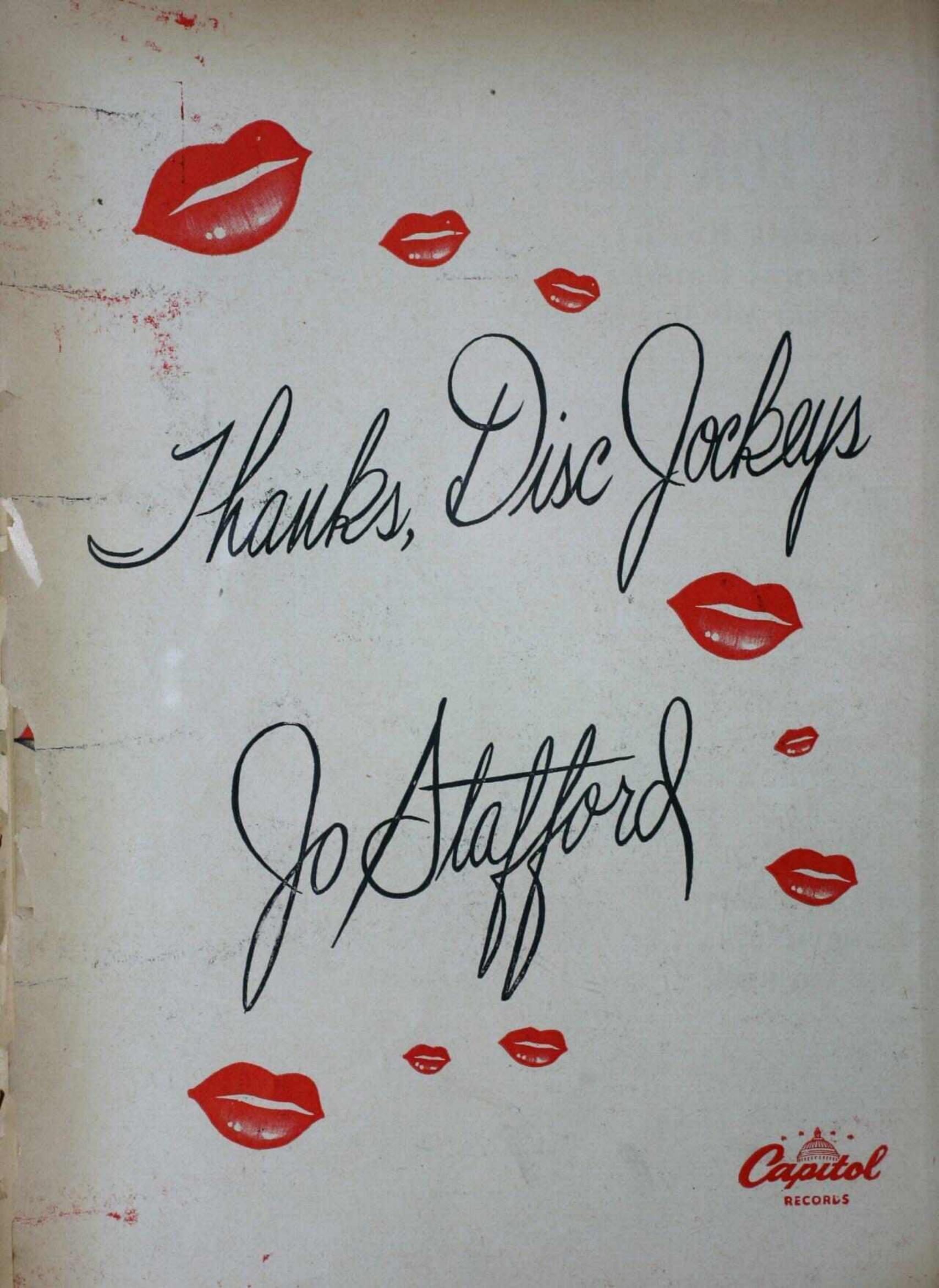


It's Gov. Gordon Browning of Tennessee appointing Columbia Records' Star, Dinah Shore, a colonet aide de camp on the governor's staff. The intriguing incident occurred recently during "Dinah Shore Day in Tennessee," following which Dinah, in order to thank her Tennessee neighbors for the wonderful homecoming, recorded "Dear Hearts and Gentle People" to show her gratitude. Columbia exec, Manie Sacks, felt that the disk deserved popular release. Currently it's being regarded in the trade as a possible successor to such standout Columbia hits as "Buttons and Bows" and other Shore disks. The warbler appears regularly as the star of the Oxydol Show over the Columbia Broadcasting System (CBS) and has been making numerous guest appearances on network airers. Presently "Dear Hearts and Gentle People" seems headed for prominent listings. - Arel



Vol. 61. No. 45



November 5, 1949

Showfolk Rush To Share In Sesqui Bonanza; Expo **Program Ads May Hit 500G**

National Interest Heartens Boykin Staff

preparations moving rapidly for the gigantic Freedom Fair celebrating the capital's sesquicentennial next year, sesqui officials disclosed this week that they have been flooded with queries from showfolk in all parts of the land seeking information on possible participation in the expo. Sesqui officials said that they are "greatly heartened" by the interest shown nationally in the event, particularly since the celebration has "national the celebration.

Sinatra Into

NY Copa Feb. 17

WASHINGTON, Oct. 29. - With global implications rather than being limited to the nation's capital."

Indicative of the scope of the multimillion dollar project is the blueprint for the Freedom Fair souvenir program which alone may entail about half a million dollars in advertising. The coveted contract for the souvenir program was awarded this week to the Washington firm of Robert E. Fowler Associates, Inc., which also has charge of all public relations for

Boykin at Helm

Altho most other major contracts have not been awarded, the nucleus organization of the fair is clicking along at a fast pace under Edward U. Boykin, director of the National Capital Sesquicentennial · Commission. Boykin, a well-known historian, won For Six Weeks a wide radio following because of his radio show, American Quiz, which NEW YORK, Oct. 29 .- Frank Sin- ran for 10 years and brought him a atra will open at the Copacabana reputation as "the radio professor of February 17 on a six-week deal. This American history." He was formerly Gus Van, AGVA head, and Paul Dullwill be Sinatra's first cafe date since head of public relations for the zell, head of the Associated Actors he worked at the Waldorf-Astoria Thomas A. Edison Company and di- and Artistes of America (Four A's). rected the bi-centennial celebration Van was authorized to talk for the tract. There may be a hitch due of Thomas Jefferson's birthday. Boyto radio commitments, but they are kin was city editor of the old New board, which met in its first session York World.

Disk Tax Off

WASHINGTON, Oct. 29 .- Collections from the disk tax in September continued on the down grade, according to an Internal Revenue Bureau report this week. Receipts were \$340,-834, as compared with \$495,653 in September, 1948. For the first three months of the 1950 fiscal year, receipts amounted to \$1,010,166, while the same period in the 1949 fiscal year brought in \$1,164,413.



NEW YORK, Oct. 29 .- The first peace talks in the current battle between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) are due to start early next week. The whole thing was set off by an unidentified intermediary who got to James C. Petrillo, AFM prexy, and who, it was said, agreed to sit down and talk terms.

Participating in the talks will be union by AGVA's national executive offices this week. Petrillo is expected to act for AFM. Altho most of the AGVA toppers

VICTOR'S ROYALTY HARVEST Caruso's 3 Mil Tops Longh'r; G.Miller600G

Estates Swell, Year by Year

By Paul Ackerman

NEW YORK, Oct. 29 .- In terms of financial remuneration to the living artist and to his heirs or estate after death, it can be truly stated that there's no business like the record business. This is borne out by a series of royalty statements obtained from RCA Victor, indicating that in many instances the golden harvest accruing from disks often surpasses the greatest annuity plan ever concocted. In looking over royalty figures presented in this story, it should be borne in mind that with regard to each of the artists and records mentioned, the end is not yet in sightthat is, royalty returns will be forthcoming many more years. Too, it should be noted that all totals quoted include royalties thru the third quarter of 1948, and therefore current figures would be slightly more sensational than those given.

Royalty statistics on the great tenor, Enrico Caruso, offer the phenomenal indication of what a voice, on wax,

about two years ago, on an old conexpected to be ironed out.

While his salary was not disclosed, it is reasonably certain that the figure is around \$6,500. This is about is a top-flight figure in entertainment the tops for the Copa, which normal- and civic affairs here. He is area are optimistic about the outcome, no-(See N. T. Copa Inks on page 46) (See SHOWFOLK SET on page 56) (See AGVA-AFM Pipe on page 46) 75c Min. Pay for Some Showbiz

Carter Barron, executive vicepresident of the sesqui commission,

can mean dollar-wise. Caruso's royalties as of one year ago totaled \$3,-020,505.39. The tenor died August 2, 1921. Between 1906 and 1921, Caruso's royalties totalled \$1,566,916.35. This amounted to an average of \$100,-000 annually. Royalties paid to Caruso's estate from 1921 to 1948 totalled (See Disk Royalty's on page 16)

Stabler Named "Hopalong" Aid HOLLYWOOD, Oct. 29. - Bob Stabler this week was named personal assistant to Bill (Hopalong Cassidy) Boyd and general manager of the newly formed William Boyd Enterprises, Stabler recently resigned his exec post at Capitol Records where he served as assistant to national sales Veepee Floyd Bittaker

and as director of advertising-promotion-publicity department. William Boyd Enterprises will act as central control point for Boyd's vast and multi-facet operations, including old and new tele film productions, theater films, radio transcriptions, live radio records, personal appearances,

(See Stabler Named on page 16)

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to a decision. 4.844,845 The FCC's latest action, which in-cidentally throws the TV hearings 1.971,144 (See 3d Chance, Feb. 8, on page II) The Billboard Main Office: 2160 Patterson St., Cincinnati 23, O. Subscription Rate: One year Cincinnati 23, O. Subscription Rate: One year St., Cincinnati 23, O. Subscription Rate: One year St., Cincinnati 23, O. Subscription Rate: One year St., St

New Law May **Bring in Cirks** And Carnivals

Radio, Diskers Affected

WASHINGTON, Oct. 29. - As a result of the enactment of the new minimum wage bill this week, the Labor Department's wage-hour division is considering for the first time in the 11-year history of the Fair Labor Standards Act whether to place carnival and circus employees under its provision. Effects on the rest of the show world of the hike to 75 cents an hour will be "slight and mostly indirect," a Labor Department spokesman told The Billboard yesterday.

Altho the old 40-cent minimum wage was established in 1938, the Labor Department has never issued a decision on traveling outdoor shows,

(See 75c PAY LAW on page 56)

WASHINGTON, Oct. 29 .- Excise collections in nearly all branches of the entertainment industry took a slump in September this year, compared with September, 1948. The monthly report of the Internal Revenue Bureau issued this week showed collections off in levies on admissions, cabarets, disks, liquor, radios and phonos. Only the coin machine tax income increased.

by liquor receipts, which dropped \$3,791,908. Collections from radiophono levy were off \$2,292,179; admissions, \$652,712; cabarets, \$935,-274; disks, \$154,819. Coin machine tax receipts were up \$49,555.

Excise Collections Bepå, '48 \$396,788,789 \$5,054,058 4,844,945 4,844,945 4,817,958 Radios-phonos 1,952,066 Cabarels 5,682,684 Cabarels 1,150,698 Disks

September Showbiz Taxes in Decline At 3d Chance At 3d Chance **On Color TV**

Vies With CBS in Nov., Feb.

WASHINGTON, Oct. 29. - Radio Corporation of America's supporters in the battle over color TV are jubilant over a Federal Communications Commission (FCC) order yesterday (28) which, the denying RCA's pe-The largest decline was registered tition for deferment of the November Clar 14 comparative color demonstration, nevertheless authorized an additional comparative demonstration for February 8. RCA, which had petitioned for a delay of the comparative showing until January 15, in effect is given more time than it had originally requested to bring its rapidly improving system to tiptop shape for the FCC's final look-see preparatory

GENERAL NEWS

The Billboard

But Congress Won't Vote It Without Fight

Likely To Slash Excises

WASHINGTON, Oct. 29 .- The administration's 1950 tax program, which will be outlined to Congress by President Truman early in January, will have a wide impact on entertainers and show business if enacted by the legislators. Truman is ready to ask for an additional \$5,000,-000,000 in revenue, with the bulk to come from increased corporation and income taxes.

It was learned this week that the salient points of the tax program are as follows: The present 38 per cent limit on corporation taxes is to be lifted to 45 per cent, with corresponding hikes down the line. Income levles are to be boosted on incomes over \$3,000 to approximately the level existing before last year's tax cut. Taxes or the lower bracket are to remain the same.

Shifts in the structure of capital gains provisions are also contemplated. It is expected that the President will ask Congress to raise the time assets must be held to qualify as capital gains from the present six months to one year. Present exemptions from estate and gift taxes are to be tightened in order to raise more revenue.

The administration's stand on excise taxes is still unclear. The President has come out for repeal of the 3 per cent freight tax, but has given no indication as to whether he will support cuts in other excises which were inflated during the war years. Congressional reception of this tax program is expected to be hostile. Legislators are mindful that the President asked for a whopping tax increase last January and then changed his mind in July, only to switch back to the high tax theme again this fall. Higher taxes are certain to be unpopular with congressmen who must run for re-election next November-which includes all representatives and one third of the senators. The general mood prevailing in Congress at adjournment was to raise no taxes at all in the coming session and cut the excises. With or without the support of the administration, excise cuts are almost a certainty to pass Congress. If the President should veto an excise reduction, however, it is doubtful the cut could be enacted over the veto. Truman's call for additional revenues will be based on the heavy red ink in the Treasury's books. The deficit for the first three months of the current fiscal year was around the ing the intense TV interest. two-billion mark and without a tax increase it will climb above \$5,000,-000,000 before June 30, 1950.

NUMBER ONE THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits THAT LUCKY OLD SUN
- No. 1 Sheet Music Seller
 - THAT LUCKY OLD SUN
- 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 SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record SLIPPING AROUND, J. Wakely-M. Whiting. Cap 57-40224 No. 1 Most Played 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
 - I DON'T SEE ME IN YOUR EYES ANYMORE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 43.

Beville Finds Radio Can Still Thrive Alongside of Video

"ubiquitous nature" indicates a conthis week at the annual luncheon given by The Pulse, Inc., Beville asserted that multiple radio sets in the home plus away-from-home listening is increasing in size, and that radio affords a counter-movement to TV's centralization of the family about a single receiver.

NEW YORK, Oct. 29. - Radio's family pleasure; listening prevails everywhere; these audiences must be tinued healthy growth alongside of counted by the industry rather than TV, acording to Hugh M. Beville, re- given away as a bonus, as competisearch chief of the National Broad- tion with other media increases; and casting Company (NBC). Speaking because this type of listening will be comparatively unaffected by TV and will become a greater share of all listening.

Guest Viewers a Factor

Beville also said that TV awayfrom - home viewing should be co-operate in publication of literature counted in surveys. He pointed out explaining what could result from that some 80 per cent of New York co-operation. The venture will be TV homes have guests once a week or more to see tele shows, and that 6 per cent of TV homes have guests every night to see TV. Forty per cent of non-TV families see tele shows once a week or more, and 25 per cent see two a week or more. These potential customers have great commercial value to advertisers, proved by a survey showing that use of brands advertised on TV is 13 per cent higher than the norm among families from non-TV homes seeing at least one video show monthly, according to Beville.

Tax Hike May Hit Showbiz Educational, Fall in Love

Co-Operation Theme of SBC

CHICAGO, Oct. 29 .- After bickering for years, commercial and educational broadcasters apparently have buried their hatchets and are ready to work in co-operation for mutual benefit. In the eyes of 1,400 in attendance, this was the most significant development at the 13th annual School Broadcast Conference (SBC) here last week.

Many attending noted this new attitude and contrasted it with atmospheres of past Ohio State and other educational radio meetings. One leader in the field summed it up by saying: "This meeting has been a relief. Educational broadcasters have not taken swings at the commercial boys, and the representatives of the profit making industry have not tried to belittle the educators. I'm sick of post mortems. If we educational broadcasters can't continue on our own two feet, and without trying to get support by calling the commercial industry names, then we ought to quit."

The new note of co-operation was revealed by case histories related at various sessions and by suggestions made by representatives of the commercial field.

NAB Pitches In

For example, Lob Richards, head of public relations for the National Association of Broadcasters (NAB), agreed to a plan whereby educators and commercial broadcasters would

CTC Votes March

directors of the Chicago Television car, at work or in another home. He 22, and Fort Wayne, Ind., Novem-Council this week voted to hold an- also mentioned the case of a children's ber 23, other industry-wide trade conference show which doubled its rating after in March. Plans are in tentative the rating service added a question stages, but success of last year's meeting, which covered all facets of apart from the main family set, were TV operation, prompted the decision in use. at this time.

According to George Harvey, president of the council, the three-day conference will have an all-encomtrade figures. Invitations to speakers coming evident that radio is growing 000) compared with 7,400,000 (\$3,are expected to go out soon.

The elements of individual taste

and individual selection will be on the side of radio in homes which have both AM and TV receivers, he said. Just as people have individual tastes in reading matter, hobbies and food, they have similar desires in entertainment. With 71 per cent of TV homes having at least two radio receivers, and fully one-third housing three or more AM sets, Beville predicted that individual family members would drift away from group viewing toward selection of an AM program they can choose themselves. It is unrealistic, said Beville, to believe the entire family will continue to gather in the living room night after night.

Sets Still Sell Well

To bolster this point, he said a survey of department stores showed that sale of AM sets is strong, particularly on table models. He also quoted a major distributor as complaining that he can't get enough receivers for his dealers, because of underestimation of the market by manufacturers and a revival of interest in radio in New York, follow-

Beville also stressed the need for greater research efforts on awayfrom-home listening, a field in which The Pulse now is issuing quarterly reports. With some 20,000,000 radios outside of homes, he said, it is obvious that because nobody answers Trade Conference a telephone survey this does not mean that members of the family are not CHICAGO, Oct. 29 .- The board of listening to a radio elsewhere, in a about whether other sets in the home,

New techniques and approaches are needed for measurement of this away-from-home and multiple set audience, said Beville. This is especially true now, because it is bemore into a personal rather than 700,000) the previous year.

21G to Canova For 1-Wk. Tour

HOLLYWOOD, Oct. 29 .- Judy Canova will get a \$21,000 guarantee, plus 50 per cent split over \$42,000, for a one-week tour promoted by Phil Simons. Tour was booked by William King, Miss Canova's agent. She headlines a 40-man troupe playing a two-hour show. Company includes Harmonicats, comedy juggler Bobby Winters, Hank the Mule, ton Dancers (12 girl line), Songsmiths (male quartet), and Frank Konyi ork (14),

Show leaves here November 15 to open two days later at Battle Creek Mich. Itinerary includes Peoria, Ill., November 18; Flint, 19; Saginaw, 20; Grand Rapids, Mich., 21; South Bend,

Philippine Showbiz Off

WASHINGTON, Oct. 29 .- Collections from the amusement tax in the Philippines fell off sharply last fiscal year, the Commerce Department reported this week. During the fiscal year ended June 30, 1949, the tax brought in 6,800,000 pesos (\$3,400,-

financed by the NAB and will get under way after the first of the year. Educators will write the pamphlets, (See EDUCATIONAL on page 52) Billboard The World's Foremost Amusement Weekly Founded 1894 by W H. Donaldson Publishers Roger S. Littleford Ir-William D. Littleford Pres. & Treas. E. W. Evans Lawrence W. Gatto Editora Roger S. Littleford Jr. ---- Editor in Chief G. R. Schreiber ----- Coin Machine Editor Herb Dotten William | Sachs (Cincinnati) Dick Armstrong Executive News Editor (New York) Managers and Divisions E. W. Evans, Gen Manager Cincinnati Main Office & Printing Division 2160 Patterson St. Cincinnati 22, Ohio Phone: DUnbar 5450 W. D. Littleford, Gen Manager Eastern Division 1564 Broadway New York 19, N. Y. Phone: PLaza 7-2800 M. L. Reuter, Gen Manager Western Division 188 W Randolph St., Chicago 1, 111 Phone CEntral 6-8761 ventriloquist Mary Jane Reed, Tay- Sam Abbott, Gen Manager West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: HOllywood 9-5831 F. B. Joerling, Gen. Manager Southwest Division 390 Arcade Bidg., St. Louis 1 Mo. Phone: CHestnut 0443 Advertising Director C. J. Latscha Advertising Mgr., New York M. L. Reuter Advertising Mgr., Chicago B. A. Bruns Circulation Manager Main Advertising, Circulation & Printing Offices 2160 Patterson St., Cincinnati 22 Ohio Phone: DUnbar 6450 Subscription rates payable in advance. One year, \$10. I'wo years, \$17.50. These rates, apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as

new address. The Billboard also publishes

Vend, the monthly magazine of automatic merchandising



RADIO-TELEVISION Communications to 1564 Broadway New York 19. N. Y

MBS Ganders Laine as D. J.

