an adult enters Bal-A-Roue, his discount ticket is punched and dated by the doorman. After 10 trips to the rink the patron is admitted free one night upon payment of the 10-cent federal tax, and is issued another card. In the past only members of organized skating clubs held such cards.

October 11 marked the first time in Bal-A-Roue history that patrons were offered a two-in-one night (skating and dancing). Skaters took the floor from 7:30 to 9:30 p.m., then danced until 11:30. Freeman set the affair for October 11 because most teen-agers had a holiday the next day (Columbus Day).

Bal-A-Roue has announced a Halloween party for October 31. As usual, there will be awards for the best costumes plus several door prizes.

Vivian Heard Takes Over at Edgewater

DETROIT, Oct. 15. — Edgewater Park Rink, managed the past season by Vivian Heard, who also is head of the National Academy for Roller Skating Teachers, is being taken over on a lease basis by Miss Heard. Spot will continue on a year-round operating policy under a new agreement with Charles S. Rose, operator of Edgewater Park.

A policy of square dancing on skates was tried Friday night (7) for the first time and proved an acceptable rink specialty, according to Miss Heard. This is believed to be the first time square dancing has been introduced in a skating rink.

Jack Dommer has taken over as organist at the rink, replacing Anne Brill, who has left for Florida. She will devote her time to work on a second book on organ music.

Sefferino Returns to Ciney

CINCINNATI, Oct. 15. — C. V. (Cap) Sefferino, for the past six months manager of Skateland, Denver, during the illness of owner Carl C. Johnson, has returned to his home here. Sefferino said his wish to return to Cincinnati was realized when the health of Johnson showed marked improvement. He left Denver with an excellent administrative record, according to Johnson. Sefferino's plans are indefinite.

Over 11,000 See Close of Winged Skates Contests

NEW YORK, Oct. 15.—City finals of the \$9,000 prize Winged Skates Derby—conducted jointly by *The New York Journal-American* and Department of Parks—were contested Columbus Day (12) on the Central Park mall. Weather was ideal. The crowd, despite a large parade a few blocks away, was estimated by park department officials as over 11,000.

Out of the event came 12 city champs and six winning relays. Each, along with second and third place winners, received medals and merchandise awards. Trophies went to champions only.

The Chicago Skate Company's trophy for the borough winner went to Manhattan.

Crowned Outstanding Boy Skater was Charles Nickel, 16, Newtown High School student and holder of several ice skating records. Among his prizes was the all-expense trip for himself and dad to the Sugar Bowl game New Year's Day. Queen of the derby was Dorothy Drybs, 15, a junior at Dominican Commercial High School, who received, among her prizes, 14-karat gold plated skates donated by Union Hardware.

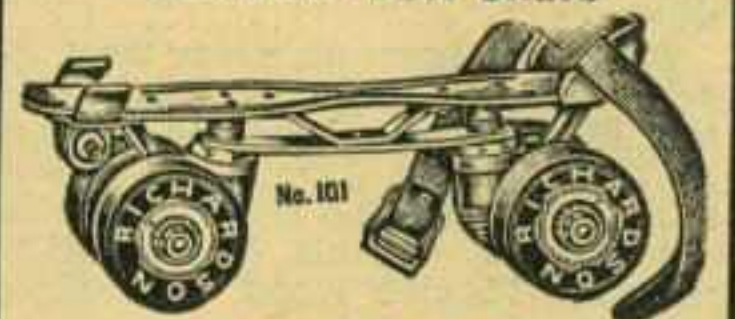
On hand from the world of sports to award prizes were Sid Gordon, Rocky Graziano, tennis champion Bobby Riggs; Les MacMitchell, the mile track star; Sarah Palfrey Cooke, tennis titlist; Olympic swimmer Marie Corridon; announcer Mel Allen; Steve Ellis and all American Bill Swiacki and Ben Agejanian of the New York Football Giants.

From the entertainment field were film actress Janet Blair, Morton Downey, cover girl Candy Jones, Kitty Kallen, and Lucy Monroe.

The mall throng heard music by the crack Chaminade High School band from Mineola, L. I., many times Catholic high school band champs. Scores of Girl Scouts distributed 10,000 derby programs.

Directing the big roller meet were (See OVER 11,000 on page 63)

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3313 Ravenswood Ave Chicago, Ill.
The Best Skate Today

FOR SALE

NEW FINNELL SCRUBBING MACHINE

With Pick-Up Attachment. Reasonable to quick buyer Write to

WOODSIDE ROLLER RINK

HONEY GROVE, PENNA.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write PERRY B. GILES, Pres. Curvcrest, Inc. Muskegon, Mich. Originator and Sole Distributor

FOR SALE

Portable Skating Rink, 51'x122'. Full and new equipment. In use only 9 months. Can be used both winter and summer. Valuation of rink between \$18,000.00 and \$19,000.00. For quick sale, \$10,000.00 cash.

THOMAS ROLLER-RINK Phone 403 Hayti, Missouri

WANTED

Have ideal location for Portable Rink. \$0,000 in area. No competition. Low rent. No rink near in over ten years. Answer this ad for details.

MERIT MERCHANDISING CO. 710 Sixth St. Huntington 1, W. Va.

Buy Direct and Save
Plenty
MOTOR CITY BEAUTIES
ABSOLUTELY BRAND NEW!
A New Series
4 Beauties on Each Photo
Taken and Developed Right Here in Detroit!

JOBBER—
Get on the Bandwagon!
Also Other PHOTOS as Follows:
All Real Shots—12 Poses to a Set, 1 Dozen Asst. Set includes 144 poses.
ART-PIX PORTFOLIOS, Mostly New Models.
STARLET PORTFOLIOS in Book Form
ARTISTS & MODELS PHOTOS
JERSEY BEAUTIES, Real Photos
PARISIAN PHOTOS, Finest Models
Prices on Above Photos

\$4.80 Per Dozen Sets
\$35.00 Per 100 Sets

OVER 300 DIFFERENT SETS
Certified check with order

50% Deposit with orders, balance C. O. D.
BORDER NOVELTY CO.
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CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATE: 12c A WORD — MINIMUM \$2
All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

NOTICE

CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL XMAS MERCHANDISE SPECIAL TO BE DATED NOV. 5, WILL CLOSE WEDNESDAY, OCT. 26.

Get your ad in NOW for this all-important special issue.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. oc22

"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

MUSIC PRINTED—200 PROFESSIONAL COPIES \$20; 1,000 copies in color \$70; recordings made. URAB BB, 245 West 34 St., New York. Stamp (booklet). no5

QUIET! M. C. AT WORK! — GAG-NATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, in-sults, song titles, \$2. "Keyes To Comedy," Box 421, Venice, Calif. oc29

SONGWRITERS — A-1 PIANO-VOCAL ARRANGEMENTS; duplicate copies in small quantities; recordings by piano, piano-vocal, orchestra; price list on request. Five Star Music Masters, 201 Beacon Building, Boston, Mass. no5

AGENTS & DISTRIBUTORS

A BETTER BUY IN NYLONS—\$1 PER DOZEN in lots of 10 or more; correctly sized, assorted colors and packed 12 pairs to the box. Sheerit Hosiery Co., Box 1524, Chattanooga, Tenn. oc22

A BIG CLOSEOUT — JACKPOT CHARLIE — Boards, 10 for \$10; One 5¢, one 10¢ board free with each 10; Lot-o-Do Tickets, 2520s singles, per set, \$1.35; seals for same, 45¢; Spearmint Penny Gum, 120s, 22¢; Bubble Gum, 22¢; Peppermint Rolls, 24-5¢, 22¢; other items at low prices. Ted Heil Co., Gaylord 2, Minn. oc22

A DEPENDABLE REPEAT BUSINESS WITH our Nylons; full fashioned, 54 and 51 gauge, our best grade, \$6.50 dozen; mill-run quality, \$3.50; all hose packed in envelopes, 3 pairs to box; prompt delivery; full satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

"A SENSATIONAL TALKING XMAS CARD" — Pull tape and card will clearly say, "Merry Christmas." Real money-maker; retails only 25¢; send 25¢ for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif.

ABALONE PEARL SEA SHELL JEWELRY — Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelry, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Joseph Fleischman, 1535 Broadway, Tampa, Fla. no5

AGENTS—COMIC XMAS CARDS, \$3 per 100; 15 assorted samples, \$1 postpaid; wholesale only. Walter B. Fox, Mobile 2, Ala.

AGENTS FOR AUTHENTIC ABRAHAM LINCOLN License on parchment; big profit. J. P. Burger, 1813 Columbus Rd., Cleveland 13, O. Sample, 15c. no12

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas Cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval. Including entire new, different de luxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 930 White Plains, N. Y. oc29

ATOMIC CHRISTMAS SPECIAL—FOUNTAIN Pen Desk Set; heavy plastic, bronze base, gift boxed; sample and wholesale prices \$1 postpaid. New York Article Co., G.P.O. Box 405, New York 1, N. Y. no5

AUTO BUMPER SIGNS, FOLD-OVER STYLE, 22½x7½", printed in brilliant Day-Glo paint. Rain or shine, it is visible up to four times as far as the brightest of ordinary colors; 100 \$12.50; 250, \$24. GHI Studios, 906 Central, Kansas City 6, Mo. no5

AUTOMATIC PUSH-BUTTON KNIVES—Retail for \$1.98 each; wholesale, \$8.50 dozen, postpaid; sample, \$1. Homer Sales Company, 2611 West Homer Street, Chicago 47, Ill. oc29

BACHELOR'S SPECIAL—4 NOVO GREETING Cards, 3 Perriotti Pinups and 5 Pinup Model Blades. All for \$1.00. Perry Klemmner, 75 Henry St., Brooklyn 2, N. Y. oc22

BILLFOLDS—3-WAY ZIPPER, HIGH COLORS; \$6 dozen, sample \$1. The Hobby Shop, 1041 Fifth Avenue, Pittsburgh 19, Pa. oc22

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg., Pittsburgh 22, Pa. oc29

HERE'S A TIP... SEND YOUR ORDER TO KIPP SLUM

Sun Glasses	Gro. \$.30
Plastic Thimbles	.60
Plastic Crosses	.65
Crickets	.98
Warblers	.79
Blk., Brown & White Shoe Laces	1.15
Transparent Combs	1.10

NOVELTIES

14½" Paper Parasols	Doz. \$.80	Gro. \$ 9.00
Large Fur Monks	1.55	18.00
Acrobat Fur Monk	1.85	21.60
Small Celluloid Feather Doll	.80	9.00
Dangling Skeleton	.40	4.50
Rubber Lizard	3.50	
Rubber Rat	.80	9.00
Rubber Knife	.40	4.75
Rubber Dagger	.75	8.50
Jazookas	.80	9.00
Straw Horse and Rider	2.95	23.00
Bamboo Pennant Canes (asst. colors)	100 \$ 2.00	1000 \$18.00
Maple Parade Cane	20.00	

GLASSWARE SECONDS

6 Oz. Decorated Tumblers	Gro. \$5.76
12 Oz. Decorated Tumblers	6.48
18 Oz. Decorated Tumblers	7.92
8 Oz. Plain Tumblers	4.80
12 Oz. Plain Tumblers	5.40
All tumblers packed 72 to case (no less sold).	
80 Oz. Decorated Pitcher	Doz. \$3.25

MECHANICAL TOYS

Crawling Turtle	Doz. \$3.15	Gro. \$36.00
Crawling Babies	6.75	78.00

CONCESSION SUPPLIES

Dart Balloons, Gro.	\$.72	
10 Gro.	7.00	
French Weighted Darts	Doz. \$.90	Gro. \$ 9.60
Worth Base Balls	2.00	
Case (15 Doz.)	\$27.75	

THESE PRICES DO NOT INCLUDE TRANSPORTATION.
25% DEPOSIT MUST ACCOMPANY C. O. D. ORDERS

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KIPP BROTHERS
Wholesalers since 1880
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\$3.75 EA.
COMPLETE WITH STAINLESS STEEL BAND

GIFT BOX 5¢ ADDITIONAL

- * WRITTEN 1 YEAR GUARANTEE
- * REMOVABLE PUSH PINS
- * RADIUM DIAL
- * SWEEP SECOND HAND
- * BRAND NEW (Not Rebuilt)
- * CHROME CASE
- * UNBREAKABLE CRYSTAL
- * GENUINE SWISS

10% Deposit, Balance C. O. D.
Priced for 6 or more, Sample \$4.75
YORKSHIRE WATCH CO.
Dept. 378
103 S. WELLS ST. CHICAGO 6, ILL.

FOOTBALL SPECIALS

College Pennants 12x30, per 100	\$13.00
Pennant Sticks, per 100	1.50
Gold Footballs, per 100	2.50
Large Tin Brown Footballs, per 100	4.00
Rabbit Feet, per 100	3.50
College Buttons, per 100	2.00
Badges assembled with gold balls, per 100	6.00
Badges assembled with tin balls, per 100	7.00
Badges assembled with rabbit feet, per 100	7.00
4" celluloid football players, gross	12.00
6" celluloid football players, gross	21.00
Charm football player badges, per 100	7.00
Badges with players attached, 4", per 100	12.50
Same with 6" players, per 100	20.00
Ribbon, any color, per 100 yards	2.50
9" sailor dolls for Navy, gross	21.00
9" Major dolls for Army, gross	21.00
9½" stuffed players, gross	21.60

Orders taken for special pennants and buttons.

15% DEPOSIT REQUIRED WITH ORDERS BALANCE C. O. D.
SCHATTUR NOVELTY CO.
142 Park Row New York 7, N. Y.

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Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

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FIREWORKS AND NOVELTIES!



- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog
Order Now • Lowest Prices
ACME SALES CO.
P. O. Box No. 1141, Atlanta, Ga.

BINGO

Heavy Cards, Specials, Cages,
Blowers, Transparent Markers.
Write for bulletin
AMUSEMENT INDUSTRIES, Box 3, Dayton 1, O.

QUICK PHOTO INVENTION!

PDQ CHAMPION Photomaster



Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2½ by 3½ in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Dept. BH

PDQ CAMERA CO.
1161 N. Cleveland Ave. Chicago 10, Ill.



57,162*
SALESMEN
 ...ready to do the Biggest
 Xmas Merchandise
 Selling Job You've
 Ever Known!!!

*Paid circulation of The Billboard as per last Audit Bureau of Circulations Report.

... a complete package for top Xmas Merchandise sales, comprising ...

- (1)** Your powerful advertising sales message in this important Xmas Merchandise Supplement
- (2)** Your participation in the valuable "WHAT'S HOT IN XMAS MERCHANDISE" feature
- (3)** Your listings in the useful "WHERE TO GET IT" DIRECTORY
- (4)** Completely printed, postage prepaid, ready-for-mailing penny postcard reprints for your customer list.
- (5)** Ad reprints for your powerful direct-by-mail Xmas sales campaign.



(an extra supplement section of the November 5 issue)

Merchandise Manufacturers, Wholesalers and Jobbers

FINAL AD CLOSING: OCTOBER 24TH

WRITE • WIRE • PHONE for Full Details **NOW!!!**

The Billboard

Cincinnati 22, O.
2160 Patterson St.
DUbar 6450

New York 19, N. Y.
1564 Broadway
PLaxa 7-2800

Chicago 1, Ill.
188 W. Randolph St.
CEntrol 6-8761

Hollywood 28, Calif.
6000 Sunset Blvd.
HOLlywood 5831

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 0443

Detroit 1, Mich.
1009 Fox Theatre Bldg.
WOodward 2-1100



"STILL LIFE" in ACTION - SHE SWINGS and SWAYS! So Amazingly Real and Life-Like She Almost Lives and Breathes...



No. SL-11
"STILL LIFE"
IN ACTION LAMP

LIST \$36.75
\$17.50
EACH

★ It's a sensation! Hand-painted porcelain-like finish . . . realistic, lovable, life-like!

★ Figure is made of unbreakable rubber compound with a warm, natural, colorful appearance.

★ Perfectly scaled to exact proportions— an exquisite work of art that adds beauty and color to any room, office, club or lobby.

Here's a brand new, grand new lamp with action . . . a figure with action . . . a turn of the switch does the trick . . . she swings and sways in perfect rhythm, due to a fool-proof mechanism. Underwriter approved.

The special hard rubber composition with the hand-painted porcelain-like finish gives a realistic, natural appearance never before equalled. Sculptured by one of America's foremost figure artists, she is perfectly scaled to exact proportions. Drum shade is of the latest style decorator type and perfectly matches the base of the lamp. Individually boxed. Motor operates on 110-volt AC current. NO. SL-11—"Still Life" in Action Lamp. List price. \$36.75 Your price, each 17.50

31 inches high from base to top of matching shade.

Shipping weight 5½ lbs.

NO. SL-12—"Still Life" in Action Figure. List price. \$25.95 Your price, each 12.50

Height of figure 18 inches. Shipping weight 4 lbs.

For prompt delivery, phone, write or wire your orders now. All Phones: Central 6-5747.



No. SL-12
"STILL LIFE"
IN ACTION FIGURE

LIST \$25.95
\$12.50
EACH

TERMS

25% deposit, balance C. O. D.
F. O. B. Chicago.
Terms to rated firms.
JOBBER: WRITE FOR PRICES

LEVORE COMPANY

108 W. LAKE ST., CHICAGO I, ILL.

Sensational! Colorful Roy Rogers STATUE LAMP

With
Colorful Palesfic Base
and
Hand Painted Western Scene Shade

A RED HOT XMAS SELLER

Here's an eye-catch that spells fast sales for Punchboard Operators, Carnival Men, Distributors, Stores. Brings an "I want one" from every kid. Quality built for real lighting service.

LOOK AT THESE PRICES

Sample \$4.00 Postpaid

LOTS OF 6 \$3.75 Ea.
LOTS OF 12 3.50 Ea.

Individually packed in break-proof package. ORDER NOW—Terms: F.O.B. Chicago. Net 30 days to rated firms, 25% deposit, balance C.O.D. for unrated firms. Immediate delivery.

MALLORY SALES

110 N. Franklin St., Suite 516, Chicago 6, Ill.



A
HIT
WITH
BOYS
AND
GIRLS

Autographed
Base by
Roy Rogers
and Trigger



\$9.95
VALUE

A
Brand
New
Creation

20
Inches
High

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

Ea. \$2.90

Less Than Case Lots, \$3.00 Each.

Include 25¢ Postage for Sample Order

1949 No. 59 Catalog
NOW READY—WRITE

State Nature Your Business in First Letter.

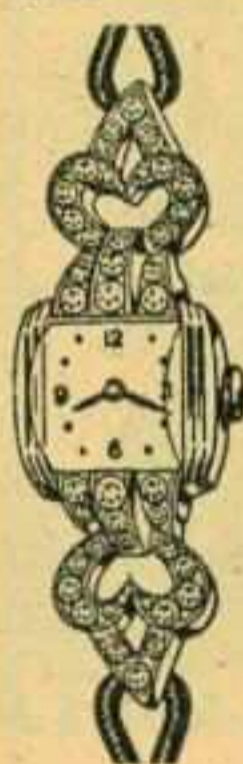
WISCONSIN DELUXE CO.

1902 NO. THIRD ST.
MILWAUKEE, WIS.

JUST OFF THE PRESS!

JOSEPH BROS.' GREATEST AND BEST NEW
1950 CATALOG

56 pages jammed with the
fastest selling jewelry items.
Write for yours today!



Ladies'
Rhinestone
Case Watch,
7-Jewel,
\$9.95

17-Jewel,
\$12.95

Looks like real diamonds. High grade Swiss movements guaranteed like new. Silk cord band. Gold filled Mesh, Link or Expansion Band \$1.75 add.

25% with order—balance C. O. D.
Wholesale only—none sold retail.

JOSEPH BROS.

5 S. Wabash Ave.
Dept. B-22, Chicago 3, Ill.

MEN'S WRIST WATCHES

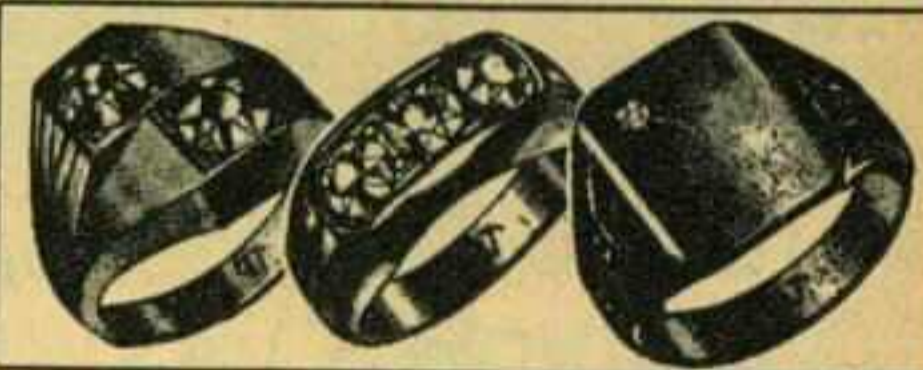
• ELGIN
• BENRUS \$9.45
• GRUEN
• BULOVA

Rhinestone Dials, \$2.00 Additional

10 Kt. Yellow R.G.P. cases, modern new designs. Re-conditioned and rebuilt—guaranteed like new.



Men's Heavy Gold Plated Rings



B-121, imitation ruby and white stones. Doz. \$3.00

B-325, with 3 white stones that look real. Doz. \$6.00

B-79, smart looking signet ring with corner stone. Doz. \$4.50

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR CATALOGUE



Engagement . . \$2.63 Doz.
Wedding 1.63 Doz.

We have 42 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate MEN'S and LADIES' SOLITAIRE — BRIDAL SETS — CAMEOS — SIGNETS — BIRTH STONES — COCKTAIL RINGS—Set with brilliant White Stones and Red Baguette Combinations.

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 Doz. up.

HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.



Red and White Stone Combination, \$2.50 Doz.

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

AGENTS AND MANAGERS

CLUB OWNERS—IT'S TIME FOR A CHANGE! 4 piece society unit, piano, vocal, with rhythm, doubles; now available for next booking; ideal for small smart clubs; neat wardrobe appearance; union. Write Leader, 805 Oakland Rd., Roanoke 12, Va., or phone 2-1148.

MY PAST EXPERIENCE IS AS A DANCE HALL and roller rink manager and operator for 5 years; also have been a professional roller skater specializing in comedy roller skating acts for 5 years; my age is 32; height, 6'2"; weight, 200 lbs.; am very active, capable of handling large crowds; have pleasing personality; am not quick tempered; am also married and will travel anywhere in the U.S. after Oct. 1st; I also know advertising very well; if interested write: LeRoy Schwader, R. 2, New London, Wis., c/o Earl Affeldt. oc29

BANDS AND ORCHESTRAS

COLORED BAND FOR NIGHT CLUBS, COCK-tail lounges, taverns, etc.; four men, entertaining and singing. Jump Jackson, 5727 S. La Salle St., Chicago, Ill. oc22

CIRCUS AND CARNIVAL

WANT JOB AS HANDY MAN IN ALL TYPES of work, for any show, anywhere in Union; reference given. Box C-467, Billboard, Cincinnati, O.

REAL EXPERIENCED LAUGH GETTING Clowns; 4 sure laugh Acts; work any place. Advise Two Lewis, Gen. Del., Waterloo, Iowa. oc22

MISCELLANEOUS

FABULOUS JAN LEE—"CALIFORNIA LEAD-ing and foremost female impersonator"; glamorous song and dance stylist. Contact Jan Lee, Box C-471, Billboard, Cincinnati, O.

PALMIST DESIRES NEW YORK CITY NIGHT club engagement. Write Box C-470, Billboard, Cincinnati, O.

STROLLER, ACCORDIONIST, BARTENDER, billposter, publicity advertising experience, ticket taker, elevator operator. 201 A North Central Ave., Marshfield, Wis.

VERNON HOFF—FEMALE IMPERSONATOR, "America's most beautiful female impersonator" state critics; at liberty in January. Vernon Hoff, c/o Billboard, Chicago.

MUSICIANS

AT LIBERTY—PIANIST; MALE, UNION. PLAY most requests. Prefer location, small combo. Box 584, Denver, Colo.

CHRONOGRAPH WRIST WATCH



\$4.00 Ea.
(6 or More)

Brand New—Not Reconditioned Sweep-second hand runs or stops at click of button. 2-tone dial. Polished chrome case. Stainless Steel Expansion Band. Six or more, \$4.00 each. Sample, \$5.00. Individually boxed, 1-year written material and workmanship guarantee. Instruction book included.

10% Deposit—Bal. C. O. D.
BURTON SALES CO., Dept. B-25
809 W. Madison St. Chicago 7, Ill.

TAX FREE FUR COATS \$24.00

SEND FOR PRICE LIST

WISOTSKY BROS. & GREENSPAN, INC.
151 West 28th St. New York 1, N. Y.

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen
All newly styled with Gold Finish Caps.
Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

COMMERCIAL TENOR, ALTO, CLARINET—Read anything; intonation, tone good. Contact Musician, Box 175, Industrial City, Mo. Phone 29309.

DRUMMER — EXPERIENCED, COMMERCIAL or micky bands; large or small combo; have car, will travel but prefer location; age 24; available immediately. Troy Hatcher, 179 Lynn St., Jackson, Miss. Phone: 52197.

DRUMMER—AVAILABLE WITH TWO WEEKS' notice; desires change; 10 years' professional experience; good references; locations anywhere. Box C-443, Billboard, Cincinnati, O. oc29

FIDDLE MAN—WESTERN SWING AND HILL-bill; union; takeoff, back up, fill in, hot ride, riffs and breakdowns; read; also vocals, solo or trio; exp. radio, stage, television; Western wardrobe; age 26, reliable, no drink. Dick Winans, 229 Lemon St., Corry, Pa. Phone: 21-642.

GIRL PIANIST—TALL BLONDE, ATTRACTIVE, first class pianistic ditties; plays Solovox; good wardrobe. M. M. Leshner, 6815 N. Overhill Ave., Chicago 31, Ill. Phone: Newcastle 1-3572.

GIRL VIBEST AND MARIMBIST — AGE 19; union, read, fake; will travel. Eva Snowden, 236 Church St., Lancaster, Pa.

HAMMOND ORGANIST WITH ORGAN —Flashy outfit, chimes, ace at keys; location only; pay-off is real music, repeat patronage; photo. P.O. Box 208, Chicago. no5

GUITARIST DOUBLING TROMBONE—AVAIL-able immediately; experienced, single, sober; good rhythm and single string; some singing; anything considered; commercial or pop; will travel anywhere; send details. Dick Renberg, 223 Fulton Ave., Waukegan, Ill. Ontario 9775-W. oc29

PIANIST—RELIABLE, UNION; CLASSIC, MOD-ern, commercial; experienced, all 'round locations; state salary, all information; no wires. Box C-468, Billboard, Cincinnati, O.

PIANIST, AVAILABLE 10/12; AGE 22, MAR-ried; semi-name experience; commercial, modern jazz, dixie, read, fake head. Contact Musician, 2774 Losantiville, Cincinnati, Ohio. JE 4316.

PIANO MAN — AVAILABLE IMMEDIATELY for small commercial unit or as a single; South only; union, dependable; state particulars. Piano Man, 30 Sayre St., Montgomery, Ala. oc29

RINK ORGANIST — THOROUGHLY EXPERI-enced, perfect skating rhythm, BSR0A tempos, dances; progressive year 'round operation only. Box C-472, Billboard, Cincinnati, O.

STEEL GUITAR MAN—AVAILABLE AFTER Oct. 22; single, sober and reliable; play fill, read and fake; location preferred; radio and stage experience; union. Write or wire, Dick Thomas, WKNX, Saginaw, Michigan.

TENOR, CLARINET—COMMERCIAL EXPERI-enced; read, transpose well; tone, intonation good. Contact Musician, 1417 So. 25th, St. Joseph, Mo. Phone 3-0547.

TENORMAN—DOUBLE CLAR., ARRANGE for any style or combination; capable of handling lead tenor; 29 years, sober, reliable; go anywhere. Write or wire Al Gaffney, 826 East 141st St., Hawthorne, Calif.

TRUMPETER-VOCALIST—WANTS LOCATION job in South, hotel or small band; can read, fake, good tone, age 30, neat; Florida preferred. Rick Shorey, 63 Beacon St., Winthrop, Mass. Tel. Ocean 3-1878 W. oc22

TRUMPET - VOCALS — SINGLE, RELIABLE, like location, consider anything; show, combo, name experience. Room #21, Foxen Apts., 3017 E. Grand Blvd., Detroit 2, Mich.

TRUMPET MAN — AVAILABLE OCTOBER eighteenth; twenty-three years old; nine years combo, big band, show experience; single; will travel. Contact John Lindenberger, 7421 No. Damen, Chicago, Ill.

PARKS AND FAIRS

HARVEY THOMAS—VERSATILE ENTERTAIN-er; Musicians, Singers, Dancers, Models, Comedians, Novelty Acts; available for lodges, theatres, taverns, etc.; will travel. 162 North State, Chicago, Illinois. Telephone: Dearborn 2-2734.

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc.; flashy act; for literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

SENSATIONAL HIGH FIRE DIVE—OLD ES-tablished standard attraction; never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. oc22

3 FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D. Martin, Billboard, Cincinnati, Ohio. no5

VAUDEVILLE ARTISTS

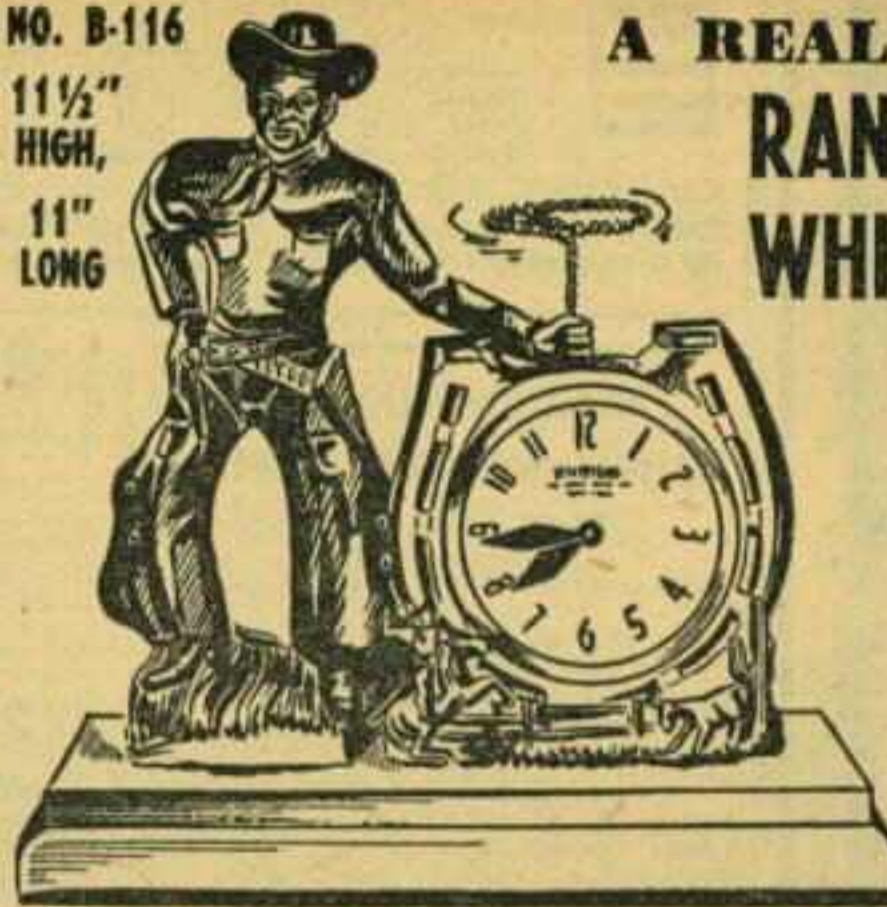
AT LIBERTY—GEORGE AND NELLIE KING Taylor (after Oct. 26); vent. act and musical act. Address #232 West 42nd St., c/o Hubert's Museum, Inc., New York 18, N. Y.

BOB TOMLINSON, VERSATILE ENTERTAINER for lodges, theatres, Xmas, New Year, children, adult parties; accordionist, magician, juggler, ventriloquist, Punch-Judy shows; low prices. 3600 Addison St., Chicago, Ill. Telephone Keystone 9-8491.

CHRISTMAS PARTY ENTERTAINMENT—DIF-ferent; Musical Duck, Mouse, Clown, many other novelties; also large animal heads for dressing kids from audience. Scott, Apt. 6A, 1142 So. Michigan, Chicago.

GUARANTEED IMMEDIATE DELIVERY

NO. B-116
11 1/2" HIGH,
11" LONG



A REAL 'LIVE ONE!

RANGER CLOCK & WHIRLING LARIAT

- Action!
- Purpose!
- Flash!

Ranger revolves lariat perpetually in a lazy, lasso spin. He's a rootin', tootin', ropin' fool! Complete with cowboy hat, kerchief, cartridge belts, pistols, boots and chaps. Entirely bronze plated cowboy and inverted horseshoe around clock dial. Scroll trimming of wrangler, yearling and cactus. Dependable United

self-starting electric clock manufactured under Westinghouse license. Mounted on modern blond wood finish base with felt bottom.

\$6.10 EA. IN DOZ. LOTS

\$7.00 EA. SAMPLES

25% DEPOSIT, BAL. C. O. D. IF NOT FOR RESALE, ADD FEDERAL EXCISE TAX.

Note: We wish to take this opportunity to thank our many customers for their patience. The response to our Billboard ads of September 3 and September 10, on the above item, was greater than anticipated. The production problem on the number now has been solved, and we guarantee delivery of any quantity immediately.

OUR NEW 1949 XMAS CATALOG NOW IS READY.

IF YOU ARE NOT ON OUR MAILING LIST, PLEASE WRITE FOR YOURS TODAY.

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

Attention, Salesboard, Premium Operators



I'M THE NEW TALKING SANTA I SAY

"Merry Christmas"

He actually says "Merry Christmas" by running your thumb nail down a plastic tape that extends from his pack on his back. This jovial fellow is full seventeen inches tall of gay red and white plush. His beaming face is made of washable plastic, with gleaming mohair whiskers.

Price F.O.B. New York

\$42.00 per dozen

SAMPLES, \$5.00 EACH

25% deposit required on all orders, balance C.O.D.

CONELLE PRODUCTS CO.

248 WEST 23rd ST.

NEW YORK 11, N. Y.