HOLLYWOOD, Oct. 29 .- The Mutual Broadcasting System (MBS) is reportedly negotiating for Frankie Laine to take over as a network disk jockey, following the collapse this week of MBS's long pending deal with Frank Sinatra for a daily platter-spinning program. The show was scotched this week by the American Tobacco Company, which bankrolls The Voice's Light Up Time network airer.

Sinatra had verbally okayed the proposition, which would have guaranteed him \$2,500 weekly against a percentage, but the deal fizzled when the ciggie maker turned thumbs down on more than a 13-week commitment for the crooner. Mutual wanted a 12-month network tenancy. The Coast MBS regional net's platterspinner job was also turned down this week by KLAC disk jockey Bob McLaughlin, who nixed the offer when KLAC execs gave him more dough to stay with the Indie station.

Meanwhile Sinatra has asked the tobacco company to move Light Up Time, which originated in Hollywood, to New York this month for a sixweek stay coincidental with the opening of the Metropolitan Opera season, so thrush Dorothy Kirsten can double from the Met. If the cig sponsor agrees to foot the bill for traveling (See MBS Eyes Laine on page 14)

H'wood Calling; No One Answers

Net Shows Use Tape Recording

NEW YORK, Oct. 29.-Current network shows airing via tape recording are as follows:

Lassie

National Broadcasting Company People Are Funny (Saturday)

Ethel Merman Mr. District Attorney Father Knows Best Duffy's Tavern Perry Como Dragnes Martin and Lowis Columbia Broadcasting System

Burns and Allen Groucho Marz Bing Crosby Bob Hawk Mother Knows Best

Pick A Date Talk Your Way Out Of It Ozzie and Harriet Ladies Be Seated.

Hormel Girl's Corps

Captain Midnight B-Bar-B-Banch

Skippy Theater Gene Autry Symphonette American Broadcasting Company

Voices and Events

One Man's Family

Joe DiMaggio

Take It Or Leave It

Lonella Parsons (Portions) Author Meets the Critics Old Fashioned Revival Hour Dawn Bible Class

Confidential Close-Ups (Acetate)

Mutual Broadcasting System Straight Arrow Light Crust Doughboys

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

K&E Lands New Bristol-Myers Product Account

Kenyon & Eckhardt has landed a small, but plump new account, a new product to be marketed shortly by Bristol-Myers (Ipana, Sal Hepatica, Minit Rub, et al.). It's the first time K&E has handled a B-M product, the company previously placing business with Young & Rubicam; Doherty, Clifford & Shenfield, and Pedlar & Ryan. Neither the nature of the product nor its name are known, but traditionally B-M advertising has gone into magazines and radio-TV. The last B-M product to be introduced was its brushless shave cream, Benex. Also reported, but unconfirmed, was the possibility that B-M might renew sponsorship of Henry Morgan, who did a click job for the company as a summer replacement this year for "Duffy's Tavern."

' TAPE MEASURE GROWS **35 Net Shows** Use System; NBC Has 12

The Bulboara

Crosby Started It All

NEW YORK, Oct. 29 .- Three years ago Bing Crosby started doing his radio shows on tape. Today, 35 major network programs are aired via the same means, with more due to follow. Despite occasional bankrollers who still hold a prejudice against the tape technique, indications are that the growth of TV will supply an added stimulus to the switch from live airings.

Only two weeks ago, Hugh Davis, executive veepee of the Foote, Cone & Belding (FC&B) agency, disclosed that his firm plans to tape the sound of future video shows it will produce and, with some re-editing, broadcast the tape as an inexpensive way of presenting a radio show. It is reported also that DuPont is considering using the same technique with a forthcoming TV version of Cavalcade, so its veteran radio stanza will remain on the air when the bankroller moves into tele.

Leading the web parade in the number of shows presented via tape is the National Broadcasting Company (NBC), which was the most vociferous opponent among the networks in okaying this type of show. NBC has been using tape on 12 shows this season, with another being aired via acetate. The Columbia Broadcasting System and the American Broadcasting Company follow with nine taped shows each. The Mutual Broadcasting System thus far has used tape on four shows this year.

National Broadcasting Company is trying desperately to hypo Hollywood Calling, its kingsize Sunday night giveaway show, it is reported that the program is headed for the scrap heap next February. Gruen Watch, which sponsors the second half of the show against Jack Benny, has a firm contract running thru the end of February, 1950.

Hollywood's ratings have been disappointing and this week NBC took steps to make it more palatable by easing the questioning procedure on the show. The network hopes that it will be able to give away one jackpot each week as a result.

Reports that NBC planned to cut the show from an hour to a half hour are denied, the Gruen contract providing that the show remain an hour. The reason is the hope the first half hour, currently unsponsored, will serve to build listener interest for the last half hour.

Embassy Cigs Bow On Web-With "I.Q." New Yorker Puts Bee on Berle; New TV Dept.?

NEW YORK, Oct. 29.-Embassy cigarettes this week moved into the network program field for the first time, signing to sponsor Dr. I. Q. on the American Broadcasting Company (ABC). The P. Lorillard product got its initial build-up via radio spots and newspaper space, bought individually as new markets opened up. The show, which was dropped by Mars Candy on the National Broadcasting Company (NBC) a month ago, will air at 8 p. m. Wednesdays on ABC, starting January 4.

A sustaining build-up for the commercial run will get under way next Wednesday (2), for Amazing Mr. Malone, currently in that time slot, to shift to 7:30 p.m. Sundays. The business was placed thru the Geyer, Newell & Ganger Agency which is not amazed.

HOLLYWOOD, Oct. 29.-Altho the Longines Buys CBS Thanksgiving Time

The Longines Watch Company this week purchased the 5 to 6 p.m. period on Thanksgiving Day from the Columbia Broadcasting System (CBS) for a simulcast version of its two current CBS radio shows-the "Symphonietta" and the "Choraleers." Tho the Elgin-American Watch Company in the past has frequently bankrolled hour-long holiday radio shows, this is the first time that Longines has sponsored such a program. The TV version will be telecast on about 25 CBS-TV affiliates. If the experiment works, Longines may buy more time from CBS for Christmas and New Year's Day programs. Victor H. Bennett is the agency.

Y&R Hunts Daytimer for P&G

Young & Rubicam is scouring the market for a daytime show for its new Procter & Gamble product. The agency is keeping under wraps the name of the new product. Among the shows under consideration are the Garry Moore show and "Pick a Date," which stars Buddy Rogers.

NBC Sets "Cactus Jim" as 30-Minute Participator

The National Broadcasting Company (NBC) video web last week set a Western film show as a five-week 30-minute participation offering. Titled "Cactus Jim," the stanza will originate in Chicago and will be aired on the web from 6 to 6:30 p.m. EST. The show will utilize four one-minute participation periods daily, for local station sale. Films will be broken into two parts, shown on consecutive broadcast days.

Milton Berle and the "Texaco Star Theater" both got a caustic going over in the current New Yorker, with most of the shellacking being directed toward Berle. Author of the piece was Philip Hamburger and trade reaction was that with all of Berle's shortcomings, Hamburger went somewhat overboard. Incidentally, The Billboard's man Stanley tried to find out whether the New Yorker's television column was to be a regular feature. "Made one call," Stanley reported, "and Hamburger wasn't in. Asked girl on phone. She didn't know. Transferred me to another girl. Didn't know. Same thing three more times. Finally told to call back later. Did so. Told then another column upcoming in November. After that no one knows. End of journey into department of utter confusion."

Doubleday, Auto Firm May B.R. "Couple of Joes"

"A Couple of Joes," World Video package now airing from 11:15 p.m. to midnight Fridays on American Broadcasting Company (ABC), last week was deep in negotiations with two bankrollers believed ready to split the show between them. Doubleday Doran, publishing company, is interested in taking "Joes" for 30 minutes on Wednesdays and Saturdays, probably from 11 to 11:30 p.m. An auto firm, readying a new low-priced car, is dickering to promote its new product with "Joes" on Thursdays, from 11 p.m. to midnight. The show, after four weeks, has jumped its mail count from 4,000 to over 17,000.

Waring Equips

Fred Waring now is in the process of equipping his place at Delaware Water Gap with complete tape equipment, so he can avoid traveling to New York for radio broadcasts. Waring, however, will continue to make a weekly trip for his TV show. Even ad agencies are making new arrangements to keep up with the hypoed pace, with the William Weintraub agency setting up a special deal with Audio & Video Products Corporation, distributors of Ampex, for a new tape editing service. Use of Ampex for regular Coast repeat shows and for smooth operation of repeats during the daylight saving time period has become standard practice,

An ironic sidelight on the tape ex-(See Webs' Tape Measure, page 14)

Salaam!

NEW YORK, Oct. 29.-Bill Chalmers, radio and tele veepee at Kenyon & Eckhardt, has inaugurated two policies for the Ford Theater TV series which have really made him the actors' dream man. For one thing, the lowest fee on the show (two weeks' rehearsal) is \$250which doesn't include meals served during rehearsals. The second item is that as soon as the show goes off the air, a K. & E. gal makes the rounds of the dressing rooms, handing each performer his or her check. The usual procedure in radio and tele in paying actors involves an average 10-day to two-week wait.

6

Pope Asks Salesmen Sell **Outlet WHOM, Wants WINS; Ex-FCC Head To Fight Sale**

NEW YORK, Oct. 29 .- Time sales- ganized itself into a group called men at WHOM, Generoso Pope's the Committee of 100 Families, is Jersey City station, this week were battling the transfer to Pope on sevgiven an added assignment, accord- eral grounds, among them the fact ing to inside reports. Their new mis- that there is no precedent for a 50 sion, it is said, is to try to locate a kw. foreign language station and albuyer for the station-this, of course, leged there is no need for such serv-In addition to selling air time. The ice in New York. The claim is made reason for the move is that Pope that present foreign language stahas filed to buy WINS, New York, and tions more than adequately service will be required to divest himself of foreign language audiences in the WHOM under government radio duopoly rules. It is believed to be the first time such a tactic has been used in attempting to dispose of a radio station.

Pope has three bids under consideration, but declines to identify the prospective buyers. It was reliably reported the that the trio doesn't Include the Jersey Journal's reported offer of \$110,000, which was reportedly rejected by Pope as too low. However, trade consensus is that he will settle for less than the \$450,000 price he quoted a couple of weeks ago.

Pope hopes to sell the station with WINS programing if it's feasible with the station's commitments. This purchase plan constitutes a smart move, since such a sale would probably solve the employment problem The department involved is sales, of WINS' present staff, and assure Pope that WHOM will operate as an English-speaking station, and not in competition with WINS as a foreign language outlet as Pope proposes to operate it.

Presupposing Federal Communications Commission (FCC) approval, Pope plans to use the WINS call letters, its power and place on the dial, but will, continue to operate from WHOM's new \$500,000 studios. The WINS studios will be included in the WHOM purchase deal along with the WHOM call letters and transmitter. Meanwhile James Lawrence Fly has been engaged by the staff of WINS to oppose the sale to Pope. Fly will shortly file a brief in opposition with the FCC, of which he is a former chairman. The staff, which has or-

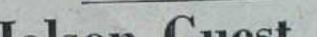
metropolitan area,

Big News From NBC Friday?

NEW YORK, Oct. 29 .- Unusual interest in the trade is centering on next Friday's confab of the National Broadcasting Company (NBC) board of directors. The board meets the first Friday of every month.

In some quarters, it was reported that NBC might announce, after the meeting, the set-up in the first of its departments to be separated under its pending reorganization plan whereby the company will be split into two distinct units, one AM and one TV. which has been operating on an integrated basis for some time. Reports also said that NBC is about set on who is to head television sales, but will not identify the exec until after Friday's meeting.

The last NEC board session named Niles Trammell as chairman and Joseph H. McConnell as the new network president.



Brief and Important

Last-Minute Digest of AM-TV News

Philip Morris Studies "Ruthie" Replacement

Philip Morris this week was deciding between Herb Shriner and Harry Hershfield as a replacement for its five-day-a-week five-minute show now on the Columbia Broadcasting System (CBS)-TV network. "Ruthie on the Telephone," the current program in the slot, is being dropped. Victor Borge is also in the sweepstakes.

WM Peddles 30-Minute Storch Comedy

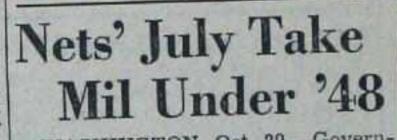
The William Morris Agency is peddling a 30-minute TV situation-comedy series tagged "Larry Storch, Boy Husband," with mimic Storch playing the title role. The show, which is packaged by John Nasht Productions, is produced by Gene Seagle, Nasht veepee, and scripted by Bob Wald and Jack Raymond.

NBC Buys Grand Central Station Plugs

The National Broadcasting Company (NBC), along with the parent Radio Corporation of America (RCA) for the first time has entered into audio promotion on facilities other than those of the web itself, buying spot announcements at Grand Central Station. RCA is using three spots per hour between 7 a.m. and 4 p.m., and between 8 p.m. and midnight, to plug records and its exhibition hall. NBC, WNBC and WNET radio and TV shows are being pitched at similar intervals between 4 and 8 p.m., mainly to remind commuters of shows that night and of program changes. The cost is about \$6,000 for the 13 weeks. NBC is prepping transcribed spots using web talent. Business was placed thru J. Walter Thompson,

CBS To Screen 6-Day Bike Races

Beginning October 30, and for the first time, video fans will get a chance to go around in circles with the six-day bike riders. The races will be televised over the Columbia Broadcasting System (CBS)-TV from the 22d Engineers Armory in New York. The races, will be on video five of the six days in the late hours and will be programed for 61/2 hours.



WASHINGTON, Oct. 29.-Government statisticians this week turned up their first indication of a slump in radio advertising. They reported that July gross network revenues dropped to the lowest monthly level since be- give music on tape a thoro three-week fore the war. Estimated July net- trial on one of its busses beginning work income before discounts was Tuesday (1). The idea is the brain-\$12,091,000, more than \$3,000,000 below June and more than \$1,000,000 behind the level of August, 1948. Two classes of advertisers accounted for most of the decline from June, according to the report. Sponsors in the food class bought \$4,127,000 worth of time in June, only \$2,993,000 worth in July. Drug and toiletries manufacturers accounted for \$4,285,000 in June and \$3,473,000 in July. Declines in time buying were general thruout the sponsor classes, with only wearing apparel makers expanddently persuaded him that the guest ing their contracts. They bought shots would keep his name before the gross time valued at \$75,000 in June and increased this to \$89,000 in July.

5th Avenue Busses In 3 . Week Test Of Music on Tape

NEW YORK, Oct. 29 .- The Fifth Avenue Coach Company here will child of the Music-Miler Corporation, which has already tested the machine on bus runs without passengers. The machine is an automatic 40pound tape playback which plays 24 hours of music in every kind of location. If the bus company finds the machine has no kinks, and rents it, it intends to sell commercial spots. The advantage of the Music-Miler product is that it has no dead spots in areas where radio might have and that there is no superimposition of stations, another problem of radio on vehicles. Other bus companies, railroads, steamship lines and possible industrial consumers of music are watching the experiment. The music played on the machine is of a soft melodic background nature. The Music - Miler Corporation headed by William J. Dowling, has been experimenting for a year with wired and radio music for vehicles The machine uses Minnesota Mining Scotch tape. The company is now building up a music library. The music for the trial was programed by Joe Hards of the London Library Service.

Job Tip Program **On WXYZ Sundays**

service program on employment opportunities, beamed specifically to high school students and graduates, is being started November 6 by WXYZ, to be aired at 3 p.m. Sundays. The Detroit Teachers' Association is working closely with the station in preparation of the show, which is to be produced by Boyd Lawler.

Local business, industrial and civic authorities in various fields are being scheduled for personal appearances, with advice on finding jobs and specific requirements and suggestions for job preparation in different types of employment, with special reference to the current local business picture.

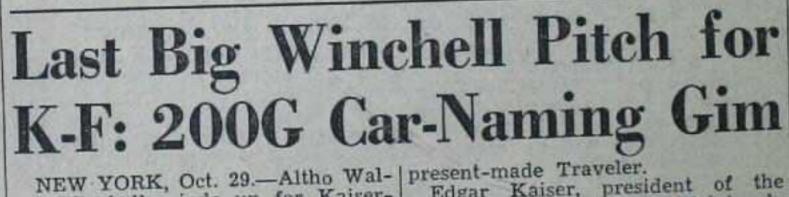
Godfrey Denies It

WASHINGTON, Oct. 29 .-The "old red-head" isn't interested in buying the Redskins, Arthur Godfrey said Friday (28) in denying a front-page story in The Washington News that he was dickering to pick up the local football club from George Marshall, Godfrey added, however, that he might be interested in buying into the Washington Senators baseball club. The Redskins are currently running next to last. The Senators wound up in the cellar.

Jolson Guest Shots for CBS?

HOLLYWOOD, Oct. 29.-Columbia Broadcasting System (CBS) this week was on the verge of signing Al Jolson to make exclusive guest appearances for the web on both radio and TV. The deal is being handled by CBS Board Chairman William S. Paley.

Altho the singer, who last year had his own radio show over National Broadcasting Company (NBC), has indicated he was not interested in DETROIT, Oct. 29 .- A new public having a regular program, CBS evipublic with a minimum of work.



ter Winchell winds up for Kaiser-Frazer at the end of December, the company, and William Weintraub, columnist will tee off on one final head of the K-F ad agency, are now major activity for the auto outfit on a tour of dealers ballyhooing the Sunday (6) when his program will project and at the same time making inaugurate a \$200,000 contest to name a concerted drive for new dealers. the new low-priced Kaiser car. At K-F, because of its spotty dealer the same time considerable interest set-up, will use newspapers and spot both in advertising and automotive radio for the first quarter of 1950; circles is centering on the new Kaiser the Kaiser product may do to car \$50,000 as first prize, with another venture, both with respect to what sales and how it will affect advertising campaigns of other manufacturers.

first of its 20 new models early in the winners' names. -1950, the line to include the new low-\$900 to \$1,100 range; the Kaiser, in loans, one for \$34,000,000 and one priced car, anticipated as selling in the the middle price range, and the for \$10,000,000. Two schools of Frazer, the highest of the three. Now thought exist with respect to other making only a four-door job, K-F car makers. One is they may plunge year, including two and four-door thus precipitate a terrific fight. The market for all their dealers, a prot cars and convertibles, as well as the other is that they cannot do so with- lem K-F doesn't face.

Edgar Kaiser, president of the network radio may be used later. The new car name contest will have total of \$50,000 going to other winners. In addition, a like total of \$100,000 will be donated to the Damon Kaiser will start showing off the Runyon Memorial Cancer Fund in

K-F recently was granted two Reconstruction Finance Corporation

General Mills Mulls New ABC Addition

NEW YORK, Oct. 29. - General Mills this week was reported plannin to add another to its string of radi shows on the American Broadcastin Company (ABC). Sponsor's exec last week huddled with Fred Throw er and Bud Barry, ABC sales an program toppers, in Minneapolis,

Altho the Betty Crocker show o ABC was reported shaky, web of ficials said General Mills would con tinue with it. The bankroller also ha Lone Ranger, Breakfast Club an Jack Armstrong on ABC.

out wrecking the entire used-ca

The Billboard

TV

CBS Surprises, Goes Outside For "Studio"

ABC'S

NEW YORK, Oct. 29 .- Columbia Broadcasting System (CBS) this week broke a hard-and-fast TV house rule in its anxiety to grab Actors Studio, Peabody award-winning dramatic package owned by World Video. The web, which hitherto has shunned any sustainers except those owned at least in part by CBS, broke precedent by pacting the World Video property, which had just been dropped by American Broadcasting Company in its TV budget cutback.

Studio will hit CBS without missing a week, bowing next Tuesday (1). Time slot is 9 p.m. Tuesdays, vacated by Gulf's We, the People, which switches to National Broadcasting Company. Don Davis continues to produce Studio for World.

Ballantine Buys "Believe It Or Not"; Bouts Out?

NEW YORK, Oct. 29 .- In a move that may presage the end of its heavy sponsorship of fights, Ballantine Beer this week purchased a new Believe It or Not video program to go on the Sultan, Montilla To Cut Caribbean Disks National Broadcasting Company (NBC)-TV about January 1 in the Wednesday evening 8-8:30 slot. The program is actually the old radio show once produced by Ed Gardner, who dramatizes Believe It or Not items. There are reports that the beer company was dissatisfied with its sponsorship of bouts this summer because not enough important fights were televised. Now the bankroller believes that the medium has reached the point where the home audience is more important to his product than the bar viewers. J. Walter Thompson is the agency.