COMPLETE LINE OF ALL CARNIVAL MERCHANDISE CARNIVAL & BINGO SUPPLIES CATALOGS BEING MAILED OUT NOW BE SURE AND MENTION YOUR LINE OF BUSINESS MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassoeks, 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 Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

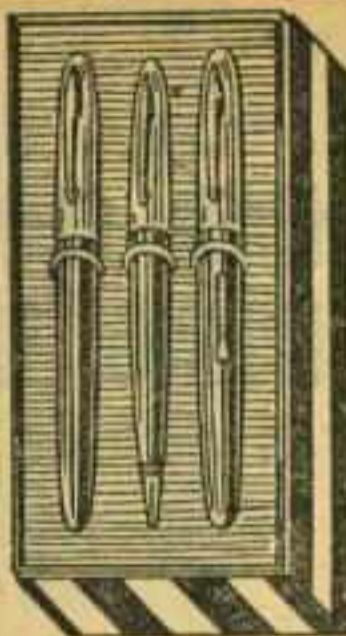


ACME

PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

3 PIECE PEN SET



3-piece Pen Set—Gold Plated Top—the fastest selling item in the country at the right price. Complete with beautiful box and embossed price tag \$6.50 Dz. \$72.00 Gr.

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In assorted colors—maroon, gray, black and blue—and they are all guaranteed.

This is a tremendous number from now on to Christmas. Great flash. Sample Pen Set, 75c. Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50.

All Gold Plate finish 3-piece Pen Set. Comes with beautiful box and embossed price tag. \$9.00 Dz. SAMPLE SET \$1.00.

SPECIAL Filigree Ball Point Pen and Key Chain. \$2.50 Dz. \$27.00 Gr. 25% Deposit—Money Order or Cash—Balance C. O. D.

We ship same day as orders received HARRIS NOVELTY CO. 1102 Arch St. Philadelphia 7, Pa. Phone No.: Market 7-9848



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

Bernard, S. Miller Wm H 45- (Books) 20c Hazzard Stewart 60- Doman, Edw. 20c

Ackley, A. V. Coleman, Mrs. J. J. Adams, Dewey P. Collins, Pattie Sue Adams, E. J. & Conrad, Sylvia Mrs. (Concessionist) Constable, Bill Adure, Frank P. Cooke, Sonya Aiton, Thos. Cooper, Cecil Scott Aley, Clifford Cooper, J. F. Alland, Maurice Copanna, E. J. Allegretti, Frank Corwin, Mrs. Geo. Allen, Cecil Cotton Roy Allen, H. S. Cowan, Chas. A. Allen, Leo Craik, Wm. Allman, Mrs. A. J. Cramp, Geo. Almann, Fred Crane, Mae Anderson, Bob Crane, Lee Anderson, Dick Crawford, F. A. Andrews, Jack Crawford, Robt. H. Ankrim, Geo. Crawford, Will Anin, Ralph J. Crean, Walter Anthony, Lucille Crider, Grace T. Anthony, Milo Crowe, Mrs. Chas. H. Archer, Mrs. H. L. Crull, R. N. Arend, T. Cus, Uno B. Arnold, Edw. W. Daglatino, Tony Arnold, Mae Joe Dalley, Tom Arrowood, Pauline Daniela, Deon M. Ashcroft, John Wm Daughterty, Miss Atkins, Carl Bunnie Atkns, Helen Decker, Joe Audett, Ronnie Dees, John Bagwell, James A. Demetro, Steve Bailey, Mrs. Kay L. DeNeaky, David Baker, Hardy Henry Denike, Harold Baker, Louis (Concessionaire Head) Ballard, Gerald Dennis, Jack Benjamin, Harry (Whitey) Barber, Otis G. Dennison, Ernie Barfield, Kathleen DeWeld, Freda Barnaby, Geo. Dick, Billy Richard Dillbeck, Maxwell Barnes, Floyd N. Dillon, J. R. Barrikman, Floyd H. (Dillon's Mechanical City)

Barth, Ben Domnise, Harold & Basford, John Elaine Bauer, Wm. E. Donaldson, Slim Bauer, Mrs. Augusta Donato, John Baumman, Ralph Douninjem, John Nettle Dutton Darning, Albert R. Baysinger, Alphe S. Dougherty, Duke Bearuss, Ruth Douglas, Ed. Beasley, Mrs. Gloria Dover, G. Berk, Helen Gould Drake, Robt. & Refort, Laverne Little Jeanne Bell, Louis A. & Estelle DuBose, Tex Benner, Jr., Nicholas Dufault, Roland Benson, Evelyn M. Dugan, J. H. Bennett, Melvin Duncan, D. W. Bennett, Mrs. Duncan, Maynard Virginia Durbin, Fred Berman, Joe Eddy, S. D. Bernard, Andy Edwards, G. A. Bernhuse, Gus Elerding, Bob Bireley, Eddie Elliott, Ralph Birnie, Wm. Elliott, John Bixler, Walter Erhard, Ralph Black, Louis Evans, Nick & Blair, Clarence Fabey, Frank M. Blakely, Benton H. Faulkner, Joanne Blocker, Mrs. Sarah F. Favorite, Geo. H. Bloomburgh, Bill Peeney, Mrs. Nellie Feldman, J. Leland Boone, Geo. Pfen, Murray Pink, Mrs. Florence Boswell, Bill Flannagan, Ruth Boyle, H. C. Floyd, Morzan Braddie, Leck Followell, Blackie Brady, Hardy Frank, Ephriam Brantley, J. John Brennan, Johnnie Frank, Geo. Bright, Louis Fraser, Mrs. Sam Broderick, Geo. Freeman, H. F. Thos. Freckel, Mrs. Margaret Brown, A. W. Fuller, Mrs. Willie Brown, Jr., Geo. Margaret Brown, Wendell S. Fullin, Mrs. Willie Bruden, Dan Pearl Fultz, Chas. Burns, Ray Galle, Mrs. Nickie Bungard, Arthur O. Gallagher, Doris M. Bunigan, James Galpin, Earl C. Galpin, E. H. Gayer, Archie Gannusa, B. C. Gibson, David J. Gilbarn, Wm. Gilmore, Harold (Talker) Gilmore, James J. Burton, Leon H. Ginter, Augus. Bydairk, Albert Ginter, Homer M. Cantrell, Mrs. Gison, Gilbert Cantrell, M. D. Gionard, Anthony Millard Goad, J. D. Carr, Ray Goons, John F. Carrojo, Joe Gold Crown Expo. Carroll, T. J. Goldie, Jack (Spot) Carroll, Wm. Goldstein, Nathan Carter, Pete Gordon, John D. Carter, Wm. T. Gordon, Robt. Casey, Mrs. Mary Castal, Miss Jean Gramlick, Chas. J. Caswell, Fred Granger, Allen Casvens, John J. Gratiot, Merle J. Chapman, Eugene Gray, Mrs. Carolyn (Curly) Gray, Clifford Cherokee, Kid Green, Benj. Childers, Harold (Alligator Boy) Chitwood, Joe Grey, Elms Christenson, Clarence (Swede) Griffin, Earl Church, Clarence Grizzers, Winford Church, L. C. Rees Church, Mrs. Margaret Griggs, Chas. Cibull, Frank Grubbs, Earl Clayton, Jimmy Ginter, Jack Clotfelter, Leon R. Gunter, Harry Cobbs, John R. Haer, Geo. Hale, Don Earnest Hand, Johnny (Hall Drivers) Hangaterfer, Allan Hanson, Harlow L. Hanson, Walter Happy Holiday Shows Cole, Lucille

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It's not how loud you talk but how much sense you make.

RICHARD ARCAND . . .
is back in Los Angeles from the California State Fair at Sacramento, and the Los Angeles County Fair at Pomona, Calif., where he was maintenance man and electrician for the Freedman Concessions of Los Angeles. According to Arcand, workers at the Sacramento event, besides himself, included Otto Knoll, Helen Knoll, Dolly Kallail, Diane Robertson and Connie Dallas, crew hats; Harry Flax and Morris Goldstein, humotones; D. Berlingham, trombones; P. Clive, bird calls; Mr. and Mrs. Phil Kallail and Manuel Regente, specialties; Red Larkin and helpers, chameleons, and Benny Aberman, Morry Levy, L. Midgett, J. A. Dorsey, Benny Stone, John Law, Joe Gornall, Joe Reed and Fat Levy, novelties. Arcand adds that the Sacramento annual proved fair for the Freedman organization, and that Pomona was off about 25 per cent from last year.

It will feel pretty good to be working inside this winter. Got your spot lined up?

RAGAN TWINS . . .
Madaline and Mary, with the former doing the writin', come thru with the following from their Benton, Ark., diggings: "Our hillbilly hollow has been a convention site for carnies and pitchmen for the last two weeks, with the jackpot sessions going on till the

wee hours. Our guest list reads like *The Billboard's* Letter List. Here, with the items they are currently working, are just a few who have crossed our threshold recently: Amy Flinn, mice; Jack and Ruth Anthony, coils; Bob Flinn, combs; Holdroff, vitamins; Chairman and wife, peelers; Sam Freed and family, coils; Davis and wife, peelers; George and Stell Regañ and Cuban Mack and family. Mary and I had a pleasant visit with Bill Chaulkias Sr. and Junior and their families on the Snapp Greater Shows in Pine Bluff, Ark. Also caught the World of Today Shows in Hot Springs, the Gem City Shows here in Benton, and the Southern Valley Shows in Prescott, Ark. We recently took delivery on a new jeep station wagon and we're now pitching astrology and doing our mental act. Everyone wants to know what Tom Kennedy has done with Pitchdom's two incomparable workers, Count Seldom Scoff and Doc Lushwell, and what has happened to Tip and Lil Halstrom? Say, you old-timers, now that your fairs are just about over, why not sit down and write in a few pipes. Any time any of you are in Arkansas, remember that we are located on the Hot Springs Highway and our welcome mat is always out. Just because we aren't on the road at present doesn't mean that we are not still with it and for it."

Give your tip credit with having as much sense as you and you will probably wind up with more dollars.

JOE KURRY . . .
following his stint at the Great Southeastern World's Fair, Atlanta, is reported to have termed it the dullest annual of the five he has worked there.

HENRY VARNER'S . . .
latest communique is that he will soon leave the Akron territory for Mobile, New Orleans and Dallas with religious books and periodicals. "While business is still fair in Akron there are plenty of skeptics and knockers, but I get by," he adds.

DOC GEORGE KAY . . .
presents his views on the much-argued question anent the organization of pitchmen with these words: "I have been following the controversy started some time ago in this column regarding the advisability of pitchmen organizing. Arguments on the subject, both pro and con, have received my profound attention, and I must admit that both sides have made some good points. Now I may not be able to point to as long a record (in the matter of years) as some of my brethren in the tripes and keister fraternity, but I made my first high pitch about 30 years ago and, with the exception of a season now and then on a carnival or circus, I've been at it ever since. I must agree with the negative side in the debate, for the simple and obvious reason that we all are nomads. Consequently, in order to put the pressure on the city fathers in towns where readers are legislated against, or where licenses are put so high as to make laying out the dough a prohibitive action, our organization would have to have workers permanently located in such towns to lead the fight against such legislation. Then, too, we have the problem of the J. C. L.'s. Some of these eager lads will be the pitcheroos of tomorrow, but most of them comprise an element working an odd or slack season. Therefore, they have no concern as to how they leave a spot. The high-pressure boys who invented the foot-in-the-door technique burned the door-to-door selling in much the same manner. I feel that the solution to our problem lies in the return, in various cities, of the old pitch store. I can remember when Los Angeles had three or four. Gypsy Dan has the only one there now and, as far as I have been able to ascertain, he isn't very receptive to sharing it with anyone else. I pitched soap in a like set-up in Denver 20 years ago, using some of Silk Hat Harry's lecture blended with my own, and I spent an enjoyable winter in the mile-high town. The time was shared with five other lads, and each was a master in his own particular line. Doc Hirsh, with rattlesnake oil, should remember that store. He was one of the most polished workers I have ever known. His anatomy lecture is something I'll remember to my dying day. Let's have a revival of those stores all over the country. Let's get a lot of our more polished, dignified brethren settled in closed towns and put them in the position of being merchants. City councils will have to listen to their side then. That's the only way those discriminatory ordinances will ever be repealed. That's the only way a reader can be put back to the old price again. Let's hear from the rest of you boys on the subject. Pipe in!"

It's easy to remember that two wrongs never made a right; play it square and you won't have to remember it.

SAM R. FREED . . .
veteran sheetie, is still working the trades around New York. He'd like to read more pipes here from some of the old-timers, he cards.

GEORGE (RED) IGOE . . .
letters that he will clerk in a hotel in Standard, Vt., until spring.

How does it go? If winter comes can spring be far behind. Anyway, it'll seem a lot farther away if you haven't slashed away a little of that moo you sweated for this summer.

FOLLOWING . . .
a successful engagement at the recent Los Angeles County Fair, Pomona, Calif., Harry Flex left for Fresno, Calif., to pitch humatones.



6000 Smash Hits—
In 460 Page Wholesale Book Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢

brings you this latest 1949 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.
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JUMBO JIGGLER
5" High—
4" Diameter



Two to Ten Dice (Two Furnished) Transparent red plastic with clear glass dome. Top unscrews to change dice.

Postpaid \$3.00 in U. S.

Sorry, no C. O. D.'s Agents, Write for Proposition.

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BACHELOR'S BATH MAT
Here's the greatest laugh item of them all! Acres and Acres of them . . . a Bachelor's Bath Mat of life sized, flesh colored sponge rubber falsies. Ideal as a gift, raffle item, premium. Big Sales Opportunity. Send \$5 for sample mat with 5-day trial money-back guarantee. Write **BACHELOR'S BATH MAT CO.** 753 N. Broadway, Dept. BB-10 Los Angeles 12, Calif.



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BIG SELLERS—BIG PROFITS

Crawling Baby	\$6.25 Doz.
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Dancing Couple	3.80 Doz.
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Send 25¢ with order, balance C. O. D., plus shipping charges.
One dozen assorted samples, all different, \$6.00 postpaid; 6 for \$3.25.

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Fast-selling Specialty Item sold to homes. Sells on sight. Wonderful gift item. We have a plan whereby you can make \$6.00 profit your first 30 minutes. Investigate this now! It's really hot.

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Dept. N
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NEW TYPE SHUTTLE RUG BRAIDER

U. S. PAT. PEND.

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CAN USE EXPERIENCED RUG BRAIDER DEMONSTRATORS
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 7 Jewels \$10.95
 15 Jewels 11.95
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 Same as above with Benrus, Elgin, Waltham movements. \$3.00 additional.



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 Guaranteed New \$3.95 each
 lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.15

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 Beautiful rhinestone dial, 7 jewels \$7.85
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 GENUINE LEATHERETTE ZIPPER BAG, CAN BE HAD IN ANY COLLEGE COLORS WITH MONOGRAM AT NO EXTRA CHARGE.

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 IS MADE IN TWO SIZES
 60x48" . \$6.50 Ea.
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MEN'S STYLES \$8.95
 With Brilliant Rhinestone Dials \$1.75 Additional

All new 1950 styles beautifully cased and timed to perfection. Guaranteed like new. **WHOLESALE ONLY.** Large quantity users—Write for prices.
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BRAND NEW, CHROMIUM CASE, BOXED
 Reconditioned Mov.
 7 Jewel \$8.00
 15 Jewel \$10.00
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 All Watches Guaranteed. Minimum Order 3 Watches. 25% Deposit. Balance C.O.D. 1949 Catalog Now Ready.



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 Lifelike all-plastic figure, with colorful braided skirt. Genuine fur neckpiece, chenille hat. Comes with elastic string and jingle bell.
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Beautifully boxed with guarantee & gold embossed price tag.

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 FOR SURE FIRE CHRISTMAS PROFITS

Santa Claus is popular as ever this year . . . and this popular No. 1020 Santa balloon makes you real profits. Big and jolly, he inflates to 20 in. high—available with feet, in red, green, white, contrasting imprints. Ask your jobber or The Pioneer Rubber Co., 107 Tiffin Rd., Willard, Ohio; Los Angeles 4, Calif.

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 Buy direct from an old and reliable Hosiery Manufacturer. We have an accumulation of ladies' full-fashioned, fine gauge, sub-standard Nylon Hosiery, priced @ \$3.25 per dozen.

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 Make real money taking orders for Nationally Advertised Appliances, Vacuum Cleaners, Radios, etc. All wonderful gifts. Get your own needs wholesale. Write for free sales kit.

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PAY-OFFS

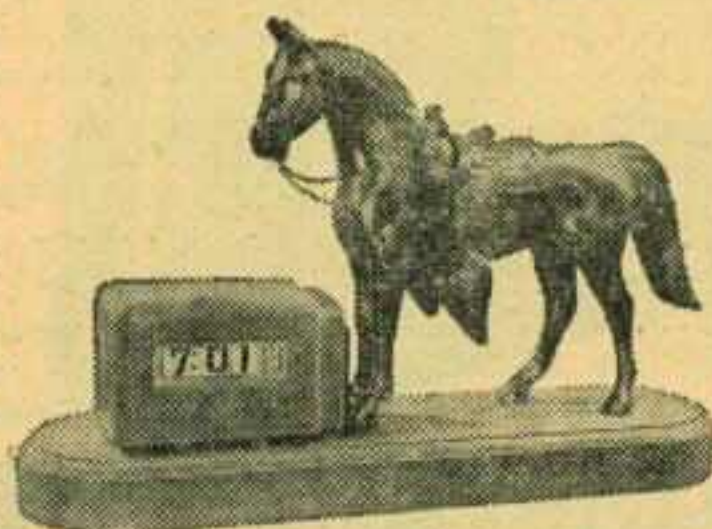
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The Amazing NEW Magic
Miracle of TIME Telling
TELE-VISION
Electric Clocks



\$6.48
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WESTERN HORSE Model WHJ
9" high. Ivory or walnut plastic case
with handcast metal horse.



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WESTERN HORSE Model WHM
10 1/2" high. Walnut plastic case. Hand-
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ORGAN GRINDER Model OGC
9" high. Beautifully colored and glazed
ceramic, with 22 kt. gold trim.



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TELE-VISION GIRL Model TVG
Luminous video screen, night light,
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Here it is—the most amazing advance in clocks since the
beginning of "time"! It's picture time, at a glance. Only
3 bold numerals to read, so even a child can tell time
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Newest '49 Styles
NOW READY

Write for Yours Now!
State Your Business

The National Foundation for Infantile Paralysis Encourages
Others. Encourage It by Your Contributions

POLACK WESTERN

(Continued from page 37)
pers before joining the Russell show.
... The Berosinis come from a long
line of high wire performers and
one of their ancestors was the Great
Blondin. . . . Louis Stern has a fine
singing voice. . . . Ross Paul was a
singer before joining the Polack
show. . . . Alex Konyot followed in
his father's and grandfather's foot-
steps as a bareback rider. . . . Car-
los was a cowboy before becoming a
horse trainer. . . . Roland Teibor
was a tight rope walker before be-
coming a seal trainer. . . . Bobo
Barnett once played in an orchestra
with Jimmy Davis, former Governor
of Louisiana. . . . Chester Sherman
was a singer and Joe Sherman a
florist. . . . Billy Griffin was a school
teacher. . . . Gus Bell was AAU
tumbling champion and was set for
the Olympic games until commit-
ments kept him in this country. . . .
Etta Carreon was a bareback rider.
On the sick list are Evett Kohl,
Vickie and George Arthur Springer.
Visitors: Ray Hemmingson, Blackie
Price, Col. and Mrs. C. G. Campbell,
Jimmy Ray, Dick Weakley and John
Toy.—**FREDDIE FREEMAN.**

DAILEY BROS.

(Continued from page 37)

a smooth performance on his debut.
Jo Horwath lost one of his horses
when the animal slipped his halter
during the night.

Ruth Griffin, dancer, has joined
Johnnie B. Williams's Minstrels. The
dressing room and prop departments
have formed baseball teams, compet-
ing between shows.

Mrs. Rube Ray served ice cream
and cake on her daughter Barbara
Williams's birthday. Pipo Rollon and
Francisco Gaona served cold drinks
on their birthdays. The Mexican
women's chorus gave out with tradi-
tional Mexican birthday songs. Side
Show Johnnie was given a birthday
celebration.

On the sick list are Bert Richman
and Manuel Barragan.

Jimmy Boyle is back after spend-
ing a few days with his mother. Mr.
and Mrs. Harry Hammill were given
a wedding anniversary dinner party
by Fred Guinup.

Visitors: Betty Sweet Jones and son,
Arthur Clio, from Davenport, Ia.; Mrs.
Mickey O'Brien; Mrs. Jeff Kyser;
Louis Stone; Upside-Down Johnnie;
Joe Campbell; William O. Gambrell;
Jim Putnam; James Green, and Mr.
and Mrs. Tom Davis.—**HAZEL KING.**

RINGLING-BARNUM

(Continued from page 37)

act to go with it. . . . Miller Thomas
back with the truck and tractor de-
partment. . . . Side Show cat, Brutus,
getting all the attention with his many
escapades. . . . Buzzy Potts with still
another addition to his large dog
family. . . . Gilbert Fox and Linda
Lawson watch the spec every day. . . .
The whole show anxiously awaiting
the return of the Geraldos. . . . The
grease joint busy making hot choco-
late these chilly nights. The 3:15 p.m.
shows a daily occurrence for the school
kids. . . . Merle Evans and the band
boys always giving out with their
best.—**MARY JANE MILLER.**

CLYDE BEATTY

(Continued from page 37)

Kay, Cathie, Johnny and Milonga
Cline and the writer.

Around the lot: Juggling is the
favorite pastime. . . . Don McClen-
non doing a good job working the
Liberty act. . . . Charles Hilderra
going on a hunting trip. . . . Bobbie
DeWayne making a fine appearance
on an elephant's head. . . . Bobby
Kay finally missing spec. . . .
Frances O'Connor viewing the movie,
Freaks, in which she worked. Every-
one rushing to catch the picture,
Africa Screams, featuring Clyde
Beatty. . . . Marvin Smith all smiles
because the Side Show is doing big
business.

Visitors: Jake Crumley and partner
and Ray and Lola O'Wesney.—
LAURENCE CROSS.

POLACK EASTERN

(Continued from page 37)

were celebrated in Oak Ridge by Fred
Proper, Dime Wilson, Henry Kyes and
Jack Harris. Two cakes were baked
by Melitta Wicons and Connie Wilson.
Betty Proper gave her husband, Fred,
a diamond ring.

Heavy Kimes was taken to a Val-
dosta hospital with blood poisoning.
Irish Donovan is back on the show.

Walter Long, of the Flying Wards,
is doing a jackknife into the net.

Fragments: The Charltons' auto-
mobile sideswiped a police car re-
cently. . . . Mary Gard is back on the
show. . . . Van Thomas underwent an
appendectomy in Atlanta recently. . . .
On Benny Sweitzer's advice the gang
detained at a town called Elsnore
and only thru the help of a farmer
were they able to catch up with the
show. . . . Jean Moore is working with
Irene Lafferty in the dog act. . . . Dave
Kind became a Noble of the Egypt
Temple of the Shrine in Tampa. . . .
Kinko was host to Jack Klippel, Ed
Raymond and Dennis Stevens at a
dinner between shows. . . . Promoter
Clyde and Mrs. Harrison visited in
Oak Ridge. . . . Nate Lewis has an air
horn on his Oldsmobile. . . . Dr. Harris,
formerly with Ringling, visited.

Visitors: Sam Crowell, Mr. and Mrs.
Fred Bradna, Mr. and Mrs. George
Brown, Mr. and Mrs. Ray Milton,
Rita Tybell, Cleo Weber, Mr. and Mrs.
Polidor, Margaret MacQuire, George
Zacchini, Millie Aylesworth, Texas
Jim and May Mitchell, Jim and Jessie
Arbaugh, Mrs. Bill Webster, Mr.
Roberts and family, Clara Hogue, Lola
Morales, Angela Antalek, Ralph and
Estel Duval, Margaret Garner, Bobby
Hamm, Mr. and Mrs. Art Clausen,
Mrs. Ermide Loyal, Truzzi and wife,
Mrs. Stella Loyal-Repensky, Mr. and
Mrs. Wilson Storey; Mr. and Mrs.
Otaris and daughter, Nena, and son,
Bill; Lola Lamb, Mr. and Mrs. Bob
Hunt, the Skating Swifts, Welby
Cooke, William Ketrow, Teresa Mor-
ales, the Cristiani family, Felix Mor-
ales and family; Swede, Mabel and
Hunkie Johnson, and Mario and Jose-
phine Ivanov.—**BILLY BARTON.**

UNDER THE MARQUEE

(Continued from page 36)

Kriel family and Shirley Linder-
man Vining, who was hospitalized
as the result of an accident.

Lucky is the agent who knows so little
he could tell it all to an opposition agent
without disturbing a route.

George W. Westerman, of the pro-
motion staff of Polack Bros.' Western
Unit, cards that from all indications
he is now well on the way to complete
recovery from his recent illness. . . .
Leon Long, magician, visited Johnny
Williams, George and Bessie Dennis,
Homer Lee and P. Bowden on Dailey
Bros.' Side Show at Greensboro, N.
C., recently. . . . Marscha Hunt,
daughter of Helen and Harry Hunt,
Hunt Bros.' Circus, celebrated her
sixth birthday October 12 in Phila-
delphia. . . . Heavy Kimes, Polack
Bros.' Eastern Unit, recently was
hospitalized in Valdosta, Ga., with
blood poisoning.

Circus historians should be encouraged
to delve into early-day showbiz. We might
learn something.

William H. Green, press man for
Polack Bros.' Eastern Unit, snared
enough space in the October 12 Au-
gusta (Ga.) Chronicle to make the
issue look like a circus edition. He
copped three and four-column pic-
tures plus to feature articles to pub-
licize the Polack October 11-13 date
in the Auditorium there under
Shrine auspices. . . . Arthur George
Lamont (Bozo the Clown) closed
recently with Eddie Young's "Van-
ities of '49" on the Royal Crown
Shows. He will play indoor dates
with Tom Packs in St. Louis and
New Orleans.

Showmen hate to talk about the hard-
ships of tramping—but if they can find a
sympathetic ear they hate to shut up about
them.

SALESBOARD SIDELIGHTS

With the wheels of business continuing to hum along at top speed, Gardner & Company, Chicago, officials are wearing that "good news" look these days. Gardner-ite Joe Robinson says the acceptance of new numbers is exceeding expectations and the old reliable "standards" in the line are also corralling a mounting mountain of orders. The rate of new business in the merchandise and jobber trade board lines is also very satisfactory, Joe declares. New sales records are being made by such numbers as Bucks & Fins, Two-Time Teaser and Pretty Seals. Firm's sales manager, Charles B. Leedy, is keeping in step with the sales tempo by sending in some real "heavies," order-wise, Robinson says.

Universal Manufacturing Company, Inc., Kansas City, Mo., reports climbing activity on its Grab-a-Fin Pocket Pak. Major domo Joseph Berkowitz anticipates a steady, high level of business on the number, which is designed down to a convenient, play-stimulating pocket size. Other Jar-o-Do numbers by Universal are pulling in their share of order attention, Berkowitz states.

Peerless Products, Chicago, is moving at an increased pace along the more-business highway, with Ben and Marshall Maltz seeing a strong continuation of the same for the coming months.

Walter McNamara, The McNamara Company, Chicago, is glowing with good news as sales climb on firm's pellet numbers. With the entire sales force on the road, daily returns indicate the up business trend is not a will-o-the-wisp but a very real trend, Walter avows. McNamara's newest insert number, Atomic Balls, designed for both the Color-Ex and Color-Ado frames, is a super-fast action board with "whales of winners," he states. It is dime play. Firm now has over 200 different type play and punch-price pellet boards for use in its special frames.

Michigan City Novelty Company, Michigan City, Ind., has been experiencing up-tempo demand for its salesboard and jar ticket lines. Officials say that their stock of jackpot, coin and giant hole boards are moving out steadily. Nickel and quarter play numbers are leading order items. Michigan City Novelty continues to offer same-day shipment on all orders.

Ace Games Company, Chicago, which features made-to-order ticket deals, has more good business news to report. Firm's playing card spade insignia is becoming known on a wider scale as more and more special material goes out, official Edward Trusk relates. Sam Feldman, sales manager at Harlich Corporation, Chicago, talks up the Lucky Seals number as a top flight merchandise board. Available in both nickel and dime play, it features 2,000 holes, intermediate size, and 33 MGL seals. Same also goes on record as joining the better business news fraternity. "Orders are up and signs are that they will stay that way," he declares.

in a hurry..

IMMEDIATE DELIVERY on
On the Complete
**GARDNER & CO.
BOARD LINE**
WE'RE INCREASING THIS
STOCK STEADILY

McNamara's COLOR-EX
The Replaceable Pellet Board Sensation.
NOW AVAILABLE IN PHILADELPHIA.
STOP IN TO SEE US

Rake COIN MACHINE
EXCHANGE
609 SPRING GARDEN ST.
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LOMBARD 3-2676
Distributors of Coin-Operated
Machines and Salesboards

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Def.	Price
400	5c Dollar Game	Def. \$ 7.00	\$.56
1000	5c Double Finn	Def. 24.00	.79
1000	25c Charley	Def. 50.00	.79
1000	25c Charley, X Tk.	Def. 50.00	.94
1800	5c Lulu X Thick	Def. 18.00	1.69
1000	25c J. P. Charley X Tk.	\$ 52.00	\$.98
1200	25c Texas Charley Seal	102.28	1.49
1200	25c Texas Charley X Tk.	102.28	1.69
1000	5c BIG FORTY	Avr. 24.00	1.49
1000	10c READY MONEY	Avr. 50.10	1.69
1000	5c Assorted J. P. Boards	27.00	1.95
1000	5c Assorted Girlie Boards	28.00	2.15
2170	5c Rd., Wh., Blue Tickets	\$ 36.50	\$ 1.39
123	Tip Ticket Bks., Gr.	\$ 18.75 Doz.	1.89

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DELUXE MFG. CO.
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Also all other sizes and types for any and all merchandise.

CATALOG FREE FOR THE ASKING
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS 35 WISC.

OVER 11,000 SEE

(Continued from page 50)
John Downing and Charles Starke, of the Park Department, and a panel of 40 park officials. Michael O'Connell was chief of the course. Newsreel and television coverage was provided by WNBT, Telenews, WPIX and MGM's News of the Day.

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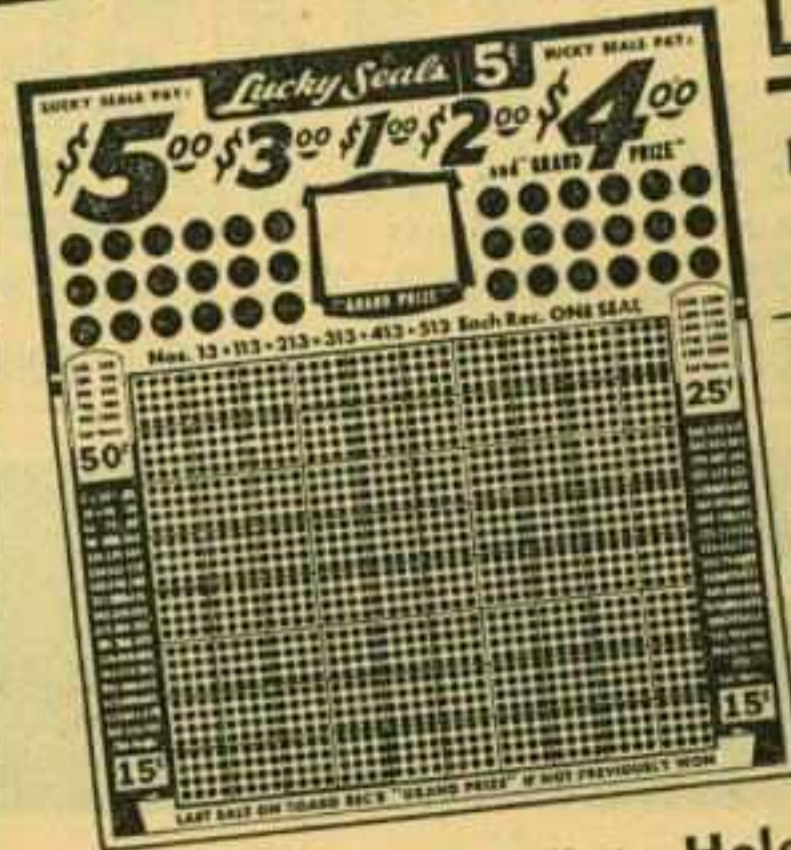
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Move Your Merchandise
with this board!
Available in 5c and 10c Play

5c PLAY	10c PLAY
No. 20054-5	No. 20054-10
Takes in \$100.00	Takes in \$200.00
Av. Payout \$30.00 Plus GRAND PRIZE	Av. Payout \$55.00 Plus GRAND PRIZE

2,000 Intermediate Holes
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Sell in every town and community. Clubs, Cigar Stores, Pool Halls, Taverns, etc., are best prospects, or start a route of your own. No experience necessary.

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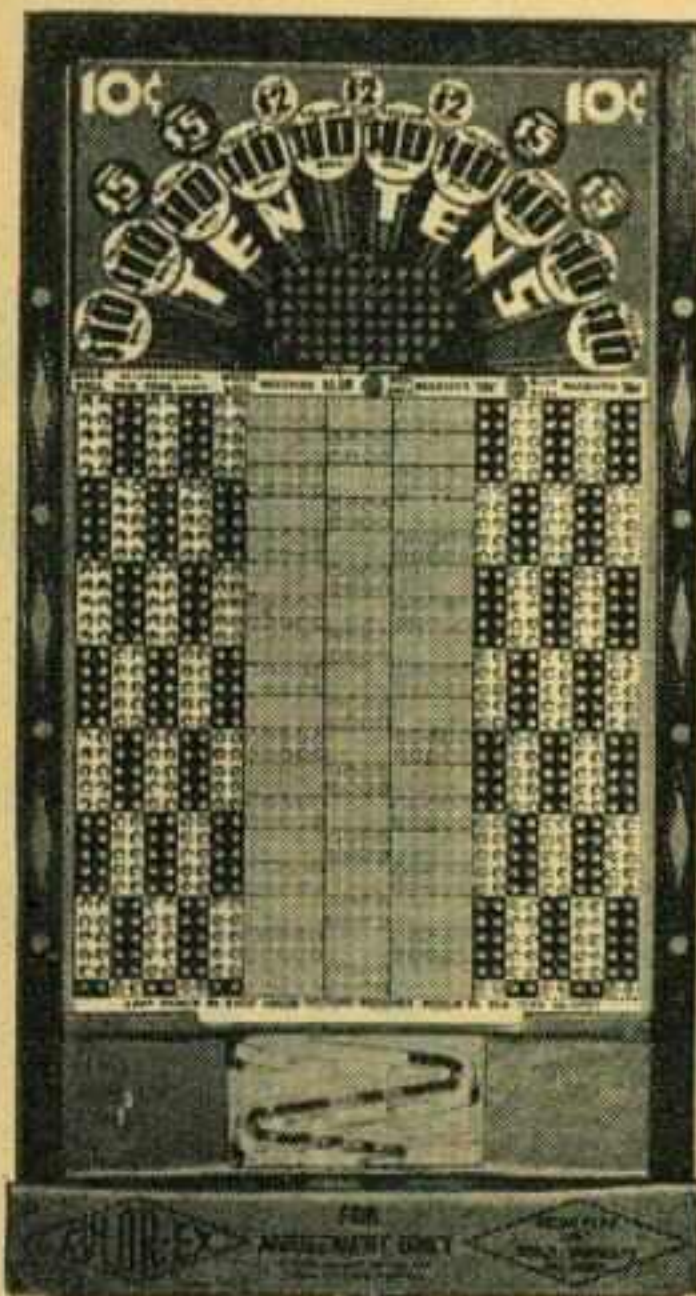
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SENSATION

THE SHOT IN THE ARM THE
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IT'S BRAND NEW
AT A
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THE MOST BEAUTIFUL
Line of Over 200 Pellet
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SALESBOARDS—JAR TICKETS NEW LOW PRICES ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes Play	Description	Profit	Price
400 5¢	LUCKY BUCKS, THICK	Def. \$ 7.00	\$.40
300 25¢	QUARTER KOLORS, THICK	Def. 15.00	.40
1000 5¢	5¢ CHARLEY, THIN	Def. 17.00	.90
1000 25¢	J.P. CHARLEY, THICK	Avg. 52.00	1.15
1200 25¢	TEXAS CHARLEY, THICK	Avg. 102.98	1.40
1000 5¢	SWING IT, THICK GIRL BOARD	Avg. 24.65	2.25
1040 5¢	TAKE A CHANCE, THICK GIRL BOARD	Avg. 29.40	2.25
1040 5¢	TIGHT SQUEEZE, THICK GIRL BOARD	Avg. 30.25	2.25
500 25¢	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg. 49.33	2.50
800 25¢	TEN TENS, THICK, 6 Nos. to Ticket	Avg. 61.42	2.50

JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes
1000-1200-
1250

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.
Stating your requirements. Large stock Plain Tip Definite, Jackpot
Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.