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

CRMC Urged To Back BMB

10-MIL

Melvin Brorby, of Needham, Louis & Brorby Agency, this week urged the Chicago Radio Management Club to back continuance of the Broadcast Measurement Bureau (BMB). Said service was needed by advertisers, agencies and broadcasters and added that agencies would be wise to request stations to join so second report would be supported by more than 604 stations that to date have contracted to buy the service. Brorby also stated that future structure of BMB would be considered at a National Association of Broadcasters board meeting November 14, and that he hoped no final decisions were made until after the second report had been released.

FCC Clears WARL of Giveaway Charges

WARL, Arlington, Va., which has been impaled on the Federal Communications Commission's (FCC) giveaway hook for two years was cleared of violating lottery regulations when the commission dismissed the proceedings. FCC said that the program in question has been discontinued and that the whole giveaway issue is in the courts. Therefore, said the FCC, further proceedings in the WARL case "would now serve no useful purpose."

RWG May Ask Strike at CBS, NBC, ABC

The Radio Writers' Guild (RWG) next week plans to ask staff and continuity writers at the Columbia Broadcasting System (CBS), the American Broadcasting Company (ABC) and the National Broadcasting Company (NBC) to authorize a strike at the webs, unless an agreement is reached on contract discussions. The Federal Mediation Service has stepped into the dispute and is trying to find a basis of agreement.

Lewis To Direct "Broadway Is My Beat" on CBS

Radio actor Elliot Lewis will produce and direct "Broadway Is My Beat," sustaining stable which returns to the Columbia Broadcasting System (CBS) on Saturday (5) 9:30-10 p.m. Lewis directed several episodes in "Suspense" this summer while Bill Spier was on vacation. "Broadway Is My Beat" was on earlier this year.

New Facilities May Cut Prod. Costs 50%

RADIO-TELEVISION

GAMBLE

But If They Don't-!

NEW YORK, Oct. 29 .- The American Broadcasting Company (ABC), according to trade observers, has taken what is described as a ."\$10,000,000 gamble" in the new television facilities it is completing in Hollywood and Chicago and in the facilities just completed in Newark and "previewed" this week. The investment involved, combined with lesser expenditures in Detroit and San Francisco, where ABC is operating its other two tele stations, totals \$7,500,000, according to Bob Kintner, ABC exec veepee. Operations, it is declared, will bring the total up to the extent of the rest of the "gamble."

What ABC is shooting the works on is its theory that its studios, which now are more up-to-date than those of its competitors, coupled with its production facilities, will enable advertisers to cut production costs anywhere from one-third to one-half. ABC's thinking is that unlike radio, TV stations have no power advantage of the competition, as for example, 50-kw. stations do in radio. Accordingly, ABC, presupposing that its New York signal will soon match those of other networks-its transmitter is being shifted shortly to the Empire State Building-is making its pitch and taking its calculated risk on the edge it hopes to keep via its production equipment.

Nets Ask AFM **Discuss Terms** For TV Music

NEW YORK, Oct. 29 .- The video networks this week asked Prexy James C. Petrillo, of the American Federation of Musicians (AFM), to call a meeting in the near future to discuss the proposed wage scales and other conditions for TV music propounded by the union. The video industry, after studying the scales, indicated a willingness to battle Petrillo, unless some sort of compromise could be affected.

The only hope that the musicmakers might be willing to give somewhat was the section of the "memorandum" which admitted that the "present development and status of the industry does not now warrant steady and continuing employment by musicians." This was taken to mean, by some in the trade, either a recognition that the scales might be slightly shaved or else that, if TV could offer weekly work, a much better deal might be arranged.

AFM, IATSE War

In Hollywood a first rate jurisdictional war was brewing between the AFM and the International Allance of Theatrical Stage Employees (IATSE), who roared at Petrillo's (See Nets Ask AFM on page 17)

Harry Sultan, owner Bruce Record Distributors and head of the Discos Cafamo Latin-American label, and Fred Montilla left here Thursday (27) for Havana and Puerto Rico. A search for new Latin-American talent and several record cutting sessions are scheduled in the Caribbean area.

FCC Approves O'Dea's Assuming WOV

Richard E. O'Dea takes over control of WOV, New York, from N. J. Leigh under terms of a stock transfer agreement approved by the Federal Communications Commission (FCC). Leigh was in control of the station only during the few months between the sale to O'Dea and the purchase of WOV from Arde Bulova.

Drastic ABC Staff Slashes Signpost 20th - Fox Sale?

NEW YORK, Oct. 29 .- Insiders at one half TV crews, the cuts leave the network with three. the American Broadcasting Company

(ABC) are speculating that this week's drastic program and personnel slashes, which followed last week's TV cuts, and which lopped off about 100 heads on a national basis, signify finally the approaching sale of the web to 20th Century-Fox . The combination of the web's move to cut its operating nut, the recent upward movement of ABC stock, and anticipated improvement in AM and TV program sales all seem to add up to a possible disposal of majority stock

by board chairman Edward J. Noble. Streamlining of the ABC operation already this week cut down a top program exec and two sales execs, with two more New York TV salesmen slated to be tapped next week. Program Veepee J. Donald Wilson, Eastern sales exec Morgan Ryan alees. Where ABC has had four and time TV pays off.

As a result of the cutback, Ivor Kenway has been shifted into the post of veepee in charge of new business sales, reporting to sales Veepee Fred Thrower. Kenway, previously veepee in charge of advertising, promotion and research, thus returns to a sales capacity which he shook to take over the promotion job. His new duties are those formerly handled by Fry, and earlier by Humboldt Greig, who left ABC several months ago, and one which is considered among the hottest seats in the web. Ted Oberfelder, who has been Kenway's assistant, takes over the top promotion job.

It is admitted that talk about resumption of negotiations between Noble and the 20th-Fox board chairman Spyros Skouras is strictly specunational sales director Tom Fry and lative. Negotiations broke down about a year ago when Noble and Skouras ready have been handed walking remained \$5,000,000 apart in seeking papers, as has James Bixler, head to fix a sale price. Three top ABC of the ABC announcing staff. The ex- execs this week maintained that, to its extend to regional ABC offices, their knowledge, no talks with Skouwith many execs spending uneasy ras are under way. However, agreeweek-ends as their names are being ment is general that if Fox, with a pondered for further cuts next week. healthy bankroll and the ability to Included in the dismissals were sev- get name performers, moves into eral secretaries, some 20 engineers, a ABC, it would be able to take with number of TV carpenters and set equanimity the certain losses in the men and some miscellaneous employ- near future while building for the

Savings on Haulage

With equipment now at its disposal in its new 66th Street television center in New York, ABC no longer has to go on the outside for scenery, flats, props or storage space. Thus, in addition to cutting down these costs, ABC is able to save the not inconsiderable trucking and hauling expense.

The web has prepared what is said to be the most exhaustive cost factor analysis ever compiled in TV, figuring in every expense-production costs, overhead, salaries, equipment, (See ABC Gambles in TV on page 14)



RADIO-TELEVISION

The Billboard

November 5, 1949

CBS Studies Stable Staffs; Fineshriber to Coast on Package Hunt 2 for Biggies

8

Several Use Plan

NEW YORK, Oct. 29 .- Mulling a step that would parallel the Holly-Columbia Broadcasting System (CBS) this week was considering introducing the unit system for its more pretentious video programs. The web and one CBS client have already introduced the unit system on several current shows.

CBS-TV's Studio One, Front Page and Mama all operate on a unit basis. Studio One, for example, has Worthington Minor as over-all executive producer, but he rotates with Paul Nickel and occasionally with Yul Brynner on directing the program. Ralph Nelson heads up the Mama unit as executive producer and Frank Heller the Front Page unit.

When the Ford Theater goes weekly on CBS-TV early next year, Kenyon & Eckhardt plans the same kind of bi-lateral operation. Certain functions such as scene designing will be overlapping, but the directing, writing and producing will be handled by two different groups. The Philco Theater, now on the National Broadcasting System (NBC)-TV, is working with two different units headed by Fred Coe as executive producer. Gordon Duff directs one week while Delbert Mann megs the other.

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

Mutual Broadcasting System's (MBS) newly appointed program veepee, Bill Fineshriber Jr., will arrive in Hollywood November 9 for an extended program shopping tour and budget discussion on the net's 1950 program plans. While in Hollywood Fineshriber will huddle with MBS's Coast program rep, Ned Tollinger, and local packagers on show ideas, beaming sights on packages with a commercial price tag of \$5,000 or less. Advance word was sent last week to local program peddlers to show their wares, marking the first time in months that MBS indicated interest in new starters.

wood mode of picture production, the N. Y. Politico Battle Adds 30G to WMCA Till

The "split-ticket" melee in New York's upcoming election (mayoralty and senatorial) brought a \$30,000 bonanza to local Station WMCA, via a total of 41 hours and 10 minutes of paid political pitches for all parties involved in the last two weeks.

U. S. Treasury To Put "Sunday Serenade" on CBS

The United States Treasury Department this week placed Sammy Kaye and his "Sunday Serenade" on the Columbia Broadcasting System (CBS) beginning Sunday (13), 1:30-2 p.m. The show formerly aired on the American Broadcasting Company.

'One Man's Family" Gets New Leads for TV

The practice of using different leads for TV versions of top AM shows will get another advocate when National Broadcasting Company (NBC) starts airing its television of "One Man's Family," which it owns in conjunction with Carleton Morse, November 4. The "father" lead has been assigned to Bert Lytell, and the "mother" lead to Margorie Gateson, both legit veterans. Morse, who is producing, leaves this week for Hollywood where he will record 13 more of the AM shows. He'll return to New York for the TV production when the platters are finished. Both shows air as sustainers.

Hooper Says TV's Not Cutting AM Coin

Television is not cutting into radio's goldbag, according to C. E. Hooper, in a talk before the Advertising Club of Washington, "On the contrary," said Hooper, "radio has gained tremendously wherever television is located."

Unit System Growing in Video Ford Co. Buys **United Nations** Series on CBS

NEW YORK, Oct. 29 .- In a deal engineered personally by Columbia Broadcasting System (CBS) Prexy Frank Stanton, the Ford Motor Company this week purchased the remaining sessions of the United Nations (UN) General Assembly from Lake Success and Flushing Meadows for sponsorship on an institutional basis over CBS-TV. Beginning Monday (7) 11 a.m. to 1 p.m. and from 3-4 p.m. across the board for four weeks, the UN will be offered to televiewers.

The 60 hours of institutional programing by the motor car company in the concentrated period will make this deal the most important video buy of that kind. Tho it has not been officially announced, it is understood that the purchase was made on an exclusive basis.

NBCToFeature Tyro Tunesters?

NEW YORK, Oct. 29 .- The National Broadcasting Company (NBC) is working on a new half-hour show featuring amateur or would-be songwriters. The chief point of the show is said to be that NBC has set a deal whereby publication by a recognized music house will be guaranteed, songs to be selected by a panel of showbiz and Tin Pan Alley savants.

Programs based on this approach have long concerned the webs because of legal problems involved, primarily the possibility of plagiarism suits. NBC, however, feels it has cleared all such problems and is, accordingly, going ahead.

Better Functioning

The thinking behind using separate units on the hour-long dramas is that better production, is achieved when two separate groups function. The production demands of video are such that they can only be mastered when more time is allowed the creative personnel.

CBS is also instituting the single unit which consists of an executive producer handling several shows and writer, director, stage manager and program assistant all assigned to stay with one show. Functioning in this manner, the production talent gets the feel of the show by staying with it over a period of time.

WOR-TV Nears Ink of Dodgers

NEW YORK, Oct. 29. - A deal whereby home games of the Brooklyn Dodger baseball team will be telecast over WOR-TV was reported close to being set this week. The sponsor involved is Schaefer Beer.

This year, the Bums' games were covered by WCBS-TV and WMGM, New York, the latter to continue airing the AM side next season. In addition, WOR-TV aired several Dodger night games this season. One reason for the shift is the expanding network operation at WCBS, which eventually will preclude daytime and nighttime baseball both. Another is WCBS-TV's inability to carry the Dodger night games. Still another is WOR-TV's intention to emphasize sports programing to a great extent.

Presumably Red Barber, Connie Desmond and Ernie Harwell will continue to do the play-by-play. Barber's first Dodger coverage was aired on WOR (AM) some years back.

CBS Time Jam Moves Ford **To NBC; Buick Bailed Out**

t'; bottleneck again put a hex on bottleneck has thrown at CBS-TV the Columbia Broadcasting System, in the last several months, We, the when the Ford Dealers of America People is leaving the web for that this week purchased Thursday 9-10 reason. J. Walter Thompson is the up with weekly shows worthy of p.m. slot beginning December 1 from agency. the National Broadcasting Company (NBC)-TV network for its new video show-the Kay Kyser College of Musical Knowledge. Equally unusual contract involved but that to have

Company which contracted for the the way for other sponsors to make Olsen and Johnson program NEC-TV time "hursday nights then felt that it would have been out dropped it. Buick would have had to pay for seven weeks of unused time had Ford not entered the picture.

would go to CBS-TV, but the only to pay for the unused time, with its spot the web could clear was on rival automotive company, Ford, Saturday nights. This makes the coming along as a bailer-outer.

With Buick having seven weeks to go on its contract, NBC took the position that not only was a firm is the fact that the Ford dealers will allowed Buick to cancel without paybailing out the Buick Motor Car ing for the time would have opened similar demands. In addition, NBC of considerable dough itself, since it not only would have had to program the hour time involved, but would have had to compensate its It was thought that the Ford show stations. Accordingly, Buick agreed

Talent Dearth Hits NBC-Morris TV Deal

HOLLYWOOD, Oct. 29 .- The William Morris-National Broadcasting Company (NBC) TV Premiere Theatre deal, whereby the talent agency NEW YORK, Oct. 29 .- The facili-| second strike that the facilities used the tele net's facilities to showcase new video ideas, appeared doomed this week for lack of material and talent. After struggling to come kinescoping to the NBC-TV Eastern net, agency asked for a breather and went on an every-other-week sked. This week, however, the agency won an indefinite reprieve until sufficient advance properties can be lined up.

> Trouble appeared to be both the inability to entice writers to take the tele plunge and lack of top name talent willing to experiment with video. Series for the most part has featured semi-name performers. Talent worked for free with NBC providing production and kine facilities without charge. Deal is still on back burner and will be revived after first of the year if Morris can line up enough properties.

Elgin-Am. Ticks Off

NEW YORK, Oct. 29 .- The Elgin American division of the Illinois Watch Case Company plans to spend over \$100,000 for time and talent on its hour and a half special Thanksgiving Day show. The program, for which all the webs were pitching, was nabbed off yesterday by the National Broadcasting Company (NBC). Telecast time will be 8:30 to 10 p.m. New York time.

Three top acts already are set for the show. They are Milton Berle, George Jessel and the Ritz Brothers. The program will be produced by Max Liebman, who did a similar job last season on Broadway Revue.

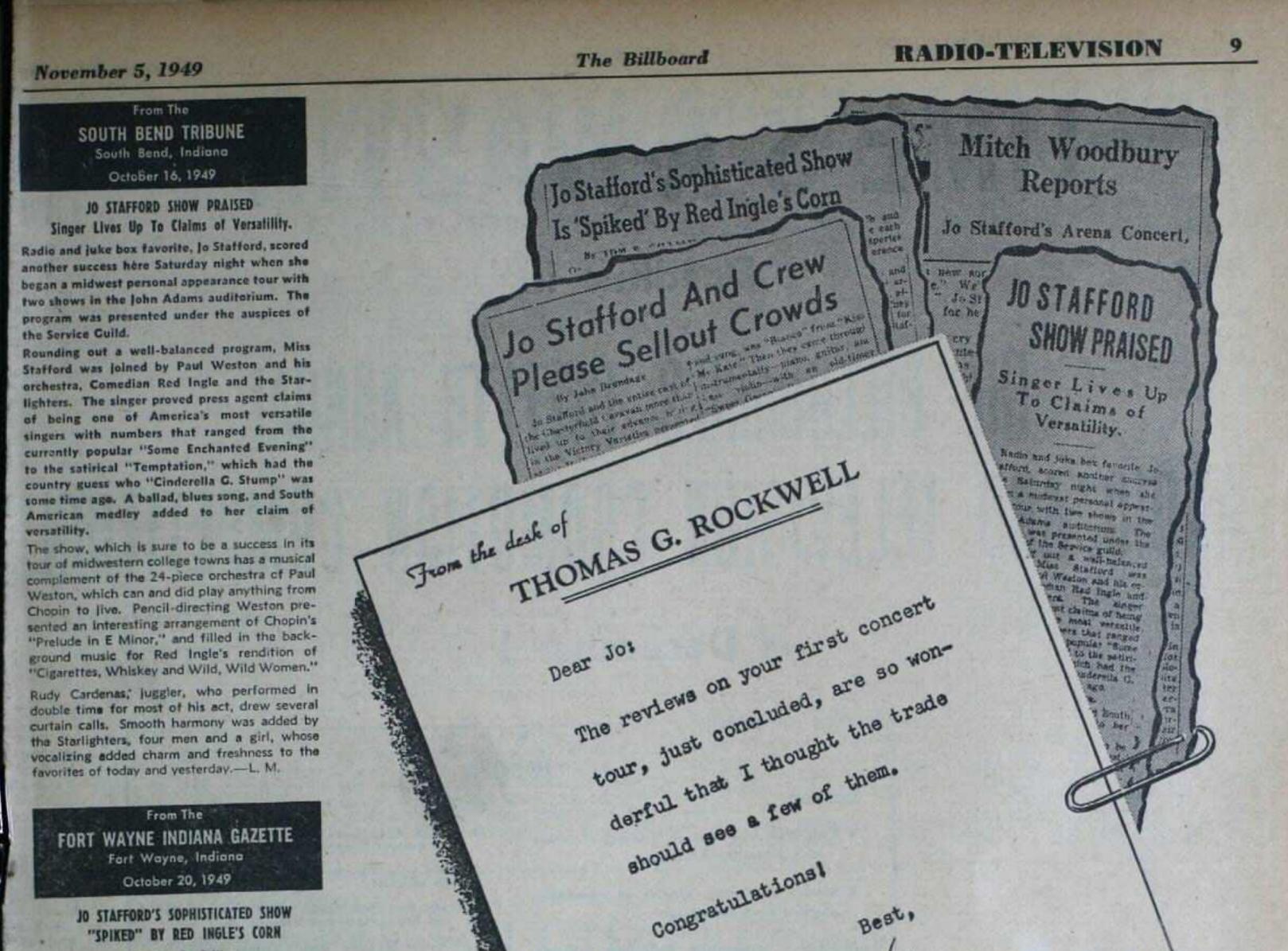
Weiss & Geller, of Chicago, is the agency.

Md. Pic Houses in Promotion 100G for Thanksgiv'g **To Lure TV Fans From Homes**

BALTIMORE, Oct. 29 .- An insti- | for the excitement-hungry small fry, tutional publicity campaign designed etc. to pull the amusement-seeking public away from its video sets and back into the movie houses has been launched by the Maryland Association of Motion Picture Exhibitors.

The brainchild of Joseph Walderman, Baltimore neighborhood exhibitor, the advertising insists that every film has something to offer every moviegoer - love, for the frustrated housewife; romance, for the starry-eyed bobbysoxer; war, for Gaertner, Lauritz Garman and L. E. the bored bank clerk; horse opera, Green.

Half-page spreads in the daily press and radio spot announcements, in addition to the exhibitors' own handbill and trailer blurbs, are being employed to tout the idea. The committee of house ops directing the campaign, headed by Walderman, consists of I. M. Rappaport, Leon Bach, Jack Whittle, Elmer Nolte, William Allen, Oscar Coblentz, Lou



By Tom R. Gilliam

One of the most glamorous and sophisticated performances to hit Fort Wayne played last night at the Quimby Auditorium when the Jo Stafford show was presented — with Red Ingle's corn almost stealing the act.

lo Stafford, of course, is the star. The girl who hit musical horizons like a shooting star and who is still climbing, is her own toastmaster, master of ceremonies, announcer and featured performer. She has a pleasing stage personality and a voice that is like syrup and honey.

Able support is given by Paul Weston and his orchestra. Weston is a sort of combination of Paul Whiteman, Tommy Dorsey, Woody Herman and Ellot Lawrence with all of the better points of each.

String Section Tops

His string section makes the band with his special arrangements slanted for their performance. Of particular interest was his minlature concerto of "Chopin's Prelude In E Minor" and the "Hot Canary," however, his "Bali Hal," while well-done, did not measure up to some arrangements. His melodic support of Miss Stafford and her seemingly effortless singing was well-taken.

Red Ingle, the old master, dragged out some oldies and laid them in the aisles. Climaxing his "Cigareets, Whiskey and Wild, Wild Women," was a screemingly funny scene when Weston, the Starlighters, Herman Crumb and Hank Whalen sedately chase each other around the stage draperies in a burlesque on temperance shows.

The Starlighters, four boys and a girl, have some outstanding arrangements which they present effectively and hamoniously. They are particularly adaptable for backgrounds for some of Miss Stafford's numbers,

Fun Infectious

A word should be inserted too for Rudy Cardena, juggler extraordinary. In addition to being a top juggler with some unusual and heretofore unseen acts, he goes through his repertoire with distinct enjoyment as though he were really having fun-and his mood is infectious.

The group presented a skit based around the song, "There's No Business Like Show Business," and a vocal trip to South America. And of course Miss Stafford joined with Ingle in her personality of Cinderella G. Stump for "Tim-Tay-Shun." She also did one of her beloved folk songs, "He's Cone Away."

Perhaps the outstanding impression of the entire show was the effect of smoothness and

perfect timing. No one was rushed nor was any act too drawn out. The entire show indicated long hours of direction and rehearsal with attention to the minor details that count. It furnished an enjoyable evening.

> From The TOLEDO BLADE Toledo, Ohio October 19, 1949

MITCH WOODBURY REPORTS JO STAFFORD'S ARENA CONCERT

We'd like to cry out loudly that it isn't fair to us homely and untalented mortals to possess as much beauty and vocal ability as Miss Stafford carries around with her.

With Paul Weston and his 25-piece orchestra, Toledo's Red Ingle, the Starlighters and Rudy Cardenas, Mexican Juggling genius, Miss Stafford came to the Sports Arena last evening.

Charming, gracious and beautifully gowned, the comely Miss Stafford gave out with a wide range of numbers, including "Begin the Beguine," an American folk song and "Temptation," which she did with ingle. She was expertly backed, vocally by the Starlighters, and musically by Mr. Weston's exceedingly competent men.

Ingle, accompanied by two members of his Natural Seven, the planist and bassist, created plenty of mirth with his outlandish costume getups, renditions of several of his recording hits and all-around clowning.

From The PURDUE EXPONENT October 22, 1949

JO STAFFORD AND CREW PLEASE SELLOUT CROWDS By John Brundage

Jo Stafford and the entire cast ... more than lived up to their advance billing in the Victory Varieties presented at the Hall of Music last night. Jo, Paul Weston and his orchestra, Rudy Cardenas, Red Ingle, the Starlighters, The Page Cavanaugh Trio, and the Wells and the Four Fays, dance team, were all well received by the sell-out crowds at both performances.

The show opened with Miss Stafford singing "I Feel a Song Coming On." She then gave a beautiful rendition of "Some Enchanted Evening" from the musical, "South Pacific." Next, Paul Weston and his 25 piece orchestra took the audience to the South Pacific with the song, "Ball Hal."

In the next act Rudy Cardenas gave a thrilling performance of precision juggling. It was easy to see why Rudy had just recently been asked to put on a command performance for the King and Queen of England. Rudy received long periods of applause with his expert manipulation of sticks, hats, and various sized balls.

Before the audience could settle itself after the Cardenas ect, The Starlighters, four boys and a girl, appeared and sang "Ain't She Sweet." Following The Starlighters, Weston's violinists

General ARTISTS CORPORA & R. CROLE 2-7550 RECORDING - ROCIOERALURE CENTRE - NEW YORK - CROLE 2-7550 RECORDING - ROCIOERALURE - ROCIOERALURE - NEW YORK - CROLE 2-7550 RECORDING - ROCIOERALURE - ROCIOERALURE - NEW YORK - CROLE 2-7550 RECORDINALURE - ROCIOERALURE - ROCIOERALURE - NEW YORK - CROLE 2-7550 RECORDINALURE - ROCIOERALURE - ROCI

The Trio's first number, played and sung was "Bianca" from "Kiss Me, Kate." Then they came through instrumentally—piano, guitar, and base violin—with an old-timer, "Sweet Georgia Brown." The Trio closed with their own arrangement of the song, "It's Magic." The first verse was "You smile—your teeth fall out, your hair—looks like sauerkraut, it's tragic." As an encore the Trio sang "The Three Little Bears."

Next, Miss Stafford did a beautiful job on "Over the Rainbow," and then introduced Wells and the Fays, who have been in show business over twenty years, presented a comical acrobatic dance routine. After the dancing act, the orchestra played a medley of South American songs.

The Starlighters sang their arrangement of "School Days," and then Jo stirred the crowd with an old-time folk song, "He's Gone Away." The next act, which nearly stole the show, featured Red Ingle. He was introduced as a famous violinist who was flown here from California especially for this Varieties. Red and two moronic-acting cohorts made a murderous attack upon music which highly amused the audience. Ingle and crew finished with their arrangement of "Cigarettes, Whiskey and Wild, Wild Women." Miss Stafford ended the show with "Begin the Beguine."

All in all, the cast ... combined to present one of the most entertaining Victory Varieties seen here in many a season.



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10 RADIO-TELEVISION

The Billboard

November 5, 1949

TIME'S A-WASTIN'!

Deadline in

THE BILLBOARD'S TWELFTH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION

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The Billboard Radio and Television Promotion Competition 1564 Broadway, New York 19, N. Y.

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We are planning to submit an entry in the 12th Annual Radio and Television Promotion Competition.

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SHORT SCANNINGS

John Brookman has been named assistant to John Wehrheim, NBC central division TV business manager. . . . Bill Balaban has been put in charge of all remote telecasts for WBKB. . . . Allis-Chalmers is sponsoring a one-time International Livestock Exposition telecast from Chicago on NBC web November 29. . . . Ileene Heiman is new continuity director of WBKB.

Dave Karr. Weintraub agency veepee, was the father of a boy Friday (28). . . Lou Cowan ("Stop the Music") is in Bermuda. . . . Wynn Goulden, of Mutual's press department, switched to ditto post at Benton & Bowles under Dick Bellamy beginning Monday (31). . . . Mitzi Mayfair, former legit dance star, made an unscheduled appearance on the TV "Stop the Music" Thursday (27) due to sudden illness of staff chorine, Louise Ferrand. Miss Mayfair's better half, Charles Henderson, is show's producer.

Allen Funt, who is negotiating with official films for the non-theatrical, non-TV use of film clips from his CBS-TV show, added six new staff members this week. Chan Buck took over as field supervisor; Ray Hall, former CBS-TV staffer, as chief editor; Susan Lampman, as treasurer; Russell Harknett and William D. Dufour, as sound engineers, and Arthur Florman, International Film Festival winner, as head cameraman. . . Fran Dahm, former Associated Press editor, has joined WOR's news department as editor of the "Telefax News," a daily TV newspaper televised continuously from 2 to 5 p.m.

William F. Brooks, NBC veepee in charge of news, arrives in town Monday (31) from Europe, where he set up a new agreement for the exchange of TV newsreel film with French television. . . . Clark Associates, Inc., owner of WNBF-TV, Binghamton, N. Y., signed a network affiliation contract with the DuMont network last week and will begin commercial operation on a non-interconnected basis December 1. . . . Sports broadcasters Red Barber and Mel Allen will be awarded certificates of appreciation by the Blood Program of the Greater New York Chapter of the American Red Cross Thursday (3) at the Radio Executives Club luncheon. . Legit veteran Saul Abraham was appointed manager of DuMont's 54th Street Adelphi Playhouse last week.

WNBQ's "Pet Shop" program has been sold to Evanger Kennel Food Company, of Wheeling, Ill. Show, a Louis Cowan package, is aired Tuesdays from 5:30 to 6 p m. and will be sponsored starting November 15. . . Jo Fields Shallett and Billy Hyman will start a new sponsored book review program on WBKB in a couple of weeks. Sponsor is reported to be local shoe store.... Canadian Ace Brewing Company has contracted Jimmy Evans and Howard Miller, to be aired on WNBQ Wednesdays from 9:30 to 9:45 p.m. starting November 2

3d Chance, Feb. 8, To Match **Color TV With CBS Elates RCA**, Sure of Eventual Win

But FCC Won't Defer November 14's Second Test

(Continued from page 3)

deeper into 1950 and delays the freeze lift and allocations timetable even further, is viewed here as vastly strengthening RCA's inside-track position in the race to block Columbia Broadcasting System's color from getting an immediate FCC green light. In RCA quarters strong optimism is being voiced over prospects for the February comparative showdown, with most observers now viewing the upcoming November 14 demonstration as little more than a hollow event.

RCA Confident

from RCA circles that the February earliest possible time "the consider-8 showing will bring RCA's system ations concerning allocations and the to a perceptible advantage optically lifting of the television freeze so over CBS's. If that happens, it could provide the clincher for RCA, which grants which they are so urgently has been putting chief emphasis on requesting." the fact that it is offering a system compatible with black-white while CBS's color has 405 lines definition compared with black-white's 525 lines. The theory is that if the FCC the commission to approve no system fails to issue standards along lines of CBS's system immediately, CBS in effect would be forced out of the race.

Hearings this week were featured by DuMont, whose engineers rigged

up their own version of a CBS converter. They used DuMont's 19inch tube sets coupled with a converter weighing some 700 pounds, measuring four feet in diameter and powered by a five-horsepower motor. The converter blew a fuse and so did FCC Chairman Wayne Coy. Indicating that he was not amused, he declared, "This side show is called off."

Calls for Quick Thaw

DuMont's director of research, Dr. T. T. Goldsmith, said that the allocation matter is of more immediate importance than a decision on color. He Confident predictions are stemming urged the FCC to schedule at the that more stations can receive the

David B. Smith, Philco Corporation veepee, stressed the necessity of providing for compatibility when color is finally approved. He urged that does not provide a picture quality as good as now provided by black-white. "It is a debatable question," he added, "whether or not color may provide a partial substi-

(RCA Delighted on page 14)

TV Scenic Dispute For Mediation Board

NEW YORK, Oct. 29 .- Hopelessly deadlocked over contract negotiations, the Scenic Artists' Union, Local 829, American Federation of Labor, and the local TV stations will bring their dispute before the State mediation board Tuesday (1). Discussions so far have been fruitless, with the video outlets refusing to offer the union any more money for its members than under the old pact, which lapsed September 30.

The scenic artists, on the other hand, are asking an increase to bring the TV scales up to parity with the current legit scales here. A scene painter gets \$21 a day in video, while his legit daily take home salary is \$29.75. Designers get \$145 for each week's work in TV, whereas the theater scale brings them a minimum of \$250 per week.

The union has taken a strike vote and has already given the National Labor Relations Board (NLRB) 30 days notice of its intention to walk out if a settlement cannot be affected.

Baseball Must Get Justice Dept. Okay

WASHINGTON, Oct. 29 .- The Justice Department is still holding its club over organized baseball, despite a decision this week (27) to "suspend" its probe of alleged restraints in the broadcasting and telecasting of ball games. The departments said it was suspending further action i view of "substantial changes" in be aball's broadcasting rules, adopted as a direct result of the agency's investigation. The department declared that in the event the new rules should not eliminate the cause of complaints by stations, the department was ready to take up the cudgels again.

The department's action, coupled with the recent dropping of suits by ballplayers banned for jumping to the Mexican league, removes organized baseball from any immediate possibility of being declared a monopoly.

POUGHKEEPSIE'S

only a few blocks away

A TRUE TALE THAT-TO US ANYWAY-PERSONIFIES THE POWER OF WOR AND WOR-IV

Let's call her Mrs. G.-though that's not really her name. Like any woman, she wouldn't dare admit her age, but we guessed it at about seventy or seventy-five. She wore a little blue hat and a dress to match and her hair was white and so were her gloves.

She asked a WOR receptionist, "Miss, could I see the man who makes the programs?"

Being an alert girl, the receptionist said, "Of course; won't you sit down?"

One of WOR's 30 or more men who "make the programs" came out to see Mrs. G.

"You know," said Mrs. G., "I come down to Macy's from Poughkeepsie* just about twice a year and today it occurred to me that I might drop into WOR and tell you



people just how much Daniel, he's my husband, and I enjoy what you send us."

"Well, isn't that nice," said one of the men who "makes our programs."

She continued, "For more than twenty-five years the both of us

have listened to you carefully. And now with your big television station, you seem closer than ever. In fact, we both feel our place in Poughkeepsie's only a few blocks away from WOR" And she added, "it looks to us like WOR-tv is going to be family-like, just like WOR. It isn't the same as the other television stations; it's different, it's warm and nice."

NOTE-the unique power of WOR-and now its sister station WOR-tv-to move the hearts and minds of hundreds of thousands of people on the Eastern Seaboard is, we feel, powerfully pictured in this little tale. For long more than a quarter century WOR's ability to create miracles for thousands of advertisers has been based on its technical strength to reach 35,890,000 people in 18-states and the Dominion of Canada with programs that are as natural and homelike as a family 'round the fireside. It's little wonder that we can honestly and truthfully say

WOR reaches the most people where the most people are

*which is 86 miles up the Hudson from a city called New York

City at Midnight

Reviewed Tuesday (25), 11-12 p.m. E.S.T. Sponsored by Bedford Television Stores over WNBT thru Elliot Nonas Agency. Producer, Sheck, Dahlman G Black; executive director, Lou Dahlman; WNBT director, Doug Rogers; assistant directors, Jack Mills and Don Hillman; technical -supervisor, Alfred Jackson; technical director, Carlos Clark; music, choir, rabbi and cantor from First Roumanian Synagogue; musical director, Nat Stoeler. Cast: David Kerman, Greg Robbins, Lewis Charles, Brenda Hollis, Lee Rhodes, Mercedes Shirley, Wolfe Barzell, Frank Shaw, Edward Blankenship.

That slightly grisly saying, "That road to hell is paved with good intentions and baby skulls" sums up



City at Midnight. The program, a TV first, purports to be a combination documentary and drama, using the streets of New York and places in

the city as its setting, combining the use of professional actors and non-pros as its cast. It is, on the production level, a big job and it is also, potentially, a means of airing intriguing, exciting and pictorial telecasts. The premiere (25) had virtually none of those elements and, to boot, a large number of needless faults which more awareness in the control room could easily have eliminated.

The story purported to be a flashback biography of the late U. S. war hero, Col. David Marcus, who was killed in the fight for the establishment of Israel. Into it were woven an embarrassing plethora of Jewish Orthodox ceremony; a bewildering overabundance of Yiddish dialect; a corny story of racketeering, and a somewhat self-defeating story of the fight against juvenile delinquency. Still another point, the snapping of the tolerance point for people against serious, tho, was the more than slight dictatorship, whether it be from possibility that many viewers saw rulers or, as in this case, small-time the characters more as caricatures.



Designates Radio Review

negated by clouded camera work in the show's final scene.

Prime Fault

The major point, however, concerning City at Midnight is that in any entertainment medium the principal purpose of the technique being used is to advance and project the story. If City relies on New York itself to tell and sell the story, then that background must be used to flavor the production, give it atmosphere and credibility. But it didn't work out that way; there was nothing in the show which could not have been simulated relatively easily (altho at greater production cost, to be sure) in a studio. In a program such as this, the physical background must be integral in the story; it wasn't. In addition, certain shots lacked studio quality-notably the interior of the synagogue in which a memorial service for Marcus was being held, and which was used to open the show.

The initial program was appallingly slow in pace. The opening scene was inexcusably long and undoubtedly, to the overwhelming majority of viewers, rather meaningless. This applied in other instances, where dialog was conducted to too great an extent in Yiddish. Actually, a pivotal plot line was buried in Yiddish-when one of the lower East Side merchants commented to Marcus that the area was being pestered by "gonovim" (thieves). Even more Napoleon meet his Waterloo?" gangsters, was almost completely This is an accusation which can be made against other shows as well, notably The Goldbergs, but at least The Goldbergs handles its people with warmth and understanding, which City didn't.



The Billboard

Reviewed Monday (24), 8-8:30 p.m. EST. Sponsored by Waltham Watch Company thru Hirshon-Garfield, Inc., via American Broadcasting Company, Producer, Stanley Wolf, Director, Sylvan Taplinger, Writer, Steve Carlin, Emsee, Bill Slater, Organist, Jimmy Rich, Announcer, Bud Collyer.

With its stale giveaway format, condescending emsee and a pack of would-be cards for contestants,

Share the Wealth is insolvent entertainment. Geared to a slow pace, the quiz utilized a "human chain" gimmick. Each entertainment. Geared to a contestant picked his successor and prize money doubled

accordingly. Every link supposedly had the right to throw in the towel at any stage and "Share the Wealth" with the rest of the gang instead of answering the questions. However, last Monday's chain extended thru the entire show, and it's doubtful if any future contestant will have sufficient intestinal fortitude to brave the combined wrath of the studio audience and his fellow contestants by calling a halt before curtain time. At first the fems picked fems, but the rowdy studio crowd finally broke up the daisy chain with loud boos. The audience also robbed the quiz of suspense by tipping the puzzled contestants off to the answers. Sample question: "Where did

Emsee Bill Slater played down to the participants with irritating consistency. His heavy-handed humor was confined largely to cracks about the participants' occupations. For instance, he asked a retail dealer in "ladies' underwear," "Don't you know that sort of thing gets next to you?" In somewhat dubious retaliation, one of the ladies gave out with some knowingly blue-tinged double-entendre about her job as a stripper (in a box factory). "It's a piece work job . . . pays good." The Waltham Watch commercials plugged a weekly "write-in" contest, and spotted a cloying parody on the familiar birthday jingle . . . "Happy June Bundy. Waltham to you."

November 5, 1949

This Is Your City

Reviewed Friday (21), 7:30-8 p.m. EST, Sustaining via WPIX, New York Director, Jack Balch, Assistant director Mike Meltzer, Writer, Jack Balch, Am sociate writer, Dan Kerner, New York City director, Clifford Evans, Narrator, loe Bolton,

This Is Your City, produced in cooperation with the city of New York, is an ambitious, well-intentioned lit-

> tle show designed to acquaint local televiewers with the good works of various civic organizations, via pre-filmed TV documentaries. Like most educational movies, tho, last

Friday's episode on the New York City Department of Health was informative but dull. Long speeches by non-telegenic executives along with rough production work made for an unshowmanly presentation. A tour thru the New York Child Health Center obviously offers many human interest angles, but with the notable exception of two scenes, most of the footage was confined to close-ups of tight-lipped, unhappy nurses demonstrating unglamorous hospital equipment.

Standouts

The standout segments, which viv-Idly illustrated the show's unexplored possibilities, spotted a personable fem doctor joshing with a shy, but smiling Chinese tot, and a handsome dentist allaying the fears of a wary little patient. These brief episodes did a better selling job for the department than any or all of the long-winded orations.

Altho he was evidently operating under considerable pressure, narrator-interviewer Joe Bolton handled the amateur tele actors with admirable finesse. A couple of times, tho, the tardy camera caught a baleful glance from Bolton when the lensman failed to follow thru on a closeup, and once he was completely thrown when a group of big-eyed sober youngsters mutely rejected his overtures for a friendly chat. Bolton's feeble explanation: "Of course, they're too young to hold any kind of a conversation." A little less gab and a little more human interest would brighten this opus consider-June Bundy. ably.

OOKS GOOD O

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

B"x10". 5¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.



Hitlerish Line

And there was one line which was a positive disgrace-when Marcus was told "he didn't look like a Jew." This is right out of the Hitler line; it never should have been written; never should have been aired and it's unthinkable that NBC didn't tag it. A less serious, but equally as unrealistic touch, was in the payoff scene, when an elderly shopkeeper staggers into a bar after being beaten. He (See City at Midnight on opp. page)

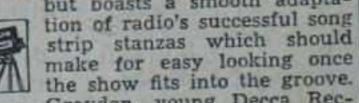




The Joe Graydon Show

Reviewed Monday (24), 8:30-8:45 p.m. PST. Sponsored by Central Chevrolet via KLAC-TV, Hollywood, thru Bill Hunter Agency, Producer, Jack Creamer, Director, Luther Newby. Cast: Joe Graydon, Pat Marshall, Music by Roc Hillman's ork.

An unpretentious, simple quarterhour musical strip show, the Graydon layout offers little that is new but boasts a smooth adapta-



Graydon, young Decca Records crooner, handles the show almost singlehanded-and does right well. Possessor of a pleasant but not a great voice, Graydon's personality, naturalness and good looks are sure to win favor. He introes his own tunes, seguing nicely with a line of patter closely akin to the informality of Bing Crosby. Song stylings are a hybrid mixture of Der Bingle and Sinatra, but easy to take.