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FREE—ONE COLOR-ADO FRAME

For each order of six Color-Ado Pellet Boards

This is the aluminum frame lights up, originally sold for \$50.00 each. Price \$8.00 each for the Pellet Boards; can be furnished in 5¢-10¢ or 25¢ play. Send one-third deposit on order.

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VIRGINIA BEACH, VA.

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FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
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10th year giving immediate delivery on finest boards

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Must sacrifice a quantity of Punchboards. Your gain—our loss.

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W/ The Billboard Cincinnati 22, O.

SALESBOARD SPECIALS
1000 B & Boom, Wonder 3 Bar, Each \$1.50
1200 Goldie, Your J.P., Aloha, Each 1.75
25¢ Play Boards, 6 Tickets to Giant Hole ... 1.95
1000 to 1200 Hole J.P. or Seal Boards, 5¢ .. 1.95
25¢ Play Boards, 5 Numbers on Ticket ... 2.25
1000 to 1300 Hole Girly Boards, 5¢ Play .. \$1.95 Up
1000 Hole Plain Boards—50¢ .. 20% Deposit
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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.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. no12

ATTENTION, POP CORN OPERATORS!—When buying any type 'Pop' Corn Sizer Vendors it's smart to check with the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525. oc29

BARGAIN—BRUSH-UP SHOE SHINE Machines, 4 nearly new, perfect condition, original cost, \$249.50 each; sacrificing for \$75 each, f.o.b. Tucson. B. Deckter, 4136 Timrod, Tucson, Ariz.

ERIE DIGGERS—HAND OPERATED, SOLD ON terms; Iron Claws, Merchantmen, Mutoscopes; we buy diggers, rotary merchandisers, no packing, we pick up. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—RAY GUN MACHINE: SHOOT THE Bear, Bartender, Wolf Bunny, Chicken Sam, etc; also Sky Fighters and Under Sea Raiders; all in perfect condition ready for location; formerly \$109.50, now \$60 f.o.b. Chicago. Variety Dist. Co., 3544 Wilson Ave., Chicago 25, Ill.

FOR SALE—SMALL COIN RADIO AND PIN Game Business, Northern New York; part time or expand to full time. Box 127, Malone, New York.

MUST SELL—I AM MOVING, WILL SACRIFICE 20 Victors, 20 Silver Kings, 20 Atlas Bantams, 100 Cash Trays, 5¢ Bulk Vendors. Write Box 302, Seneca Falls, N. Y.

RECONDITIONED NORTHWESTERN PEANUT Machines filled with Mixed Peanuts, all ready for location; single machine \$6.95. In lots of 25, \$6.50; Northwestern Deluxe, porcelain finish, \$15; deposit required. Champion Nut & Chocolate Co., 1194 Tremont Street, Boston 20, Mass. no5

ROD'S COLUMBIA COIN OPERATED HOTEL Radios, guaranteed same as new; close out at 33% discount, on location if desired; also 35 Hospital Radios. All State Finance Corporation, 5326 Harper Ave., Chicago 15, Ill. Phone: Museum 4-2240.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SHOE SHINE MACHINES—TWO ALL-AMERICAN, demonstrators; original cost, \$300 each; quick sale, \$85 each; both, \$150; 1/2 deposit, balance c.o.d. Gillette Music Co., 2510 1/2 Granby St., Norfolk, Va. oc29

STAMP FOLDERS DIRECT FROM MANUFACTURER at lowest prices; write for prices and samples. Plymouth Press, 506 West 122 St., New York City.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

USED PANORAM FILMS, PARTS, SUPPLIES, rebuilt Claws, Aperture Plates, \$6; exchange; send for your needs. Jack Parr, 13 Everett, E. Orange, N. J. no12

WANTED—OLD COIN OPERATED BARROO Pianos; National, Seeburg, Wurlitzer, Nelson Wigen, Western Electric, etc.; also extra music rolls. Harvey Ludwig, 1513 Southeast 35th, Portland, Oregon. no

20 VICTOR "HOT-POP" POPCORN DISPENSERS, used six weeks; best cash offer. Wagner, 117 1/2 North Third, LaCrosse, Wis. no

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BEST IN
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DEMAND—

We manufacture all
kinds of JAR DEALS

RED — WHITE — BLUE
COMBINATIONS
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for immediate delivery. All orders
shipped same day as received.

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CAROL SALES COMPANY

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Ride a Winner!

HITS THE JACKPOT
FOR PROFITS !!!

ORDER AS FOLLOWS:

1000 SWEEPSTAKE CHARLEY 5¢ PLAY	TAKES IN:	\$ 50.00
	PAYS OUT:	21.64
	AVERAGE PROFIT: ...	28.36
1000 SWEEPSTAKE CHARLEY 10¢ PLAY	TAKES IN:	\$ 100.00
	PAYS OUT:	58.27
	AVERAGE PROFIT: ...	41.73
1000 SWEEPSTAKE CHARLEY 25¢ PLAY	TAKES IN:	\$ 250.00
	PAYS OUT:	172.00
	AVERAGE PROFIT: ...	78.00
1000 SWEEPSTAKE CHARLEY \$1.00 PLAY	TAKES IN:	\$1000.00
	PAYS OUT:	656.80
	AVERAGE PROFIT: ...	343.20

MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED
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LEADING PUNCHBOARD MANUFACTURER OVER 40 YEARS

GARDNER & CO. 2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.

EXPORT BIZ IN SHARP RISE

Atomic Pinball

NEW YORK, Oct. 15.—What happens when an atom is split has been demonstrated to thousands of non-scientific laymen with a device in which a converted pinball machine plays an important role. Developed by Dr. John R. Dunning, professor of physics at Columbia University, the device dramatizes how fission fragments are produced when a neutron smashes an atom of uranium 235.

The machine was developed several years ago when students of Dr. Dunning brought several pin tables to his laboratory. They got them from the police, who had lifted the games off location here in an anti-gambling raid. Stripping a unit of all but the relay mechanism in the head, he installed a new back glass and attached the conversion to the other assemblies in the machine.

As set up now, U-235 atoms are split in a fission tank, with each collision of neutron and atom releasing 200,000,000 electron volts of energy. Amplified, the electrical charge rings a bell, lights a fluorescent lamp, lifts peaks on an oscilloscope screen and actuates the atomic pinball machine. On the back-glass of the pin game traveling lights show the neutron colliding with the atom of U-235 and producing fission fragments. In elementary form, the device illustrates the principle of the atom bomb, it was explained.

Dr. Dunning, who has been active in the development of the bomb, has donated one of the demonstration machines to the museum at Oak Ridge, Tenn.

South Africa Potential Is Good: Gorney

Completes Air Tour

DETROIT, Oct. 15.—Foreign business conditions in the coin machine industry are looking hopeful, according to Edward A. Gorney, founder of the Mercury Athletic Scale Corporation, who recently returned from a business trip to South Africa. Traveling by air, Gorney visited Capetown, Johannesburg, and about a dozen other cities en route, and was in touch with coin machine operators and distributors in these centers.

"Prospects are good for a lot of machines to be sold on the other side thru the use of knocked-down type shipments," Gorney said. This he considers to be a new development in the coin machine field, and one that will be particularly applicable to shipments to Canada.

"The labor can be performed on the other side," Gorney explained. "By bringing in knocked-down shipments, the finished products will be in a position to compete in the local foreign market with assembled products which are from America. This has been the experience in other industries."

"Any type of coin machine that is not too intricate can go like this. I am thinking particularly of scales — in which we are naturally directly interested, various types of small devices, and games like shuffleboard and skeeballs. The foreign manufacturer would import the electrical and other special parts from the manufacturer here, then do the cabinet work, operations and assembly over there."

Music Picture

The juke box biz appears to be healthy in the foreign spots he touched, Gorney said, but he did not have an opportunity to observe other coin machine operations. Reports (See SOUTH AFRICA on page 83)

Silver Bullets Gets Court OK

CHICAGO, Oct. 15.—Exhibit Supply Company has been notified that its straight novelty game, Silver Bullets, will be allowed to operate in Chicago by virtue of a court order, Charles Pieri, sales manager, announced this week.

A twin-gun game using two Mauser pistols, the unit may be operated by one patron with one nickel or if two participate, two nickels. Basic idea of the amusement game is to hit as many targets as possible during the 15 shots offered for a nickel.

QT Will Increase Output, Appoint New Distributors

NEW YORK, Oct. 15.—More than 2,300 QT pool tables have been produced and marketed in the past three years, Marvin B. Houle, sales manager of the Beacon Manufacturing Company, disclosed this week. Houle, here to contact distributing firms, said the Roseville, Mich., firm now is turning out 35 units weekly, with this figure due to be increased shortly.

The coin-operated game, similar in principle to Belgian pool, has been shipped to operators in 28 States, he declared. Some 25 distributors have been named on an exclusive territorial basis. Other outlets are to be appointed soon to further circulate the game among operator groups.

Beacon began production of its DeLuxe QT model in January. Feature of the game is the ease with which it may be shipped to far points. It has been designed, said Houle, so that legs, lights and accessories can all be packed within the body of the game.

Houle indicated that Beacon was blueprinting a promotion plan to sustain player interest in QT. It is believed the plan will include guides to league and tournament organization.

Market Gains For 1st Time In Six Months

Venders Top Field

WASHINGTON, Oct. 15.—Led by sales to Philippine coinmen, July coin machine exports totaled \$198,016 for 676 units, the U. S. Department of Commerce announced this week. Indicating that this phase of the coin trade is now in an upward trend, the July totals represented the first increase in export sales in six months. In June, by comparison, only 420 units worth \$127,052 were shipped to overseas operators.

A breakdown of the July reports showed that phonograph dollar totals were approximately the same as the previous month, games were down slightly and vender sales soared to \$92,449 for 40 automatic merchandisers, the highest monthly total ever recorded for vender exports. In June 84 units worth \$15,919 were sent to foreign vender operators.

New Leader

With its individual total of \$61,443, the Philippine Republic became the most import buyer of U. S. coin products in July succeeding Venezuela, which had led the parade almost every month since Canadian operators were restricted in import purchase in November, 1947. In the latest analysis Venezuela accounted for 95 machines of all types with an aggregate value of \$44,453, a substantial gain over the previous month.

Philippine operators concentrated on venders in July, buying 180 units worth \$49,030 and also purchasing 20 music machines valued at \$12,413. Venezuela divided its purchases as follows: 62 music boxes for \$32,328; 15 venders for \$9,175, and 18 games for \$2,950. Other significant purchases in July were made by Panamanian and Swiss operators. The former spent \$23,595 for juke, venders (See Vender Export on page 72)

Como Introduces Free-Play Crane

CHICAGO, Oct. 15. — The Como Manufacturing Corporation, manufacturer of the Hollycrane unit, this week announced the amusement crane is now available in a free-play model. The new machine is offered in addition to the standard merchandise model.

Officials said the free-play model will operate in the same manner as the merchandise unit, with the player pressing two buttons to maneuver the crane forward and sideways to pick up objects distributed on the floor of the glass-enclosed console. The free-play model, however, will not deliver the objects picked up by the crane, but are used to actuate the free-play mechanism, thus allowing the player to operate the machine without inserting a coin.

Vernon C. Kelley Dies

CHATTANOOGA, Oct. 15.—Vernon C. Kelley, who founded the Kelley Music Company here in 1915, and operated steadily from that time on, died at his home Thursday (6) at the age of 62. Funeral services were held Saturday (8). Burial was at Forest Hills Cemetery.

Kelley is survived by his widow, Mrs. Agnes Kelley, two sons, one grandson, two sisters, and three brothers.

Coin Machine Exports

July, 1949

Country	No.	Total Value	Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
			No.	Value		No.	Value		No.	Value	
Philippine Rep.	200	\$ 61,443	20	\$12,413	\$620	180	\$49,030	\$272	—	—	—
Venezuela	95	44,453	62	32,328	521	15	9,175	612	18	\$2,950	\$108
Panama	81	23,595	12	6,692	557	63	15,699	249	6	1,204	201
Switzerland	41	12,666	15	11,680	778	—	—	—	26	986	37
Cuba	87	9,600	15	4,425	298	74	5,175	79	—	—	—
Netherlands Antilles	30	8,730	6	4,128	688	22	4,094	186	2	511	255
Japan	31	8,666	5	1,586	317	20	5,880	294	6	1,200	200
Salvador	13	6,672	13	6,672	513	—	—	—	—	—	—
Guatemala	12	6,137	12	6,137	511	—	—	—	—	—	—
Union of S. Africa	15	3,419	—	—	—	—	—	—	15	3,419	227
Newfoundland	8	2,754	2	1,100	550	6	1,654	276	—	—	—
Costa Rica	4	2,456	4	2,456	614	—	—	—	—	—	—
Mexico	13	1,165	1	650	650	—	—	—	12	515	43
Belgium	2	1,100	—	—	—	2	1,100	550	—	—	—
Haiti	5	972	5	972	194	—	—	—	—	—	—
Lebanon	2	949	—	—	—	—	—	—	2	949	474
Canal Zone	3	720	—	—	—	—	—	—	3	720	240
Bahamas	1	605	1	605	605	—	—	—	—	—	—
Other Countries	31	1,911	1	400	400	22	642	29	8	869	108
Totals	676	\$198,016	174	\$92,244	\$529	404	\$92,449	\$228	98	\$13,323	\$133

OPS REPORT JUKES JUMPING

Spot Survey Shows Grosses On Upgrade as Fall Season Starts; Gimmicks Hypo \$\$\$

Average Gain Is 6 to 10 Per Cent—Seen Going Higher

CHICAGO, Oct. 15.—Operators of music equipment in key cities throughout the country this week reported in a spot check that late-summer indications of higher grosses in the fall and winter months were now definitely established as fact, with the increases, while small, continuing to move steadily upward in almost all areas contacted. Taken on a whole, the increases are averaging from 6 to 10 per cent over the same period last year, report many of the operators, and at the present rate of increase, the percentage should up itself to about 12 to 15 before the end of the year. While the percentage of increase varies area-wise, it is a fact that almost every area reports increases, and in those few where play has not jumped, ops indicated they were holding their own, and expected increased grosses before the end of the year.

Minnesota Spurt

Reports from the Twin Cities area of Minneapolis and St. Paul in recent weeks have been optimistic, with distributors reporting business on the upgrade, and operators showing new signs of financial stability thru their purchases of equipment. With many of the operators from the Dakotas and Upper Wisconsin buying their machines in the Twin Cities, the distributors in that area have a fairly good cross-section of the economics of the coin machine business.

West Coast operators, hard hit a year ago, have been coming back strong in the last quarter of 1949, and the picture is considerably brighter now than it was a few months back. This same report comes from the Southern States, and here in the Midwest the story follows similar lines.

The rapid growth of shuffleboard (See Operators Report on page 67)

Seeburg Names Music Systems Detroit Distrib

DETROIT, Oct. 15.—An open-house party is slated to herald the appointment of a new Seeburg distributor for the Michigan territory Sunday (16), according to Gunnar Gabrielson, district manager, who was in town the past week supervising arrangements.

Music Systems, Inc., who also distribute in Toledo and Cleveland, have been appointed distributors for the Select-o-Matic and the entire Seeburg line in this territory. The new firm is headed by Joseph Nemesh, president.

The activities of Music Systems in Detroit will be headed by Louis Benesh. New offices and display rooms are centrally located in the north end of the city on Linwood Avenue, where the open house is to be held.

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are: SIGNATURE TO REVIVE 79-CENT POP LINE. The diskery will complement its Hi-Tone label with a regular pop line.

CREATION OF ROYALTY FUND FOR CANNED MUSIC PROBLEMS. American Federation of Musicians sees the royalty fund as the solution to current problems.

LONDON ADDS U. S. ARTISTS, TOWER DISKS. Still expanding, the plattery signs up a raft of artists and takes over some Tower Records' masters.

DISKERIES BALLY MUSICAL FILMS. Several companies are rushing out tunes from the current musicals for pic tie-ins.

MGM PACTS RILEY, HE'LL ETCH "MUSIC." The diskery signs Mike Riley; one specific job will be a disk of *The Music Goes 'Round and 'Round*.

And other informative news stories as well as the new Billboard feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section. The Honor Roll of Hits and Pop Charts can be found in the Disk Jockey Supplement.

Southern Automatic Music Holds Showings in Louisville, Cincy

LOUISVILLE, Oct. 15.—Southern Automatic Music Company, the firm that recently re-entered the music business as distributor for AMI, Sunday (9) held showings of the com-

plete AMI line for operators in its Louisville and Cincinnati offices, Leo Weinberger, president, announced.

Approximately 200 operators attended the Cincinnati showing, which featured, in addition to the music equipment, the latest in amusement games. The open-house party included refreshments, and a Model B phonograph was awarded as a door prize. Winner was John O'Connor, Greenhills, O., operator. Representatives of manufacturing plants, whose lines are represented by Southern Automatic, were also in attendance.

Louisville Showing

Held on the same date, the Louisville open house attracted approximately 150 operators from Kentucky and Southern Indiana. In addition to the refreshments and other entertainment, two phonographs were awarded, one for a local operator and the other for a visitor. The homeowner who walked off with the prize was Edgar G. Wile, while J. T. Linder, Glasgow, Ky., won the second machine.

As was the case in Cincinnati, the Louisville showing also attracted a number of manufacturers' representatives from Chicago.

Covideo Names New Jersey Rep

NEW YORK, Oct. 15.—Lou Brown, vice-president of Covideo, Inc., has appointed Ralph Stern Associates as distributor for the firm's coin-operated television line in New Jersey, it was announced this week.

The outlet is located at 39 Burnett Terrace, West Orange.

Boston Beats Tele Competish

World Series Sliced Gross Only Slightly

Room for Both, Say Ops

BOSTON, Oct. 15. — Television baseball proved again, for the second time, the biggest boon to bar, cafe and restaurant biz as the World Series crowded them in and, according to ops, brought more business in the few days than had been experienced since the same time last year. As Boston went thru its second year of televised series play, a new wrinkle was added, with the showing of video world series at the Pilgrim Theater where 1,100 paid \$1.25 and \$1.80, on the 13 by 17½ foot standard theater screen, in the opener.

Whereas Samuel Pinanski, president of American Theaters Corporation, operators of the theater, said the installation cost \$25,000, and the rights to the series was \$5,000 paid to the office of A. B. Chandler, baseball commissioner, barrooms made their patrons happy, some on dime (See Boston's Grosses on page 67)

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Oct. 13, 1934.—The Amalgamated Vending Machine Operators Association elected Marvin Liebowitz president at its annual meeting in New York. Louis Goldberg, retiring president and one of the key men in building the org, declined to be a candidate for any office with the plea that it was time for the younger men to take on official responsibility. . . . Meanwhile, the Metropolitan (New York) Skill Board of Trade was receiving many compliments for its success in winning a favorable game ruling from the New York City corporation counsel and for helping to keep the game license fee at \$3 annually.

Plans for the 1935 coin machine convention were going along smoothly. Sponsored by the National Association of Coin-Operated Machine Manufacturers, all officials connected with the event were intent on having the best show yet presented mainly because more public interest was focused on the event than ever before. This was due to a series of favorable legal decisions. Big Joe Huber was general convention chairman. . . . Three coin machine firms were represented at the

Wine, Spirit and Catering Exhibition in London. Products shown were Autobank, Golden Gate and Triple Jack. . . . Cigarette venders were still in their infancy in 1934—so much so that when one appeared in a New York tavern it became the center of attraction and the proprietor said people were coming in to buy a beer and have a look at the gadget. . . . John A. Fitzgibbons, Eastern factory distributor for Bally, opened a branch office in New York.

Pacific Amusement Manufacturing, a power in the field 15 years ago, introduced a smaller version of its Major League game priced at \$42.50. Pacific's distributors were International Mutoscope Reel Company, New York; National Amusement, St. Louis; Sicking Manufacturing, Cincinnati; Kirk Novelty, Portland, Ore.; Pioneer Novelty, Washington; Gerber & Glass, Chicago; Trimount Coin, Boston; Kentucky Amusement, Louisville, and Automatic Distributing, Shreveport, La. . . . Chicago Lock Company offered a pickless lock to the coin machine trade. . . . Peter Von Kempen, champion six-day rider from Belgium in 1934, became a bell machine operator. . . . Harry Fitzer opened a sportland at

Shaffer Music To Open Cincy Hdqrs. Oct. 23

CINCINNATI, Oct. 15. — Grand opening of the Shaffer Music Company's new headquarters here, located on Gilbert Avenue, is scheduled for Sunday, October 23, it was announced this week. An open-house party will be held from noon until 6 p.m. with all coin machine operators and their employees in the area invited to attend. A buffet luncheon will be served, and at 4 p.m. a \$995 Seeburg Select-o-Matic will be awarded as a door prize.

Harvey Hobbs is manager of the new office. Firm's main office is located in Columbus, with other branches being maintained in Wheeling and Charleston, W. Va., and South Bend and Indianapolis.

23d Street and Broadway, New York.

The big news from Cincinnati was the Sicking Junior Coin Machine (See Turning Back on page 67)

Boston's Grosses Hold Up Vs. World Series Competish

(Continued from page 66)

beers and some who just looked for free. Proof of the pudding was the fact that almost every bar in the downtown section had to put on an extra man for the series—and best of all, there was no 2 to 4 lull, as is ordinarily experienced.

Jukes were silent, as was expected, but came in for increased play after the games were over. Ops point out that they can pack 'em in with baseball, football, wrestling and hockey, but the bar clientele is hard to sell on all other video programs.

TV is no longer a novelty in Boston. Last year, location owners fell all over themselves to get in on video until things got to the point where every location had one and business was back to the same norm of distribution as before video. Dissatisfaction was voiced by many location owners with poor reception and program fare served up in the past year, but for the hours when sports events were broadcast, video was a bonanza.

This year, during the baseball season, taverns, bars, cafes and restaurants reaped a rich harvest because of the almost daily broadcasts of video from Braves Field and Fenway Park. With better programs and more sports events in the offing, location owners now consider video as a prime investment. However, they point out that it is definitely not a continuous source of customer bait, and there are long periods when sets are not even turned on. And that is where jukes come in.

Many spots that had thrown out their boxes with the installation of tele, went looking for them in a hurry. It has definitely been shown that there is room for both mediums,

and for periods when the tele set is shut off, the jukes can still play merrily for the benefit of the location owner.

As one on-the-ball location owner pointed out, it is like the cigarette-candy controversy of some years back. Finally the cigarette company announced: "Light up a—have a sweet—enjoy both." "We need both mediums—video and juke boxes," he said.

Turning Back the Clock

(Continued from page 66)

Convention. The first floor of the firm was given over to displays of every conceivable kind of coin machine in production in 1934. Attendance included representatives of all factories as well as operators from several near-by States. . . . Al Tahl opening jobbing quarters in Trenton, N. J.

10 Years Ago This Week

CHICAGO, Oct. 14, 1939.—With Europe entirely cut off as an outlet for U. S.-made coin machines, exported-minded coinmen were concentrating their efforts on the vast South American market. Games and music units had a foothold on this type trade prior to 1939 but venders were moving in for the first time. . . . Sodamat, a New York firm which had operated drink venders since 1927, entered the manufacturing end of the business. Julius Levy, formerly with Stewart-McGuire, was appointed Sodamat's general manager. He later became an official of Lehigh Foundries.

The Billboard's Record Buying Guide listed *Day In-Day Out* as its top tune and advised ops to stock up on *My Prayer* and *If I Knew Then* as hit tunes for late fall and winter. . . . Herman S. Budin resigned from Savoy Vending, Brooklyn, and went into the distributing business under his own name. . . . It was the heyday of the music business and all the major music machine plants were producing at full speed. In 1939 it was not unusual for the larger operators to order phonographs by the hundred. . . . Games sales were also at a high level and new products making money for operators included Daval's Follow-Up; Western Products Deluxe Baseball; Bally's Scoop; Gottlieb's Lite-o-Card; Chicago Coin's Nippy; Exhibit Supply's 1940 Rebound; Mills Four Bells; Evans' 10 Strike, and Genco's Mr. Chips. . . . Charles Katz joined the Baker Novelty sales staff.

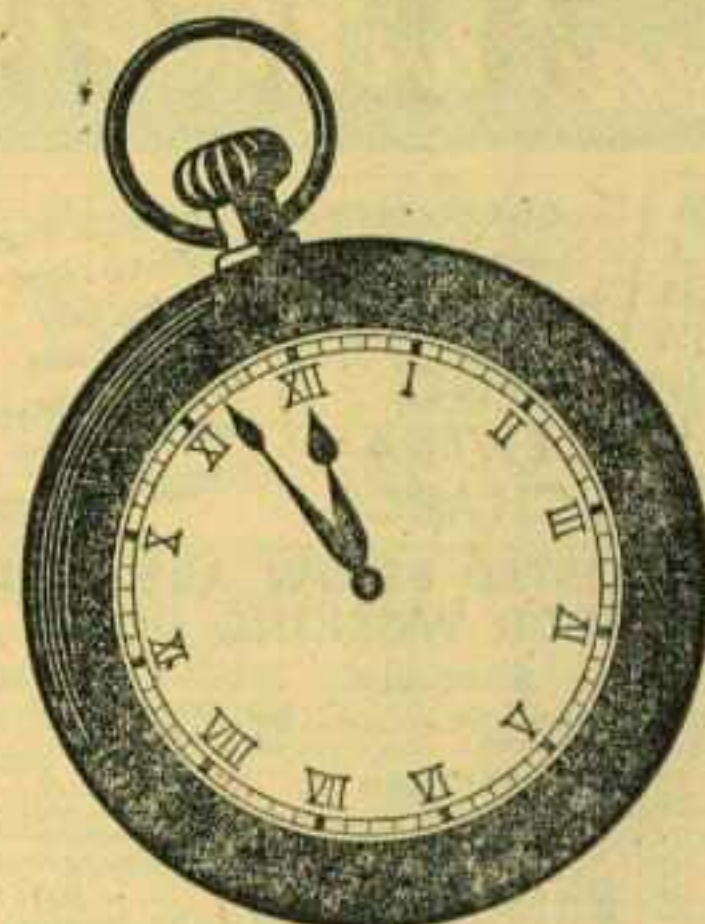
Joe Fishman and Marvin Liebowitz held open-house festivities for their newly formed Interstate Coin Machine Sales Corporation. . . . Babe Kaufman, woman operator in New York, became a distributor of the Automatic Library, a book vender.

OPERATORS REPORT

(Continued from page 66)

has been a large factor in the "new look" worn by the music biz. In many sections of the country music ops have added shuffleboards to their routes, and have found that not only has the board been a money-maker, but the coin box in the juke box has also benefited thru the board placements. As has been pointed out in the past, by toning down the music, locations have found that shuffleboard players will keep the music machine going while they play the game, or wait their turn on the board.

Use of special gimmicks, such as "mystery tunes" and hit tune of the month promotions, are also now established as money-makers for operators and, thru their various local and State associations, the ops are going into this type of play stimulator in increasing numbers.



24 Hours a Day!

7 Days a Week — 365 Days a Year!
Uninterrupted Play Explains
the Bigger Cash Box.



AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

NEW DEVELOPMENT

South Wind TONE ARM

Especially Designed for

SEEBURG PHONOGRAPHS

LIGHT AS A SOUTHERN BREEZE



Comes Complete With Volume and Tone Control Assembly No Record Wear No Scratch Long Life

PERFECT REPRODUCTION

EASY TO INSTALL

\$9.95 **\$10.95**

For All Hi-Tones All Other Models

SPECIFY MODEL DESIRED
FULLY GUARANTEED
ORDER TODAY

South Wind ARM

FOR ALL WURLITZERS

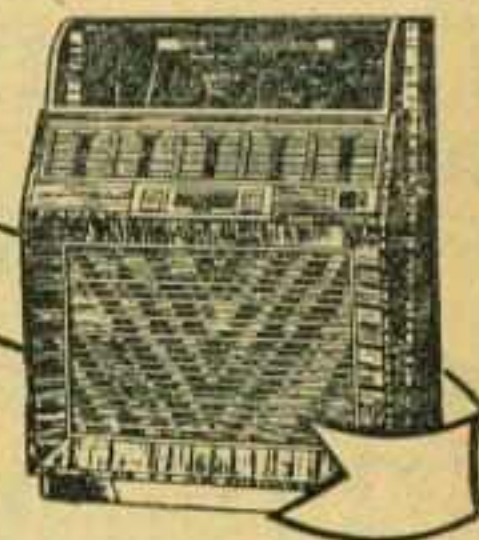
(Except Counter Models and P-12)

Specify Model When Ordering **\$11.95** Complete Postpaid

PHILLIPS MFG. CO., INC.

2816 Aldrich So.
Minneapolis 8, Minn.

**TRADE UP
TO
MORE PROFITS**



**SEEBURG
SELECT
-O-
MATIC
100**

By trading your old equipment for Select-O-Matics now, you can begin collecting those extra nickels, dimes and quarters that are waiting for 100 selections . . . for the 100's wide variety of song titles appealing to every customer.

By investing in Select-O-Matics you can keep more of every collection because the "100" stays profitable longer—with no model change in 1950 and none contemplated for several years.

By Trading UP to these extra profits now—while there is a heavy demand for late model used machines—you can take advantage of Shaffer's present liberal allowance on your old phonographs.

Stop In—Phone—Or Write

GRAND OPENING

Cincinnati Office
OPEN HOUSE
October 23
12 to 6 p.m.
Buffet Lunch
Door Prize

All operators and their employees are invited.

SHAFFER-SEEBURG



SALES-SERVICE STATES

SHAFFER MUSIC COMPANY

Cincinnati, Ohio 2333 Gilvert Ave.
Indianapolis, Ind. 1327 Capitol Ave.
Columbus, Ohio 606 S. High St.
Charleston, W. Va. 1619 W. Washington St.
Wheeling, W. Va. 2129 Main St.
South Bend, Ind. (Location to be announced later)

FOR THE BEST DEAL... Deal with Davis!

Wurlitzer 1100 .. \$489	GUARANTEED POSTWAR PHONOGRAPHS	Seeburg 148ML .. \$489
Wurlitzer 1015 .. 319		Seeburg 147M .. 389
Wurlitzer 1080 .. 319		Seeburg 147S .. 349
Wurlitzer 1017 .. 275		Seeburg 146M .. 319
Rock-Ola 1422 .. 219		Seeburg H246M 279
Mills Constellation .. 279		Seeburg H146M 250

NO EXTRA CHARGE

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
750E \$159	Commando \$49	1941 R.C. Special .. \$154
800 109	President 69	Envoy, R.C. 114
500 79		Hightone, R.C. 114
600K 79	PACKARD	Hightone, E.S. 99
600R 74	Twin 12 \$ 39	Colonel-Major 99
Victory 49		Commander-Cadet .. 89
24 49	AMI	Classic-Vogue 79
616 49	AMI Singing Tower .. \$39	
	AMI Model 309..... 39	MILLS
	✓ Mechanism Overhauled	Mills Empress \$34
	✓ Worn Parts Replaced	✓ Speaker Inspected
	✓ Amplifier Reconditioned	✓ Professionally refinished Cabinet
	✓ Tone Head Renewed	✓ Unconditionally Guaranteed

FOR AN ADDITIONAL \$35.00

WALL BOXES

SPECIAL—Seeburg Prewar 5¢ Wireless .. \$9.95	Seeburg 3W2-L56, 5¢ 3-Wire .. \$29.00	Wurlitzer 3020 \$39.00
Seeburg W1-L56, 5¢, Wireless .. 27.50	Seeburg Prewar, 5¢, 3-Wire .. 12.50	Wurlitzer 125 7.50
Seeburg WB-1Z, 5/10/25, Wireless Baromatic .. 19.00	Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic .. 19.00	Wurlitzer 320 4.25
Seeburg S-20-12-30 Wire .. 3.50		Wurlitzer 100 3.50
		Wurlitzer 120 3.50
		Rock-Ola Dial-a-Tune .. 3.50

TERMS: 15 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE.

DAVIS

DISTRIBUTING CORP.

738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194

Branches in Buffalo, Rochester, Albany

GUARANTEED REBUILT PHONOGRAPHS

Seeburg Factory Distributors

HOW MUSIC MAKES MONEY for OPERATORS of EVANS' 20-RECORD 40 SELECTION CONSTELLATION

Music operating with Evans' Constellation is profitable from "scratch"! The comparatively lower cost of a modern Constellation requires a smaller amortization budget... enables the operator to realize a larger operating profit from the beginning. Check with your Evans Distributor for facts and figures, or write factory direct.



NOW AVAILABLE—Record Popularity Meter for Original Constellation.

GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.