Brace of tunes on opening show included Careless Hands, Dreamer With a Penny and Circus, Guest thrush Pat Marshall warbled It Happens Every Spring for good results with Roc Hillman's studio ork providing capable backing.

Commercials were also handled by Graydon, who pitched used car bargains from outside studio location

while camera panned on a car driven into studio grounds for the plug. Pitch was overlong and not too imaginative but effective nevertheless. All in all, the seg is not inspired video production but solid entertainment. Alan Fischler.



Ray Knight and the Odd Bodkins

Reviewed Wednesday (26), 7:15-7:30 p.m. EST. Sustaining (Wednesday and Friday) via WOR-TV, Producers: Ray Knight, Bill Keen, Keene Crockett; director, Roger Bower; writer, Ray Knight, Cast: Knight, Keene, Crockett, Organist, Tina Holmes.

This one's a real weirdie. According to author-producer Ray Knight the show is supposed to be "a bur-



lesque of present-day comic strips," but the incoherent goings-on at last Wednesday's preem bore more resemblance to amateur night at Bellevue,

The show was sparked by a few good touches (notably the sinister antics of a sullen, Chinesegarbed prop man and some turnabout close-ups of the camera men). but its over-all theme was geared to satirical insanity and, as such, could hardly be classified as acceptable video entertainment.

Actor Bill Keene, who played all the parts in a comic strip travesty tagged Plucky Perkins, the Vitamin G Man, was the chief offender. He struggled manfully with a variety of fright wigs, fake mustaches, putty noses and assorted hand props, but effective burlesque has to appear smoothly effortless, and by its very zeal, Keene's quick-change act was the weakest part of the show.

Knight on Par

Narrator-host Knight didn't fare much better. In appearance he's a combination of the late Alexander Wollcott and Robert Benchley. As a comic, however, he lacks the former's biting wit and the latter's sly subtlety. The contemptuous prop man Evans was supposed to be in the (Keene Crockett) turned in the best performance. He was the only member of the cast with the deft control and relaxed timing necessary for top farce.

Second Chance Club

Reviewed Thursday (27), 8-8:30 p.m. EST. Sustaining over WOR-TV. Producer, Dick Kollmar; director, Roger Bower; emsee, Dick Kollmar, Guest panel this show, Mark Hanna, Phil Reed, Lou Herbert, Russell Patterson, Clara Cedrone.

This stanza is a combination of John J. Anthony and This Is Show Business, with elements of 52d Street during its wide-open days. * The format calls for Kollmar to lend a sympathetic ear to guests who have problems and describe to him how they handled their difficulties when

they first arose. They then get a "second chance" to do better, utilizing a member of a celeb panel as a partner in the re-enactment.

Problems on the first show included those of a woman who tried to convince a neighbor to leave her husband, of a model who was offered a nude posing job, of a burlesque comic who wanted to do Shakespeare and of a prim gal who didn't know whether to kiss her boy friend goodnight.

Kollmar, as the sympathetic sounding board, did a mechanical job of directing traffic in steering the troubled visitors to the sets where they were to go thru their acts. Two of these were pros: Comic Jack Diamond, late of burlesque and now in Kiss Me, Kate, and Rosemary Williamson, formerly a model who turned to legit in As the Girls Go.

Diamond did a hilarious routine showing how he would try to convince the manager of a burlesque company to let him drop a little Shakespeare into the show, after the Floogle Street routine, because Maurice audience. Diamond's rendition of Romeo's balcony speech, in virtual Brooklynese, was a good stint. Miss Williamson, confronted with the problem of posing au natural, went" The muddled script moved along into a socko strip routine that had at an erratic pace. Most of its the studio audience agog. She finally wound up wearing a very brief sun suit. The finale had the gal who objected to a farewell smooch with her boy friend going into a very real and extended clinch with panel member Phil Reed. If this kind of semi-risque material continues to be utilized, the show undoubtedly will get some viewers. This is beyond question the outstanding feature to recommend the program unless strong guests of Dimond's caliber are used in greater numbers. Camera work was okay. The direction seemed abrupt at times, particularly in cutting down to almost nothing the second try of the gal who warned a neighbor lady to dump a hubby who was characterized as having women as his hobby. Sam Chase.



BIG STATIONS AND LITTLE STATIONS-stations like WGN, Chicago and KVMV, Twin Falls, Idaho; WFIL, Philadelphia and WSPC, Anniston, Ala., loved these great shows - and bought 'em! Scores and scores of alert, bright broadcasters are starring them on the air NOW. AND THEY'LL DO A JOB FOR YOU TOO-if you're

smart and move fast! PUT THEM TO WORK FOR YOU!

heavy-handed humor was based on dubious puns and visually literal interpretations of hoary cliches. For instance, when Knight read the line-"He devoured the news every morning"-Keene solemnly consumed a copy of The New York Daily News. June Bundy.

Get-Together With Gambling

Reviewed Wednesday (26), 8:30-9 p.m. EST. Sustaining via WOR-TV. Producer, Roger Bower, Emsee, John B. Gambling. Music, Vincent Sorey and his orchestra.

Get-Together With Gambling is just what the name implies, a cozy little show with the friendly intimacy of a



small-town shindig, complete with affable host, group singing and the inevitable parlor entertainers. Veteran radio performer John B. Gambling, who has a comfortable face

and soothing voice, was blandly paternal with last Wednesday's nervous array of non-professionals from the audience. His folksy manner at the TV mike was tantamount to the easy informality of his air show, and his initial video venture should be as popular with family audiences as his 20-year-old early morning radio program.

Short on Talent

Talentwise, tho, the show was literally for the birds. Gambling's telegenic aviary showed far more salessavvy than the humans on the bill. Two feathered fems shone briefly by walking a tight rope, but Butch, the star twitter, stole the show by kibitzing around the camera during the entire half hour.

His competition included a bashful Dodgers fan, who sang When Irish Eyes are Smiling; a toothy soprano with a sweet voice and a father in the orchestra; a pop pianist, and an uninhibited Scotish lass who took her shoes off and danced the Highland fling.

However, the garrulous gang of mu-

CITY AT MIDNIGHT

(Continued from opp. page) might have staggered home, to the police, or even a church-hardly a bar, and not even reasonable dramatic license would have allowed it.

The rebellion of the merchants against the petty racketeers was almost lost in a clouded camera shot which showed the gangsters walking back toward Marcus after the latter has beaten him up. Preceding dialog had established that the hoodlum would be back with his gang and that's what it looked like. And the juvenile delinquency point missed fire when the kid Marcus was trying to help throw the last punch and was seen no more.

Acting, except for David Kerman, excellent in the lead, ranged from fair to bad. Yet, with all its shortcomings, City at Midnight should be given a chance. It represents, on paper at least, an ideal means of capturing the immediacy of television. It will take more thinking, tho, and better writing and better treatment than bestowed upon the Jerry Franken. premiere.

For the most part, the mike chit- sicians should stick to their mutes, chat was of the non-irritant variety. | and can the chatter, 't'aint funny. June Bundy.



HERE'S WHAT YOU GET!

M-G-M THEATRE OF THE AIR

A full hour of top dramatic entertainment once a week, presenting Hollywood's most glamorous stars in thrilling radio adaptations of all-time M-G-M picture hits.

AT HOME WITH LIONEL BARRYMORE

One of the world's most famous and beloved stars chats, reminisces about the stage, the screen and their people. Three 15-minute programs per week.

HOLLYWOOD, U.S.A.

Glamorous Poula Stone, of the noted "Stepping Stones," in intimate interviews with filmdom's great stars and personalities. Five 15-minute programs per week.

THE STORY OF DR. KILDARE

One of the most famous motion picture series, adapted to radio for the first time, and starring both Lew Ayres and Lionel Barrymore, who created the leading roles on the screen. One half-hour per week.

GOOD NEWS FROM HOLLYWOOD

Handsome George Murphy, himself a great star, gives you the latest Hollywood gossip and presents a famous guest. Three 15-minute programs per week.

CRIME DOES NOT PAY

A tense and exciting dramatic presentation based on M-G-M's Academy Award tworeelers. Featuring name players. A half-hour program, once a week.

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The famous movie series, never before released for radio adaptation, starring Mickey Rooney and Lewis Stone ... A halfhour, once weekly.

MAISIE

Starring Ann Sothern ... half-hour, once weekly, presenting brand new radio adaptations of the popular M-G-M pictures, other adaptations of which proved equally popular as a network radio series.



MUSIC CORPORATION OF AMERICA

378 MADISON AVENUE 430 N. MICHIGAN AVE, 9370 SANTA MONICA BLVD. 185 MONIGOMERY ST. UNION COMMERCE BLDD. **CLEVELAND** SAN FRANCISCO **BEVERLY HILLS** CHICAGO NEW YORK PHONE PLAZA 9-7500 PHONE DELAWARE 7-1100 PHONE CRESTVIEW 4 2001 PHONE EABROOK 2-8922 PHONE CHERRY (000

2102 N. AKARD ST. DALLAS PHONE CENTRAL 1448	MI2 BOOK TOWER DETROIT PHONE WOODWARD 2-2604	BOSTON	NORTHWESTERN BANK BLDG. MINNEAPOLIS PHONE LINCOLN 7663	
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The Billboard

RCA Delighted **At Third Chance** On Color Tele CBS Preps Red Barber Half Hour on TV

(Continued from page 11) tute for detail in a color reproduction; even so, the millions of people who have or will have black and white receivers are entitled to pictures at least as good as they are now getting."

His opinion that color TV needs at least another year of lab testing was sharply questioned by Commissioners Frieda Hennock and Robert Jones, both of whom stated their belief that Philco and other set manufacturers want to see color postponed for years. At one point Jones declared that he wants to "hasten the day when the pocketbook will lie where the conversation lies"-apparently a refined version of "put your money where your mouth is." Jones has frequently accused set makers of paying lip service to the desirability of color without making any attempt to speed up a solution of problems.

The rivalry between RCA and CBS reached its bitterest intensity this week in an exchange between the two webs preparatory to the FCC's action on the RCA delay petition. A sinewy blast by CBS at RCA was met with an equally violent broadside from RCA at CBS, with even the most jaded observers of the fray viewing the protagonists with raised brows.

Indies Eve Syndies For Sales Gimmick

NEW YORK, Oct. 29 .- A new gimmick in program sales appears to be developing thru the syndication of programs produced on indie (nonnetwork) TV stations. Two such steps have developed with programs on WPIX and WOR-TV, both New York operations. WOR-TV hopes eventually to syndicate some of its own shows, pending revision of its schedule now under way. WPIX, on the other hand, has no interest in syndication itself, but has made a deal with packagers Chick Vincent and Gerry Law for kinescope of two of the shows they produced live. The shows, The Lost Child and Garcy's Girl, starring Luise Rainer and Chester Morris, respectively, are now being peddled on the market thru Kasper-Gordon, Inc., under the title Theater Time, Inc.

Brief and Important

Last-Minute Digest of AM-TV News

The Columbia Broadcasting System (CBS)-TV last week was preparing a half-hour sports sustainer to star Red Barber. The show is expected to go on early in January. It will be the first production of the web's new integrated AM-TV sports set-up. Also in the works at CBS-TV is a 15-minute across-the-board sports feature. New additions to the sports staff at the net are sportscasters Connie Desmond and Ernie Harwell.

Herrero Cuts Album From "Cabalgata"

Eight numbers from the Spanish revue "Cabalgata" (A Night in Spain), which played recently on Broadway, have been cut by Miguel Herrero, juve lead of the show, for Gabriel Oller's SMC label. They will be issued in an album entitled "Flamenquerias." Concert pianist Paco Cortez, also featured in the company, is cutting sides for the same label.

FCC Rejects Scott's Plea for License Revoking

Robert Scott, the San Francisco atheist, lost another round in his perennial battle to force stations to give him time for broadcasting atheistic programs. The Federal Communications Commission (FCC) turned down his petition for revocation of the licenses of four San Francisco stations. Remarking, "there is no obligation on the part of a station licensee to grant the request of any and all persons for time to state their views on matters in which they may be interested."

WOR and TV Realigns Staff To Hypo Sales

The staff realignment affected last week by Ted Streibert, president of WOR and WOR-TV, is pointed toward intensifying sales efforts for both stations, as well as WOIC, Washington, TV station owned by WOR (Macy's). The changes moved Bob Mayo to the job of sales director for WOR and WOR-TV, under Veepee Pete Maddox: John Nell into Mayo's former job, WOR sales manager; Don Hamilton, manager of program operations, AM and TV, under Veepee Julius F. Seebach Jr., and Bob Brewster, program manager for WOR.

RNC Protests Ban on Court Air Coverage

Radio News Club, Hollywood, last week protested a recent decision of the Conference of California Judges to ban radio and tele news coverage of court sessions. Club is composed of radio reporters, newscasters and commentators in Southern California. In voicing the protest, club Prexy Al Gordon charged that the ruling discriminated against the broadcast media in favor of newspapers. The judges' org banned use of radio and tele equipment in courtrooms during sessions.

Brown May Be Ferris Flacking Partner

Army Preps Ad **Agency Huddles** For 2 - Mil Acc't

WASHINGTON, Oct. 29. - The army is preparing to negotiate for a new advertising agency to handle its \$2,000,000 yearly ad business in the wake of a policy decision this week to go shead with paid recruiting plugs despite the hostility of some senators. Military establishment officials told The Billboard that a policy board which has been studying the question of press and air ads recommended the use of an agency.

A formal announcement of the decision to continue using an agency is expected in the next few days from Air Secretary Stuart Symington and Army Secretary Gordon Gray. The navy is unconcerned with the matter, officials said, because it has no trouble getting recruits.

The military's contract with the Gardner Advertising Company runs out Monday (31). Last August, Gardner was notified that the contract would be terminated on its expiration date, and the question of future use of any agency was set for study by a special board.

The contract termination and subsequent study was a direct result of hearings earlier this year before the Senate Appropriations Committee. Representatives of Ruthrauff & Ryan, an unsuccessful bidder for the military'r contract, appeared at the hearing 'o protest the awarding of the contrac to Gardner. They alleged that Gardner did not have the \$10,000,000 worth of billings necessary to bid for the contract. The ruckus touched off remarks by committee members to the effect that the military should handle its own ads without using an agency.

PHOTOS IN QUANTITY New fully outomotic equipment assures faithful REPRODUCTIONS, of highest quality and uniformity. FAST DEPENDABLE SERVICE LARGE-QUANTITY PRICES -ON-SMALL-QUANTITY ORDERS EACH N LOTS OF Still Lower Prices in Larger Quantities Send for FREE SAMPLE and Price List CTA PO BOX 1861 Dept C NEW HAVEN, CONN. GENUINE HIGH GLOSSY PHOTO EA. REPRODUCTION Made from your negative or photo. Unsurpassed in quality at any price. NO NEGATIVE CHARGE- NO EXTRAS 24-HOUR SERVICE ON REQUEST 8x10's: \$7.99 pet 100; \$55 pet 1000 Fan Mail Photos (5'x7') \$36 per 1000 - Postcards \$23 per 1000 Mounted Enlargements (30x40): \$3.85 LARGEST (No Negative Charge on 2 or more) Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers PLaza 7-0233 5 Photographers New York 19, N.Y. WE DELIVER WHAT WE ADVERTISE

Indications are that the radio public relations firm of Earle Ferris may become a partnership in the near future when Roger Brown buys into the flackery. Ferris has many lucrative radio accounts, chief among which is the William Esty Agency business. Since Brown entered the office, he has sparked the outfit by bringing in such accounts as the Minnesota Mining & Tape Company. Ferris is now board chairman; Brown, president.

MCA Pedding TV Show Inspired by Variety

A half-hour television show based on Variety, a film theatrical trade paper, is making the rounds of the advertising agencies, with Music Corporation of America (MCA) agenting. Reports are that Ruthrauff & Ryan are interested for an automotive sponsor. The program is based on talent lauded in the paper's reviews. Variety previously had an AM series sponsored by Philco.

'Girl Corps' Renews WEBS' TAPE MEASURE **Over ABC for Year**

CHICAGO, Oct. 29 .- Despite reports that Hormel was going to move its Girl Corps show from the American Broadcasting Company (ABC) to either the National Broadcasting Company or the Columbia Broadcasting System, ABC this week kept the account by shifting the program to a new time and capturing a 52-week renewal to take effect December 11.

The show, handled thru the BBD&O agency, had been on ABC from 10 to 10:30 a.m. Saturdays. New time will be Sundays from 6:30 to 7 p.m. The orchestral show, which travels to major markets, will be expanded in the near future with addition of new instrumentalists. Replacement for program on Saturday was not known here.

MBS EYES LAINE

(Continued from page 5) expenses for Sinatra and retinue (approximately \$10,000 for the length of the New York stay), The Voice will fill in with Eastern theater and club bookings. If the deal is nixed, he'll remain on the Coast and use substitute gal singers until Miss Kirsten can rejoin the show early in January.

(Continued from page 5) pansion, which is so changing American network techniques, is that the patents to the process were not developed in this country at all. Basically, the tape idea was a German one, with the patents falling into American hands during the war.

A breakdown on web shows using tape this season will be found on page 5.

HOLLYWOOD, Oct. 29.-People Are Funny, veteran National Broadcasting Company (NBC) stunt show, will switch from live to tape recording November 15 following Brown & Williamson Tobacco Company's approval of a four-week taped test run. If sponsor likes the taped version, the show will stay on the recording road permanently.

Long sold on advantages of taping impromptu stanzas for maximum entertainment value People's packager, John Guedel, felt the switch would allow emsee Art Linkletter free reign in ad libbing the show and allow for a number of wild stunts heretofore shunned for fear of poor air reaction. Under the new set-up, the show will be run over the allotted half-hour span with addition of new gimmicks, and thereafter edited for best results.

ABC GAMBLES IN TV

(Continued from page 7) etc.-involved in a TV show. This means, for example, that after a flat is finished, by anticipating the number of times it may be used and reused, ABC can allocate to each use a specific cost, charge that cost plus 10 per cent to an advertiser, and compete at a 331/3 to 50 per cent saving against other webs.

Top ABC execs already say that on the basis of comparisons they've made with known costs on other web shows, they'll be able to offer advertisers unprecedentedly low production costs.

ABC's TV center-some of which is being rented to WOR-TV for two studios-includes one large 50 by 100foot studio; one about half that size; three smaller studios; a film center; production quarters and office space. The property includes three buildings.



L. A. Video Gets Personnel, Products and Prices Cautioning on Phony Advts.

HOLLYWOOD, Oct. 29 .- Los Angeles video tradesters, including station ops and set manufacturers, were warned this week to stop misleading and false advertising claims which were said to be seriously damaging both set sales and industry public relations. The word of caution was given by H. L. Hoffman, West Coast tele set producer, speaking before the television committee of the Los Angeles Chamber of Commerce.

Hoffman complained of confusion in ad claims and bad ethics in selling methods, pointing out that a recent survey revealed that no fewer than 87 tele screen sizes were used in local advertising copy. Actually, there are fewer than 10 standard screen sizes on the market, but cutthroat competition among retailers is so severe that dealers are resorting to false or misleading claims to snare biz.

Hoffman further disclosed plans to conduct an independent tele survey among set owners to determine the extent of video's influence on sport- the University of Southern California (USC) and University of California at Los Angeles (UCLA) over KECA-TV, Hoffman has a personal stake in sounding out home audience reaction to sports coverage. The colleges have been critical of tele lately, attributing poor gate receipts to tele and crying that rights to USC-UCLA went for \$75,000 when actually worth more. Hoffman's contention is that factors other than video have caused lower gate take, including general economic conditions, high prices and lack of top football teams. The tele committee was also told that the sales market would climb with the Christmas season ahead and that the supply of name brand receivers would be tight. This has already been established by local retailers, many of whom are out of stock on name brand sets and are taking orders with no promise of delivery date.

RCA Victor introduced two new table model sets as companion pieces to the metal cabinet "special anniversary" set. Model T-121 is a 121/2inch set to list as \$249.95 and Model 9-T-256 is identical with the 10-inch metal cabinet set now being marketed except for the addition of an electronic enlarger called "Clos-Up" control. The 10-inch set will list at \$229.95. Consolette tables are available for both sets and contain the built-in antennas. . . . Admiral set up a special "fringe area" testing laboratory at Harvard, Ill., where the company's sets will undergo tests. Harvard is 70 miles from Chicago and 80 from Milwaukee. . . . Whitfield Pressinger & Associates have been named Starrett representatives for Baltimore, Washington and Richmond. . . . Andrea is making available to all dealers an illustrated booklet, "History and Manufacture of Television Receivers." ... Air King announced a new 121/2-inch consolette with built-in antenna to list at \$239.95. . . . Television Distributors, Inc., Detroit wholesalers for the DuMont line, named Henry Tobin as regional sales manager for Columbus and Central Ohio. . . . All Meck TV receivers now have built-in antennas. . . . The Radio Manufacturers' Association will hold its fall conference at the Roosevelt Hotel, New York, November 14 to 16. . . . Philco raised the price on Model 1721 radio-phono combination from \$199.95 to \$229.95; table radio Model 527 was raised from \$34.95 to \$37.95.

RADIO-PHONO-TV MERCHANDISING

Communications to 1554 Broadway, New York 19. N. Y.

Max Carson, of Carson Brothers, one of the largest dealers in Philly's South Street shopping center, was elected president of the Furniture Club of Philadelphia at a meeting last week in the Benjamin Franklin Hotel. . . Mort Farr is the only dealer member of the video industry's Television Association of Philadelphia. . . . Coplan's, after 20 years in the neighborhoods, opened new quarters in the Philadelphia Center-City sector at 513 Market Street. . . . Dan McCarty, in Germantown, is ballying DuMont sets by bringing in the DuMont telecruiser and distributing free DuMont Football Guides, 48-page giveaway. ... World Store in Southwest Philadelphia set up a new display room for television with 50 sets in operation on the floor. ... The Recordex Company, New York, will start shipments November 15 of a new record storage cabinet that will hold about 100 10-inch disks in a bankrolling the football skeds of both space approximately 101/2 by 10 by 12. The cabinet is made of composition board, covered in simulated alligator, available in five colors and indexed for 50 records with storage space for 50 more. List price of the new item is \$2.69 with the usual discount structure. . . . The newly formed Television Dealers' Association in New York City reports a membership of over 200. . . . General Electric announced two new 12-inch picture tubes

DEALERS TO CUT TV LINES **Policy Enables** Better Sales, Less Stock

The Billboard

15

May Mean Small Mfr. Woe

CHICAGO, Oct. 29 .- In an effort to cut down inventory investments and to be able to do a more informative sales job, dealers thruout the country are planning to handle only two or three radio and TV lines, Clif Simpson, executive director of the National Appliance and Radio Dealers' Association (NARDA), said here this week. At present, elimination of multiple brand selling is just getting under way. During present set shortages and unusual seller's market, most dealers will take just about anything they can get, but after the first of the year, when public demand becomes normal, selling of only a couple of lines is expected to become a national dealer policy.

Simpson said that his check of dealers thruout the country had revealed that many felt they could not do a really informed, intelligent sales job when they carried too many lines. They feel as if they can not really sell the specific merits of only a couple of brands and cannot make effective recommendations if potential customers can see seven or eight on the floor. They also contend that no salesman is able to learn all about many sets. He can learn only about two or three. It is expected that when demand is more normal, customers will require more selling and then the most informed salesmen will make the deals. Of no small importance is the fact that short profit margins and frequent introduction of new models has brought about a definite need for a short inventory. Loading up with many sets of many brands and a consequent large inventory investment is considered inadvisable. The policy of carrying only a few lines is expected to bring about reduction in number of set manufacturers, too. Dealers say that during conditions of normal demand public will buy only the accepted, well-adver-CHICAGO, Oct. 29 .- Dealers' la- | torney, explained ramifications of tised, name brands. New lines of ments concerning the evils of radio fair trading to the dealers. He said small manufacturers who cannot promote heavily are therefore not expected to survive. Following the pattern set by the radio and automobile industries, in its infancy TV has seen many manufacturers in the field. But in the past Texas, which don't have fair trade two years, as competition has inlaws. He also pointed out that it creased, some have already gone out cause of the dealer expressions was up to the manufacturers to adopt of business. It is predicted that when against price cutting, the association fair trade contracts, but that dealers competition gets greater, only the most wealthy firms with expensive engineering research and development departments will survive.

Sonora Mending **Financial** Aches

CHICAGO, Oct. 29.-Sonora Radio & Television Corporation, which has been going thru reorganization in the federal oankruptcy courts here, is expected to be reactivated in the near future and continue production of private brand and public radio and TV sets. The company definitely will not produce records again, however.

On November 10 a creditors' committee is to present to Judge Michael Igoe a complete plan for reorganization which, present events indicate, dealers sounded the same note. will be accepted.

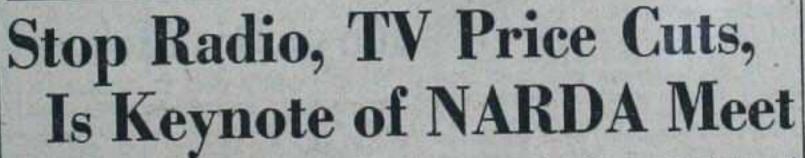
to settle for 'ass.

under Joe Gerl, president.

When the company is reorganized, practice, or we'll suffer." emphasis will be on manufacture of private brand radio and TV.

this week. Both incorporate the "filterglass" face plate, tho only one is aluminized.

In a letter to dealers, Frank Freimann, executive vice-president of Magnavox, stated that production this month has been double previous months and that the company has had to turn down order for thousands of receivers. Company is introducing a new TV console to sell below \$300. . . . John Meck Industries has introduced a new radio repair policy which is said to be unique in the industry. Under the plan, customers bringing in radios to Meck dealers for repair will be given a brand new set. Sets brought in will be sent back to factory, repaired and sold as rebuilts. Models ranging from \$11.95 AM table set to \$44.95 AM-FM combination will be covered by new policy.



and TV price cutting and a collec- that under the United States Fair tive expression that organized action Trade Act, items sold via interstate had to be taken to bring about fair commerce could be fair-traded under not here this week at the first dis- trading of TV sets would be possible tributor-dealer conference sponsored in all States except Missouri and by the National Appliance and Radio announced that next week it was appointing a committee to begin fair trade discussions with manufacturers.

Feeling against price cutting was formally expressed at a session devoted to the subject, but thruout the one-day meeting Wednesday (26)

Discussion of the problem was The U. S. government has been started by Art Becker, local NARDA one of the principal creditors. It head, when he asked, "How can has asked for about \$385,000 in back you give 10 per cent off when you're taxes, but now, it is said, is willing working on a 20 per cent profit dealers, and then all would be bound margin?" Becker also stated that by fair trade prices, under the law." Plan presented to Judge Igoe will altho price cutting was not extremely include information about ability of prevalent during the present set the company to raise new capital. shortage, a few months ago "We all under fair trade unless it was going New invest rs could not be de- did it, and unless basic changes are to be enforced. He said, "Fair trade termined here, but it is known that made in the industry, we'll all be without enforcement is not worth a reorganization will call for retention doing it again." He added, "We're hoot. Manufacturers and distributors of the same name and management all to blame, and somebody has to also will be a lot better off not to start trying to change this sales fair trade if they don't intend to en-

> After Becker's introductory remarks, Norval Trimborn, local at- the dealers to go to their manu-

trade, list price selling was the key- State laws. Thus, he said, fair could help enforce the contracts, under the law, and could bring injunction suits against fellow dealers breaking fair trade agreements.

Indicating that if manufacturers wanted to fair trade in order to protect dealers profits, they could do it very easily, he said. "All the manufacturers would have to do would be to enter into a fair trade contract with one dealer in each State, send notices of this contract to all other

Trimborn warned the dealers that they should beware of trying to get force it rigidly."

The attorney concluded by advising

New Minimum Wage Won't Affect Stores

WASHINGTON, Oct. 29 .- Most retail stores will continue to be unaffected by the Fair Labor Standards Act, despite the new minimum wage bill signed by President Truman this week. The President had requested coverage of all larger stores by the new 75-cent minimum, but Congress voted to exempt stores that do 50 per cent or more of their business within a single State.

facturers to begin fair-trade negotiations. The need was apparent in the industry, it was agreed, and somebody had to make the first move.

The Billboard 16

Communications to 1564 Broadway, New York 19, N. Y. = November 5, 1949

DISK ROYALTY'S GOLDEN STORE

RCA Reports Huge Estates: Caruso 3 Million, Miller 600G, McCormack 2 Million

Current Artists Build Annuities Via Records

By Paul Ackerman

(Continued from page 3) \$1,453,589.04, or an average of \$56,-000 annually.

The above is not the total Caruso and his heirs earned from RCA Victor. Between 1904 and 1906 the tenor was paid on a flat talent basis-no royalties.

Old Disks Still Hot

Caruso, of course, preceded the era of electrical recording. He died too early for that. But despite the fact that the quality of accoustical recordings doesn't approach the newer techniques, the tenor's disks sold-and continue to sell-at a great rate.

Other artists in the early days of the record industry racked up sensational sales records and their estates are still gathering lush royalty returns, John McCormack, who died August 16, 1945, collected during his lifetime a total of \$2,472,918.20. This figure, which breaks down to \$70,000 annually, includes \$158,668.53 unearned guarantees paid from 1928 to 1931 inclusive. It is still too early to ascertain how McCormack's 'estate will fare thru the years. For several years since his death royalties averaged \$10,000 annually. Top bracket earnings continue to accrue to heirs of popular artists as well as to the kin of stars of operatic caliber. The chart at right, which contains royalty figures of the aforementioned artists as well as such noted talents as Luisa Tetrazzini, Sergei Rachmaninoff and I. J. Paderewski, also lists the royalties earned by such pop jazz stylists as Glenn Miller, "Fats" Waller, Bunny Berigan and Hal Kemp. From the above statistics, it will be noted that some artists' royalty statements dropped sharply after death, whereas the popularity of others persisted. Just how an individual record fares thru the years is interesting and educational. Some of them display perennial strength; some become vigorous sellers after years of dormancy, whereas others decline to virtual zero.

317,866 units sold. An analysis of this record's sale is particularly noteworthy in that it presents a comparison of the sales of the accoustical and electrical version, and a graphic picture of peak and low sales years. (See chart below.)

Paderewski's Moonlight Sonata, released in 1940, sold 12,820 units that year; 58,382 in 1941; 36,670 in 1942; 4,107 in 1943; 45,816 in 1944; 6,358 in 1945; 23,531 in 1946; 19,755 in 1947 and 12,277 during the first three quarters of 1948. The highs and lows here are very marked-some of the lush years perhaps indicating effects of a movie or other promotional hypos. The pianist record hit a total sale of 219,716 on the disk and chalked up royalties of \$22,278.53.

Rachmaninoff Varies

Rachmaninoff's recording of the Prelude in C Sharp Minor, released in 1928, hit a total figure of 162.832 units sold (to 1948), with royalties of \$14,955.74. Like the Paderewski disk, it shows sharp variations in sales from year to year.

The late Glenn Miller's Chattanooga Choo Choo, between the years 1941 and 1948, sold 1,371,918 disks the value of royalties as a means of and amassed \$24,135.38 in royalties. building a fund, or an annuity, allow It is still selling. Bunny Berigan's I Cant' Get Started, from 1937 to the third quarter of 1948 sold 398,835, accounting for royalties of \$15,228.04. On the other hand, some disks by top artists reap relatively minor illustrated. royalties. McCormack's Mother Machree, released in 1927, hit a total of \$6,649.34 by 1948. It's interesting to observe, however, that whereas the royalties amounted to \$2.48 in 1945. they jumped to \$868.05 in 1946; \$400.13 in 1947 and \$416.30 in 1948. Fats Waller's Honeysuckle Rose, from royalties totaling \$2,913.36; Hal Kemp's Got a Date With an Angel, between 1937 and 1948, totaled \$1,-622.43 in royalties. only upon sales, but upon the type of label. Royalty deals vary, and in Caruso's Pagliacci, recorded ac- years gone by varied more than they coustically, was released in 1925- do today. Currently, it is common 1926. The electrical recording, on practice to give a name artist 5 per which RCA Victor dubbed out every- cent of the sales price of the record

RCA Artists' Royalties to 3d Quarter of 1948

CLASSICAL

Artist Enrico Caruso John McCormack Sergei Rachmaninoff I. J. Paderewski Luisa Tetrazzini	Ist Contract Bigned 2-1-04 2-1-10 12-18-34 12-1-28 12-11-07	Date of Death 8-2-21 8-16-45 3-28-43 June, '41 4-28-40	Paid Before Death \$1,566,916.35* 2,472,918,47** 202,237.98 279,451.98 289,189,18	Paid After Death \$1,453,589.04 20,182.47 \$6,334.72 \$4,995.24 2,728.40	Total Paid \$3,020,505.39 2,493,100.67 390,572.70 314,337.22 291,917.67
		POP JAZ	Z STYLISTS		
Glenn Miller Fats Waller Bunny Berigan Hal Kemp	9-22-38 8-21-29 11-25-38 5-17-87	Dec., '44 12-14-43 6-2-42 12-21-40	\$476,180.56 86,403.49 14,855.64 5,280.00	\$123,991.23 56,138,52 \$8,600.78 1,200.00	\$000,171,79 92,542,01 53,456,42 6,480,00

*These royalties were paid between 1906 and 1921. Between 1904 and 1906 Caruso was paid on a flat talent basis.

**Included is \$158,668.53 unearned guarantees paid from 1928 to 1931 inclusive.

earn about \$650,000 annually via his Decca disks. Guy Lombardo, another Decca artist, is figured as earning over \$200,000. The Andrews Sisters, also Decca, are heavy royalty earners, probably second to Crosby in the Decca roster. Victor's Eddy Arnold, Vaughn Monroe and others take heavy sums.

Kostelanetz, Nelson Eddy, Rise Stevens, Bidu Sayao, Dinah Shore and Ezia Pinza do very well. Capitol Records has a number of sock royalty earners, along with the other majors. Cap's Jo Stafford, for instance, collected about \$36,000 for the first six months of 1948 and figures to wind up the year with approximately \$100,000.

Stabler Named "Hopalong" Aid

(Continued from page 3)

publications and merchandise licens-Among Columbia artists, Andre ings. Boyd found it necessary to form his controlling company as a result of mushrooming activity during the past six months. A showbiz phenomenon, Boyd skyrocketed into prominence via video scannings of his old Hopalong Cassidy theatrical films.

> Of the 66 Hoppy films in existence, 54 are available to tele, while 12 are still making the pic theater circuits.

Pagliacci Pays 43G

thing but Caruso's voice, was released after the date is paid for. in 1932. Total royalty returns on 1948, hit \$42,883.61 on the basis of Crosby, for instance, is reputed to decrease in business.

Currently, top recording artists ter is significant primarily because Pagliacci, thru the third quarter of make fabulous sums via disks. Bing most diskeries have been showing a

Many recording artists, realizing the total sum only when necessary. much those disks can do for a performer thru the years has been amply

Columbia Boosts Royalty Money 1934 to 1948, sold 198,465 disks with Records will pay publisher royalties series was recently bought by Genfor the third quarter of this year eral Foods. On disks, Boyd last week which will be 10 per cent greater recorded a Hoppy record-reader althan those paid for the equivalent bum for Capitol and will remain withperiod last year and 25 per cent in the Coast major's kidisk stable. Just how much money a record can greater than those paid for the premake for an artist is dependent not vious quarter of this year. The increase in royalty money is attributed via licensing deals with 35 manufacroyalty deal and the price of the to the sales accumulated in the month turers for more than 60 products. of September, which Columbia Prexy Anticipated sales for next year are Ted Wallerstein has claimed as the in the \$20,000,000 bracket and rediskery's biggest month in the past ported to be among the hottest items two years.

royalty payment for the third quar-

Latter will be cleared for video within a couple of years. Boyd pulled out of his film tele deal with Capitol Recthe money to pile up, drawing upon ords (diskery signed him for records and vide cine) and expects to pro-And it's good sense, for just how duce independently his tele flicker fare. He is currently negotiating with various sponsors, idea being to sell series before going into production. He will resume making theater films which he will produce on a participating basis with the studios. Present plans call for two theatrical films per year.

Boyd will restrict live radio to guest shots for the time being. His NEW YORK, Oct. 29.-Columbia Commodore Productions transcribed Among other enterprises, tele-promoted interest in Hoppy is paying off in the kid toy and apparel line. The Columbia rise over last year's Hoppy, already in comic books, will bow as a syndicated funnypaper strip in January. In p. a.'s, Boyd limits himself to outdoor shows, devoting two months of next year to fairs and rodeo appearances. He will play the Fireman's Rodeo in St. Louis November 5-13. During his recent storesponsored tour of 26 cities, he attracted more than 1,000,000 persons.

Goldberg Gets Distrib Post

NEW YORK, Oct. 29 .- Sidney Goldberg, general sales manager for the Decca Record Company, this week was appointed a vice-president in

Goldberg is a veteran in the Decca partments.

				"Pa			
			oustical		rd 7720		
			ed 1925-'26)		d 10-21-32)	707	LAL
		(recical	ROYALTY		BOYALTY		ROYALT
YEAR		UNITS	PAID	UNITS	PAID	UNITS	PAID
Thru 1	934	69,802	\$13,960.40	8,488	\$1,697.60	78,290	\$15,658,
	135	99	19.80	1,521	304.20	1,620	324.
	936	154	30.80	1,987	397.40	2,141	428.
	137	249	49.80	3,020	640.00	3,269	689.4
	338	432	86.40	7,741	1,548.20	8,173	1,634.6
19	939	365	73.00	10,011 .	2,002.20	10,376	2,075.1
	040	607	60.70	9,664	966.40	10,271	1,027.1
	141	1,769	176.90	22,830	2,283.00	24,599	2,459.5
19	942	2,130	213.00	17,344	1.734.40	19,474	1,947.4
	143	1,547	154.70	25,568	2,556.80	27,115	2,711.
11	14	2,975	297.50	11,697	1,169.70	14,672	1,467.3
-15	145	1,229	122,90	3,767	376.70	4,995	499.0
1	146	17,848	1,784.60	42,123	4,212.30	89,969	5,996.1
1	047	11,280	1,128.00	14,457	1,465.70	25,937	2,593.7
10	948	10,403	1,300.38	16,561	2,070.13	20,964	3,370.4

Bill Gard Blasts Taxes on Music

> DENVER, Oct. 25. - William R. Gard, executive secretary of the National Association of Music Merchants, teed off on the federal excise tax on musical instruments and goods today before the association's Mountain States regional conference.

Gard blasted the tax as war-imposed and unjustifiably peace-retained. He said the volume of the Decca Distributing Corporation. business in the music industry would increase "tremendously" if the tax organization. He worked his way up were repealed. He voiced a belief to the sales managership thru the that the chances of repeal by the diskery's sales and production de-82d Congress were good.

Lieberson Set Alexander Files Suit vs. Morris

Gilbert for Masterworks

NEW YORK, Oct. 29.-Richard Gilbert, recording director of Columbia Records' masterworks department for the past year, has been appointed director of the masterworks department. This move clears started out to be the subject of an the way for Goddard Lieberson, ex- old-fashioned music business release was already on sale in several reecutive vice-president of the com- date embroglio (The Billboard, Ocpany, to operate on a high policy tober 29) turned into one of the most cities. New York shops were to level and exercise close supervision phenomenal single items in the mod- have delivery on the disking by this over all categories of Columbia's ern history of the business. This is artists and repertoire department. the week which will be marked down Lieberson this week called in heads in the annals of the music industry hour basis over the week-end on of the different a. and r. divisions for as Mule Train week. preliminary talks.

tober, 1948, Gilbert had been recording director of RCA Victor red seal records. During the past year he supervised the recording of such works as Madame Butterfly, Facade and Salome and has worked with many symphony orchestras under contract to Columbia.

The current a. and r. set-up at Columbia, under Lieberson's supervision, is as follows: Pop, headed by Manie Sacks, assisted by Joe Higgins and Hugo Winterhalter, with Ben Selvin on the Coast; masterworks, Richard Gilbert, assisted by Tyler Turner; hillbilly, blues and rhythm and American folk, Arthur Satherley and Don Law; foreign and international, George Avakian; children's, Hecky Krasno.



The Billboard

Operations Scramble To Climb Aboard **That Old Mule Train Turns** Disk Biz Dizzy---But Good!

NEW YORK, Oct. 29 .- Yah, Yah- | was performed on jockey shows thru-Mule Tra-i-n!!! What last week out the Eastern seaboard, on the West

Before joining Columbia in Oc- were yelling about the whipping administered them by Mercury's Mitch duced and shipped "several hundred Miller when he released the Frankie thousands" by the middle of the Laine disking of Mule Train last coming week. week-end, they also were staying up nights recording and pushing into folding at Victor during the week. production their own Trains. The Vaughn Monroe, who was most dirace was heading down the stretch rectly affected by the Mercury jump, at press time.

side October 16, hit the jockeys and the retail stalls in the middle of the into New York, hit the jockey shows week. To supplement the promotion late Wednesday (26) evening, shipped efforts of the Mercury flack and dis- to the factories for production and tributor operatives, Laine's managerial strategists, Gabbe, Lutz and day (31). Victor, too, intends flood-Heller, shipped out some 4,000 whips (a key "instrument" in the Train the several hundreds of thousands. recording) to the nation's spinners.