H. C. EVANS & CO.

1528 W. Adams Street Chicago 7, Illinois
SEE OUR COIN MACHINE AD ON PAGE 94

Cutler Named Head of Conn. Operator Org

NEW HAVEN, Conn., Oct. 15.—Nat Cutler, of State Amusement, was elected chairman of the board of directors of the Coin Machine Association of Connecticut (CMAC) Thursday (13). Sixty-five operators from all parts of the State attended the meet here at the Taft Hotel.

To finance activities of the recently formed association (*The Billboard*, September 3), the group voted to pay to the treasury an initiation fee of \$1 for each phonograph operated. It was estimated that approximately 3,000 juke boxes would come under jurisdiction of the CMAC.

Officers named to assist Cutler in administrative duties included George Marra, New Haven; James Tallisano, Hartford; Frank Marks, New London; Arthur Rodey, Perryville; Joseph Nicklairo, Waterbury, and Mickey Nicholas, Bridgeport.

Guest speakers at the meet included Al Bodkin, of Forest Hills, Automatic, New York, and Eddie Berg, of Royal Music, New Jersey. They told of the benefits effective organization can bring to the operating business. Bodkin invited CMAC officers to attend the next board meeting of the New York operators' association.

Resume Prod'n Of Abbott Coin Counter Models

NEW YORK, Oct. 15.—The Abbott Coin Counter Company has resumed production of its one-coin machine, H. J. Bunce, sales manager, announced this week. The output of the hand-operated counter and wrapper was halted in 1941, due to wartime restrictions.

Bunce declared the current model contains a number of mechanical improvements over the earlier unit. It will be available for adjustment to handle pennies, nickels, dimes or quarters in separate versions. Deliveries will begin in December, he said. In addition to the manual unit, an electrically operated model has also been placed in production, according to the sales manager. This unit is designed for "bagging" coins, without facilities for wrapping.

Both models will be shown at the National Automatic Merchandising Association convention next month, said Bunce. The manual unit lists at \$125 and the electric at \$165.

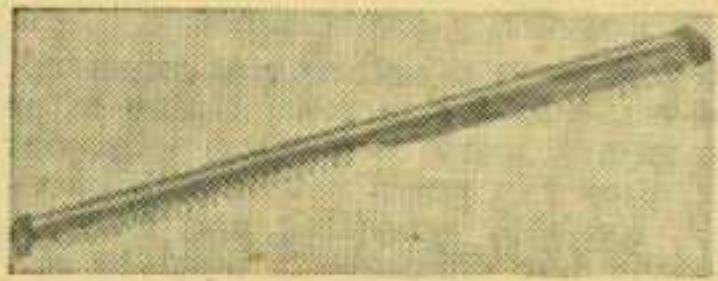
Protest License Fees

PRINCE ALBERT, Sask., Oct. 15.—A letter to city council from the Canadian Rhodes Manufacturing Company, Ltd., protested the \$15 annual license fee on coin-controlled weighing machines, noting that the fee in other cities amounted to \$2 annually.

NATD Elects Mittler

PITTSBURGH, Oct. 15. — Joseph J. Mittler was elected a director of the National Association of Tobacco Distributors (NATD) at a meeting of the board here Sunday (9). He is an exec of L & M Distributors, of Venice, Calif.

Look! Music Operators!



Connect your Seeburg 100 Select-O-Matic to your Packard boxes with the Hawley Adapter TODAY! No soldered connections needed; clamps on to selective relay bank in a jiffy. Simple, quick, easy to install for Packard, Buckley or any 30 wire box. Plays the best sides of the first 24 records. CUTS COUNTER BOX INSTALLATION COST 80%... only one Adapter required per location.

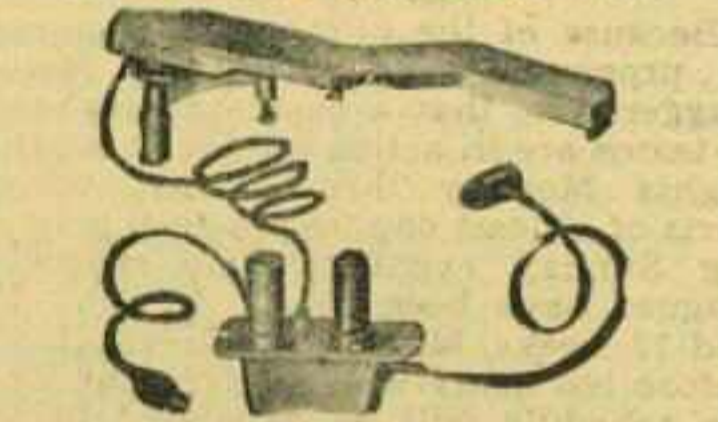
\$39.95 each

Terms: One-third cash with order; balance C.O.D.

B & H DISTRIBUTING COMPANY
2845 West Pico Blvd., Los Angeles, Calif.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.
Stevens Point Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

ROUTE FOR SALE

In fast growing industrial city, population of 100,000.
Route consists of 45 Juke Boxes, latest Wurlitzer Models: 18-1100, 18-1015, 2-1080, 1-AMI-B, 2-800, 4-750. Higher percentage of locations wired with wall boxes. 30 of the latest 5-Ball Pin Tables on location. Also included is 1 20-Station Hostess Wired Music Unit in operation. The take-in for the last two years' net is: In '47, \$33,128.56, and in '48, \$33,670.60. This net amount of take-in does not include the 20-Station Hostess Unit, as this was just set up during the last few months of this year. The selling price is \$42,500.00, with one-half down payment and the balance in 18 monthly payments. Reason for selling is health. Answer to ad at 220 South Union Avenue, Pueblo, Colorado

FOR SALE—MUSIC ROUTE

Established over 12 years by owner in mid-west city of 7,000 population. 35 units Music and Pinballs. Reference: Cloud County Bank, Chamber of Commerce, Concordia, Kansas. Contact
GLENN C. BLACK
Owner and operator, Concordia, Kan.
Will show complete route.

RUNYON CANCER FUND GIVE TO THE

COIN OPERATED RADIOS



This METAL BACK and BASE with no cheap Coin Box. Box can be locked separately. Ace or Master Lock.

RCA LICENSED AND U/L APPROVED RADIO

SPECIAL OFFER
NEW COMPLETE KITS UNASSEMBLED — ALSO UNITS (USED) ASSEMBLED — NEW \$27.50 GUARANTEE

RADIO COIN-MATIC

1110 SO. NORMANDIE
LOS ANGELES 6, CALIFORNIA



DE LUXE CONSOLE COIN OPERATED MODEL Extraheavy — plastic cabinet — no stains — no burn — no refinishing

ASLI Sets National Tourney

Milwaukee's League Play In Full Sway

May Run 35 Weeks

MILWAUKEE, Oct. 15.—With 18 leagues already playing schedules, Milwaukee is currently one of the leading Midwest cities as far as organized shuffleboard is concerned. Approximately 250 enrolled league players are participating, compared with the 60 to 70 who played on teams during the spring.

Among the local operators who have been credited with building enthusiasm for the sport are Joe Hill and Jay Kepler. With the co-operation of Vic Manhardt, distributor, and other local operators, the pair have managed to get across to locations the right way to promote shuffleboard among the regular patrons of typical Milwaukee shuffleboard locations.

Stagger Play

Because of the number of leagues in progress, schedules have been staggered so that a constant number of teams are in action on one or more nights Monday thru Friday, with parts of at least one league even playing Sunday evenings. The several leagues have been set up to run 10 and 12 weeks, Manhardt believes that before too many weeks have gone by the schedule will be expanded to a 35-week season, much like organized bowling leagues. But Manhardt points out that this will be left up to the individual leagues and will be voted on by players.

With the new accent on organized play, locations are beginning to notice an increase in regular trade. Location owners say the best part of the league set-up seems to be that with an even spread of play all thru the week, business is holding up on most of the week nights, with Saturday trade continuing good.

Hill and Kepler are stimulating interest by awarding prizes for individual high scorers and also give team trophies. Manhardt is also donating prizes and securing leading players to give exhibitions when new boards are placed on location. Manhardt distributes shuffleboard products made by Nation Wide Novelty, Chicago.

Salt Lake City Operators Meet To Form Org

SALT LAKE CITY, Oct. 15.—Operators of shuffleboards in this area have formed a new shuffleboard association, and have voted to tie in with the Standard Shuffleboard Congress, it has been announced by H. R. Mosen, newly elected secretary of the group. The local org will promote league play in locations thruout the city, it was stated, and will call a meeting shortly of team representatives to get this promotion under way.

Operators who are members of the new association, in addition to Mosen, include: C. L. Bever, Max Horton, Thomas Bowzen, C. R. Marin, A. L. Nowelu, Tom Powell, F. B. Mosen, Wendell Allen, R. G. Atgood, J. H. Rutter, Cural Gilbert, Jimmy Johnson, Blaine Simpson, John Fainsworth, and T. Collins Jackson.

Seek OK To Make Shuffleboards Operative in Colorado Taverns

DENVER, Oct. 15.—A desperate attempt to save the moribund shuffleboard business in this State was made early this week when Fred W. Gushurst, Denver representative of the American Shuffleboard Company, asked for a ruling on the legality of the game if it is played in taverns without charge. His request for the ruling was made to Secretary of State George Baker, charged with enforcement of a recent Supreme Court ruling which held that shuffleboard is a separate business distinct from the sale of food, liquor and tobacco, and therefore prohibited in Colorado taverns.

Baker turned Gushurst's letter requesting the ruling over to Attorney General John Metzger for an opinion, which is expected later this week. Unofficially quizzed on the game some time before the Supreme Court ruling, Metzger had pronounced in favor of shuffleboard in taverns. His ruling on this latest angle introduced by Gushurst to

keep the boards in operation was, however, problematic.

Gushurst, who has been fighting Colorado's shuffleboard cause thru various courts for seven months, said today he'll "work something out" to make the boards a paying proposition in the event of a favorable ruling.

Previous requests to Baker by tavern keepers to be allowed to keep the game in operation without charge had been turned down. The letter from Gushurst, who is contemplating an appeal of the case to the Appellate Court, sent him, however, to Metzger for a ruling.

Baker said today that liquor inspectors, who last week were checking taverns in the vicinity of Denver for shuffleboards, had covered the suburbs and were scattering thru the State to close down the remnants of Colorado's fewer than 200 shuffleboards. Inspectors are having tavern keepers sign statements to the effect that they know the game is illegal.

Slick President Discusses Shuffle Waxing Problems

NEWARK, N. J., Oct. 15.—Continuing his campaign to standardize the conditions under which shuffleboard competition is held, L. Mandel, president of the Slick Shine Company, appealed to operators this week to do all in their power to maintain high standards of board servicing or face the loss of patronage. He pointed out that while proper servicing is a factor in the trade every day of the year, it takes on added importance during the league and tournament season which is already in progress.

As an interested producer of shuffleboard wax, Mandel said that after the table has been properly graded for play, playfield wax should be applied in such a way that play will neither be too fast nor too slow. He adds that not just any wax can be used for playfields but waxes designed specifically for the fine tops of shuffleboard tables. Among the qualities he believes essential in a shuffleboard wax are ingredients which will not pit, scratch or harm the playfield in any way. This, he explains, helps the operator by decreasing the number of times the playfield will have to be resurfaced.

Loss of Fans

Mandel says that unless some standard specifications are established for shuffleboard wax, the game may not attain the patronage which has

been anticipated. He cites the examples of standardization of balls for organized golf, tennis, and baseball as comparisons. He also compares the standardization of wax to formulas recommended by auto builders for polishing cars. These recommendations cover waxes and polishes which contain certain beneficial ingredients and eliminate possibly harmful components.

As a means of insuring qualified shuffleboard wax, Mandel suggests that all waxes be submitted to Underwriters' Laboratories or any other impartial, non-profit organization dedicated to the testing and inspecting of products.

Rock-Ola Intros New Scoreboard

CHICAGO, Oct. 15.—Following months of research and engineering, the Rock-Ola Manufacturing Corporation this week unveiled its new Universal scoreboard for shuffleboard installations. W. E. Hall, sales manager, said the new electrical scorer features frame scoring, point scoring and baseball or horsecollar all (See Rock-Ola Intros on page 70)

Attention, Operators!

The fall season is here and shuffleboard interest in many areas is growing as new leagues and tournaments get under way. In the past, these promotions have proven that they can make money for the operator and the location as they grow.

League play is completely unknown in many areas, and only slightly so in others. In order to help those operators (and other interested parties) who would like to start this type of promotion in their areas, *The Billboard* has prepared a special booklet entitled *Here's How To Set Up a Shuffleboard League*. In this booklet are suggested rules, constitution, league set-ups, and promotion ideas which can be adapted by any operator to his locations.

Anyone who would like a copy of this booklet will receive it free by writing to *The Billboard*, 188 W. Randolph Street, Chicago, Ill., attention Coin Machine Department.

Write for your copy today.

May Play-Off To Follow 25 State Events

Claim 10,000 Members

UNION CITY, N. J., Oct. 15.—American Shuffleboard Leagues, Inc. (ASLI) will sponsor at least 25 State tournaments next April, to be followed by a coast-to-coast championship tournament in May, it was disclosed this week by Ken W. Poulsen, director. In detailing the organization's ambitious program for the season just beginning, he said that 10,000 players have already become members of the ASLI, with field men now active in about 500 cities and towns thruout the country.

The ASLI, a non-profit corporation formed to promote acceptance of shuffleboard thru organized competitive play, will earmark all membership fees, less organizational expenses, for prize money, Poulsen said. Player members pay \$2 a year to support ASLI activities. He asserted that no other fees will be asked from players participating in the regional and national tourneys.

Local Leagues

In addition to sponsoring major competitive functions, the ASLI is actively encouraging city and town leagues, the director stated. The pattern is to set up a league secretary in each community to supervise local competition thru league organization. His work is supported by the participating locations who pay a small weekly fee. In many pay-as-you-play areas this fee is taken out of board income, thus becoming a joint contribution by operator and location owner. The ASLI, on its part, furnishes complete league kits and trophies (See ASLI Skeds on page 70)

Push Started To Have Coin Play in East

Edelco Spearheads Drive

NEW YORK, Oct. 15.—An attempt to promote pay-as-you-play shuffleboard in the East thru the medium of coin-operated scoreboards will be launched here shortly. I. Edelman, head of Edelco Manufacturing & Sales, Detroit, said here this week that his tally board, Shuffle Score, will be offered to operators thru a local distributor, to be announced soon.

Operator participation in the Edelco plan calls for them to sell Shuffle Score to locations, with payment for the device to be made up out of collections. Thus it is hoped that locations now housing free play boards will welcome the transition to paid play, the operator to make the required investment and take over servicing of equipment. For the operator the plan is said to provide a wedge for his eventual permanent participation in the shuffleboard business here thru the promotion of competitive play.

Shuffle Score, a double-faced unit that may be used with any shuffleboard, according to Edelman, tallies points or frames. List price to operators will be about \$190.

MERO INDUSTRIES

All-Steel

SHUFFLEBOARDS

Stainless Steel or Finest Eastern Maple Tops

Scoreboards • Accessories
Supplies1332 W. 69th St. Chicago 36, Ill.
Phone: HUDson 3-9400**ASLI Skeds Nat'l Tourney;
To Follow 25 State Events**

(Continued from page 69)

phies, according to Poulsen. He emphasized that these leagues do not exclude locations with other than American boards. Tables of any manufacturer may be used, he stated, as long as they are kept in "good playing" order. An ASLI emblem is affixed to the board by the local league secretary.

Winners in the local league tour-

neys, many of which are now under way, will be eligible to compete in the State elimination games. Winners of these, in turn, are to meet in the national tournament.

Poulsen declared that all players joining in the ASLI before December 1 will be eligible for the competitive events. Shortly after that date a public accounting of the organization's funds will be made and the prize money apportioned for the different tournaments. The money will be divided so that States with the most members will have their players compete for the largest prizes. An amount also will be set aside for the national championship event.

Cities for Hosts

Cities which will host the State tourneys are to be chosen according to which have the most ASLI members. Poulsen said that tournaments already scheduled for April will be held in La Crosse, Wis.; Louisville, Grand Rapids or Detroit; Fort Wayne, Ind.; Peoria, Ill.; St. Louis, Dallas, Tucson for New Mexico and Arizona; San Francisco, Salt Lake City, for Utah and Nevada; Minneapolis, Toledo, Cincinnati or Columbus for Ohio; Philadelphia or Pittsburgh for Pennsylvania and Southern New Jersey; Syracuse or Rochester for New York, and Sydney, Mont., for that State and North Dakota.

The coast-to-coast tournament will be held in a Midwest city within easiest access to all participants, according to Poulsen. The city will be chosen after December 1 when the full player breakdown can be made.

Poulsen made it clear that the ASLI will not require that its own rules be used in the local tourneys, altho the regulations will be complied with in the larger events.

Three field men are assisting Poulsen in ASLI activities. It has designated *Shuffleboard World*, a monthly player publication distributed thru taverns, as its official organ. ASLI headquarters are at 511 3d Street here.

**Rock-Ola Intros
New Scoreboard**

(Continued from page 69)

on one double-faced scoring panel. A game selector dial, conveniently placed, sets the scoreboard for the type of game to be played, and an indicator light on the scoring panel shows the type of game selected by the player.

Other features of the new scorer are a game control switch, whereby the operator can permanently set the scoreboard for either frames or points, a frame advance button for use in the event of a no-score frame, an electric coin counter, a game-over light and a play credit light which shows the number of coins deposited.

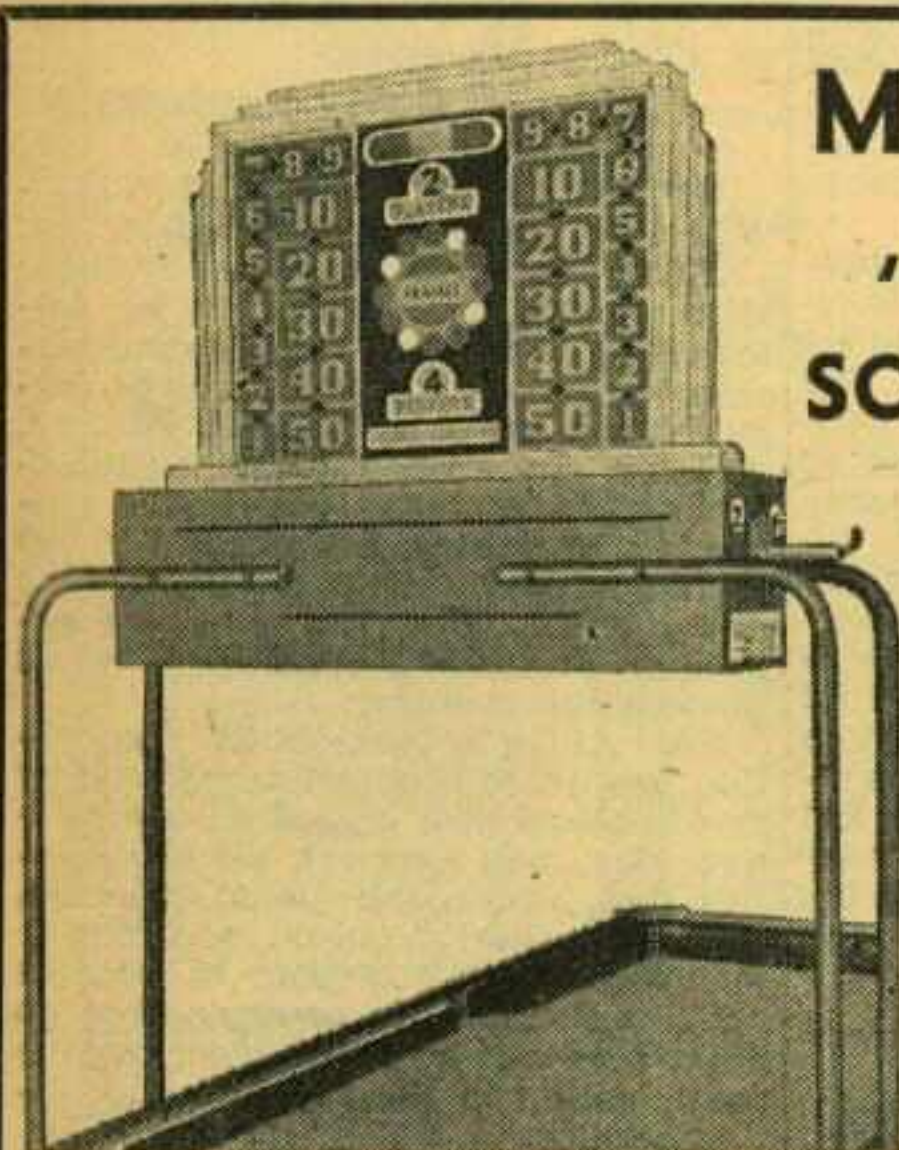
These features, according to Hall, plus other mechanical improvements, have been designed to equip boards to meet any player trend which might develop in the future.

The Universal scorer is now in full production at the firm's plant here and is being made available to operators thru Rock-Ola distributors.

Puck Patter**Chicago:**

Dean Douglass, executive secretary of the Standard Shuffleboard Congress of America (SSCA), is on a West Coast tour in behalf of shuffleboard promotion. Douglass stopped off in Salt Lake City to confer with H. R. Mosen, secretary of the new association in that city, then proceeded to the Coast, where he will travel from California to Washington before returning to his home base in Chicago.

Herk Perkins, head of Purveyor Shuffleboard, reports league play in the newly organized Purveyor Shuf-

**MONARCH
DeLuxe
"ALL PLAY"
SCORING UNIT**FOR ALL
SHUFFLEBOARDS

Location Tested! Proven!

Guaranteed Finest!

SCORES FRAMES AND POINTS
FOR Regular Play, Horseshollar
and Baseball.

With or Without Frames.

Insist On MONARCH
SHUFFLEBOARDS

—22 FT.

"SHUFFLETTE" REBOUND

—8 FT.

BOARD EQUALIZERS AVAILABLE. SCIENTIFICALLY DESIGNED

Monarch Shuffleboard Inc.

1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

**PURVEYOR'S 'SPORTSMAN'
THE BOARD OF DISTINCTION**Pucks, Wax
Scoresheets
Climatic
Adjusters,
Etc.

Has the Long Life Features

PURVEYOR
SHUFFLEBOARD CO.
MANUFACTURERS4322-24 N. Western Ave.
Chicago, Ill.Ph.: JUniper 8-1814—8-1815—
8-1816**CLAMP-ON LITES**
Deluxe fluorescent fixture
for better locations.
Chrome uprights. Clamps
on side
of board. WRITE

List Price

\$120.00

F. O. B.
Los Angeles**ROLY POOLY**

- Billiard table construction. 36x72 inches.
- Accurately timed. Skill game.
- Coin-operated. Lowest price.

Now Offering LIMITED SUPPLY
22 Ft. Shuffleboards—\$225.00 ea.DISTRIBUTORS:
Some Choice Territory
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Cig Holder Debuted
By Bearlee Products**

NEW YORK, Oct. 15. — Bearlee Products Company has announced a shuffleboard drink holder, available in three types and made of plastic. Device is an attachment that provides a rest for two glasses and for cigarettes and cigars.

Manufacturer states that the accessory will reduce maintenance costs and enhance player appeal on boards by keeping liquids off playing surfaces.

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shuffleboard Leagues is under way in full force here, and will soon start in some six to eight cities around the country. Meanwhile, Perkins says the firm's new board is going fine, and that the plant in Michigan has stepped up its schedules in order to meet the orders coming in from distributors.

Another manufacturer who has been working far into the night every night these past few weeks is Monarch. Roy Bazelon has been sticking close to the firm's headquarters to keep production running smoothly, and Clayton Nemeroff has also been burning the midnight oil in order to keep up with the firm's paper work. Monarch is also active in league promotions in this area.

Nils Malmgren, head of Precision Puck, reports his firm is now producing a puck designed for use on such shuffleboard novelty games as United's Shuffle Alley, Chicago Coin's Bowler, Bally's Shuffle-Bowler and Genco's Glider. Malmgren also said the firm will not be handicapped by the steel strike for at least several weeks because, in anticipation of the labor dispute, his purchasing department bought large quantities some time ago. . . . Over at Nation Wide Novelty, Charlie Gillard is the picture of optimism regarding the trade. He says the greater number of leagues in action insures a boom in the next few months. . . . Fred Spencer and Nick Wurtz are back from a trip to Milwaukee where they helped Vic Manhardt get some leagues started. Vic, they say, is one of the real shuffleboard fans and believes no logical location is complete without one. His leagues are all handled by secretaries. They also say operators Jay Kepler and Joe Hill are making steady progress with leagues.

Col. L. Lewis, Mero publicity director, is back from a brief Southern trip. While away he spent some time in St. Louis. Lewis says one

New York:

Ken Poulsen, director of American Shuffleboard Leagues, Inc. (ASLI), visited here last week. He leaves soon for a tour of several Southern States. During the past summer he reports having stopped off at more than 200 cities and towns, promoting shuffleboard competitive play. ASLI will sponsor at least 25 State tournaments next April, as well as a coast-to-coast play-off in May, Poulsen said.

South Bend, Ind.:

The first shuffleboard league was recently formed here when location owners from the entire city held an organizational get-together at the Erwin Duck Inn on Ford Street. As a result, plans for a 10-team league were set, with scheduled league play to commence soon and continue thru the winter and spring. Erwin Kaczmarek, owner of the Erwin Duck Inn, was named temporary secretary of the new organization.

Lansing, Mich.:

A new shuffleboard center and arcade has been opened here by H. J. Scherer, of Checker Amusement Company, operator of boards and games. Called Shuffle-In, it will be located across the street from the Michigan State College campus. Scherer is installing eight boards, which were sold him by King-Pin Equipment Company's J. R. Pieters. King-Pin, in Kalamazoo, is the Rock-Ola distributor for Western Michigan.

of the best indications of the solidarity of the shuffleboard biz is that banks are now co-operating with distributors in helping the distributors write term paper, which is a turn-about from last year. Lewis says the trend toward automatic scoreboards is also helping to increase interest in the game.

Terre Haute, Ind.:

League activity here is sliding up to "unprecedented levels," according to Roy Snodgrass, distributor. Roy says that men's, women's and mixed teams are enthusiastic about shuffleboard events which have been scheduled during the next several months. The only thing needed to complete the Terre Haute shuffleboard picture is a teen-age league, Roy vows. And he hints that setting up of such an organization may be effected very soon, and that announcement of same may be made in the near future.

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1949 Popcorn Meet Eyes Venders

Sked Special Session for Vending; Program Themed For Hypoed Sales Volume

60 Exhibitors To Feature Equipment, Supplies, Services

(Continued from page 29)

Theme of this year's meeting will be how to increase business volume, and an exploration of future sales potential will be an important part of the business sessions. Timed with the "more sales" theme, a special panel discussion will be devoted to popcorn vending, marking a departure from previous meetings. Scheduled for Tuesday (25) the coin-operated side of the popcorn story will be handled by Roy Cresswell, Auto-Vend, Inc., Dallas, while William Beaudot, head of ABC Popcorn Company, Chicago, will talk on the manually operated counter-type equipment. Discussion will be led by G. R. Schreiber, coin machine editor of *The Billboard* and editor of *Vend*, who will serve as moderator.

Inclusion of direct reference to merchandising of popcorn thru venders at the 1949 convention indicates the growing importance of this phase of the industry. Added sales, plus stimulated demand for popcorn on an over-all scale, is credited to the vender equipment now on location thruout the country. That this is a sizable sales boost can be seen when, according to equipment manufacturers' reports, there are approximately 78,100 units now in operation. Broken down, this figures out to

Appoint 17 To Lead Sessions At NAMA Meet

CHICAGO, Oct. 15.—National Automatic Merchandising Association (NAMA) convention chairman, George M. Seedman, announced this week the names of 17 vending machine men who will act as moderators and panel members at the 1949 convention, November 27-30 in Atlantic City. Three clinics and two round tables will be featured. All will be audience participation sessions.

For the Cigarette Clinic, November 29, 9:30 a.m., E. G. Chandler, Rowe Service Co., Los Angeles, will be moderator, with panel members including Louis Risman, Mystic Automatic Sales Co., Medford, Mass.; J. Herman Saxon, Saxon's, Inc., Charlotte, N. C.; Maurice Levitch, Stern Cigarette Vending Machine Co., Norwood, O., and Harold C. Crowther, Dallas Cigarette Service, Dallas.

Candy, Gum, Nut and Biscuit Clinic, November 30, 9:30 a.m. Moderator will be Jack LaFever, Automatic Canteen Company of Cleveland, Cleveland. Panel members: Henry Hartmann, Sterling Vending Co., Belleville, N. J.; Frank J. Bradley, Automatic Equipment Co., Buffalo; William Fishman, Automatic Merchandising Co., Chicago, and M. J. Heffer, Johnson Tobacco Co., Chicago.

Other Skeds

Cup Beverage Clinic, November 29, 9:30 a.m. Moderator, Richard Hatfield, Spacarb Essex, Inc., Maplewood, N. J. Panel members: Merle Zuehlke, Founteen, Milwaukee; L. J. Granfield, County Beverage Co., San Francisco.

57,400 coin-operated venders and 20,700 manual dispensers of the counter type.

Exhibitors

Vending equipment manufacturers who will hold display space in the exhibition hall include H. A. Bruntjen Company, Minneapolis, national distributor for the Minit-Pop automatic popping vender, manufactured by Viking Tool & Machine Corporation. (See 1949 POPCORN on page 78)

Vender Export Market Boom Led by Philippines, Panama

(Continued from page 65)

and games, which Swiss coinmen concentrated on music purchases, 15 for \$11,680, and games, 26 for \$986 for an over-all total of \$12,666, the largest monthly purchase by Swiss operators in the postwar era.

Solid Market

One of the interesting sidelights of the July report is that the unit price paid for games remained uniformly high at \$133 for each of the 98 amusement machines sold on the export market while juke and vender prices not only recovered from their recent decreases in average prices but reached their highest levels in the past three years. Music boxes were sold for an average price of \$529 and venders met a heavy response at a unit price of \$228. Both prices indicate that not only is the export market strong but that foreign operators are now leaning more toward to new product field. Moreover some of the unit prices paid by foreign vender operators serve to point out that as automatic merchandisers become more firmly established as a part of modern living, operators are becoming increasingly interested in the larger and higher-priced venders. Venezuelan operators paid an average price of \$612 for each of 15 venders imported and Belgium coin-

Ops Air Views on New Wrigley 5-Column Electric Gum Vender

CHICAGO, Oct. 15. — Operators who have been conducting tests on the William Wrigley Jr. Company's five-flavor nickel gum vender for the past five months reported this week that, in specific high-traffic locations, average sales increases have ranged from 25 to 50 per cent.

Wrigley's unit, an electric console type, has been installed by these operators in such spots as transportation terminals, factories with 300 or more employees, busy drugstores and hotel lobbies. Under such location conditions, the machine has been found to outsell comparable counter set-ups, it was reported. This is attributed to the spotlighting of gum as a single offering, the multiple-flavor variety under the fluorescent lighted plastic display panel topping the vender, and also somewhat to the

Op Brews New Stop

MILWAUKEE, Oct. 15.—Industrial locations have long been a boon to candy operators, but it took Nick Stacy, of Stacy Brothers Company, to unearth a new type of multiple-machine plant installation. Adding to the believe-it-or-not flavor, is the fact that it is the top volume stop on his route. And the location? Stacy has 26 candy machines thruout the plant and offices in one of Milwaukee's leading breweries.

Evidently workers in a beer-wafted atmosphere, contrary to first judgment, do have a healthy appetite for candy, Stacy has found. And this fact may be the basis on which to work up an entirely new type of transient trade location, namely, taverns and cocktail lounges.

men paid \$550 for each of two merchandisers. Other prices which show the trend toward larger venders in the July report include the \$294 each paid for 20 units by Japanese operators and the \$276 each by coinmen in Newfoundland.

Top Juke Price

The highest average price for jukes in July was paid by Swiss music men, \$778 for each of 15 music machines. Others in the high unit music bracket were Mexico, \$650; Philippines, \$620; Costa Rica, \$614; Panama, \$557, and Newfoundland, \$550.

July's dollar total of \$198,016 brought coin exports for the first seven months to \$1,072,061, or about 4 per cent under the figures for the same period last year. But whereas in the second half of 1948 a general decline took place in most phases of the coin machine industry, the past two months of 1949 point to a gradual increase in all levels of the trade. These same gains are expected to appear in the export end of the business thruout the remainder of 1949 and therefore carry the dollar total well over the \$2,000,000 mark. If the dollar total for exports does go that high it will be well above the figures predicted by export analysts earlier this year and will almost double the pre-war dollar high.

novelty of the equipment.

As yet, however, Wrigley has not indicated how the machine is to be offered to the field on a permanent basis. Evolvement of some type of lease arrangement is expected. Outright sale is deemed unlikely, as testing operators figure that the vender would have to list for between \$125 and \$150.

During the tests, operators revealed the equipment was, at most, stocked with three columns of Wrigley gum, the other two or three columns carrying competitive brands.

Chicago operators testing the Wrigley machine indicate that, after steady use for over a 21-week period, service calls have been at a minimum. A general feeling, however, prevails that the vending cycle could be short-

(See OPS AIR on page 76)

W. Va. Op Tests 3-Flavor Device For Java Vender

CHARLESTON, W. Va., Oct. 15.—After several years of operating coffee venders, Bank & Wilan, Inc., here announced this week the development of a conversion unit that permits vending three types of hot drinks thru a single machine. Bernard Bank, vice-president, told *The Billboard* that the conversion, which has been used to vend hot coffee, soup and chocolate thru a standard coffee machine, was designed and tested over the past year. Customer may select the type of hot drink he wishes by moving an indicator to the proper position. Test models are set for nickel operation on all three drinks.

Bank stated that as operators, the firm has no facilities for manufacturing the conversion unit. However, he revealed that contacts have been made with several manufacturers to produce such a conversion, for application to present venders dispensing coffee only, and also to produce a three-flavor hot drink machine as a complete new unit.

According to Bank, a three-drink vender dispensing a choice of hot drinks "would fit in admirably in those locations where floor space is limited."

Spacarb Has OK To Set Machines In D.C. Terminal

WASHINGTON, Oct. 15.—Spacarb of Washington, Inc., this week started installation of beverage venders in Union Station, climaxing a 10-year attempt by Spacarb to place machines in the railroad terminal.

President Bayne Phipps said some of the three-flavor drink machines would be located near ticket windows and others in the concourse. The company plans to add more units, depending on the success of the initial installation.

Station restaurateurs granted the concession, according to Phipps, because of Spacarb's successful operations in the Greyhound Bus Terminal. His firm has been operating soft drink venders there for a year.

Shot Vender

OAK PARK, Ill., Oct. 15.—A new type of merchandise for bulk venders is being used by one of Adair & Company's customers, according to Richard Adair, head of the distributing-equipment repair firm. A distinct departure from "ordinary" bulk items, it is suitable for use only in rural areas and in such locations as general and hardware stores, however.

Operating 200 machines in Indiana, Adair's customer fills the regular penny peanut venders with BB shot. Only change necessitated is in the gear wheel, which is removed and replaced with a specially perforated plate to handle the small shot. Buying the shot in 100-pound containers, a good profit margin is realized, with about 25 to 30 pellets delivered for a penny. Demand for this type of service is good in rural areas, it was discovered. Special "BB Shot" decals are also used on the globes.



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Detail Findings On Chalex Test

CHICAGO, Oct. 15.—Chalex Corporation, distributor of a sales audit recorder for venders, has announced results of a 14-day test of its device on 34 soft drink cup machines. The test, conducted on a normal route under every-day operating conditions, was divided into two parts; seven days with and seven days without the recorder. Comparison of the two test period sales revealed that the gross receipts per gallon of sirup was 19 cents, officials declared. This was based on the fact that a yield of \$6.12 per gallon of sirup consumed was realized without the recorder, and that a return of \$6.31 per gallon was reached when the recorder was used.

Gallon Average

During the test period, the 34 venders consumed a total of 436 gallons of sirup, an average of 31 gallons per day. Chalex, using the 19 cents per gallon as a basis for figuring, states that when the audit recorder was used, an average additional daily collection of \$5.89 on the 31 gallons average daily consumption was realized.

Above collection and sales figures were compiled for Chalex by Charles R. Greasley, certified public accountant, and treasurer of the Vendomat Corporation of America.

The Chalex recorder also saved time of the serviceman, eliminating counting of receipts on location or at headquarters, it was found. By not having to write out sales slips, subtract register readings, etc., the routeman was able to devote almost 100 per cent of his time to the actual servicing of the vender.

Bill Aiding States' Cig Tax Collections Up for Truman OK

WASHINGTON, Oct. 15. — After hanging in the balance for two years, the bill to aid the States in collecting their cigarette taxes is on the President's desk for his signature. By restricting mail order sales the measure is expected to boost sales of venders and retailers in States having high cigarette taxes.

Tho the bill passed the House in May it languished in the Senate for nearly five months before being approved late last week. Opposition was expressed by several senators on the grounds that the bill establishes a precedent, but it passed without a roll-call vote.

The measure requires all shippers of cigarettes in inter-State commerce to send to State tax collectors the names of their retail customers. The tax collector will then bill the consumer for the regular State tax.

The bill passed the House for the first time in the last session of Congress but was then bottled up by the Senate Finance Committee.



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ENTIRELY
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New Sani-Carry Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man... bringing servicing costs down to new lows... boosting profits to new highs. Equally important, by checking merchandise in returned globes

against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

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ROWE PRESIDENT, 10 Col.	100.00
Royal, 10 Col., 400 Pack Cap.	95.00
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Special! 8 Col. Cig. VENDOR	39.50
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MODEL W, 9 col., 308 pack cap., also WD Model.

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ROWE, 120 Bar Cap.	\$ 85.00
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9 Col., 162 Bar Cap.
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Teeny	LB.
Almonds	... 65¢
Jumbo Pistachios	... 80¢
Spanish #1	
Peanuts	... 24¢
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Bubble	... 27¢

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Model 33	... 11.50
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New Plastic Globe is now standard equipment. Base is strong, compact and can be installed on counter, stand or wall bracket. Each unit individually removable with separate cash compartments.

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Vends ball gum and charms. Vends 3/4" 170 and 210 count ball gum with no extra adjustment. Vends a combination of all 3 sizes with or without charms.

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1 to 5 Cases	\$45.00 per case
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Globe has maximum display value . . . open view of merchandise from top and four sides. Easily carried by handle of screw-on cap. Easily cleaned at home or warehouse. Easily attached to or detached from machine with flip-of-finger lock lever. Large globe capacity . . . 5 lbs. peanuts or 5 lbs. pistachios.

Vends all products without additional parts. Straight 1¢ or 5¢ play. Large cash box holds up to 1350 pennies. Fits on stand, bracket, counter, or attaches to other machines. Finish . . . baked hammerloid in red, green, gray, tan. Effective slug protection.

Rotary delivery. Complete vender mechanically simple. In-a-door mechanism . . . easily detached. No tools required for servicing. Ultra-modern design . . . precision built of heavy steel. All parts or units interchangeable. Generous use of stainless steel throughout . . . wherever needed.

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Most Farm Crops To Be in Good Supply; Many Vender Items

WASHINGTON, Oct. 15.—The coming year will see a plentiful supply of most of those farm crops which eventually wind up as vending machine products, according to a forecast from Agriculture Department.

With the exception of peanuts, nuts used in candy bars will be in greater supply than at any time in the past decade. The current peanut crop is estimated at 1.8 billion pounds, some 23 per cent behind the 1948 record, but still slightly above average. The pecan crop will be in the neighborhood of 141 million pounds by the end of the year, also below 1948, but about 25 per cent more than the average for the past 10 years. All-time records are being set by production of almonds, walnuts and filberts on the Pacific Coast, the agency reported.

To take care of continued high consumption of cigarettes, cigars and pipe tobacco, planters—by use of more modern methods—have stepped up tobacco yields, even the total acreage is off slightly. Agriculture's estimate is that production this year will total two billion pounds—1 per cent above last year and 2 per cent above the 10-year average.

Any venders who go into the apple business should find plenty available at reasonable prices, according to Agriculture. The fall crop is figured at one-and-one-half times as great as in 1948, with some eating varieties such as Delicious and Winesap showing even greater gains over last year.

Except for sugar, which has a lid clamped on its use, sweeteners used in candy, soft drinks and ice cream are in good supply, the agency said. Because of the sugar quota, corn sweeteners are being more widely used than ever before.

With a record corn crop, dextrose—refined corn sugar—will be produced in great quantities, Agriculture predicted. A price differential in favor of dextrose is adding to its usage, it was stated. Production of corn sirup will also be aided by the large corn crop. Sales of sirup are already running 8 per cent ahead of last year.

Production of honey and maple products are declining, but so is consumption, according to Agriculture. Demand has dropped steadily as cane and beet sugar supplies increased.

Add NAMA to Boston Distrib Conference

CHICAGO, Oct. 15. — National Automatic Merchandising Association (NAMA) was added to the list of co-operating organizations in the Boston conference on distribution which was held October 10-11.

Inclusion of NAMA in the 21st conference of the Boston organization, which acts as a national forum for problems of distribution, was made at the suggestion of Harry W. Alexander, president of Chalex Corporation, Chicago.



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Colored Bubble BALL GUM

140, 170 or 210 count, in 25¢ cartons

24¢ lb. in lots of 150 or more with freight prepaid

23¢ lb. FULL CASH WITH ORDER.

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Autographed Football Charms \$3.75 per 1000

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1¢ or 5¢ Vender, \$13.95 Ea., \$13.45 in 100 lots. Trial order guaranteed.

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100 Lb. Lots, .25¢ Lb.

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WALT DISNEY CHARMS



IN NEW GLITTERING METALLIC COLORS

Red, Green, Blue, Yellow Plate and Gold, Copper, Nickel Plate.

Introductory package—assortment of all colors and plates. Your money's worth, plus **\$2.50**

ORDER NOW!
LA RUE International, Inc. 540 Hayes St. San Francisco, Cal.

Victor's New Double Unit Toppers!!!



Packed Two Dbl. Units Per Case
 1 to 5 Cs. \$45.00 Per Cs.
 6 to 11 Cs. 44.00 Per Cs.
 12 to 24 Cs. 43.00 Per Cs.
 25 Cs. Up 42.00 Per Cs.
 Sample Double Unit, \$23.50.
 Specify for Ball Gum or Bulk Vending.
 All Plastic Globes on These Units.
 Separate Plastic Globes to fit all Victor Machines, \$1.50 each, and since the Globe is square on top, a lid to fit each is 50¢ each. 9 Globes to case. Hold 8% more goods. Get on our mailing list FREE!
ART GRAEFF CO.
 1232 Broadway TOLEDO 9, OHIO

HART BALL BUBBLE GUM 25# Ctns.

140-170-210-Count, 2 1/2 per lb. Freight prepaid 150% or more. 2 to 5 Ctns., 27 1/2 lb., F.O.B. Toledo, O. Single ctns., 30 1/2 lb., F.O.B. Toledo, O. Hart High Quality Premium Non-Bubble Standard Chew, 5/8" at 35¢ lb., prepaid on 150% or more. Single ctns., 36¢, 2 to 5 ctns., 37¢, F.O.B. Toledo, O.
 Order from this ad. Full cash with order, no C.O.D.'s.
 New Victor Vending Machines. Send your name and address and get on our mailing list free. Bargains in used machines, also free Charm list.
ART GRAEFF CO.
 1232 Broadway Toledo 9, Ohio



AUTHORIZED DISTRIBUTOR
 For MODEL V and other Victor Machines
Le Blanc Vending Co.
 P.O. Box 324
 Breaux Bridge, La.



Build a **SOLID** operation with
ACORN
 1¢ or 5¢ All Purpose Bulk Merchandiser
 Earns fantastic profits with Ball Gum and Charms
HANKIN DISTRIBUTORS, INC.
 708 Spring St., N. W.
 Atlanta, Ga.



DOUBLE UNIT

FEATURING Victor's NEW PLASTIC GLOBE
 Also available on other Victor models at small extra charge at time of ordering.
BIRMINGHAM VENDING CO.
 2117 Third Ave., No. Birmingham, Ala.

Pennsy Bottlers Warned; Face Survival Battle Due To State Soft Drink Levy

300 Hold "Poverty Dinner" During Annual Convention

HARRISBURG, Pa., Oct. 15.—Soft drink bottlers in Pennsylvania, at a "poverty dinner" held in conjunction with their annual convention here, were told they must use "every bit of resourcefulness and merchandising ability" if they are to survive the State's soft drink tax. Joseph Feagley, vice-president, Armstrong Cork Company, Lancaster, told the bottlers "there must be keen, enthusiastic and co-operative interest on the part of all interested in the carbonated beverage business to remove this road block."

Three hundred members and guests of the association attended the beef stew dinner. The plain food was sloshed into their plates in army style.

Earlier, State Sen. John H. Dent, Democratic minority leader, joined the bottlers in attacking the soft drink levy of 1 cent on each 12 ounces of bottled drink and one-half cent on each ounce of sirup.

Dent led a Senate fight in the 1949 Legislature to repeal the tax law, which was enacted in 1947 and has been yielding about \$14,000,000 a year since that time.

Another senator, George N. Wade, Republican, who broke with the State administration on the soft drink issue, termed the levy "inequitable and ill-advised."

Crown Index

Feagley said that during the first six months of this year the Armstrong index of crown sales in Pennsylvania has been 54 per cent compared to 189 per cent for the rest of the country.

"Of course, it is possible that we are selling relatively fewer crowns to the Pennsylvania bottlers, or it may be that we are having relative success in the balance of the nation, but, nevertheless, these are the facts in relation to our part of the picture."

Talbott O. Freeman, vice-president of the Pepsi-Cola Company, told the bottlers that business needs education methods today so that buyers can understand a few simple rules of our free economy.

John J. Riley, executive secretary of the American Bottlers of Carbonated Beverages (ABCB), told the association "there is something basically wrong with the nation's sugar policy, especially as it affects consumers and industrial users."

"Here we are in a difficult post-war period of readjustment, trying to get production up and costs down, and the manufacturers of food items containing sugar—who use half of the total supply—find the stability of their sugar supply and sugar costs beset by man-made dangers."

Sugar Supply

"When determination of the sugar supply to be permitted for 1949 was under consideration by the Department of Agriculture, industrial users urged that it be set at 7,940,000 tons, but it was pegged at 7,250,000 tons. The country's sugar supply was handled on that basis until within the past month when it was increased to 7,500,000 tons.

"Even that is not enough, as is shown by the department's own figures," Riley continued. "Thru September, 1948, the year's distribution of sugar was 5,710,000 tons. During the same period this year the figures show that 6,004,000 tons were distributed. Upon the basis of a normal distribution pattern, this makes it seem likely that the total sugar use this year may go close to 8,000,000 tons."

"That is, it may, if the sugar is provided. But here are some of our difficulties. As of September 30, sugar stocks in the hands of refiners and other primary distributors amounted to only about 404,000 tons. Last year on the same date they were 889,000 tons. And the September

Seek To Repeal Mass. Tob. Tax

BOSTON, Oct. 15.—A committee was formed here Thursday (13) to seek repeal of the new State cigarette and tobacco tax, passed last August 29 and due to take effect December 1. The tax calls for a levy of an extra penny on each package of cigarettes sold and a 10 per cent tab to be added to the retail price of cigars and other tobacco products.

The committee was chosen at a meeting called by George Melhado, president of the Massachusetts Association of Tobacco Distributors. Held at the Kenmore Hotel, the confab was attended by representatives of wholesale and retail groups. Manufacturer and grower executives also were on hand.

It was indicated that an attempt would be made to have imposition of the tax delayed subject to a State-wide referendum. Consideration is also being given to the introduction of a repealer in the Legislature. Massachusetts already has a 4-cent-a-pack tax on cigarettes.

figure is a deterioration from the August 31 stock position, when there were 617,000 tons on hand, as compared with 828,000 tons on the same date in 1948. Some of the refineries had to close down for lack of raw sugar.

"Sugar stocks in the hands of industrial users, wholesalers and retailers, likewise, show this potential danger," the speaker continued. "In its survey of such stocks as of June 30, the department's own figures show that 1,400 firms had on hand only a total of 235,765 tons. Even during the 1947 rationing period, on June 30 of that year, the smaller number of 1,037 firms had a higher stock total of 237,000 tons. The pre-war normal stock level is shown by the survey's statement that on June 30, 1940, there were 409,796 tons on hand in the stocks of 1,311 firms."

Pattern

"Certainly this situation shows that the supply pattern is being cut too close," the bottlers' trade executive continued, "and is too dangerous from the standpoint of everyone who buys and uses sugar. With the nation's sugar bill running close to \$1,400,000,000 each year, the importance of having a more liberal supply so that plenty of sugar will be available and at a reasonable price, should be the guiding factor in the department's determination of what our supply is going to be."

John T. Tabor, assistant to the president of the 7-Up Company, told the convention that "those people who say that Pennsylvania's (soft drink) tax has not hurt our industry simply do not know what they are talking about."
 "Certainly the sales of our franchise dealers in Pennsylvania are up since the end of sugar rationing, but the fact is that sales in the States adjoining Pennsylvania are up 25 per cent more than in Pennsylvania."

ADVANCE
DUPLEX-E
 and
 OTHER SANITARY
 MACHINES AVAILABLE
 IMMEDIATE
 DELIVERY
 Order Sample Today!
 Write for
 Quantity Prices!
**LISTO SANITARY
 NAPKINS**
 Sample and Prices on
 Request.
 Manufacturer and
 Distributor
J. SCHOENBACH
 1645 Bedford Ave., Brooklyn 25, N. Y.

DOUBLE UNIT

FEATURING Victor's NEW PLASTIC GLOBE
 Also available on other Victor models at small extra charge at time of ordering.
ASCO VENDING MACHINE EXCHANGE
 55 Branford St. Newark 5, New Jersey

Big Profits 6 Ways with the New BIG "6" "SILVER-KING"

Vending Equipment
 in this BIG "6" Line you'll find a machine for every type of merchandise.
 "Candy-King" Bar Vendor
 "Package-King" Package Vendor
 "Silver-King" Bulk Vendor
 "Charm-King" Ball Gum and Charms
 "Hunter" Amusement and Ball Gum
 "Target" Free Play and Ball Gum
 Made to receive 1¢ and 5¢ U. S. and foreign coins. Ask your dealer about "Silver-King" or write for FREE Illustrated Literature and complete information.
SILVER-KING CORP.
 622 Diversey Pkwy. Chicago 14, Ill.

ATTENTION POPCORN OPERATORS

You will benefit most in PROFITS and SALES by using the original "POP" CORN SEZ pre-popped corn! Scientifically popped, packaged and sealed by a method originated by "POP" CORN SEZ, our product is designed for you!

Write for details! Ask about our "Pop" Corn Sez Vendors, too — both new and reconditioned.
"POP" CORN SEZ, INC.
 OF PENNSYLVANIA
 Montrose and Delaware Aves.
 Upper Darby, Pennsylvania

CHARMS

NEW PLATED FOOTBALLS EMBOSSED WITH NAMES OF COLLEGE TEAMS
 COPPER PLATED FOOTBALLS... \$5.50 per M
 GOLD PLATED FOOTBALLS... 7.00 per M
Penny King Company
 415 Neptune Street Pittsburgh 20, Pa.



DOUBLE-TOPPER UNIT

Ops Air Views on New Wrigley 5-Column Electric Gum Vender

(Continued from page 72)
ened. Among the operations testing the unit are Canteen Company of America, Automatic Merchandising Company, Kandy Kit Company and Vendall Service Company.

Describe Construction

Construction and functional details of the Wrigley gum vender follow: with total capacity of 375 nickel packs, each column carries 75 packs, and is calibrated so as to show how many packages are carried at any one time. Each column extends down to the base of the cabinet, which is 50 inches high, 21 inches wide and 14 inches deep. Topping each column is a reel which carries the packs up

and to the front, where they come into vending position. The packs are held in place, and moved upward in the column toward each reel, by a tension bar behind the last pack in each column.

Each of these five bars, attached by a wire to a spring drum just under the vending reel, automatically causes the gum packs to move upward as the top-most pack is delivered into the vending reel. Prongs on each side of these reels carry the pack from the top of the column proper into position for vending. When loading the columns, serviceman pulls back on a hooked handle on the tension bar until the bar is at the bottom of the column, permitting a full 75 packs to be stocked.

Horizontal Loading

The columns are loaded in a horizontal position. The hinged top of the vender is first lifted and a front panel door opened, then the columns are lifted out and up as a single unit. A hinged leg is dropped beneath the columns to support them in the horizontal position during loading.

A coin box is attached to the inside of the front panel, with coins dropping from the five chutes spaced across the face of the vender. Each of the five reels has its own coin chute and coin mechanism. Dropping of a nickel in a chute activates that reel under which it was dropped. An electric motor turns the Reel 1 "notch," dropping gum into delivery tray. Each of the reels, which contain 17 packs of gum, displays six of these packs under a plastic window before they come into final vending position.

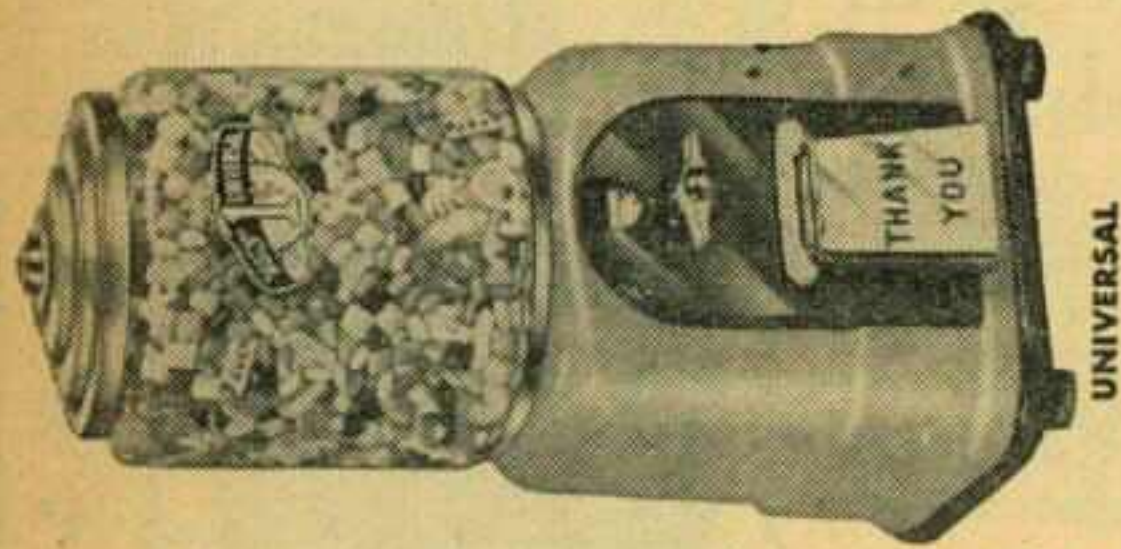
Wrigley has revealed that with the testing of its five-column electric unit progressing satisfactorily, it is readying tests for a four-column gum vender of similar design, but employing manual instead of electric action. Like the electric unit, these are scheduled to be produced by National Rejectors, Inc., St. Louis.

G. B. Hurley Named Mars V-P; Announce 3 Other Promotions

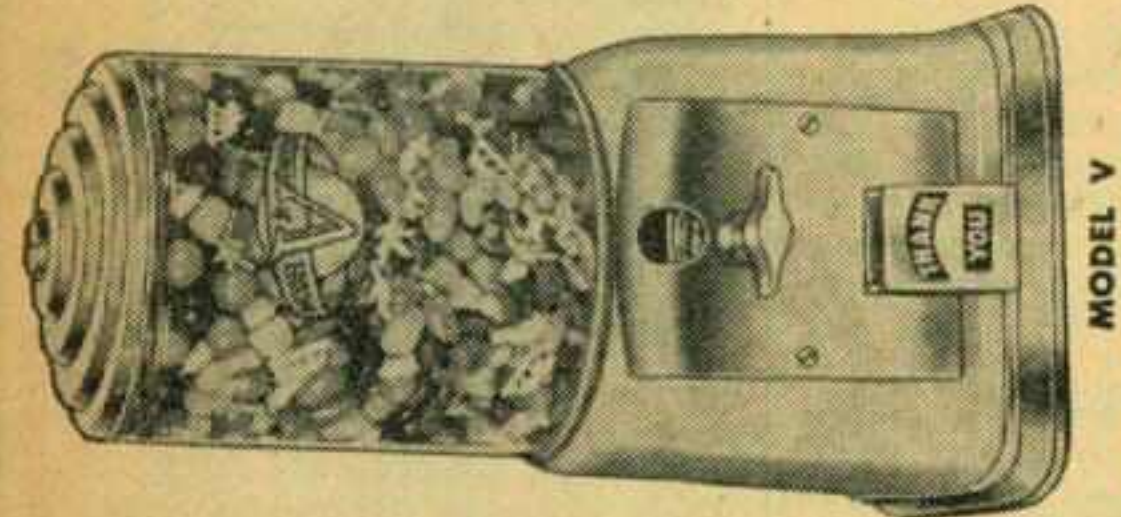
CHICAGO, Oct. 15.—Mars, Inc., has announced the appointment of G. B. Hurley, treasurer, as executive vice-president and general manager. Hurley succeeds H. H. Hoben, who recently resigned the dual executive post.

Mars also reported that Victor H. Gies, director of sales and advertising, was elected by the board as a director. Two other promotions were those of H. F. Zoelck, comptroller, succeeding Hurley as treasurer, and D. S. Farquharson, who was elevated to the office of comptroller.

FEATURING
• Victor's NEW PLASTIC GLOBE
Also available on other Victor models at small extra charge at time of ordering.
MILLER VENDING CO.
42 Fairbanks St., N.W., Grand Rapids 3, Mich.



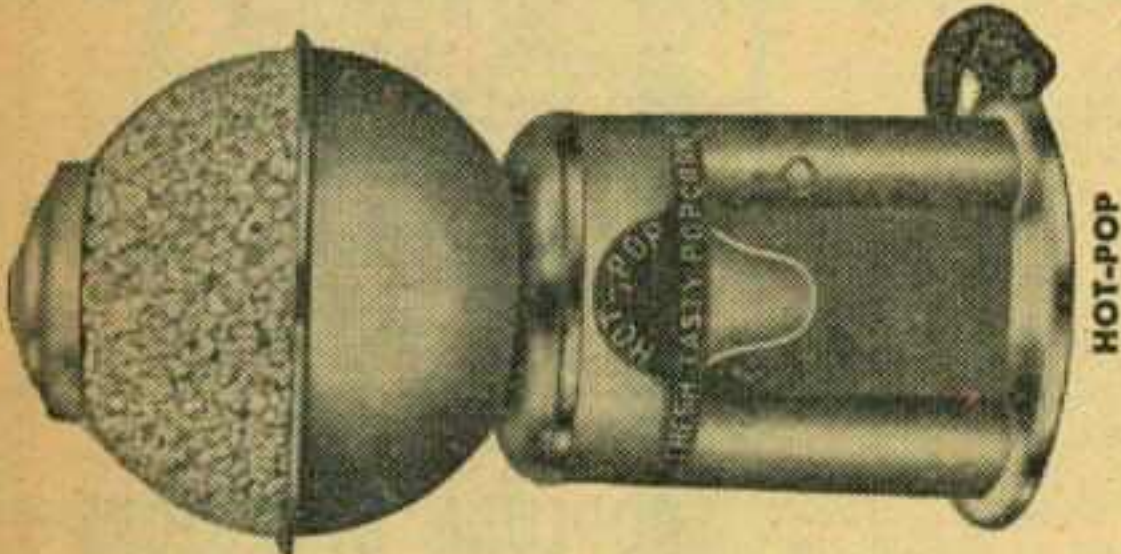
UNIVERSAL



MODEL V



TOPPER



HOT-POP

VICTOR'S 4 BIG WINNERS
 Victor Venders have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still on location and rendering satisfactory service.
It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP.
 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS



VICTOR'S NEW TOPPER WORKS LIKE A CHARM WITH CHARMS

OPERATORS REPORT EARNINGS LARGE ENOUGH TO PAY FOR TOPPERS IN 1 WEEK

4 to 20 Toppers, \$10.75 ea.; 100 or more, \$10.00 ea.

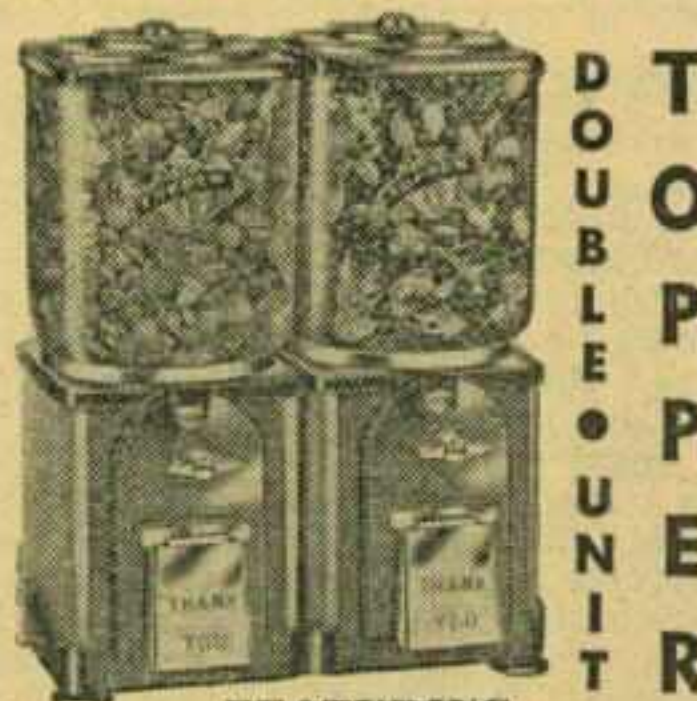
Write for complete information and descriptive circulars.

FACTORY DISTRIBUTORS

SOUTHERN COIN-O-MAT DIST. CO.

943 N. W. Seventh Ave.

Miami, Fla.



DOUBLE-TOPPER UNIT

FEATURING
• Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

LoBLANC VENDING CO.

P. O. Box 324

Breaux Bridge, La.

Another in the great family of Electro Distributors...

STATE ELECTRO DISTRIBUTORS

710 Ninth Chester Bldg.
1845 East 9th St.
Cleveland 14, Ohio

Distributors of Electro in Ohio, Indiana, Kentucky and Wisconsin



America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 16, N.Y.

A PRODUCT OF C&S LABORATORIES



TOPPERS

Efficiently vends ball gum, charms and other bulk merchandise. Packed 4 to case, 1 to 5 cases.

\$10.00 EA. IN LOTS OF 100

24 to 44 \$10.50 ea.
4 to 20 \$10.75 ea.

WRITE FOR CATALOG

on bulk merchandise, gum, etc.; amusement games, music boxes, pinball machines, etc.

PARKWAY Machine Corp.
Dept. 14
623 W. North Ave.
Baltimore 17, Md.



HERE'S A SIMPLE STORY!

ACORN

1c or 5c All Purpose Bulk Merchandise
Simply sells merchandise as fast as you load it!

BADER SALES COMPANY

1210 GOODFELLOW ST. LOUIS 12, MO. EV 6600

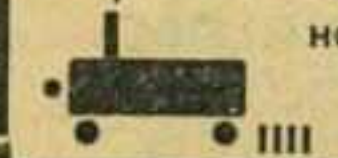
CALIF. ALMONDS NEW LOW PRICES FRENCH FRIED

Vacuum Packed in 5¢ Tins & Tins to a Case
550/650 Count 79¢
700/800 Count 88¢
400/500 COUNT 62¢ LB.

STANDARD SPECIALTY CO. 5115 E. 14th St., OAKLAND 1, CALIF.

KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDOR IS COMING!



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Here is the New, Flexible
ALKUNO
CRACKER VENDOR

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2" x 7/8". Has large merchandise display and self-illuminating plexi-glass sign.

MODEL 700
Metal Cabinet and Base.
Ht. on Base, 60"
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!
Immediate Delivery In Green Metal Lustre Finish.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.
ALKUNO & CO.
408 Concord Ave.
New York 54, N. Y.
Melrose 5-7757



Stewart Drink Vender Placed In Production

GREENWICH, Conn., Oct. 15.—Quantity production of Stewart Products Corporation's carbonated drink vender has begun, with 500 units called for in the initial run. James Stewart, president, announced this week. While a number of the machines have already been distributed, general delivery is not scheduled to begin until December, after the close of the National Automatic Merchandising Association convention.

Stewart said several interior changes had been made in the vender since it was shown a year ago, including use of an improved valve system and a more powerful compressor. The 500-cup machine now lists at \$545. Compact, it requires only 17 by 21 inches of floor space.

The cup machine is being manufactured by Worthington Pump & Machinery Corporation, of Holyoke. It is understood that Stewart will take care of all sales. Worthington is to ship the machines and handle financial dealings with operators.

Ross To Handle Lawrence Firm's Vender in East

NEW YORK, Oct. 15.—The Ralph P. Ross Company has been set up here at 1 East 42d Street to handle the bulk vender produced by the Lawrence Manufacturing Company, Chicago, successors to Holli-Ware.

The Ross organization, which maintains its own sales staff, covers the Eastern half of the country for the vender manufacturer.

Miami Repeals City Cig Levy

MIAMI, Oct. 15.—The city commission repealed the municipal tax on cigarettes last Wednesday (5) and enacted a new ordinance adopting the State tax of 5 cents a package. According to Finance Director George N. Shaw, result of Miami's getting in line for its share of the new State aid to "financially embarrassed cities" would boost the former \$750,000 annual cigarette tax yield (at the municipal 2-cent-per-pack rate) to about \$1,750,000 a year.

Retailers will continue to place city tax stamps on cigarette packs until Thursday (20) and will then have until November 1 to reduce their stocks before the new State tax goes into effect. Consumers, therefore, will go on paying the city tax until the November 1 deadline.

The New 1950
ATLAS
Bantam
Tray Vendor



America's Finest 5¢ Bulk Vendor!

Mechanically perfect! Completely die-cast. Beautiful, mirror-like polished aluminum finish which prevents rust and corrosion. Vends almonds, pistachios, candies and nuts. Simplified portion adjuster, and many other important new improvements. A real profit-maker! Easy to service! Covered by largest insurance in vending industry, to protect you against liabilities. No other vendor can compare with its looks, performance, and profit-making features. Immediate delivery. Write or wire today for complete details.



ATLAS VENDOR BRAND ALMONDS FOR BIGGER PROFITS!

Freshly roasted, and salted just right, with a tantalizing flavor that can't be resisted—assures you of more repeat sales. Always fresh because they're vacuum-packed in metal containers. Send for prices today.

Territories Open for Distributors

THE ATLAS MFG. & SALES CORP.

12220 Triskett Road

Cleveland 11, Ohio

DOUBLE UNIT



FEATURING
• **Victor's NEW PLASTIC GLOBE**

Also available on other Victor models at small extra charge at time of ordering.

HILL VENDING SERVICE
11240 Minden Ave. Detroit 5, Michigan

NEW! ACORN VENDOR

1¢ or 5¢ All-Purpose Vendor—terrific for Charms and Ball Gum.



WALT DISNEY CHARMS
Copper Plated \$6.25 per M
Color Plated \$6.50 per M
Silver & Gold Plated \$7.25 per M
Free Decals

Quantity discounts granted

DANCO
COIN MACHINE CO.
1302 E. Baltimore St., Baltimore 31, Md.

Victor's Model V
\$12.75 ea.
in lots of 24
\$12.00 ea.

Vends gum, candy, peanuts, charms, any bulk mdse.
Stands, Brackets, Globes, and all Parts in stock.

"Fantastic Profits."
Over 300% on Ball Gum.

H. B. HUTCHINSON, JR.
521 North Ave., N.E.
Atlanta, Georgia

DOUBLE UNIT



FEATURING
• **Victor's NEW PLASTIC GLOBE**

Also available on other Victor models at small extra charge at time of ordering.

H. B. HUTCHINSON, JR.
521 North Ave., N. E. Atlanta, Georgia

FOR SALE

Revco Ice Cream Vending Machines (Duomats and Monomats). Excellent condition and appearance, reasonably priced. Can be financed for responsible buyer. Also a few good popcorn vending machines.

BOX D-250
c/o THE BILLBOARD CINCINNATI 22, O.

CHARMS—PROVEN SALES BOOSTERS

SENSATIONAL NEW

HELMETS  Approximately 3/8"

PLASTIC—
6 Bright Colors ... \$ 5.00 M
COPPER Plated 8.00 M
Gold or Silver Plated. 10.00 M

FOOTBALLS  Colorful Plastic.....\$3.75 M
Brown Plastic..... 3.75 M
Gold or Silver Plated... 7.00 M
Copper Plated 6.00 M

24 TEAM NAMES

5/8" TREASURE BALLS

With Tattoos	\$12.50 M
With Key Chain	18.00 M
With Balloons	14.00 M
With Dice	12.50 M
With Bracelet	5.50 Gr.