Bing for Decca

the opus Wednesday (26) morning. On Thursday (27) evening the Crosby version drew its initial radio performance on the Martin Block spinner show and by Friday (28) not only

Coast and in the Chicago area but tail shops in Chicago and other key morning (29). The Decca diskery will keep its plants going on a 24production of Train. The firm's While artist and repertoire guys execs, who are completely sold on Bing's rendition, expect to have pro-

And a similar situation was unhopped on board the Mule Train in Mercury, which recorded the Laine Victor Studios on the Coast Monday (24) ayem. His etching was flown will be available in stores by Moning the market with wax totaling in

Break for Monroe's Pic

Meanwhile Monroe, in an indirect Meanwhile Decca Records set in fashion, stands as the guy, aside from motion an all-out effort for a Bing the publishers, Walt Disney Music, Alexander's complaint further Crosby recording. Der Bingle cut who will benefit the most from charges that since 1946 the Morris Miller's jump. The song is part of the score of his forthcoming movie, Singing Guns, and the jockey and trade excitement stirred by the unusual tune has also steamed up immeasurable advance publicity for his flick. Capitol also jumped into the race with a Gordon MacRae etching and likewise issued a country version by Tennessee Ernie. Columbia Records has not yet waxed the novelty but will have a is \$60,000. Of the total owed him master on it by Monday (31). The firm's musical director, Hugo Win- already been paid, Alexander states, terhalter, will fly to Chicago Sunday (30) night to record Train with Nelson Eddy. The firm hopes to (See Scramble to Climb on page 45)

Charges Pact Breach, Seeks **53G Payment**

Morris Makes Reply

NEW YORK, Oct. 29.-Willard Alexander has filed suit against the William Morris Agency (WM) charging breach of contract and seeking total of \$53,115.37, it was disclosed this week.

Alexander, who heads his own booking agency, claims that the Morris agency failed to live up to a contract which had been completed in January, 1946. This pact marked the end of Alexander's term as head of the WM band department, which two months ago was completely closed down by the agency. It called for the agency to pay him \$250 per week as "termination salary" for one year. Alexander claims that the Morris office failed to pay him as specified in the contract from October, 1946, to January, 1947. It was around October, 1946, that Alexander decided to open his own booking agency. The first property he acquired for his own business was Vaughn Monroe's ork, which had been in the Morris ranks up to that point. The total amount owed him, Alexander claims, is \$4,000.

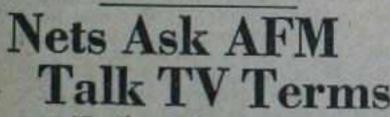
agency has received money for the booking of Count Basie's ork and Monroe's ork. According to terms of the termination pact, Alexander was to receive 35 per cent of the commissions collected from these two properties by WM. Alexander claims that WM has failed to pay him the accrued percentage of commissions which is due him according to the terms of the pact. The total owed him for this, the complaint charges, by the Morris agency, \$13,884.63 has thus leaving a balance of \$50,115.37.

Disney Rounds Out Pact Set-Up

NEW YORK, Oct. 29 .- Walt Disney Music, the movie man's recently unveiled pubbery affiliate, which got off to a sock beginning with Mule Train, this week rounded into shape as an organization. Fred Raphael, the firm's veepee and general professional manager who works out of the Coast, this week hired Jack Spina to act as the Eastern professional manager for the firm and also took on Mickey Glass as a contact man for the East.

Raphael, who has been in New York to round up an organization and to lay plans for exploitation of the six songs in the December-dated score Merchandising Pays Off: for Disney's Cinderella flick, will rethe Disney Coast contacter.

with Vaughn Monroe's manager, Williard Alexander, over a deal whereby Vaughn could acquire the movie title rights to Mule Train. The current title of the Monroe flicker is Singing Guns.



(Continued from page 7) demand that film cutters working on TV pix be musicians in good standing and members of the AFM. Both producers and the IATSE are expected to fight this demand. Film makers also objected to Petrillo's ruling that previously recorded sound tracks and foreign-made tracks be banned from video, their argument being that such regulations would force the scrapping of considerable sound track inventories and foreign music sources.

Local 847, AFM, Hollywood, this week also laid down the law to tele station managements and producers threatening them with drastic action unless they comply with union tele regulations.

Mercury's Barb

NEW YORK, Oct. 29 .- Adding fuel to the already raging flame in L'Affaire Mule Train, Mercury prexy, Irv Green, this week sent a tersely worded wire to Willard Alexander, Vaughn Monroe's mentor. It read: "If you can't beat us, join us."

turn to the Coast next week. He will stop in Chicago to hire a Midwestern plugger. Julie Losch is working as Know the Rumba Beats Meanwhile Raphael huddled here ith Vaughn Monroe's manager, Wil-ard Alexander, over a deal where-

By Bill Simon

neighborhood to sell Latin-American disks. In fact, you don't have to know a word of Spanish. Naturally, for a dealer who intends to go heavily into the Latin business, some knowledge of the language is required, but actually most of the money is in the rumba, and the important thing here to understand is a strong bass beat. The fact is strongly emphasized by two New York shops, both of which have rated for years among the country's top Latin outlets and both of whom are situated in non-Latin neighborhoods. One is the Spanish Music Center, owned and operated by Gabriel Oller Jr.; the other is the Castellanos-Molina Music Shop, managed by Manuel Gomez.

Both of these shops cater to the ever-increasing legion o. rumba fans, as instruments. However, the cus- of gratuitles. They further claim an insatiable, near-fanatic group tomer must be educated, and gradu-

have to be located in a Spanish happy and keep 'em coming. It works something like this:

When the vacationer gets back to the city after his first bout with the rumba, he's been tutored to ask the record salesman for "authentic" Latin dance disks. The big name Latinstyle hotel bands won't do for the newly created "expert," and actually there are comparatively unknown native groups turning out more danceable stuff with plenty of spicy tropical flavor. But since the customer doesn't know the language, he may at the beginning reject disks that have vocals. He doesn't realize yet that most of the Latin vocalists and vocal groups sing with a fine there is no balance due Alexander, rhythmic pulse and accents that delineate the rumba beat as clearly turned out on a mass-production ally. So he is started with piano and employ he had agreed to devote all

WM Counterclaims

The Morris office, in defense, has made a general denial of all allegations and has filed a counterclaim. WM asks for a total of \$26,100-\$16,100 represents money already paid to Alexander and the remaining \$10,000 is for damages.

Alexander, in his charges, says that WM, in January, 1949, induced Count Basie to terminate his contract with that agency in order to deprive Alexander of the percentage of commissions due him. The Basie pact was signed in 1946 and was to NEW YORK, Oct. 29 .- You don't ple but sure-fire routine to keep 'em run for three years thru September, 1949. Upon Inducing Basie to end his Morris pact, the complaint charges, the Morris agency further induced the orkster to sign a contract with General Artists Corporation (GAC). Alexander claims that in so doing, the Morris agency received a percentage of the Basie commissions for its services to GAC and thus cut Alexander out of his percentage as prescribed in his January, 1946, pact. On this charge, Alexander seeks an additional \$3,000. This brings the total of damages to \$53,115.37.

Denies Allegations

WM makes general denial of all these allegations. They claim that since promises made in the 1946 agreement were in effect promises that while Alexander was in their cale by dance studios and vacation rhythm sides. In stocking disks of of his time to the agency, but they

spots. And both shops follow a sim- (See Merchandising on page 23) (See Alexander Files Suit on page 22)

MUSIC 18

Pluggers Choose Trial Board To Prosecute Payola Evil

organization this week continued the nated for re-election and will be unmeeting held Thursday (27) the conboard which will pursue and prosecute all pluggers and publishers who continue to practice the payola system.

The board will be composed of six regular MPCE members and one member of the governing council of the union. The group will be appointed by the MPCE council. Once appointed, the trial board will select an arbitrary date which will mark To Pubbers in supervision of contact activity. If any offenders are detected, the trial board will examine them and excercise the fines imposed for the miscon juct according to the terms of the by-laws of the organization. The fines range from a maximum \$1,000 for first offenders to \$1,500 for second offenders. In addition, second offenders may be suspended temporarily or permanently from the MPCE. Publisher subscribers to MPCE have agreed to employ only MPCE cardholders.

Emergency Session

An emergency meeting will be held Tuesday (1) at which the council will announce its selection to the payola trial board. It is expected, too, that the opening date of antipayola drive will be announced then.

Meanwhile the trade was additionally jolted this week when word was spread that a top commercial show which leans heavily on pops for programing has asked publishers for \$100 toward arrangements if they want their songs performed on the show.

NEW YORK, Oct. 29 .- The song- ficers to be elected for installation plugger members of the Music Pub- the first of the year. Current Prexy lishers' Contact Employees (MPCE) Bob Miller was unanimously nomidrive against the payola evil which opposed. Leo Diston, who replaced the group started last week (The Joe Santly as veepee of the group, was Billboard, October 29). In a special nominated for re-election. The current members of the council include tact men decided to appoint a trial Harry Santly, Sammy Smith, Ralph Smitman, Mack Clark and Charlie Lang. Diston's former chair in the council still is unoccupied. All the current council members were nominated and a host of non-incumbent nominations were made.

Decca Pays 12G Returns Hassel

NEW YORK, Oct. 29. - Decca Records this week paid off some \$12,000 to publishers for the differences created when the diskery paid its royalties for the first two quarters of this year after making a full deduction for all returns. But Decca Prexy Milton Rackmil explained that this would not in any way interfere with his intention to push a plan which will allow for deduction of returns in the royalty accounting system. He pointed out that Decca paid the differences after reaching agreement with publishers' agent Harry Fox whereby both will sit down to discuss the Rackmil plan.

Rackmil also said that Decca will pay off its third quarter royalties, which will come due on November 15, in the same manner in which the first two quarters were paid. Full deductions will be made for returns. given up his pursuit to seek an adjustment in the royalty system which would allow Decca to make an official deduction for returns. His plan called tour, summoned the Gale Agency befor the withholding of 10 per cent of each quarter's statement for a period of two years. At the end of the twoyear period each disking would be audited and the returns deducted from the monies held in escrow. In the event the returns exceed the withheld amount, then Decca would pay the writers' portion of the overage.

recording names paying off in cash register returns, the three major musical clubs in the area will continue the policy for the remainder of the year. Chubby's, across the river at North Collingswood, N. J., has unit returning November 7 for a fortnight. Fran Warren follows November 21. For December, the room, booked by Nat Segall's Keystone Theatrical Agency here, will bring in Bill Farrell for a week and couple Lily Ann Carol with Jack Leonard for another week.

The Showboat, also booked by Segall's agency, and featuring Negro names, has the November weeks set starting November 7 with Bull Moose Jackson's band, Mercer Ellington's combo, with Sticks McGhee and Amos Milburn's band. On November 28 Larry Darnell teams with Bill Johnson and His Musical Notes. Lee Guber's Rendezvous, now featuring Red Norvo's unit, ushers in the November month with Mary Lou Williams and Rose Clooney.



NEW YORK, Oct. 29.-The Gale Agency has agreed to release Lucky Millinder if he pays off his indebtedness to the agency. The deal would also involve a sum to be paid for the value of the contract, according to an agency spokesman. Millinder, it's understood, owes the Gale Agency Rackmil denied reports that he had \$5,337 in commissions and loans. Terms of the settlement deal call for payment of \$50 weekly to Gale. Millinder, who had been out on fore the American Federation of Musicians (AFM), where the case was heard by Rex Ricciardi, AFM exec. The band leader 'asked the union to release him from the contract, claiming that the Gale Agency did not meet AFM's requirements on booking minimums. Ricciardi, it's understood, felt that the \$30,000 collected in six weeks by Millinder represented good results, and that Millinder had no claim to a release. Tim Gale, agency exec, stated this week that if Millinder was unhappy he would be happy to release him provided he squared himself away on the aforementioned deal. A side angle to the Gale-Millinder episode was the working out of a new contract between Millinder and Bull Moose Jackson. Millinder had a personal management contract with Jackson, with both disputing the terms. Tim Gale, acting as mediator, had them work out a new pact.



Pic Cleffers May Quit Agent

NEW YORK, Oct. 29 .- Top-flight Helen Forrest, with Charles Ventura's | flick tune cleffers, Johnny Burke and Jimmy Van Heusen, are reported to want to abrogate their contract with the E. H. (Buddy) Morris pubbery. The writers and Morris, according to the pubbery chief, "haven't been seeing eye to eye for some time now." The writers' contract with Morris still has between three and four years to run.

> Morris explains that he sought to revise the terms of the Burke and Van Heusen contract to fit into the current condition of the music business. He maintains that it is impossible for his firm to make money on any Burke-Van Heusen songs because of excessively high royalties and overhead and the decided drop in music sales.

Mostly for Crosby

But the writers have been balking at making the suggested changes in the existing pact and are reported to prefer getting out rather than continue with friction. The Burke and Van Heusen products are dominantly movie scores for Bing Crosby and/or Paramount musical pix. The last score the team produced was for the latest Crosby flick, Top o' the Morning.

Morris, who is in New York on a business trip, said that there was a possibility that the team would part with his pubbery but also felt there is a strong likelihood that the friction could be eliminated. Van Heusen, half of the team, is expected here Tuesday (1) and it is believed that the matter will be settled one way or the other within a couple of weeks.

Miller To Be Re-Elected At the Thursday meeting the pluggers also made nominations for of-

Local 47 Reads Law to Jockeys **On Interviews**

HOLLYWOOD, Oct. 29.-Town's disk jockeys were warned to watch their step when interviewing American Federation of Musicians (AFM) sidemen or leaders after Local 47 union officials found the trade paying little attention to AFM regulations governing appearances of musicians with platter spinners. Local 47's radio-tele rep, Phil Fischer, circularized area wax whirlers with a notice to make certain that orksters work only after prior clearance with Local 47 offices. Should violations of union regulations be uncovered, disk jockeys will be held accountable for full salaries of sidemen interviewed.

AFM specifically restricts radio cuffo shots on disk shows to straight interviews, giving okay only for interview sessions. If orksters play an instrument during platter pilot gabfests, full scale payments are mandatory.

Mills Tries To Keep 'Ribbons' Off Radio

NEW YORK, Oct. 29.-Tho it has become virtually impossible for publishers to restrict record releases on tunes, Mills Music is attempting to do so thru the American Society of Com-Authors and Publishers posers. (ASCAP). The tune is Scarlet Ribbons (For Her Hair). Mills figures that a too quick record release would result in the tune being lost in a flood of Christmas disks. The pubbery, therefore, is restricting all ra-

Shaw in Dance **Biz for Good**

NEW YORK, Oct. 29.-Artie Shaw is back in the dance business to stay. The unpredictable clarinetist-maestro, whose current three-month dance-theater tour was originally skedded as a temporary return fling in the pop field he had previously renounced, this week instructed his booking agency, the General Artists Corporation (GAC), to continue booking dates into next year. The current tour was to close in January. In his new statement of policy, Shaw has decided to keep his concert and dance repertoires distinct and separate, and on his pop dates will concentrate on "strict tempo" dance music in the old Shavian style.

Within the next couple of weeks Shaw comes into New York to cut his first pop record date since his Musicraft affiliation three years back. He is now an exclusive Columbia disker.

The opening dates of Shaw's tour were classed as "hot and cold" by GAC, but the agency claims that in recent weeks he has been doing predominantly good business.

dio performances thru ASCAP. Jockeys and stations were notified this week that the tune is verboten until January.

by Jack Segal and Evelyn Danzig.



HOLLYWOOD, Oct. 29 .- Columbia Records thrush Doris Day this week donned full Western regalia to record no less than four oatunes for coming release. Cashing in on the current sales success of folk songs, la Day disked Game of Broken Hearts, I'll Never Slip Around Again, Crocodile Tears and Quicksilver.

To further cash in on current coupling of pop and folk artists, Columbia will team Dinah Shore with folk warbler George Morgan on a date set tenatively for early this month. Morgan, currently in the South, will trek to Hollywood for Dinah's disk date, which will be patterned after the current Jimmy Wake-Ribbons, a folk ballad, was cleffed ly-Margaret Whiting etchings on CapitoL

Bands, Records Hurt by Steel, **Coal Strikes**

NEW YORK, Oct. 29 .- The nationwide epidemic of strikes has already created considerable concern in the music business. Most damaging of the walkouts are those in the coal and steel industries. These have struck directly at the heart of the already weakened one-night dance business. And the strikes are in areas where the band one-nighters have had the greatest opportunity to do at least passable business.

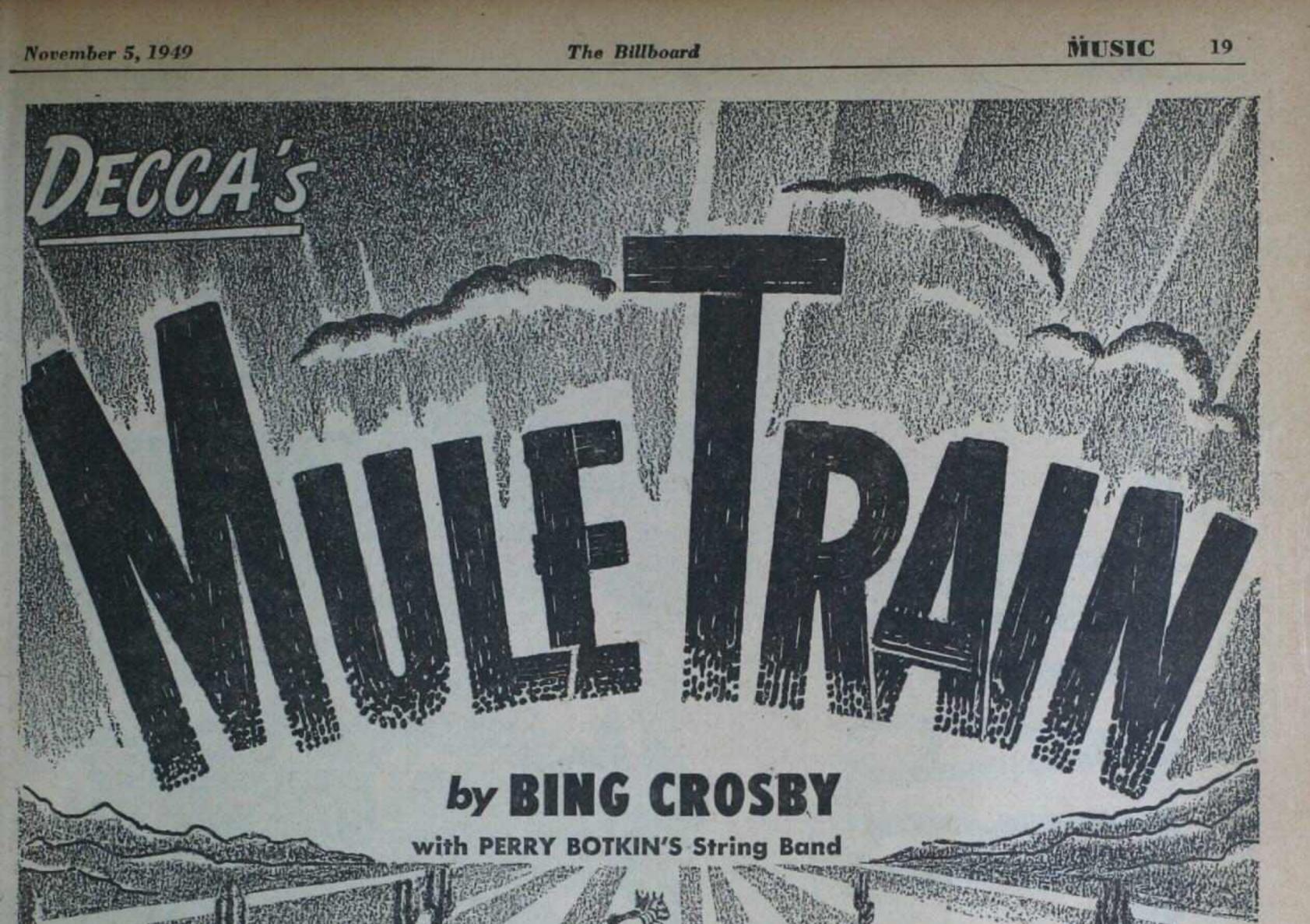
Greatest concern is being experienced in the disk industry, which is preparing the annual big push for Christmas business. Diskers feel that if the strikes drag out they could readily do severe damage. One exec said he believed that a slow paralysis already was setting in and that should the strikes continue, this could be a blue Christmas for the record indus-

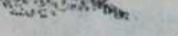
try. Sheet music sales took a decided turn for the worse this week after showing signs of perking up. Pubber vets attribute the decline to the strikes and believe that the low ebb will continue until the walkouts are over.