#494 ANIMAL CHARMS

#494 Bright Plastic	\$3.00 M
#494M Metal Plated	5.75 M
#494 Color Plated	5.75 M
#494C Gold or Silver Plated	6.75 M
#494 Metallic Plastic Bronze or Silver	3.25 M

NEW!!! #500 CHARMS—

#500 Bright Plastic	\$3.00 M
#500M Metal Plated	5.75 M
#500C Color Plated	5.75 M
#500 Gold or Silver Plated	6.75 M
#500 Metallic Plastic Bronze or Silver	3.25 M

#3 Asst. Small Plastic Charms \$2.50 M
#3M Asst. Small Metal Plated Charms

President Buttons — Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman \$6.00 M

KARL GUGGENHEIM, INC.
33 Union Square New York 3, N. Y.

SENSATIONAL MODEL 49 AT A SENSATIONAL NEW LOW PRICE

\$13.75 single machine, 1c or 5c, shipped from Boston stock.

We make a special Nut Mixture for 5¢ machines, 45¢ a lb. 30 lb. ctns. F. O. B. Boston. Everything for the bulk operator at lowest market price at time of shipping.

Candy—Nuts—Parts—Accessories. Let us make up an assortment of latest Charms.

DEPOSIT REQUIRED WITH ALL ORDERS

NORTHWESTERN SALES & SERVICE
1198 TREMONT ST. BOSTON 20, MASS.



WALT DISNEY

Character Charms ©w.d.p.



MICKEY



DONALD



PLUTO

Available in 16 Walt Disney Characters! New! Copper, silver, gold and color plated finishes!

They increase sales 500%! They make more money!

Vends perfectly with all gum and bulk merchandise!

Disney character decals available in full color!

Get More "FACE" Value for Your Charm Dollar. Operators, contact your distributor! Distributors, contact us!

CHARACTER CHARMS, INC.

1607 E. 16th St. Los Angeles 21, Calif.

1949 Popcorn Meet Eyes Vending Units

(Continued from page 72)

tion, Belleville, N. J.; ABC Popcorn Company, Chicago, maker of the Little Giant manual unit; Korn Krib Sales, Kansas City, Mo. showing its Korn Krib dispenser, and King Kernel, Chicago, the firm which recently introduced a warmer unit.

The exhibition floor will open Monday (24), with the first panel sessions taking place Tuesday (25). These sessions, taking place in private rooms set aside for manufacturers, brokers, processors, theater operators and vending firm heads, are aimed at increasing know-how for these branches of the business. A final convention luncheon Wednesday (26) will feature a speaker, prominent in the food sales field, who will discuss *How To Sell More Popcorn*.

Four popcorn clinics, times of which will be announced during the convention, will cover the following subjects: *An Analysis of the 1949 Popcorn Crop, The Importance of Sanitation, Results of Tests on 100-Pound Popcorn Moisture-Proof Bags and Their Relation to a Quality Product and Dry Weight Packaging*.

Curtain raiser for the 1949 event will be the President's Open House Party Sunday (23) in the Palmer House's Governor Suite, in honor of NAPM President Harry T. McNamara, of Blue Star Foods, Rockford, Ill.

17 TO LEAD NAMA MEET

(Continued from page 72)

Diego; Jay Saunders, Automatic Merchandising Co., Memphis, and D. R. Drewyer, Automatic Canteen Company of America, New York.

Bottle Beverage Round Table, November 30, 9:30 a.m. Moderator, G. R. Schreiber, editor, *Vend* magazine.

Penny Machine Round Table, November 29, 9:30 a.m. Moderator, Fred L. Brandstrader, legislative counsel, NAMA.

"The clinic and round-table sessions at the 1949 Convention will be devoted exclusively to the problems of operators," said Seedman. "To assure this, NAMA is now canvassing its members for important industry problems which should be thrashed out at Atlantic City." An extra feature for each clinic will be a five to ten-minute discussion on a top problem submitted by NAMA members.

Clark Ups Sales Force

PITTSBURGH, Oct. 15. — Clark Bros. Chewing Gum Company has announced the addition of 65 salesmen to its staff of national representatives. They have been placed as direct line representatives in all parts of the country. Firm also reported a change in its Teaberry package design. New wrapper carries the Teaberry name in larger letters.

VENDING MACHINES

RECONDITIONED—REBUILT

Ready for Location

NATIONAL CIGARETTE MACHINES

9-E—Electric	\$219.50
9-A—350 Cap. King Size	104.50
9-50—350 Cap. King Size	104.50
9-50—Reg. 350 Cap. No King Size	85.00
9-30—270 Cap. No King Size	65.00
For 25c Vending, All National's Add	10.00
Rowe Crusader—8 Col.	104.50
PX 10 Col.	90.00
Eastern Elec.	169.50

CANDY MACHINES

9-18—162 Cap.	\$95.00
6-18—102 Cap.	79.50
1/3 WITH ORDER—BAL. ON DELIVERY	

L. H. CANTOR

11219 Superior Ave. Cleveland 6, Ohio



FEATURING Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

GENERAL DISTRIBUTING CO.

2814 Main St. Dallas 1, Texas

OUR PLANT IS GOING DAY AND NIGHT FILLING ORDERS FOR THE SENSATIONAL

ACORN

1c or 5c All-Purpose Bulk Merchandisers
Order Yours Today!

Look at These **OUTSTANDING Service Head Features**

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

Distributors! A Few Choice Territories Are Still Open. Write, Wire Phone

M. J. Abelson
Gen. Sales Mgr.
1349 Fifth Ave.
Pittsburgh, Pa.
Ph.: AT 6478

AK MFG. CO., INC.
11411 Knightsbridge Ave.
Culver City, California

WRITE FOR OUR FREE ILLUSTRATED CATALOG!

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)

6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)

12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)

25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.) Prompt Delivery.

SPECIAL! HART BUBBLE BALL GUM

6 Colors—140, 170, 210 Ct. 25 lb. Cases. Orders for 150 lbs. or more 24c lb. Shipped Prepaid.

NUT and GUM MACHINES

Reconditioned like new

25 Silver Kings, 5¢	8.10
25 N.W. Deluxe, 1¢ & 5¢	13.75
35 N.W. 33 Ball Gum	5.95
25 N.W. 33 Nut	4.95
25 N.W. 40 Nut	5.95
1 Atlas All Purpose	5.50

CIGARETTE & CANDY MACHINES

Reconditioned Like New

5 Stoner 8 Col. Candy, Cap. 160 Bars	\$120.00
10 Uneda 6 Col. Candy, Cap. 102 Bars	65.00
8 Rowe Presidents, 8 Col. Lite-Up Candy, 120 Bar Cap.	75.00
5 Du Grenier Champions, 8 Col. Cigarette, 350 Cap., King Size, Silver Quarter Slot	85.00

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/3 Deposit With Order, Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

EXTRA SPECIAL LEAF RAIN-BLO BALL GUM

ALL SIZES
140, 170 and 210 Count
only **25c** per pound

In lots of 500 pounds or over, full cash with order. FREIGHT WILL BE PAID TO YOUR DOOR 26¢ per pound in smaller quantities, freight collect.

ROY TORR Lansdowne, Penna.

DOUBLE UNIT

FEATURING Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

THE PENNY KING CO.
415 Neptune St. Pittsburgh 20, Pa.

TOPPER \$10.00 EA.

IN LOTS OF 100

24 to 44, \$10.50 ea.
4 to 20, \$10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

LOGAN DIST. CO.
2320 Milwaukee Ave. Chicago 47, Ill.

CHARMS

Write NOW! FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

BECKER VENDING SERVICE—BRILLIANT, WISCONSIN

GIVE TO THE DAMON RUNYON CANCER FUND

Tobacco Report

WASHINGTON, Oct. 15.—A gain in sales of pipe tobacco at the expense of cigarettes is expected for 1950 because of new or increased ciggie taxes, altho cigarette sales are expected to continue near 1949 record levels, Agriculture Department has reported. Estimated 1949 consumption of cigarettes is 395,000,000—some 8,000,000,000 more than the record set in 1948.

The agency pointed out that new



NORTHWESTERN MODEL 33 BALL GUM \$10.50 Ea.

5/8 140 Count
COLORED BUBBLE BALL GUM
25 lb. cartons
26c LB.
170 & 210
27c LB.

(Prepaid in lots of 150 lbs. or more)
FULL CASH WITH ORDER

FALL COIN MACHINE SPECIAL!
4 Model 33 Ball Gum PLUS 25 lbs. of 5/8" Ball Gum and 1000 Charms, all for **ONLY \$47.00**

All Prices Subject To Change Without Notice 1/3 Deposit; Bal. C. O. D., F. O. B. Bklyn. N. Y.
EVERYTHING FOR THE OPERATOR—SEND FOR LIST!

NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
4105 16th Ave. Brooklyn 4, N. Y.
Phone: Gellney 8-3600



DOUBLE PENNY UNIT

FEATURING Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

WILLIAMS NOVELTY CO.
1906 Leeland Houston 3, Texas

BUY WITH CONFIDENCE FROM STEINER RECONDITIONED—REPAINTED—PERFECT

U-Need-a-Pak 6 E, 180 Pk. Cap. ... \$50.00
U-Need-a-Pak 8 E, 240 Pk. Cap. ... 55.00
U-Need-a-Pak 9 E, 270 Pk. Cap. ... 60.00
U-Need-a-Pak 9 A, 270 Pk. Cap. ... 80.00
U-Need-a-Pak 9-500, 350 Pk. Cap. ... 95.00
DuGrenier 9 W, 308 Pk. Cap. ... 60.00
Rowe Royal, 8 Col., 320 Pk. Cap. ... 80.00

All Equipped With King Size Cols.
1/3 Dep., Bal. C. O. D.

Write for Details on Our NYLON DEAL

STEINER MANUFACTURING CO.
Serving the Trade Since 1927
363-5 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRIangle 5-0835



WE'VE GOT... TOPPER VICTOR'S TERRIFIC VENDER

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

BIRMINGHAM VENDING CO.
2117 Third Ave., N. Birmingham 3, Ala.

Supplies in Brief

cigarette taxes usually spur sales of pipe tobacco. Several States, as well as Washington, have recently imposed a cigarette levy or raised old ones.

Sales of cigars next year are expected to be about equal to this year, which is running some 2 per cent behind 1948. Cigars retailing for 8 cents or less are gaining at the expense of those selling for higher prices, the agency added.

Sugar Quota

WASHINGTON, Oct. 15.—An attempt to boost the 1949 sugar quota by congressional action failed when the Senate voted down the amendments to the farm bill offered by Sen. William Fulbright (D., Ark.). Fulbright read to the Senate several letters from soft drink bottlers claiming that the restricted sugar quota was resulting in artificially high sugar prices.

His first amendment would have required the Secretary of Agriculture to raise the quota by 500,000 tons. When this was defeated by a voice vote, Fulbright then offered an amendment wiping out the sugar quota system entirely. This was also rejected by voice vote.

Ice Cream Output

NEW YORK, Oct. 15.—Ice cream sales this August neared all-time records for that month in spite of a fall-off in over-all business, according to the U. S. Bureau of Agricultural Economics. With August output at an estimated 65,620,000 gallons, a 2 per cent gain over production for the same month in 1948 was realized. Two leading months were August, 1946 (all-time high) and 1947.

For the first eight months of this year there was a 7 per cent increase of average January thru August production over the four-year 1943-'47 period. Total production for that period this year was 403,485,000.

Southern Vending Machine Operators Beat Heat, Hypo \$\$

CHICAGO, Oct. 15. — Burnhart "Bip" Glassgold, sales manager for the Stoner Manufacturing Corporation, recently concluded a sales jaunt thru the Midwest and South, reporting after the trip was completed that automatic merchandising activity in the Southern part of the country is showing tremendous growth. Glassgold's first-hand report of the conditions follow:

"Recently I had occasion to spend some time traveling with three of Stoner Manufacturing Corporation sales representatives—covering parts of Indiana, Michigan, Georgia, Alabama, and Texas. The observations were interesting—business is good—the reception is cordial and the talk is optimistic. Tho the Midwest is steady and enjoying pleasant normal expansion, the revealing part of this trip were the observations in the Southern States. It seems that in the South business people are reaching out to gather in the opportunities presented by automatic merchandising by the industrial expansion programs now under way in almost every industry. The Southerner has a scent for expanding opportunities and despite the climatic conditions during the hot summer months, it seems that when there is work to be done, he has the capacity to pour it on.

"Southern operators have definitely found the key to expanding automatic merchandising—in the industrial plants, educational institutions and military establishments. The opportunities are presenting themselves, but an opportunity is only as good as the man who can recognize it and do something about it; they're doing it in the South."

Sugar Lid

WASHINGTON, Oct. 15. — Agriculture Department appears determined to keep the lid on the 1949 sugar quota over the protests of soft drink bottlers and other industrial users and despite the agency's estimate that the 1948-'49 world crop will be the largest on record. Estimated global production is 37,276,000,000 tons, an increase of 8 per cent over 1947-'48 and 7 per cent over the prewar average.

Chief reason for Agriculture's keeping the U. S. quota down is the fact that even with the over-all increase, production of sugar in countries which supply the U. S. is running 6 per cent behind the last crop. Stocks in the hands of domestic primary distributors are now off 14 per cent from last year and are one-third less than the prewar average.

Agriculture figures the 1949-'50 crop in nations supplying this country will be less than current crop because of a large anticipated cut-back by Cuba, which will not be off-set by small rises in Hawaiian-Philippine production.

New Cig Pennier Debuted by Rowe

NEW YORK, Oct. 15.—Rowe Manufacturing Company has developed a new electric penny-pushing machine for inserting pennies under cigarette cellophane wrappers. Firm reports the machine, which has undergone tests for the last six months, can step up production per "pennying" worker by almost one-third.

On the previously used penny-pushing device, operated by a foot pedal, the most efficient operators, after several months training, could penny approximately 20 cases of cigarettes a day. Using the new electric machine a relatively unskilled worker can penny 30 cases in the same period, Rowe officials claim.

Speed is not the only advantage of the new unit, it was said. Tube-filling and danger of spillage is eliminated as pennies are just dumped into a round trough. From the trough the coins drop automatically onto a revolving turntable, which forces the pennies into a proper line-up for insertion into the cigarette packages. Too, the new unit mutilates far less cellophane because of its finger-tip touch.

Made of non-tarnishable aluminum, the new Rowe pennier is in full production and ready for shipment.

Yale & Towne Names Execs

STAMFORD, Conn., Oct. 15.—The appointments of Richard H. Diesel as production manager and Frank S. Haniewich as assistant production manager of the Stamford division of the Yale & Towne Manufacturing Company, which company manufactures locks for postage meter machines, was announced this week by Otto G. Schwenk, vice-president.

Diesel succeeds Frank C. Prucha, former production manager, who will retire in November after 42 years with the company. Prucha, however, will serve as associate production manager on special assignments. The new production manager has been associated with the company since 1939.

Haniewich joined Yale & Towne last May. He succeeds James H. Lear, former assistant production manager, who returns to the industrial relations department as assistant director.

Company also announced the distribution of its 242d consecutive dividend. It was 25 cents a share on 510,499 shares to all stockholders of record September 9. The 81-year-old company has paid dividends each year since 1899.

EPHY CHARMS

order from this list

FAMOUS #1 CHARMS	PER M.
Plastic—52 ass't charms	\$ 2.50
Metal-Plated—52 ass't charms	4.50
BIG FAMOUS #2 CHARMS	
Plastic—another 52 ass't	3.00
Metal-Plated—another 52 ass't	5.75
BOXING GLOVE CHARMS	
Plastic—30 Engraved Champs	5.00
Metal-Plated—30 Engraved Champs	7.50
FOOTBALL CHARMS	
Plastic—30 Engraved Colleges	3.75
Metal-Plated—30 Engraved Colleges	6.00
BASEBALL CHARMS	
Plastic—30 Engraved Names	6.00
Metal-Plated—30 Engraved Names	10.00
A-la-Z ALPHABET CHARMS	
Plastic—Scientific ass't	2.00
FUNNY FACE CHARMS	
(Indians, Devil, Skull, Cannibal, Clown & Pirate)	
Plastic	4.00
Metal-Plated	7.50
Plastic—with Rhinestone Eyes	8.50
Metal-Plated—with Rhinestone Eyes	12.50
RINGS	
Plastic—20 Styles	2.50
Metal-Plated—20 Styles	6.00
JINGLE BELLS	
1/2"—Ass't Colors	5.00
3/4"—Ass't Colors	6.00
FORTUNE BALL PRIZES	
With Picture Buttons	10.00
With Lucky Elephants	10.00
With Skill Balls	10.00
With Jewels	10.00
With Gold Pearls	10.00
With Dice	12.50
With Balloons	14.00
With Key Chains, Undrilled	16.50
With Bracelets, per gross	5.50
METAL PICTURE BUTTONS	
60 Ass't Subjects	4.50
COLOR PLATED CHARMS	
Series #1	4.75
Series #2	5.75
24-K GOLD-PLATED AND 100% SILVER-PLATED CHARMS	
Series #1	5.75
Series #2	6.75

COMING SOON—Three terrific new items will be released in next 60 days. Ten more in the works. Get on our mailing list—so we can send you samples of our new items.

America's Largest Charm M'fg.

EPHY

Samuel Ephy & Co., Inc.
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.



DOUBLE PENNY UNIT

FEATURING Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

ACE VENDING & DISTRIBUTING CO.
2702 W. Pico Blvd. Los Angeles 6, Calif.

RUNYON CANCER FUND GIVE TO THE



DOUBLE UNIT TOPPER

FEATURING
Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

DEVICES NOVELTY SALES CO.

467 N. Milwaukee Ave. Chicago 10, Illinois

Victor Vending Sees Big Demand for Plastic Type Globes

CHICAGO, Oct. 15.—Operator demand for bulk vender plastic globes has resulted in over 40 per cent of all new machine orders specifying this type during the past two weeks after initial announcement of their availability, according to R. W. Norling, Victor Vending Machine Company.

The new plastic globes, which have an 8 per cent greater capacity than firm's glass variety, are also 50 per cent lighter than glass. The squared Victor plastic globe weighs one pound. Thickness, too, is a uniform 5/32 of an inch thruout, Norling declared.

Standard equipment on the new Double Unit Topper model, the plastic globe adds 50 cents to the price of other Victor models at the time they are ordered. As replacements for units already in use, the per globe price is \$1.50.

Kwik Kafe Coffee Venders Featured At Cincy Shindig

CINCINNATI, Oct. 15.—Kwik Kafe coffee-cold beverage venders chalked up an important "first" here Saturday (8) when the Cincinnati Milling Machine Company held a gala open house party for its employees, their families and business contacts. For coffee was "on the house" and it was dispensed to all visitors in the ultra-modern push-button style.

"Some 20,000 cups of hot coffee and cold Coke were served," said Edward M. Prettyman, franchise operator of Kwik Kafe machines in this area.

"Fifteen conveniently located Kwik Kafe automatic vending machines served the guests either hot coffee, or cold Coca-Cola, at the push of a button at the rate of a cup every five seconds. These revolutionary new units, capable of dispensing 450 cups of coffee and 650 Cokes without refill, were serving continuously between 10 a.m. and 5 p.m.

"More than 2,000 cups of refreshing beverage were served each hour to satisfy the thirst of the visiting employees and their families, and visiting business men and industrialists. Foodstuffs were served from buffet tables located adjacent the Kwik Kafe machines.

"This marks the first time in industrial history that guests at an open house were served beverages from automatic push-button dispensers."

Kwik Kafe machines were first introduced in Cincinnati three months ago. Now nearly a hundred serve thousands of workers in the city's leading companies including Globe-Wernicke; Steelcraft; Gardner Board & Carton Company, Sperti-Faraday Company, and National Lead.

Wilcox-Gay Starts Holiday Promotion

CHARLOTTE, Mich., Oct. 15.—Wilcox-Gay Corporation has launched a Christmas promotion featuring its Recordio for \$379.50, including a special floor-stand type cardboard Santa Claus sign to cover the machine. Aimed at department stores, etc., the holiday package also offers recording disks for \$71 per thousand.

Idea is to hold two-way conversations, between children and "Santa Claus," during which the name of the store and featured gift items can be mentioned and so recorded on the disk. Too, ideas for newspaper advertisements are included in the "package."

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES
 U-Select-It, 54-Bar Size, Each \$22.50

Cigarette Machines

DU GRENIER, 7 Col., Like New \$60.00
DU GRENIER W, 9 Col. 45.00
DU GRENIER CHAMPION 50.00
UNEDA MONARCH, 8 Col., Like New	70.00
NATIONAL 9-30 50.00
COUNTER MODEL, 7 Col. 17.50

Half Deposit. Phone: BA. 9-0606

HARRIS VENDING
 2717 N. Park Ave. Philadelphia, Pa.

Every Day Will Be Christmas With

KOFFEE KING

NEW FUTURAMIC HOT COFFEE VENDOR



AMAZING PROFIT
 AT SMALL COST!
 VICTOR'S NEW **HOT POP**
 NON-COIN OPERATED **POPCORN VENDOR**

\$47.50
 F.O.B. CHICAGO

Approved by Underwriters • Write today for free profit charts and colored circular describing new and very profitable form of operating that is sweeping the country.

HOT-POP is now on display at all VICTOR Distributors

VICTOR VENDING CORP.

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

Insurograph Files Suit for \$200,000 Against Former V-P

NEW YORK, Oct. 15.—The legal action over manufacturing rights to insurance vending machines moved ahead recently when Insurograph, which operates this type of equipment in 117 airports thruout the country, filed a \$200,000 counter-suit against Ralph W. Brown, former vice-president and director of the firm, and Goal Insurade, a Texas corporation, in U. S. District Court, Wilmington, Del.

Litigation began in April, 1949, when Brown (later joined by Insuraide) sought a temporary injunction against continued manufacturing of insurance venders by Insurograph. This was denied by U. S. District Judge Richard S. Rodney.

Insurograph's counter-suit states that since December, 1946, it has been the sole organization to vend Associated Aviation Underwriters and Travelers' Insurance Company policies, operating 225 venders in air terminals and bus stations.

To Honor Skelton At '49 NAMA Meet

CHICAGO, Oct. 15.—Horace Skelton, Rowe Service Company, Los Angeles, often referred to as the "dean of vending machine operators" because of his long career in the industry, will be honored at Atlantic City November 30, during the annual banquet at the National Automatic Merchandising Association's (NAMA) annual convention.

Skelton is believed to be the oldest man in point of service in the vending business. He was associated with William Rowe, inventor of the cigarette vender, and was with Rowe when the latter started a cigarette vending operation in Los Angeles. Skelton will be present at the banquet to personally receive the presentation.

Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

3 STAR "BUDS"
and
4 STAR "JUMBOS"

Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.

Also ask for **ZALOOM'S INDIAN NUTS**
Golden Polished. DELICIOUSLY ROASTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

JOS. A. ZALOOM & CO.
 America's Original Masters in Roasting and Salting of Pistachio Nuts
 8 JAY ST. NEW YORK 13, N. Y.
 BEekman 3-7646

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors. 1¢-5¢. U. S. and Foreign Coins "Hot Nut" Vendors

Bigger Profits from locations are a natural with

Silver Kings or "Charm King" Ball Gum Vendor

Designed for sales compelling eye appeal

\$10.55 in quantities Sample, \$13.95

At All the Best Dealers—or Write. Ask About the New "Hunter."

SILVER-KING CORP.
 672 Diversey Parkway CHICAGO, ILL

DOUBLE UNIT TOPPER

FEATURING
Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

CLEVELAND COIN MACHINE EXCHANGE
 2021 Prospect Ave. Cleveland 15, Ohio

COINMEN YOU KNOW

Chicago:

Jimmy Johnson, Globe Distributing, has been nursing the sick bug during the past week or so, but he kept up on business matters by managing to get down to headquarters at irregular intervals. . . . **A. Dalkin**, head of Adco Products, continues to keep a foot in the coin machine industry by doing contract work for other firms. Adco is still turning out a candy unit.

Richard Adair, Adair & Company, Oak Park, reports sale of a quantity of stamp venders to the Canadian government. The units have been installed at various airports in the Dominion. Meanwhile domestic business on his lines of bulk venders, scales, and his repair shop work for the smaller bulk operators, has kept him busy. . . . **Bob Alexander**, Alexander Postage Stamp Service, has been expanding both the scope and size of his operation. Bob added some of the new Hamilton scale-stamp vender combinations recently and now has a diversified operation. The stamp units make placement of scales in novelty shops, department stores, etc., easier, especially when spotted near greeting card counters.

Music operators in this area were surprised and pleased at the results of the telecasts of the World Series games in their locations. The five-game series, played at an early hour in this time zone, all helped to keep the juke box grosses on their upward trend. Actually many ops reported their machines showed larger increases during the series period as customers lingered in locations after game time, playing the juke boxes while they talked over the day's results.

Dan Moloney, Bally district sales manager, has completed an extensive tour of one-ball territory and reports the firm's current game, Champion, is definitely a leader in its field. Dan contacted hundreds of operators, distributors, locations and players during his tour and returned to the firm's headquarters with glowing reports. "One of the favorite features of the game," he said, "is the" (See Chicago on page 82)

New Orleans:

The annual get-together of the Amusement Association of New Orleans (AANO) was held last week at a Lakeside night club. Approximately 60 persons were in attendance at the banquet, then remained on for the entertainment program. Seated at the head table were **Manny Lansberg**; **Jules H. Peres**, secretary-treasurer; **Ed Kramer**, vice-president; **Elmo Pieve**, chairman, executive committee; **John Bosch**, association president; **Louis Boasberg**, director of public relations; **Bill Christmas**, board member, and **Jimmy Tallon**, member of the executive committee.

Los Angeles:

Jack Leonard, of the Badger Sales vending department, is back on the job following a bout with a virus infection. Last week he renewed acquaintances with **Bill Herschberger**, who formerly traveled the Midwest for Supreme Products. . . . **Glendale** coinman **J. M. Holmes** was in town to take on some new equipment.

The industry was saddened to learn of the death of **Etta Mae Laymon**, mother of **Paul Laymon**, last week. She had been in ill health for some time. . . . **Howard P. Dang**, of Honolulu, was busy making the rounds again last week seeing the latest in games that are being shown by distributors. . . . Another visitor was **William Anderson**, who also hails from the Islands.

Aubrey Stemler, of Stemler Distributors, is busy taking orders for his hangover remedy. He also reports business to be good with the **Koffee King** hot coffee vender. . . . **Ernest Bryant** was in from Glendale (See Los Angeles on page 84)

Hartford, Conn.:

Pitney-Bowes, Inc., Stamford, Conn., manufacturer of stamp vending machines, has been named recipient of the 1949 American Legion of Connecticut award as "Connecticut's outstanding employer of the physically handicapped." The recommendation for the award noted that "Pitney-Bowes has long been recognized as an outstanding leader in the field of human relations. Using an excellent testing program a number of physically handicapped persons, including veterans, were selected and successfully placed in gainful employment based solely on their ability to meet the same conditions as non-handicapped workers. . . . **Albert Latauska**, Hartford branch manager for Capitol Records Distributing Corporation, has returned to his office, following a busi-" (See Hartford, Conn., on page 82)

Washington:

Alfred M. Rinaudot, architect and manager of Juice-o-Matic concession for this area, was unanimously elected president of the Bethesda (Md.) Kiwanis Club. Rinaudot had just retired as chairman of the Bethesda-Chevy Chase Community Service Council, a co-ordinating agency for the local service clubs. He had held the post for a year. . . . **Naomi Cornwell**, office manager at Spacarb of Washington, Inc., recently returned from a vacation in New York and New England.

"Don't Cry, Joe," by **Gordon Jenkins** and "I Can Dream, Can't I?" with the **Andrews Sisters**, are rated the two most popular recordings locally by **Max Silverman**, of Quality Music Company. Altho Quality has been swamped with requests for **Frankie Laine's** "That Lucky Old Sun" by both juke box ops and the retail trade, the newer **Louis Armstrong-Gordon Jenkins** disk has been doing better during the past few weeks, Silverman said. He has also had a number of new boogie woogie numbers going fast. He attributes the upswing in this style to the success of **Derby's** "Doby's Boogie." Pianist **Errol Gardner** has reached the local hit columns lately with recordings, many of them made some time ago but released only lately, by 10 different companies. Among the hillbillies, Silverman finds "Why Don't You Haul Off and Love Me" and "Wedding Bells" at the top.

Bethesda (Md.) Bowling Center is featuring **Genco's** Floating Power, **Williams's** Saratoga and **United's** Ramona. With the start of the fall ten pin season the center has added three more pinballs to its six previous machines. Along with other improvements the building has had some redecorating and the" (See Washington on page 83)

Indianapolis:

Ray Bueschner, who formerly represented the Shaffer Music Company in West Virginia territory, is now connected with local branch of the company in the sales department and will call on operators in Indiana territory. . . . **E. R. Wurgler**, general sales manager of the **Rudolph Wurllitzer** Company, North Tonawanda, N. Y., was a visitor at the office of the **Midland Music Distributors, Inc.**, here.

Thomas Johnson, of the **Johnson Music Company**, Brazil, Ind., was a business visitor on coin row. . . . **Richard Wagner**, in charge of service at the **Midland Music Distributors, Inc.**, has been promoted to the sales department of the company. He will call on operators in the Southern territory. . . . **George Wagner**, son of **Richard Wagner**, is now connected with the service department at **Midland Music**. . . . **J. G. Smith**, operator at **Owensboro, Ky.**, visited distributors on coin row.

Irving Schwartz, **Midland Music**, was calling on operators thruout the State this week. . . . **Charles Hughes**, of the **Hughes Electric Company**, Ladoga, Ind., was a coin row visitor in the interests of business. . . . The wife of **Abe Fleig**, local operator, and treasurer of the **Indianapolis Music Merchants' Association** of Indiana, Inc., is confined to the **Methodist Hospital**. . . . **William Best**, of the **Best Music Company**, was saddened by the death of his mother who died October 7 in **St. Vincent's Hospital** here. . . . Collections from coin-operated phonographs are up in some spots and are holding their own in all others. The general trend and the outlook is very good according to operators. . . . **Dan Russotto** is the new representative here for the **Hit-Record Distributing Company**, Cincinnati.

New York:

Marvin B. Houle, sales manager of **Beacon Manufacturing**, Roseville, Mich., was here last week for conferences with prospective distributors. **Beacon** makes **QT**, a coin-operated, Belgian-type pool table. . . . Also here with a new model of his pool table was **I. Edelman**, of **Edelco**, Detroit. He brought, as well, his coin-operated scoreboard for shuffleboards, **Shuffle Score**, to be distributed here shortly by a local outlet.

While most music ops noticed slight variation in juke box take during last week's World Series games, **Al Bloom**, of **Speedway Products**, has become a booster for more and better sports events. **Bloom's** combo **Tele-Jukes** earned 50 per cent more than their normal income during the **Dodger-Yankee** games, he reports.

Lou Brown, of **Covideo**, reports receiving excellent response to initial promotion on the firm's coin tele set. Many of the first units off the line went to his **New Jersey** distributors, **Ralph Stern** and **Seth Beller**. **Covideo** has begun its second production run. . . . **Charles Gondolfo**, of **Futuramic**, reports taking two booths for the display of his vender, **Koffee King**, at the **National Automatic Merchandising Association** show next month.

Mike Munves received his first shipment of the new **Exhibit card** series picturing football stars, just in time for the opening of the grid season. . . . **Ben Horowitz**, of **Albana Sales**, is one of the most active coin-row outlets serving the export market. He shipped a sizable order of juke to the **Dominican Republic** last week and reports many new inquiries from **Europe** and **Australia**.

Dave Lowy, head of the company bearing his name, is offering local ops the **Belgian pool table** manu-" (See New York on page 83)

Detroit:

M. L. McNaughton, who operates ice cream venders in the **Norfolk, Va.**, territory, was a **Motor City** visitor, calling on **Reynolds St. Onge**, of the **Merchandise Vending Service**, to study his operation. . . . **Clarence J. Godhardt Jr.**, **Modern Distributing Company**, specializing in the sanitary products vending field, is looking forward to a marked pick-up in business conditions for the coming season.

Lynn Bush, **Marquette Music Company**, headed for **Northern Michigan** on a hunting trip. . . . **Jack Baynes**, of the **Baynes Music Company**, is spending this coming week-end in quest of partridge. . . . **Roy Clason**, business manager of the **Michigan Automatic Phonograph Owners' Association**, is slated to accompany **Baynes** on his trek.

Vital Statistics

Death

Vernon C. Kelley, founder and operator of the **Kelley Music Company**, Chattanooga, died at his home Thursday (6). He was 62 years old. Kelley is survived by his widow, two sons, one grandson, two sisters, and three brothers. Burial was Saturday (8) at **Forest Hills Cemetery**.

Mrs. **Etta Mae Laymon** died in **Los Angeles** last week. Her son, **Paul A. Laymon**, is a coin machine distributor in that city.

Mrs. **Helen E. Batten**, wife of **Joseph A. Batten**, **Exhibit Supply Company** vice-president, October 10. Interment in **Philadelphia**. Survivors, in addition to her husband, include a son, **Joseph A. Jr.**

Maj. Clarence J. Bayne, **Japan**, October 8. "In plane crash near **Mito, Japan**, where he was stationed as chief of **1st Cavalry Division's** light aircraft section. Formerly with **J. P. Seeburg Corporation** and later a vice-president of the **United States Vending Corporation**, a post he resigned to rejoin the **U. S. Army** last year. Surviving are his widow, **Mrs. Phyllis Bayne**, and 3-year-old son.

Marriages

Jack Q. Spittler, manager of **Jack Spittler Music Machines**, will marry **Bertha Moser**, of **Vienna, Va.**, in the **Cherrydale (Va.) Baptist Church** October 28. The couple plan a trip to **Miami** for their honeymoon.



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• Victor's NEW
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LOGAN DISTRIBUTING CO.

2320 Milwaukee Ave. Chicago 47, Illinois

COINMEN YOU KNOW

Chicago:

(Continued from page 81)
two horse-shoe buttons which were used on this game as compared to the single button on Citation."

Probably the hottest straight novelty game in the field today is United Manufacturing's Shuffle Alley. **Lyn Durant**, president, **Billy DeSelm**, **Herb Oettinger** and **Ray Riehl** have been working day and night trying to push production up to a point where it can begin to reach demand. Meanwhile reports from all parts of the country indicate the game is one of the best money-makers to come along in months.

The over-all picture in Chicago shows business improving on all levels, and the trade is optimistic for the months ahead. . . . **Ken Wilson**, former distributor in this area, was back in town visiting plants. He has been living on the East Coast for the past several months. . . . **Frank Mencuri** is back from a short business trip South. Firm reports steady acceptance to its five-ball Tumbleweed and is also making elaborate plans for its Outdoor Convention participation.

Operator **Charles Kuzel** continues to expand his South Side bulk candy and nut routes. . . . **Roy Bazelon**, Monarch, is making final preparations on a new item he will introduce soon. . . . **Sam Stern** thinks that Williams newest product, Quarterback, will make a lot of operator gains. . . . **Gil Kitt** says United's Shuffleboard Alley is just what the doctor ordered as far as pepping up the amusement trade circles is concerned. As a result of the firm's appointment as distributor of Shuffle Alley in three States recently, Gil commuted to United's plant every other day to scare up a few units of the novelty game. . . . **Genco** is also getting favorable reports on its Glider game.

Murray Rosenthal, Coinex Corporation, says Swingin' Monk, a gun game, is attracting inquiries on a steady scale. . . . **Al Stern**, World Wide Distributors exec, says his roadmen are sending in encouraging reports. . . . **Chicago Metal Manufacturing** is delivering double and triple safety cabinets for bell units.

Lou Boasberg, New Orleans Novelty, New Orleans, was in Chicago on a business and pleasure trip. At the Gottlieb plant Thursday (13) he looked over the firm's new five-ball line. Friday he made the rounds of other coin machine plants. Friday

evening he saw the hit play, "Kiss Me, Kate"; Saturday he journeyed to South Bend to see his alma mater, Tulane, play Notre Dame and was scheduled to see the Chicago Bears play the Philadelphia Eagles Sunday.

Visitors at Bell-o-Matic this week included **Emil Iacopenelli**, Bell Distributing, New Orleans, who also took in the Tulane-Notre Dame game; **C. D. Liggett**, St. Joseph, Mo.; **Charles Ewing**, Evansville, Ind.; **Jerry and George Ouska**, St. Paul; **Marvin Bland**, Terre Haute, Ind., and **Fred Davis**, New Castle, Ind. **Grant Shay**, vice-president, says response to the 21 Bell has been encouraging. The Duplex is also proving to be a good operator's item, Grant reports.

Verbal Ad, Inc., firm manufacturing the electronic tape recording unit of that name for use as a sales stimulator for venders, reports interest in the device on both the operator and distributor levels. Officials **Ted Thad** and **Gene Gamble** are also aiming at the "source market," the manufacturer, they state. . . . **H. M. Schaefer**, president of Victor Vending Machine Company, is keeping tab on activity at the firm's Grand Avenue plant, especially since the introduction of the new Double Unit Topper. The new plastic globes, ball gum and charm vending wheel have resulted in boomed business, Schaefer declares.

George Solar, who has charge of recording activities of **Jimmy Martin's** Sharp label, has some good wax news up his sleeve for juke ops. George says the new Sharp artist, **Letty Barbour**, has cut a 20-year-old **Irving Berlin** tune which is due for promotion shortly, and that its "right down the nickel alley" for the op. Especially with the smooth Barbour vocal, George adds. Under a new agreement with London Records, all Sharp releases are put on the London label after a certain number of pressings have gone out.

Good news continues to come in from **Atlas Novelty Company**, with the entire staff ganging up to report steady gains in orders for the Seeburg Select-o-Matic. **Harold Schwartz** and **Nate Feinstein** beam the word that ops are making the machine a demand item. . . . **Jack Nelson Jr.** has settled into the boss' saddle at Logan Distributing Company (formerly Jack Nelson Company) and is taking the business reins in hand in veteran style.

Bill Olscher, ABCO novelty, left October 14 on a long-delayed vaca-

Hartford, Conn.:

(Continued from page 81)
ness trip thru Eastern New York, Southern Vermont and Western Massachusetts.

Harry T. Wood, manager of the Veterans Administration Hartford office, has reported that attempts to hoax ill and disabled veterans in the New England area have occurred. He said that rumors circulated in several communities are to the effect that a red cellophane binder from a cigarette package may be exchanged for a cigarette and that certain specified numbers of such binders may be exchanged for seeing-eye dogs, wheel chairs, and other things required by the physically disabled. The VA, he pointed out, is not identified in any manner with any exchange of cigarette package binders for merchandise. He added that he knows of no organization conducting such an exchange. "This is a cruel hoax which has been perpetrated in various sections of the country," he declared, "and I trust that veterans and their friends will use every means to stamp it out in this vicinity."

Two thieves were interrupted while trying to open a cigarette vending machine early the other morning at a West Hartford manufacturing plant. The two heard a policeman approaching and escaped. Police reported that entrance was gained by breaking in a window in a glass door.

tion. He will spend approximately a month in the South. Not all of the time will be spent resting, however, as he plans to call on some customers while away. Meanwhile, **Helene Sawyer**, of the office staff, will handle firm inquiries.



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Must be experienced on Phonos and 5-Balls. Only honest, sober and reliable man answer. Transportation furnished.

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You'll Strike It Rich With
KOFFEE KING
NEW FUTURAMIC
HOT COFFEE VENDOR

RUNYON CANCER FUND
GIVE TO THE

Calendar for Coinmen

October 18—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

October 24-26—Popcorn Industries' convention and show, Palmer House, Chicago.

October 25—Western Vending Machine Operators' Association (WVMOA), meeting, Los Angeles.

October 26—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

October 27—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

November 3—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

November 7—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

November 10—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

November 10—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

November 14-17—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibition, Convention Hall, Detroit.

November 27-30—National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

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	EA.
25 DALE GUNS	\$129.50
20 CHICAGO GUNS	149.50
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FEATURING
Victor's NEW PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

SUPERIOR DISTRIBUTORS

3628 Gertrude Dearborn, Michigan

New York:

(Continued from page 81)
 factured by Monarch, of Chicago. List price of the unit is \$295. . . . Hymie Koepfel, of Koepfel Distributors, is now doing a sizable reconditioning business. One of the firm's specialties is "streamlining" used jukeboxes.

Mike Fornatora, of Chick's Drinks, reports that cup vender biz in the subway soared during this week's unseasonal warm weather. . . . Jerry Kaufman, of the National Association of Tobacco Distributors, attended a meeting in Boston last week designed to find ways of repealing the new Massachusetts tobacco tax. . . . Tony (Rex) Dizenzo, of Rex-Lee Enterprises, reports shipping several phonos to Venezuela. . . . Donald (Doc) Shapiro, local music op, is expecting an heir soon.

Jack Schoenbach, Brooklyn vending machine distrib, is waiting initial deliveries of Advance's Sitroux ma-

chine. The unit will vend an individual-use package of Sitroux tissues at a nickel or a dime. . . . Ed Barnett, of Cameo Vending Service, lent several Silver-King penny venders to a local television station for use as props in a video show. The program was aired last week.

Jack Cross, of Juice Bar, has named Nancy Applewhite special flack to promote the firm's canned-juice vender to dietitians and personnel directors of large offices, plants and department stores. . . . H. J. Bunce, sales manager of Abbott Coin Counter, reports that production has been started again on the machines. The counters were last made in 1941.

Al (Senator) Bodkin, board of directors member of the Automatic Music Operators' Association, and Dick Steinberg, head of the Music Guild of America, addressed the members of the newly formed Connecticut ops' org Thursday night (13). Other local phonograph expert who attended the New Haven meet included Barney Sugarman, Ed Berg, Irv (Kempy) Kempner and Morris Rood, of Runyon Sales.

SO. AFRICA POTENTIAL

(Continued from page 65)
 from operators in general indicated that play on machines of most types has been good in recent months, allowing for diverse seasonal factors.

Gorney disclosed plans to open an assembly type plant in Canada, at a site near Quebec, and probably a second plant in England. During his South African trip, he conferred with a number of coin machine men from England who also are interested in that territory. They reported a widespread interest in operations in numerous parts of Africa on the part of English operators.

Mercury will shortly bring out a new machine, the Quizette, a penny type unit.

Washington:

(Continued from page 81)
 parking lot has been enlarged. Lou Gates has replaced Fred Murphy as manager.

Marjorie Chisholm, of Falls Church, Va., is the new secretary at the Jack Spittler Music Company. Pat O'Neill, who held the job during the summer and had helped out in the office during her high school days, is attending Radford College in Radford, Va. . . . Debert Neiswonger, who also works at Spittler's, has returned from vacation.

Eddie Gallaher, WTOP disk jockey and Washington Music Guild (WGM) member who is continually plugging juke box records on his program, has started a column, "On Records," for the Washington Post's Sunday entertainment section. He discusses currently popular platters, giving a bit of their background.



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SOUTHERN COIN-O-MAT DISTRIBUTING CO.
 943 N. W. 7th Ave. Miami 36, Florida

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 for operators

RECONDITIONED PIN GAMES READY FOR LOCATION

Big Top	\$ 94.50
Carolina	107.00
Majors of '49	117.50
Moon Glow	89.50
Major League Baseball	32.50
Rocket	17.50
Sunny	37.50
Tropicana	25.50
Shanghai	47.50
Oklahoma	147.50
Tampico	157.50

SPECIAL ENTRY \$67.50
 VICTORY SPECIAL, REGULAR 39.50
 KEENEY TWIN BONUS SUPER BELLS 275.00

NOW DELIVERING NEW EQUIPMENT

Tahiti, Freshie, College Daze, Tumbleweed, BALLY CHAMPION, BALLY CLOVER BELL, KEENEY ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, MILLS Q.T. BELL, DOWNEY-JOHNSON COIN COUNTER.

IMMEDIATE DELIVERY! UNITED'S SHUFFLE-ALLEY

All the thrills of bowling—score totaled automatically—puck returns to player under the play board—new drop chute—2 ft. wide by 8 ft. long.

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USED NATIONAL SHUFFLEBOARDS

Crated for Shipment \$375.00 EA.
 If You Pick Up Uncrated \$350.00 EA.
 Uncrated in Lots of 6 or More \$325.00 EA.

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Our business has increased so much that we had to get larger quarters. We will carry all Pin Games, Mills, Buckley and Music Parts as well as New and Used Machines.

We have arranged a separate service department for each type of work—Bell Machines, Pin Games and Music. Each department will have its own trained technician on duty at all times.

NEW ADDRESS WILL BE 233 WEST THIRD STREET WILLIAMSPORT, PA.

GIVE TO THE DAMON RUNYON CANCER FUND

Immediate Delivery!
FROM STOCK!

RUNZEL
Pushback Wire

18 or 20 Strand

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

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Also available on other Victor models at small extra charge at time of ordering.

S. & B. VENDING CO.
902 Jenks Blvd. Kalamazoo, Michigan

**COINMEN
YOU KNOW**

Los Angeles:

(Continued from page 81)
to pick up some games. . . . Another visitor from the same baliwick was Pat Patterson.

Lew Jaffa, vice-president and general sales manager of Eastern Electric Vending Machine Corporation, visited Al Weymouth, of Weymouth Service, last week. Another visitor was Mr. Tonkin, Western division sales manager for P. Lorillard Company. . . . T. V. Gayer was in town from near-by San Bernardino to pick up the latest gossip on Pico Street. . . . Lloyd Barrel, Pomona coinman, toured vending machine row last week.

Ed Wilkes, of the Paul A. Laymon Company, took the family on a week-end vacation recently. . . . William Olson was in town from Terminal Island. . . . Tommy Felkins, who operates in the San Bernardino sector, was in town for a visit.

Al Mendez, of Southland Distributors, has returned from a business trip to San Diego in the interests of Wurlitzer. . . . Jack Arnold was in from Barstow to look over some new games.

George Warner, of Automatic Games, reports that business is picking up in used equipment. . . . A. C. Anderson, Shafter, Calif., operator, was in town for a tour of Pico Street last week. . . . Another recent visitor was Rod Wattles, of Bakersfield. . . . Long Beach operator N. Tarpenny renewed acquaintances on Pico Street.

Harold Sharkey was in from South Gate for one of his weekly visits. Pete Shupp, Lynwood operator, returned from a trip to Redding. . . . Red Smith and Alex Zabolski were in from Gardena, Calif. . . . Al Cicero, who operates in Santa Maria and environs, was in to transact some business.

Venders for Kids

BOSTON, Oct. 15.—Candy vending machines, educating the small fry in saving and familiarity with coin-operated equipment, are becoming increasingly more popular in the area. First, penny ball gum machines were a sell-out for the kiddies, and this week R. H. White's Department Store introduced the new Hershey bar penny banks, complete with 24 penny-size Hersheys, at \$1.95. Made of red plastic, machine is of the plunger type. Jordan Marsh Company offered a penny-operated mechanical Merry-Go-Round for the kiddies, and Filene's basement candy section presented ball gum penny-operated plastic machines.

**Up Deliveries
Of New 5-Ball
By D. Gottlieb**

CHICAGO, Oct. 15.—D. Gottlieb & Company's new five-ball, King Arthur, is being delivered to distributors in quantity lots, Alvin Gottlieb, advertising manager, announced this week. Game stresses pop bumper, flipper action and features first and last ball scoring.

Playfield is designed with key roll-over switches at the top, pop bumpers near the center and triangle shaped stretch rubber bumpers along both sides. Numbered roll-over switches just above the outhole not only play an important part in hiking the actual score but also increase the value of all other numbered bumpers.

Action Hub

Action of King Arthur centers around 10 numbered scoring bumpers. These need not be hit in numerical order but contacting 1 thru 5 before passing thru a lower left side roll-over switch results in one replay. Similarly making the 6 thru 10 series results in a replay if a subsequent ball energizes a lower right roll-over switch. Additional replays can be obtained by going thru a center roll-over switch after making all 10 numbered units and by going thru top switches and two special lanes on both sides of the upper portion of the playing area.

Unless specially designated, scoring on all the bumpers is 10,000 points at a time when the game first begins. After the player has energized switches 4, 5, 9 and 10 (at the bottom of playfield) all bumpers formerly worth 10,000 points automatically double in value. They continue to increase by 10,000 point multiples with each succeeding contact on the 4, 5, 9 and 10 bumpers until they reach a maximum value of 50,000 points per hit. Another way of stepping up points on changing value bumpers is to roll a ball thru a switch near the top of the playing area.

Early Replays

Because of the kicking and scoring action of the pop bumpers and the locations of strategic bumpers, it is possible for players to win a replay on the first ball. To increase the chances of players with low scores, on the final ball certain bumpers increase in value and a switch just above the outhole awards 300,000 points if actuated before the final ball drops out of play. A 500,000-point kick-out pocket also comes into play on the final ball for players with a comparatively low score. Maximum score on King Arthur is 5,900,000 points.

**Iowa Cig Wholesalers
Buy Stamp Tax Units**

DES MOINES, Oct. 15.—The Iowa executive council approved the sale last week of the State's cigarette stamp tax machines to wholesalers who have been using them. Previously, the State had been furnishing the metering units to the wholesalers, giving them a 5 per cent discount on the 2 cent per pack tax for the cost of operating them.

Decision to offer the machines for sale was reached when the commission discovered, via a recent survey, that the 75 machines in the State would soon require about \$21,000 in repairs and replacement. As an incentive to the wholesalers to buy the units, the commission provided that wholesalers who bought the machine would continue to receive the full 5 per cent discount on the tax, but that those who kept on using State-owned units would get a reduced discount of 4.5 per cent.

**Begin Delivery
Of Bally Game,
Shuffle-Bowler**

CHICAGO, Oct. 15. — Shuffle-Bowler, a straight novelty game featuring all the high points of regulation bowling, is in full production and distributor deliveries have already begun, Jack Nelson, general sales manager of Bally Manufacturing Company, announced this week.

Designed after extensive research in the field with the co-operation of Bally distributors, operators, factory representatives and bowling and shuffleboard authorities, Shuffle-Bowler combines the play appeal features of both shuffleboard and bowling, Nelson stressed. It is played according to official bowling rules. Cabinet measures nine and one-half feet long and the playing area (alley) is three inches less than nine feet long. The alley has gutters on both sides.

Nelson explained that Shuffle-Bowler's fully automatic scoreboard is constructed to handle all the intricacies of bowling scoring: strikes, spares, splits, etc. He added that the length of the board was figured out only after research indicated that it would take almost nine feet of puck movement to approximate the skill shots of bowling. Play is designed to give players 10 frames for a dime.

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WEEKLY
SPECIALS**

✓ triple ✓ tested ✓ values

SEEBURG
POST WAR WIRELESS
Model #WIL56

5¢ WALL-O-MATICS
\$27.50 Ea.

IN LOTS OF 12 OR MORE
ONLY \$25.00 EA.

Completely Reconditioned Like New — Covers Resprayed, Etc.
1/3 Deposit, Balance C. O. D.

Write for Complete Music List.

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NEW YORK CORP.

Exclusive Seeburg Distributors
583 10th Ave. (Cor. 42nd St.)
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NEW ENGLAND BRANCH:
624 Franklin Ave., Hartford, Conn.

USED COIN MACHINES, LIKE NEW

2. .25¢	Buckley Track Odds, 1948-1949	\$650.00
4. .5¢	Buckley Track Odds, 1948	575.00
1. .5¢	Parley Long Shot, 1948	650.00
10. .5¢	Black Cherry Bells	85.00
2. .25¢	Black Cherry Bells	100.00
25. .5¢	Pace, 1947-1948	65.00
2. .5¢	Jennings Bronze Chiefs	45.00
2. .10¢	Jennings Bronze Chiefs	50.00
2. .25¢	Jennings Bronze Chiefs	55.00
2. .25¢	Mills Q. T.	35.00
5¢, 10¢, 25¢	Jennings Black Hawk. Ea.	100.00
5¢	Buckley Criss Cross	100.00
10¢	Buckley Criss Cross	110.00
25¢	Buckley Criss Cross	125.00

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MAR-MATIC SALES COMPANY

1009 E. BALTIMORE STREET

BALTIMORE 2, MARYLAND

GIVE TO THE DAMON RUNYON CANCER FUND



**DOUBLE
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UNIT**

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• Victor's NEW
PLASTIC GLOBE

Also available on other Victor models at small extra charge at time of ordering.

ROGERS DISTRIBUTING CO.
Elkin, North Carolina

GIVE TO THE
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have you shipped
YOUR
MANHATTAN
for conversion to . . .

FILM
Cavalcade

BEST DOLLAR
FOR DOLLAR BUY
IN THE NATION

Only **\$74.50**
for Complete Conversion

FLASH We now include the
new and exciting
Film CAVALCADE features
in converting your

TROPICANA to CLEOPATRA
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Also Only \$74.50 For
Complete Conversion

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IS COMING

SAVE YOUR
"TRIPLE ACTIONS"

SHIP YOUR COMPLETE GAME
VIA PREPAID MOTOR FREIGHT
NATE SCHNELLER INC.
1427 North Broad St.
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GET ON OUR MAILING LIST FOR
FUTURE NASCO CONVERSIONS

CASH
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Anywhere in U. S. No Route Too
Large. Give Full Details First Letter
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TERRIFIC!
GENCO'S
GLIDER

Most sensational game in
years! Combination Pingame
and Shuffleboard. Uses only
1 puck. Takes less than
1 minute to play. **\$295.00**
Earns up to \$30.00 daily!

Reconditioned
Guaranteed
5-BALLS

Humpty Dumpty	\$69.50
Singapore	49.50
Melody	54.50
Monterrey	49.50
Wisconsin	59.50
Catalina	69.50
Crazy Ball	79.50
Speedway	74.50
Samba	49.50
Jamboree	49.50
Contact	79.50
Stormy	59.50
Virginia	69.50

WOW! All the Thrills
of BOWLING in UNITED'S
SHUFFLE
ALLEY

Scores exactly like bowling!
Spare, Strikes, Splits, Rail-
roads, Doubles, Turkey!
Score totals automatically,
frame by frame! Puck re-
turns to player under play-
board! New drop chute!

Contact Us for
Immediate Delivery!

NEW PIN GAMES

CHICAGO COIN FOOTBALL
GOTTLIEB KING ARTHUR
EXHIBIT TUMBLEWEED
GENCO CAMEL CARAVAN

NEW ONE BALLS

Universal Photo Finish \$645.00
Bally Champion, F.P. 645.00
Bally Kentucky, P.O. 645.00

JOCKEY CLUB

1 Ball P. O., \$149.50
'47 Model,
Like New

NEW BRASS
SLIDES

FOR MODEL 500 ABT
COIN CHUTES, 5¢ Play
50¢ EACH

UNIVERSAL ARROW
BELL TWIN CONSOLES

5¢-25¢ or 5¢-10¢
\$475.00 USED
1 MONTH

MILLS SLOTS

100% Perfect!
Reconditioned and Refinished
All With Club Handles

5¢ Brown Fronts	\$ 85.00
10¢ Brown Fronts	90.00
25¢ Brown Fronts	95.00
25¢ Mills Golden Falls, HL	119.50
25¢ Black Cherry (Orig., Used 3 Weeks)	125.00

VICTORY DERBY P. O.

Guaranteed **\$110.00**
Perfect!

Terms: 1/3 Deposit, Balance C. O. D.

Atlas **NOVELTY COMPANY**

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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

YOU SAVE MONEY—YOU MAKE MONEY

With London Reconditioned Equipment!

PHONOGRAPHS

Seeburg Classics	\$99.50	Wurlitzer 850	\$99.50
Colonel or Envoy	99.50	Rock-Ola Super	49.50
8800, 9800, 8200, RC	99.50	AMI Hi Boy (40 Selection)	59.50

ARCADE

Tumbler	\$39.50	All Stars (late serials)	\$149.50
Total Rolls	39.50	Advance Rolls	69.50
Goalees	74.50	Rebounds, like new, Each	79.50

PINBALL SPECIALS

\$29.50 EA.—4 for \$100.00

Gold Ball, Ballyhoo, Kilroy, High Ride, Flamingo, Honey,
Carousel, Ginger, Marjorie, Mystery, Crossfire, Torchy.

Terms: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin, Minnesota,
North Dakota, South Dakota and Upper Michigan

FLIPPER
GAMES

Bermuda	\$54.50
Screw Ball	84.50
Tennessee	69.50
Triple Action	64.50
Humpty Dumpty	54.50
Trade Winds	69.50
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Spinball	59.50
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5¢ or 10¢ 1946 Chrome Pace	\$ 74.50
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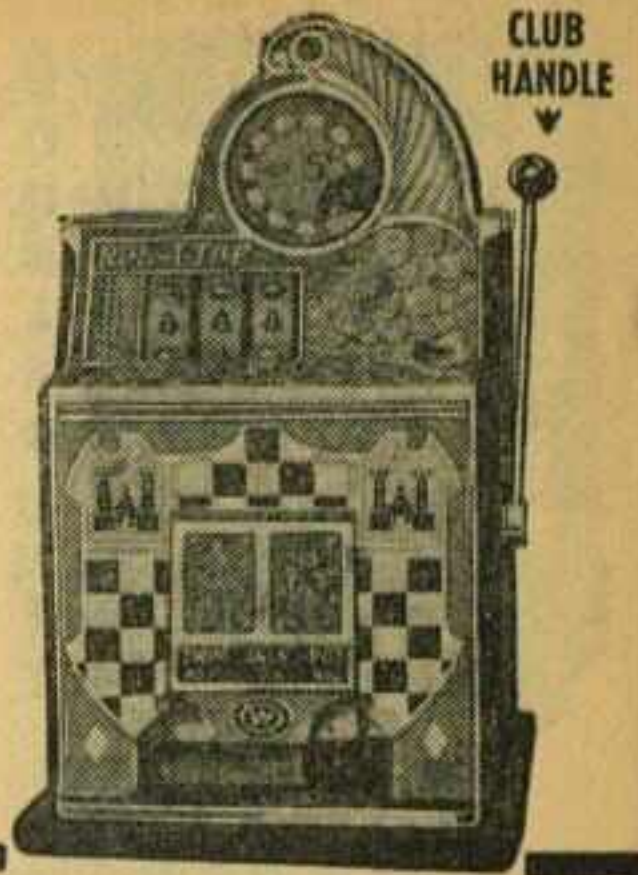
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Whirl-A-Ball (New)	\$18.50
Shipman Viewers, New	49.50
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Skill Test (Skill-Jump) new	55.00
Camera Chief, New	22.50
Target King or Hunter, New	39.50
Charm King Gum & Nut, New	13.95
Adams D Gum, New	11.75
Kicker & Catcher, New	35.00
Kicker & Catcher, Used	22.50
Bat-A-Ball with Stand	19.50
Cards, Football, Baseball, etc., M.	3.85

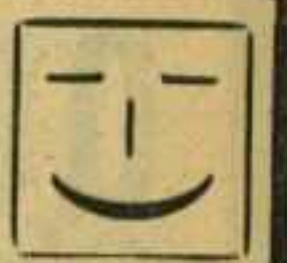
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814 SECOND PORTSMOUTH, OHIO

**Juice Bar Corp.
In PR Campaign
For Plants, Offices**

NEW YORK, Oct. 15.—A program to further the use of canned-juice venders in large plants, offices and department stores was begun this week by the Juice Bar Corporation with the appointment by Jack Cross, president, of Nancy Applewhite as public relations representative.

Plugging the nutritional value of pure fruit drinks, she will contact personnel directors and dieticians and suggest the installation of Juice Bars as an important in-plant service for employees, said Cross.

He stated that more than 500 of the venders have been delivered to operators to date. A modification of the machine recently upped its capacity from 300 cans to 546.

**New Chi Coin
5-Ball Tahiti
In Production**

CHICAGO, Oct. 15.—Tahiti, a five-ball game with four thumper bumpers and a new idea in extra bonus score, is in full production at the Chicago Coin Machine Company plant, Sam Wolberg and Sam Gensburg announced this week.

Devised with a mass formation of bumpers and related scoring gimmicks on the top half of the playing area, Tahiti introduces a new type roll-over button plus a combination spot feature. The lower playfield section is devoted to cross ball action as set up by independently operated flippers, stretch rubber bumpers and open area.

First Ball

On the first ball player can set himself up to make an exceptionally high score by either directly contacting six numbered bumpers or hitting six tiny numbered roll-over bumpers which spot corresponding numbered full-size bumpers. Because the multiple spot feature is virtually surrounded by thumper bumpers with a 360-degree scoring and kicking action, it is possible for a player to spot all six numbered bumpers on the first ball.

The value of making all numbered features on the first ball can be gleaned from the fact that each number bumper contacted directly or by the remote spot feature adds 50,000 points to the total score after the ball in play energizes switches in the out-hole area. Thus players making all six hits on the first ball automatically receive 300,000 points after each succeeding ball on their regular score or 1,500,000 after the final ball. Spotting or contacting the six key bumpers also leaves specified alleys open for replays. Other bonus points resulting from making the six scoring units include the 200,000 garnered by dropping a ball in a center kick-out hole and the increasing value of specified bumpers. On the final ball the score advances 300,000 points after the ball passes any one of three roll-over switches which guide balls to the out-hole. More than 9,000,000 points can be tallied by Tahiti's scoreboard.

**Candy Council Pic
In 500 Theaters**

CHICAGO, Oct. 15.—Council on Candy, of the National Confectioners' Association (NCA), has reported results of the first bookings of its new sound film, *The Sweetest Story*, in many of the nation's theaters.

During the first three weeks following release of the 10-minute film thru Modern Talking Pictures, Inc., it was scheduled for showing in over 500 houses, Council Director John K. Kettlewell stated. Included in this group were 160 bookings in the New England area; 55, Ohio area, and 51 in the Dallas area. Indications were that about 2,000 additional theaters in all sections of the country would screen the picture within the next 90 days.

Kettlewell declared that premiere showings of the RKO-Pathé produced film are being arranged in major Eastern cities such as New York, Philadelphia, Boston and Chicago. Releases will be made to all neighborhood theaters following premieres.

Looked upon as a sales aid by vender operators, the picture dramatizes the story of candy.

**250 12-Ft. and 14-Ft. BANK BALLS — SKILL BALL ALLEYS.
SOME ARE NEW, SOME ARE SLIGHTLY USED.
\$25.00 EACH FOR THE ENTIRE LOT.
NEW COUNTER GAMES**

FIVE JACKS: 1c. This is a brand new version of the original slot. Never needs servicing — complete automatic. \$69.50 each—10 or more, \$60.00 each.
GENCO PUNCHBALL: Non-coin operated 1c or 5c, similar to a punchboard that never needs refilling — originally \$18.50; our price, \$15.00, or 5 for \$100.00.
A.B.T. MODEL F: 1c GUNS \$44.50
A.B.T. ELECTRIC SKILL GUNS 47.50
ACME ELECTRIC SHOCKERS, 1c 19.50
Silver King DUCK HUNTERS: 1c, \$45.00 each; 5 or more, \$39.50 each; 10 or more, \$35.00 each.
Silver King SHOOT THE BULL: 1c, \$45.00 each; 5 or more, \$35.00 each; 10 or more, \$30.00 each.
KICKER AND CATCHER: 1c, \$35.00 each; 1 free with purchase of 10 or more.

SKILL EQUIPMENT

5 United Shuffle Skills, FS Write
5 Chicago Coin Bangs, FS Write
5 Chicago Coin Rebound Shuffle Boards \$ 95.00
Cleveland Coin Rebound Shuffle Boards 95.00
9 Ft. Shuffle Boards 85.00
3 Belgian Type Pool Tables, 10c 125.00

CIGARETTE MACHINES

2 10-Col. Crusaders \$125.00
Unedapak 500, 15 Col. 85.00
Unedapak 500, 7 Col. 65.00
Unedapak Monarch, 100.00
National 9A 95.00
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2 National 950, King Size 95.00

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New Packard Wall Boxes \$31.50
New Packard Bar Brackets 3.50
12 3031 Wurlitzer Wall Boxes, 5c 24.50
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30-Wire Cable, Per 100 Ft. 20.00

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Panorams 195.00
Quizzers 225.00
Heavy Hitters 65.00
Chicago Coin Hockey 85.00
Knot Holes 49.00
World Series 95.00
Tommy Gun 85.00
Undersea Raider 95.00
Jack Rabbit 100.00
Evans Ten Strike 69.50
Drivemobile 175.00
Radar Rocket 175.00
Chicago Coin Pistol 195.00
Exhibit Dale Gun 135.00
Williams All Stars 135.00
Lite League 95.00
Groetchen Metal Typer 195.00
Keeney Air Raider 125.00

USED CONSOLES

5c/25c Gold Nugget \$325.00
5c/5c Gold Nugget 295.00
5c Bonus Super Bells 225.00
5c/25c Bonus Super Bells 325.00
5c/10c/25c Bonus Super Bells 395.00
5c/5c/10c Triple Bell 295.00
1947 Mills 3-Bells 250.00
5c/10c Jennings Challenger 250.00

USED VENDORS

50 Northwestern 1c 239 Nut Vendors \$ 6.50
50 Silver King Ball Gum Vendors 6.50
50 Advance 1c Ball Gum Vendors 6.50
25 National 5c 9-Col. Candy Vendors 95.00

SPECIALS

10 Pop Corn Sex Vendors, like new \$ 85.00
Wurlitzer Skee Balls 150.00
3 Siro's Brush-Up Machines 85.00
2 Falcon Shoe Shiners 175.00
1 Acme Shoe Shiner, 195.00

TERMS:
1/2 Deposit,
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Barnacle Bill	100.00
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Jack & Jill	79.50
Screwball	79.50
Cinderella	79.50
Merry Widow	75.00
Sally	75.00
Trade Winds	69.50
Trinidad	65.00
Bermuda	65.00
Catalina	65.00
Triple Action	65.00
Sally	65.00

NEW FIVE BALLS

King Arthur—Gottlieb	
Camel/Caravan—Genco	
Tahiti—Chicago Coin	
Tumbleweed—Exhibit	
Utah—United	

ONE-BALLS

Gold Cup, F.P.	\$175.00
ockey Special, F.P.	115.00
Special Entry, F.P.	95.00
Victor Special, F.P.	70.00
Vic. Derby, P.O.	60.00

25 WURLITZER 1015's
Excellent Condition, Right Off Location \$290.00 EA.

22 FT. PERMATOP SHUFFLEBOARD
Die Stock, Masonite Top \$150.00

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Cab. refinished, mechanically reconditioned—\$120.00.

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3 Ways to Win Jackpot—6 Ways to Win "10" Payout. Up to \$50 on three 7's, in addition to Jackpot and standard Awards. Write for details!

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Safe Stands for Slots **WRITE FOR PRICE**
Immediate Delivery

RECONDITIONED ONE-BALLS AND CONSOLES

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Double Tube Model 550.00

EXHIBIT DALE GUNS

Overhauled and Refinished Like New

\$159.50

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS
WRITE FOR PRICES ON YOUR REQUIREMENTS!

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**THRILLS OF
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ONE BALL MACHINES FOR SALE

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JACKPOT BELLE

5¢ 10¢ OR 25¢



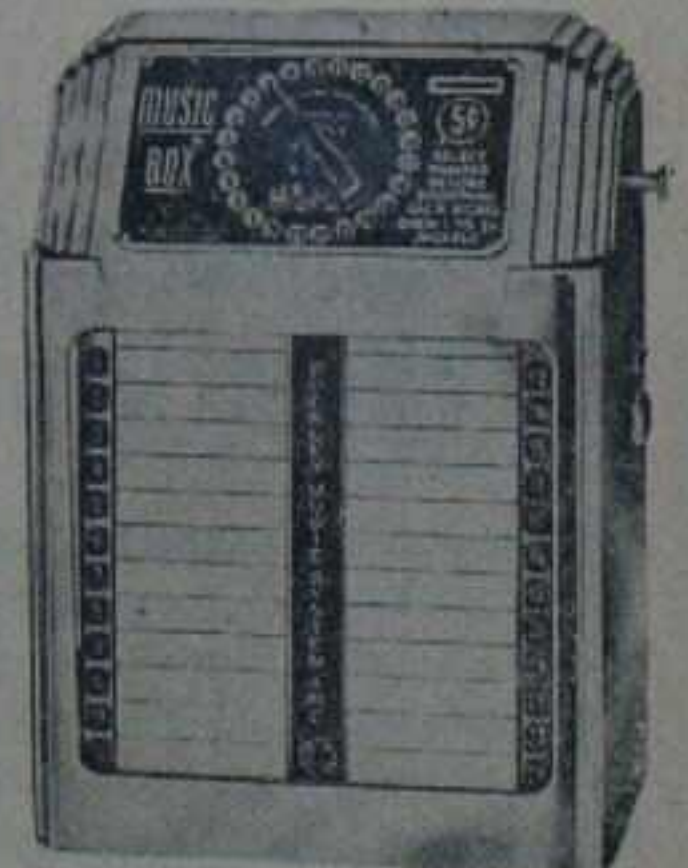
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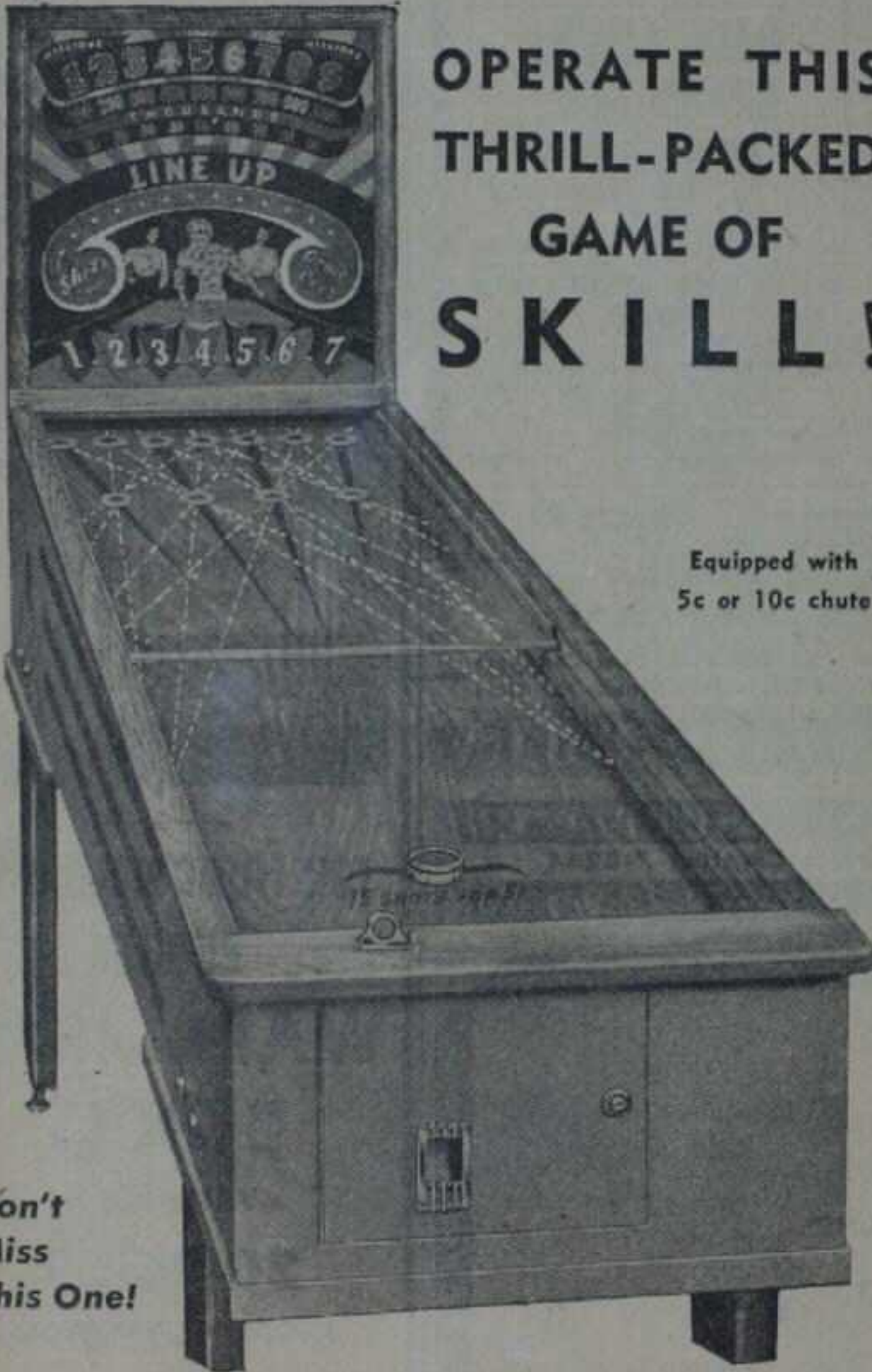
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**Don't
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**HIGH SCORE 9,000,000! QUICK-
LESS THAN 2 MINUTES! BANK SHOTS-
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HURRY! HURRY!
EXHIBIT
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\$134.50

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15 shots, 5c.
Every shot different.
Scores over 9 million.
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The operator who wakes up
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GENCO'S
GLIDER
Uses 1 puck. Less than 1
minute per game. Fast play-
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SHUFFLE ALLEY
Scores exactly like bowling.
Spares — strikes — splits —
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Famous Mercury
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22 ft. black die stock top
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With dynamic new features.
Two unique types of con-
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Terrific new flipper action!
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Dozen ways to win! Priced
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Cleanest and finest in the
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Honestly — these are really
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Keeney TWIN BONUS
SUPER BELL, Special
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Keeney SINGLE BONUS
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BLUE FRONTS \$37.50	JENNINGS STD. CHIEF \$100.00
BROWN FRONTS 47.50	MILLS CHROME 50.00
CHERRY BELLS 47.50	ORIGINAL BLACK CHERRY BELLS, 95.00
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\$10.00 additional for complete refinish in hammertone paint job.
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USED MILLS \$1.00 AND 50c PLAY BELLS

Advise quantity, model, condition and price. Let's hear from you at once.

Act fast. Write to

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GIVE TO THE DAMON RUNYON CANCER FUND



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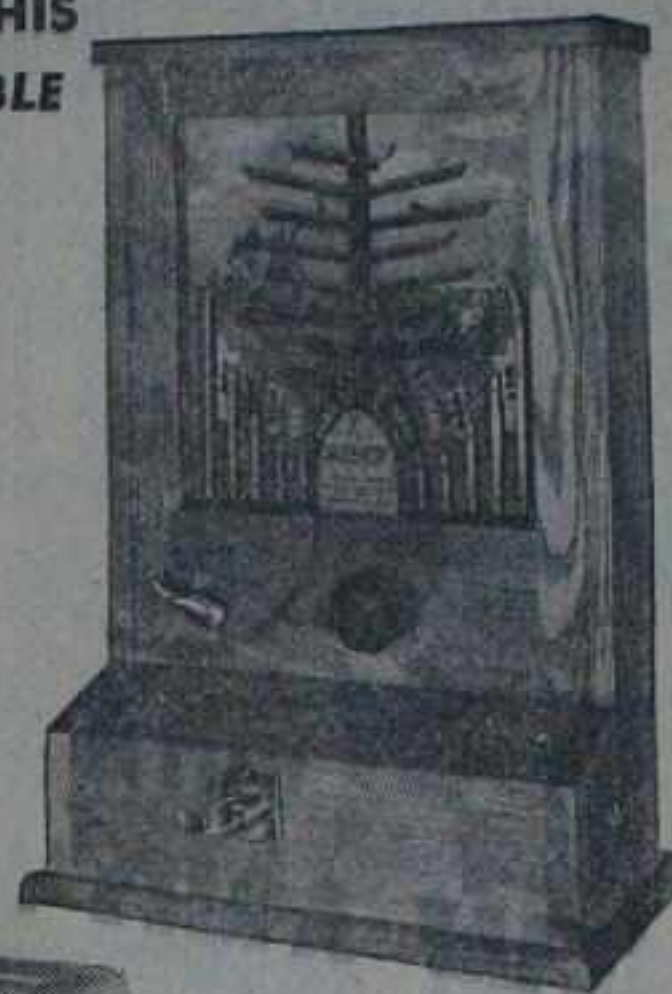
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COMPLETE YOUR GROETCHEN PROFIT LINE WITH THIS
NEW LEGAL ALL MECHANICAL BILLIARD TABLE

No Electrical Parts!
No Cue Stick—Uses a Turret Swivel
Gun which shoots in any direction accurately

"BOMBSHELLS" on location are returning a higher percentage of profit and greater gross than other games under like conditions. The action and skill features draw and hold players. Lifter delivers 5 cue balls for 5c. Rack automatically places balls on triangle (shown on playing field). Live rubber frame cushions permit banks and english.

TABLE IS 16x32"—WINDOW ENABLES PLAYER TO SEE USED BALLS. A GAME OF SKILL.



SKILL-TEST

Arcade or counter operation. A re-issue of the famous "Skill Jump."

\$52.50 EACH

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20 SELECTIONS

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For Universal's Photo-Finish, free play or payout; Bally Draw Bells, Citations, Champions or Lexingtons.

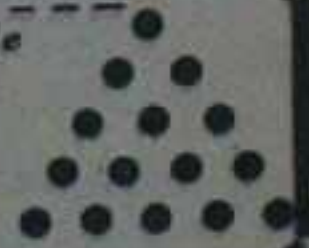
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**NEW AND ORIGINAL
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- 1 NEW BONUS SCORE FOR EACH BALL PLAYED!**
- 2 SUPER GRAND BONUS AT END OF GAME!**
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5 BALL
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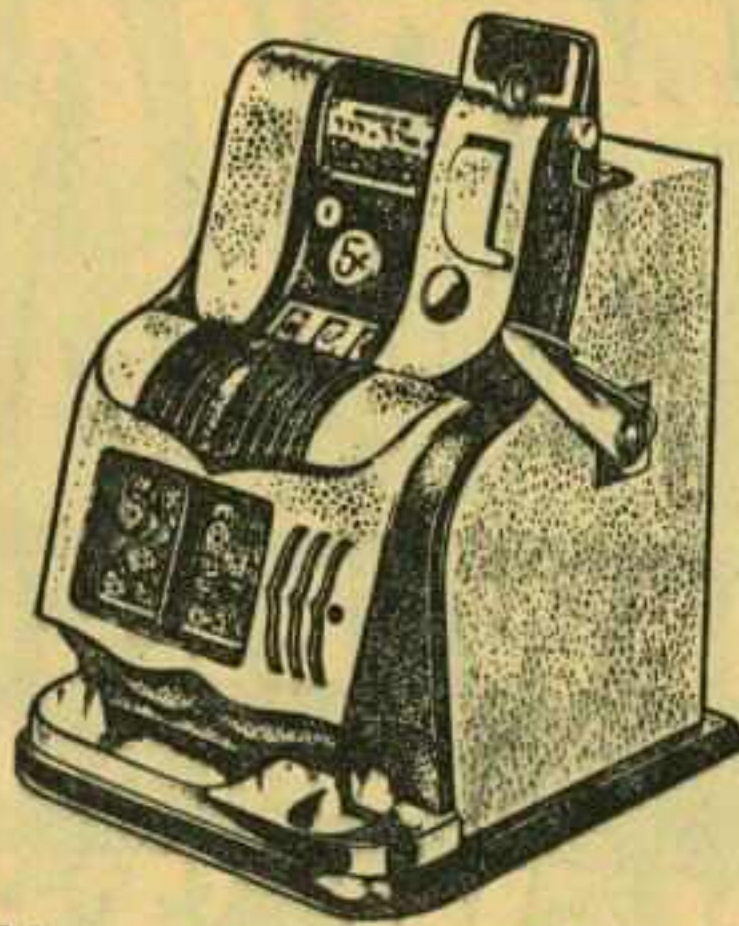
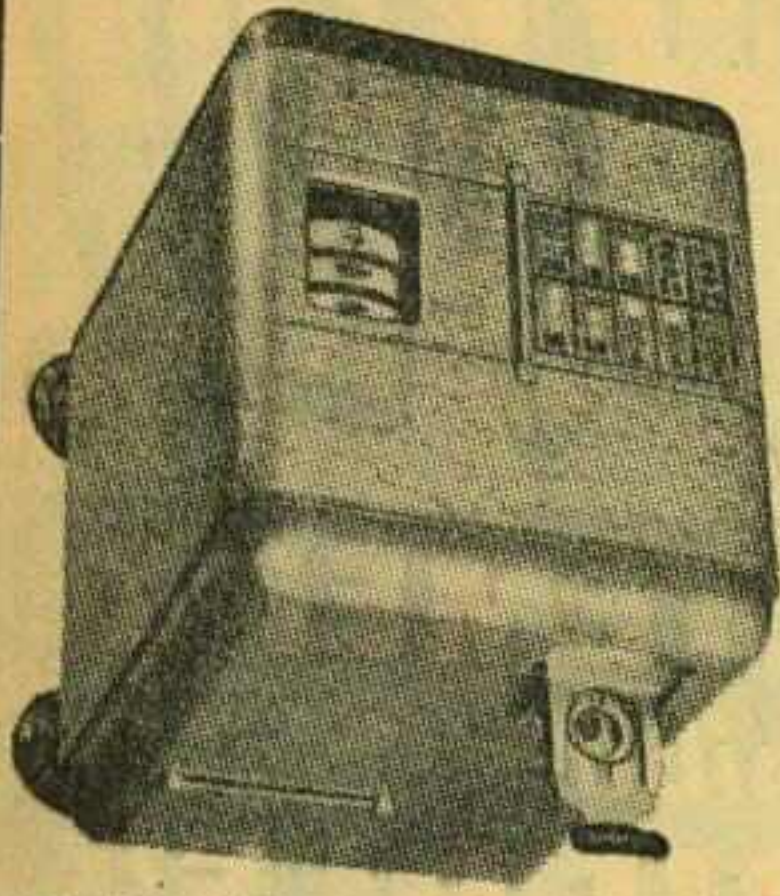
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Operates on 3-5 Mystery Payout System
5¢ Play \$65.00

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A "Pony-Size" Bell. Weighs only 25 lbs.
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5¢-10¢-25¢-50¢ PLAY. WRITE FOR PRICES.

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Bally Deluxe Draw Bell, 5¢	224.50
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New Box Stands, Single, Double and Triple Safes for All Bells.

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Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times

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10¢ Black Cherrys	99.50
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10¢ Standard Chiefs	159.50
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New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolver-grounds.

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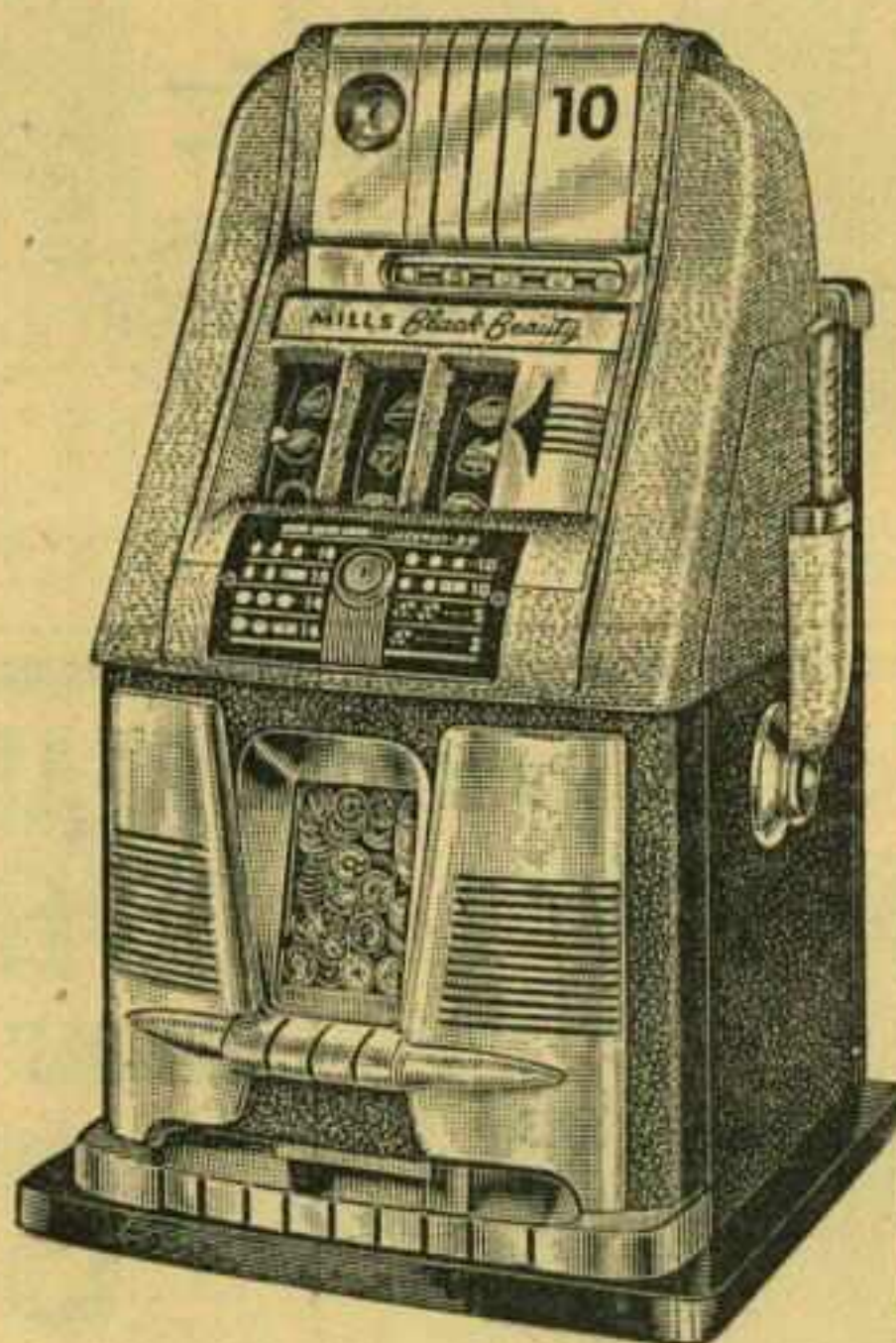
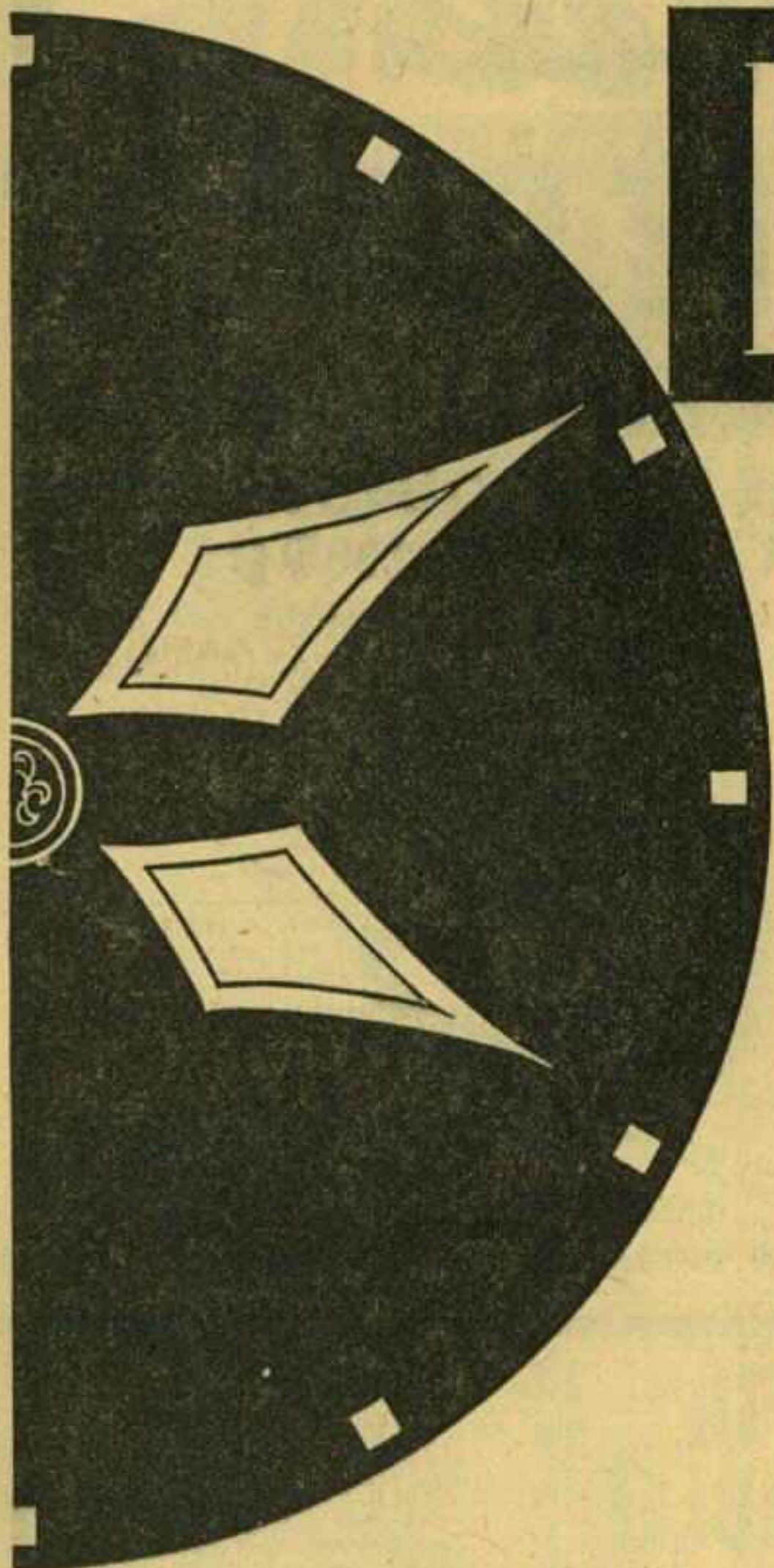
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NEW TILT FORFEIT

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When player tilts machine, he loses scoring only on the ball in play! Previous score counts toward winning play and scores of following balls are registered!

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- Don't be satisfied with less!
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SEE EVANS' CONSTELLATION AD ON PAGE 68

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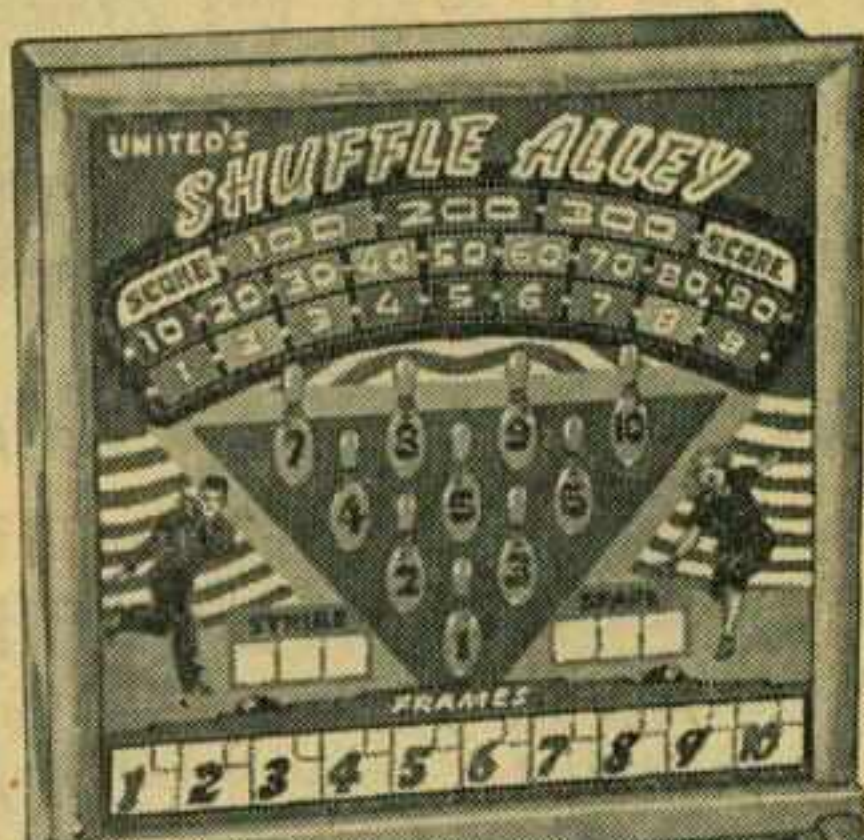
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ALL THE THRILLS OF BOWLING
 SCORES EXACTLY LIKE BOWLING
 TOTALED AUTOMATICALLY

WEIGHT RELEASED AT START OF GAME
 RETURNS TO PLAYER AUTOMATICALLY
WEIGHT LOCKED WITHIN GAME AT FINISH

GREATEST NOVELTY GAME OF THIS ERA
EXCELLENT FOR COMPETITIVE PLAY
DEFIES DESCRIPTION

ACCEPTED EVERYWHERE!
LEGAL IN CHICAGO



EQUIPPED WITH
NEW DROP CHUTE
 JUST DROP IT IN

APPROXIMATE SIZE
 2 FT. WIDE X 8 FT. LONG

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- Plastic, Metal Plated .37.00 M

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- VEST POCKETS 65.00 Q.T., 5¢, \$115.00; 25¢ .. 142.50

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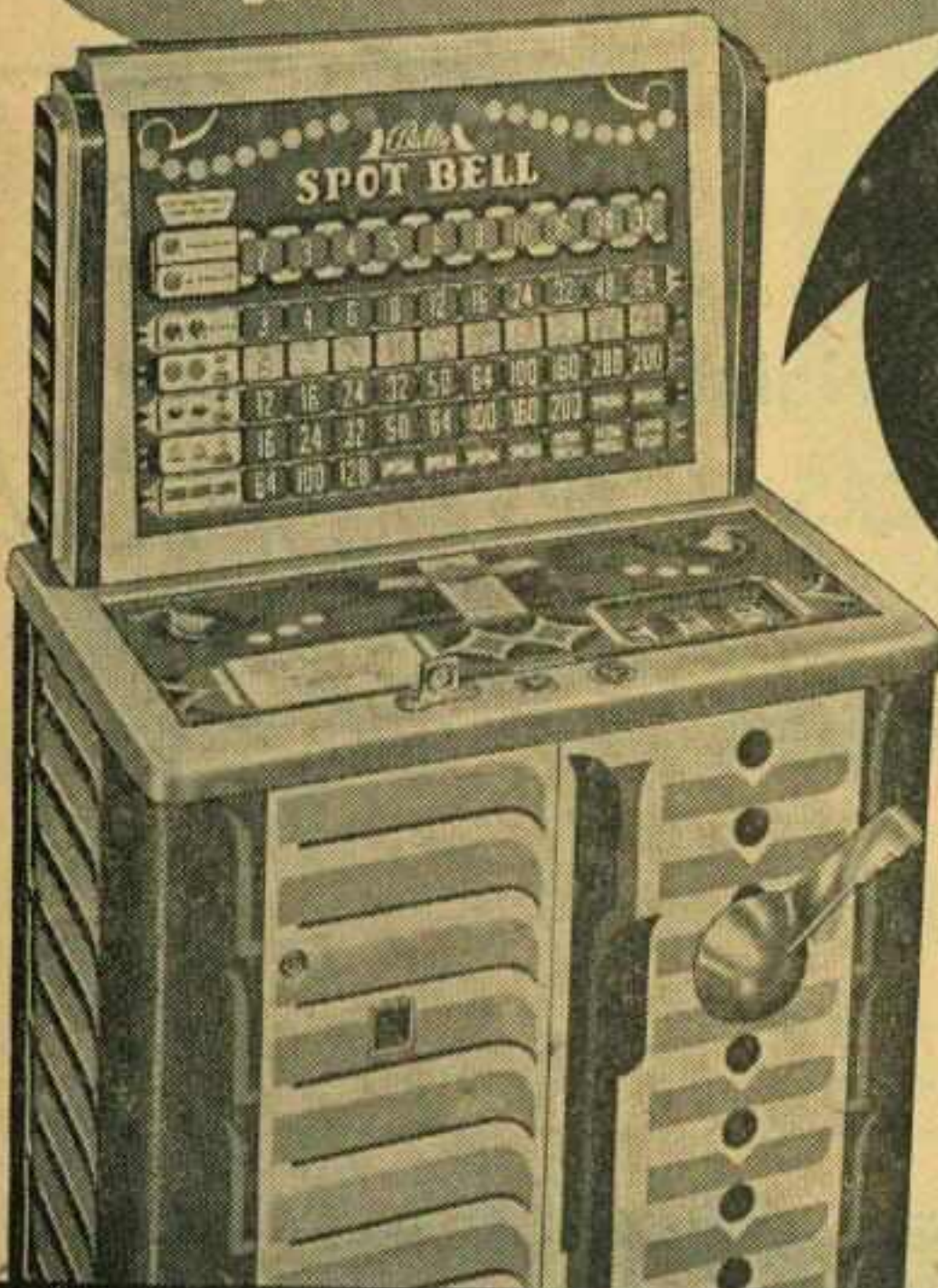
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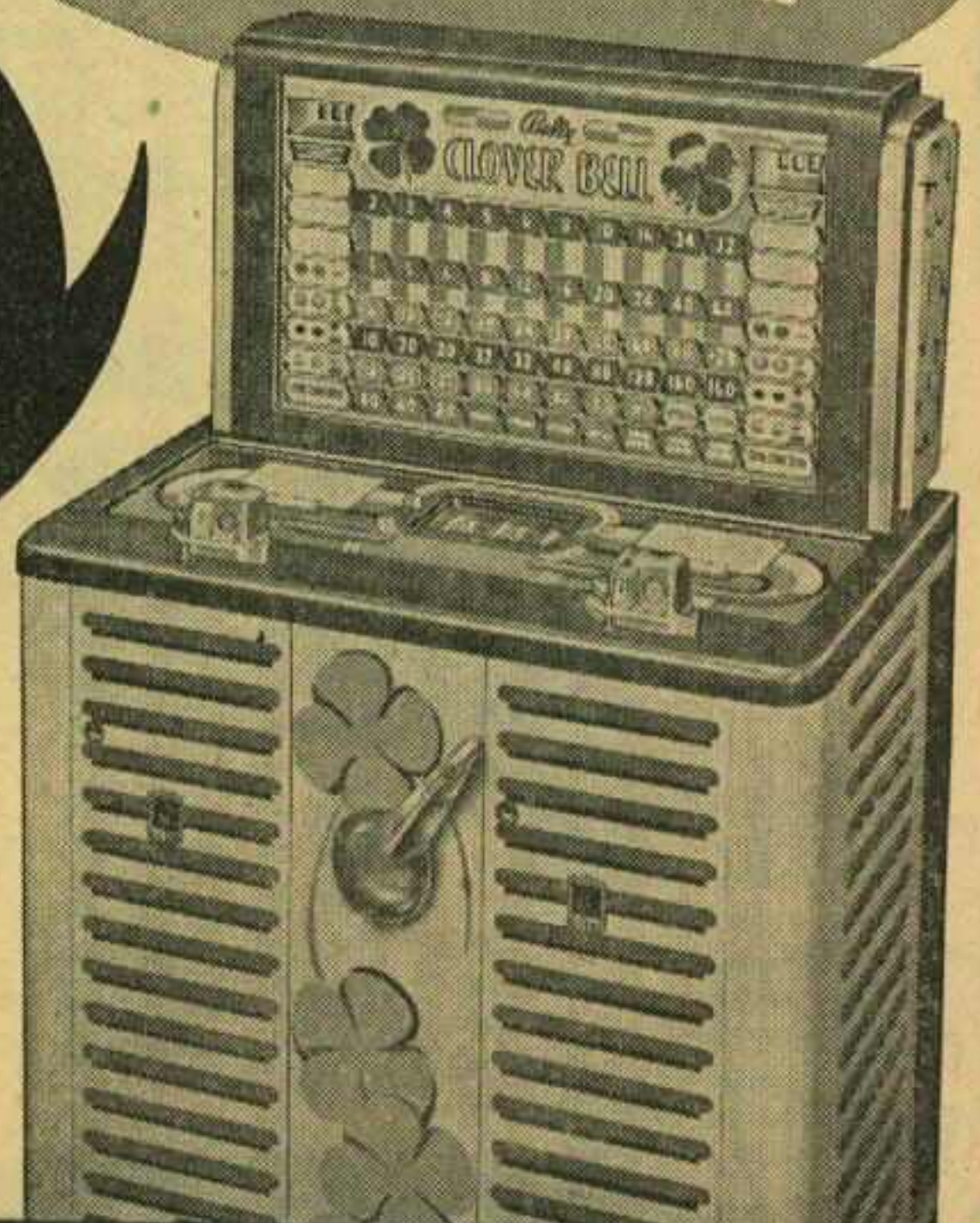
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1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26

APRIL 1949
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22
23 24 25 26 27 28 29

MAY 1949
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

JUNE 1949
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18

JULY 1949
1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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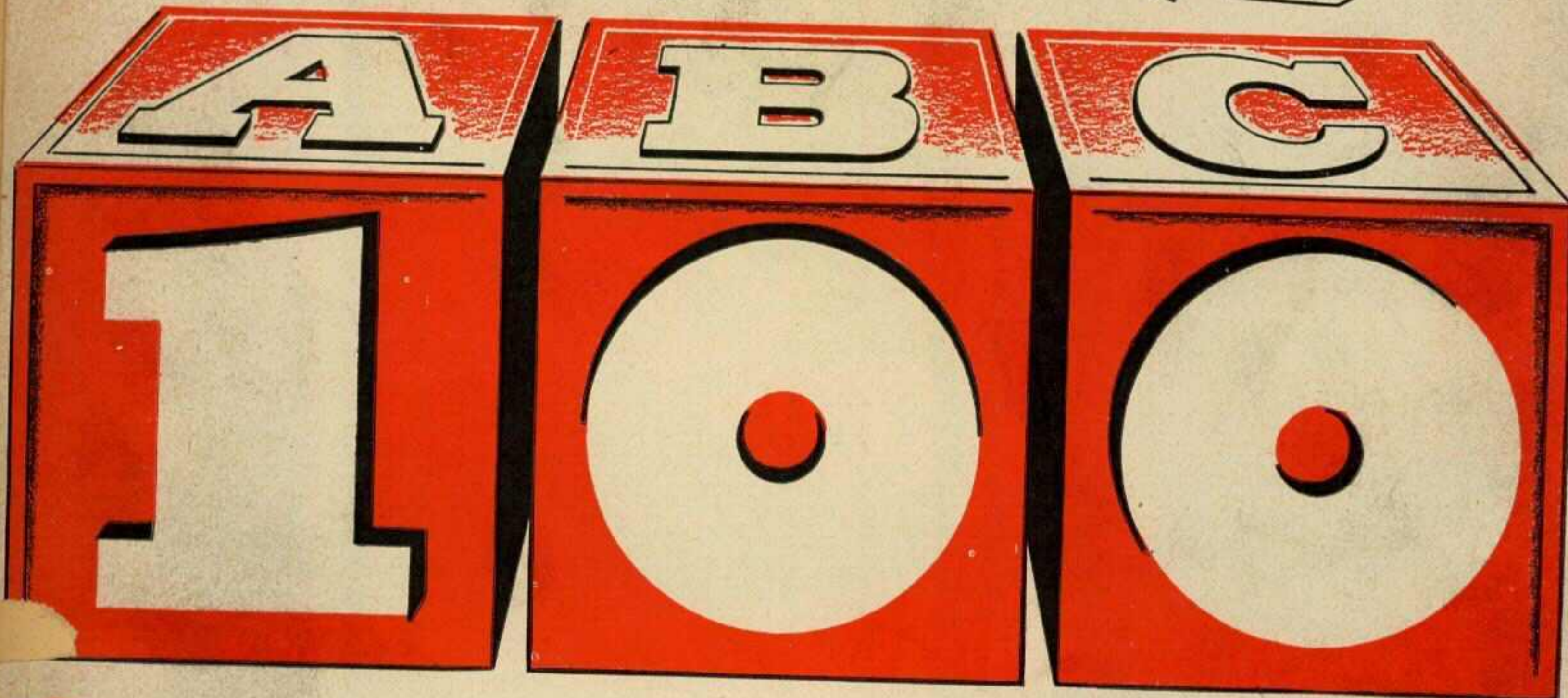
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