Modernaires To Cut Col'bia Kidisk Wax

HOLLYWOOD, Oct. 29 .- Modernaires vocal combo will cut their first kidisk album for Columbia Records, branching into the moppet market with a wax book called For the Love of Fun.

Session will be held here late in November, to be supervised by Hecky Krasno, Columbia kidisk department chief.





coupled with

DEAR HEARTS AND GENTLE PEOPLE by BING CROSBY

with JUD CONLON'S Rhythmaires and PERRY BOTKIN'S String Band

BING CROSBY

Decca 24798 Price 75¢ (plus tax)

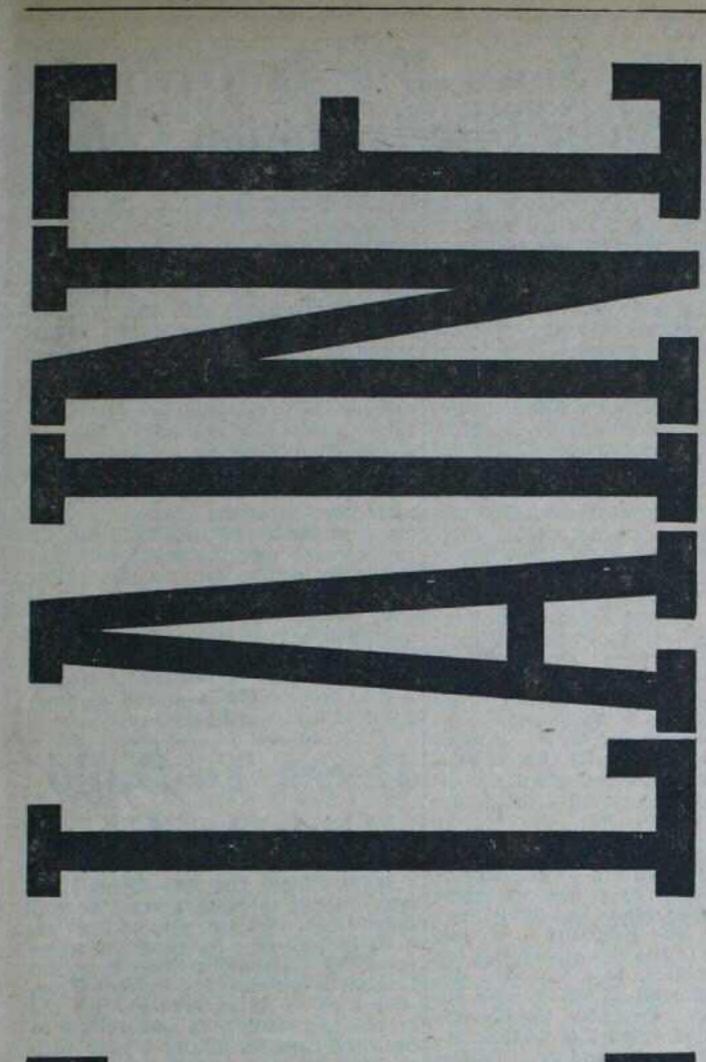
OUT OF THE WEST comes another smashing Decca hit — with all the pulling power and nostalgia of previous great "western" successes ...

> DECCA RECORDS

MULE TRAIN-The Original Version by BUZ BUTLER coupled with MONEY AIN'T EVERYTHING Decca 46194 75¢ (plus tax)

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outstanding SAYS: "Frankie Laine continues to surprise with a remarkable performance on a piece of material which is THIS ONE SHOULD HIT FAST AND BIG." for its intriguing rhythm, loads of spirit and sound effects.

A disk so compelling and he paints The vocal picture him." RECORDINGS OF RECENT YEARS. standout vocal interpreters. alongside with this Western melody literally sits the listener on the freight wagon exciting that it proves Laine to be one of the industry's BILLBOARD SAYS: "LAINE'S MULE TRAIN' IS ONE OF THE TOP

Ruthe, WORD THE BEST 10 Barbara 10 Mail FOR \$100.00 it by November 11th. Chicago, Illinois. **ONLY:** We can't find words to describe this masterpiece. Avenue, Need S. Wabash (or less) DESCRIPTION. Hurry! Mercury Records, 839 JOCKEYS DISK SPECIAL FOR

ON NON BREAKABLE RECORDS



VARIETY

MUSIC 22

November 5, 1949



SILENT NIGHT

Vocalion 55036

HARRY BABBITT

DICK ROBERTSON

DICK ROBERTSON

Vocalion 55037

Vocalion 55041

Vocalion 55043

CHARLES PAUL

CHARLES PAUL

Vocalion 55047

Vocalion 55048

- * All I Want for Christmas Is MY TWO FRONT TEETH HERE COMES SANTA CLAUS (Right Down Santa Claus Lane)
- * Don't Wait Till THE NIGHT BEFORE CHRISTMAS THAT'S WHAT I WANT FOR CHRISTMAS
- * HELLO, MISTER KRINGLE I WANT YOU FOR CHRISTMAS
- * THE FIRST NOWELL JOY TO THE WORLD

Vocalion 55042 KING'S MEN with Harriet Cruise

- # IT CAME UPON THE MIDNIGHT CLEAR THE CHAPEL QUARTET Vocalion 55044 **OH, LITTLE TOWN OF BETHLEHEM**
- # ADESTE FIDELES (O, Come All Ye Faithful) **OH, LITTLE TOWN OF BETHLEHEM**

NOW IN TOP DEMAND!

IT CAME UPON THE MIDNIGHT CLEAR HARK, THE HERALD ANGELS SING

Showbiz Sexes War in Offing? **Fems Show Discrimination False**

NEW YORK, Oct. 29 .- A show | several women performers are lax in business battle of the sexes may be this respect, the remainder suffer, too. shaping up. Agents and personal managers, increasingly perturbed because they believe the distaff side is quire careful planning. Promoters not getting a fair shake from talent must be familiar with the type of buyers, are coming forward with facts artist and his or her show. What and figures in support of the thesis would be a good auditorium or arena. that women draw as well as men, dol- for one attraction is not necessarily lar-wise. The latest articulate pro- good for another. Promotion by ponent of this theory is Mike Nidorf, jockeys and in the press must be carewarbler Jo Stafford's personal man- fully worked out and what's learned ager. Nidorf presents an interesting set of observations anent those facets of the trade which tend to relegate women artists to a secondary position.

The situation is toughest, says Nidorf, in the radio field, where talent buyers choose male performers rather than women, even tho some of the men have proved themselves boxoffice busts and the women strong attractions. Women performers, to combat this, must hit the road for personal appearance tours in order to concretely prove their popularity. Nidorf, of course, has done this with Jo Stafford, sending the Capitol Records warbler out on a recently completed 25-day tour during which she played to 250,000.

Theater, Disk Pull

Nidorf, commenting on the enthusiasm displayed by audiences where Stafford played, points out the following curiosa: The antipathy to women is apparent in the radio field, but top women warblers, like Stafford, can and do command \$7,500 weekly for theater dates. Secondly, the box-office appeal of women is further attested to by royalty and sales figures on records sold. Stafford, for instance, sold over 600,000 disks on her is particularly interesting in view of Capitol etching of My Darling in a six-month period. Another of her diskings, "A"-You're Adorable, hit 390,000 by the end of June and is now close to 500,000. Her version of Some Enchanted Evening has passed the 100,000 mark. At the end of the first six months of this year, the warbler's royalty figures hit \$36,000. By the end of the 12-month period-what with Whispering Hope, Ragtime Cowboy Joe, Last Mile Home and If I Ever Love Again, it's figured she will hit nearly \$100,000 via her disks. Popularity of the girls on personal appearances is by no means limited to Stafford, Nidorf points out. A Dinah Shore, Peggy Lee, Margaret Whiting, he claims, are every bit as strong when their appeal is tested via personal appearances. But it's necessary for the entire fem contingent to hit the road via theater and concert dates to stimulate their popularity and prove that they are just as sound talent properties as men. If one or

There's money to be made on the road, says Nidorf, but the tours reon one tour must be applied to the next.

Stafford will go out again shortly after the first of the year on the theory that there's no substitute for direct contact with the audience. Top talent realizes it increasingly. Film companies urge their stars to do p. a.'s and, of course, there's the greatest example of all: Harry Truman led them all to the winning line via a whirlwind tour of the sticks, speaking to the people from the vantage point of a railroad train.

Decca To Build Ork to Grav?

NEW YORK, Oct. 29 .- Decca Records intends to build a band around Jerry Gray, who now airs on Club 15, a daily 7:30-45 p.m. program sponsored by Campbell's Soup over the Columbia Broadcasting System. Gray, who used to be an arranger for the late Glenn Miller, is understood to be very close to inking a pact with the diskery.

Decca's intention to promote Gray

- THAT LUCKY OLD SUN (Just-Rolls Around Heaven All Day) YOU'RE SO UNDERSTANDING
- SLIPPING AROUND I'M THROWING RICE (At The Girl I Love)
- YOU'RE BREAKING MY HEART I'LL KEEP THE LOVELIGHT BURNING (In My Heart)
- JEALOUS HEART AIN'T SHE SWEET
- SOMEDAY (You'll Want Me To Want You) WHO DO YOU KNOW IN HEAVEN (That Made You The Angel You Are?)
- DON'T CRY JOE (Let Her Go, Let Her Go, Let Her Go) THE STORY OF ANNIE LAURIE
- . I NEVER SEE MAGGIE ALONE AFRAID
- ROOM FULL OF ROSES THERE'S YESI YESI IN YOUR EYES
- SOME ENCHANTED EVENING BALI HA'I
- MAYBE IT'S BECAUSE THE FOUR WINDS AND THE SEVEN SEAS
- . (Where Are You?) NOW THAT I NEED YOU I WANT YOU TO WANT ME (To Want You)
- LOVESICK BLUES I'M BITIN' MY FINGERNAILS AND THINKING OF YOU
- I'LL NEVER SLIP AROUND AGAIN THIS COLD WAR WITH YOU

CHUCK FOSTER Vocalion 55035

JIMMIE DALE Vocalion 55022

BILL HARRINGTON Vocalion 55019 LEIGHTON NOBLE Vocalion 55030 HARRY BABBITT with THE VELTONES Vocalion

BILL HARRINGTON Vocalion 55058 JACK DAY

55021

Vocalion 55060 CHUCK FOSTER Vocalion 55013 **BILL HARRINGTON** Vocalion 55000

> HARRY BABBITT Vocalion 55014

BILL HARRINGTON Vocalion 55059

> MERVIN SHINER Vocalion 55006 JACK DAY Vocalion 55061

Write for complete listing of all Vocalion Records and packages.



Greco To Cut London Sides

NEW YORK, Oct. 29. - Pianistwarbler Buddy Greco, a member of the Benny Goodman crew during the past year, has been signed to a London disk deal. He cut his first date for the diskery this week.

Goodman, who has disbanded his orchestra prior to his three-week concert hop to Manila, is taking along Greco, bassman Bob Carter, and drummer Sonny Igoe. Altho the concerts will be primarily devoted to longhair works, the jazz quartet will have a featured spot.

organize and front his own four or six man combo. Before joining Goodman, Greco had his own trio. Goodman told The Billboard this tional Broadcasting Company (NBC) week that he expects to reorganize as "suggestive." Disks waxed to the large band, but may wait until date include the original Jimmy several weeks after his return from Wakely-Margaret Whiting version on

the success of RCA Victor's promotion of Ralph Flanagan on the Bluebird label. One of Victor's chief motives was a desire to revive interest in the band business.

Considerable curiosity exists as to whether other major diskeries will attempt similar ventures.

Alexander Files Suit Vs. Morris

(Continued from page 17) later found out he was violating this agreement by devoting time to other interests.

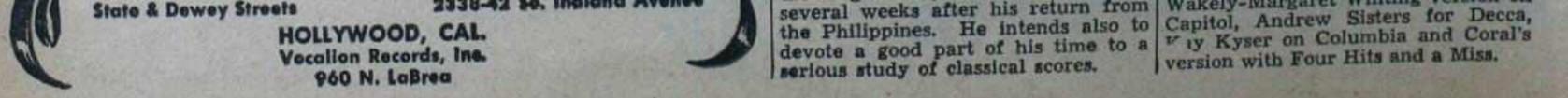
WM further claims that Alexander violated his obligations to them by receiving substantial sums, directly or indirectly, from artists for whom the agency was acting as manager and representative. Wh claims that Alexander did this without their consent or knowledge and thereby breached his 1946 contract.

WM charges Alexander with making false and fraudulent representations. They charge that Alexander's statement that he had represented the agency faithfully is untrue.

The action was disclosed today when a motion was made by WM's attorneys that Alexander be examined.

"6 Times a Week" **To Robert Music**

HOLLYWOOD, Oct. 29.-Robert Music, pubbery owned jointly by Al Kavelin and Bobby Mellin, snared the pub rights to Six Times a Week and Twice on Sunday, outbidding rivals with a \$2,000 advance for clef-When Greco returns, he will fers Lou Porter and Teepee Mitchell. Firm will give top plug attention to the ditty which already has caused local stir and been banned by Na-



Merchandising Pays Off:

Know the Rumba Beats To Sell Disks, Say N. Y. Ops

(Continued from page 17)

this type, both Oller and Gomez select those numbers that feature a groove. The popularity of piano rethat there will be little resistance, beat is present, too.

Beginners' Stock

The basic stock for "beginners" include platters by Noro Morales' sextet, on MGM, Coda, Decca and Seeco labels; Alfredo Mendez, on SMC; Ralph Font, on Apollo and Jose Melis, on Mercury and Verne. There are several other fine Latin pianists on these and other labels, ists may improvise over the band. but they are added gradually.

Once the customer has become thoroly inculcated with the authentic beat and realizes what makes a truly good rumba record, he accepts the more typical native bands and vocal disks in dance rhythm. Bobby Capo, on Seeco, is one of the biggest names in the field because his moneycoated vocal efforts are always marked by a strong, constant pulse. The same is true of Coda's Tony Chiroldy, and the somewhat wilder Daniel Santos, whose disks are available on both Victor and Seeco. Then, stock accordingly. It isn't like the of course, there's the daddy of 'em pop business, where the major comall-Miguelito Valdez. Valdez's Afro- panies promote their artists and the Cuban shouting is available on Seeco, publishers plug the tunes to create Decca, Musicraft (soon to be out on demand. People are going to come MGM), and most recently on SMC to the shopkeeper for advice. Gomez with his new big band. Sides made gets them into conversation, sizes up by Valdez before he came here from their experience immediately, knows Cuba are available on Victor under how much of the real stuff they can the listing of the Casino De La Playa | take and piles up the sales. orchestra. Then one of the most popular bands around the New York night spots, Marcelino Guerra, records for Verne and Coda.

Bolero-Slow rumba or an equivalent of an American ballad.

Mambo-Fusion of the rumba and prominent bass right from the first American jazz, in which the arrangement is the important thing. Complex cordings, as such, should indicate scores with big block harmonies and a wide variety of cross rhythms, genprovided a clear, simple Latin dance erally punchy and angular in quality.

> Son-Medium tempo rumba, purely for dancing and actually the type most popular with Americans, tho most of them don't know they're dancing a son.

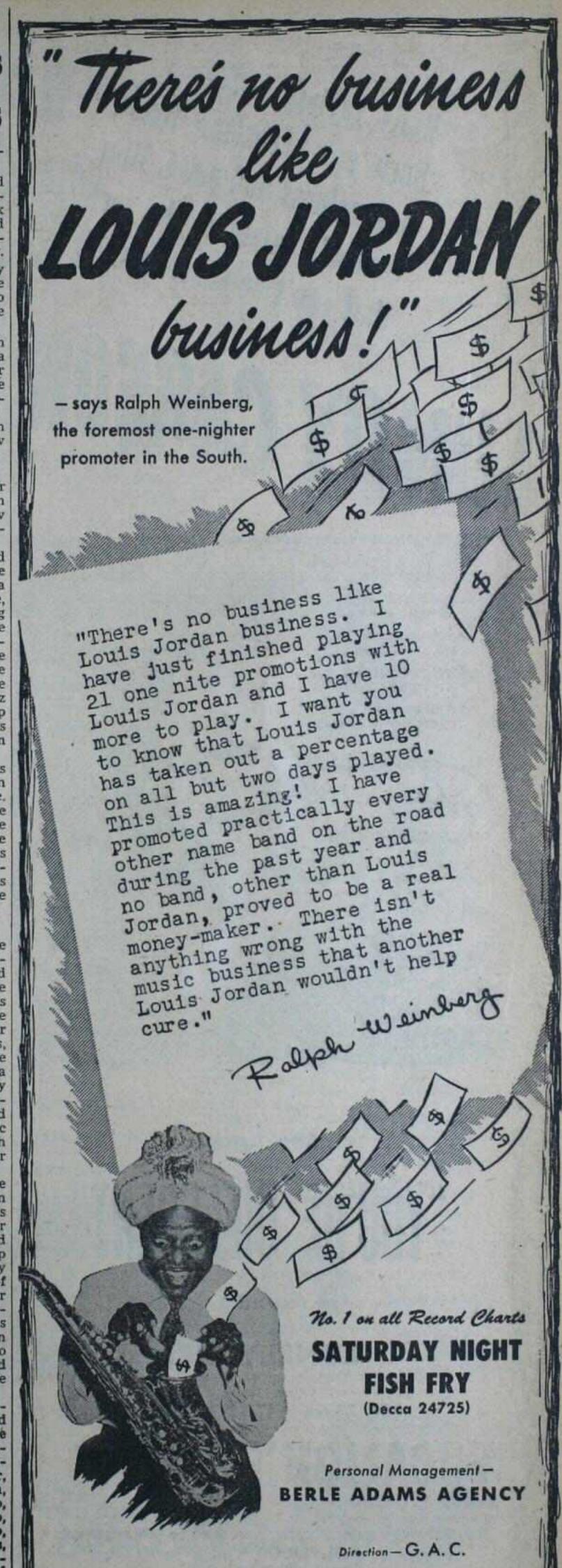
Montuno-A repeated phrase with an improvisational quality, like a MGM; Irving Fields, on Victor, and jazz "riff." Tempo of a son or bolero sometimes accelerated for the montuno section, in which the solo-

Guajira-A dance of peasant origin to which one may dance a slow rumba.

Other Dances N. S. G.

Other Latin dances, with their own distinctive patterns, are much less popular here, altho a few Argentine tangos and Brazilian sambas may be sold.

The important thing, Gomez and Oller agree, is to take a little time to study the subject, to work out a simple plan, like that outlined above, for educating the trade and ordering



Also the Mambo

Thru these last-mentioned bands the customer is introduced to the mambo, which is actually not different from the rumba. This is merely the name given to modern rumba band arrangements utilizing modern harmonies and tricky cross rhythms. Actually, they are the easiest rumbas to dance to, and they have caught on in the U.S. as quickly as they have in Cuba. When the customer has arrived at this stage, he will recognize a danceable disk with Art Raymond ("Pancho"), whose whether the performance is by a small native guitar combo (conjunto), WVNJ in Newark, and Bob Harris, vocal group or big band.

Now Gomez would introduce the customer to Perez Prado, the "king of the mambo," a Victor artist whose earlier efforts appear on the Discos Cafamo label. Prado is the Stan Kenton of Latin music, with screaming brass, block harmonies and an overpowering beat. Then there is Tito Rodriguez and His Devils of the Mambo, a conjunto on SMC featuring four trumpets and rhythm section. Among the other small groups, most of whom feature guitars, rhythm (bass, bongo, maraccas, conga drum), choral chanting and occasionally trumpets, Oller and Gomez find Arsenio Rodriguez's groups and the Conjunto Casino on Victor easy to sell. Alfarona and Claudio Ferrer, both on Verne, and the Celso Vega Quintet on Seeco are in the same class.

Dance Types

One important thing to remember is that very few authentic diskings are labeled "rumba." There is a different name for every different tempo, altho the basic rumba step is used in most popular Latin dances. This descriptive list can help the non-Latin dealer select and sell:

Rumba-The authentic article mod-

Oller has wonderful connections with the big dance studios which spearhead the rumba movement here. Whenever an especially danceable bunch of new releases come in, he sends free samples around to the studio directors and then the orders come in. Further, the studios recommend these disks to their students and tell them where they may be purchased.

Radio Show Tie-Ins

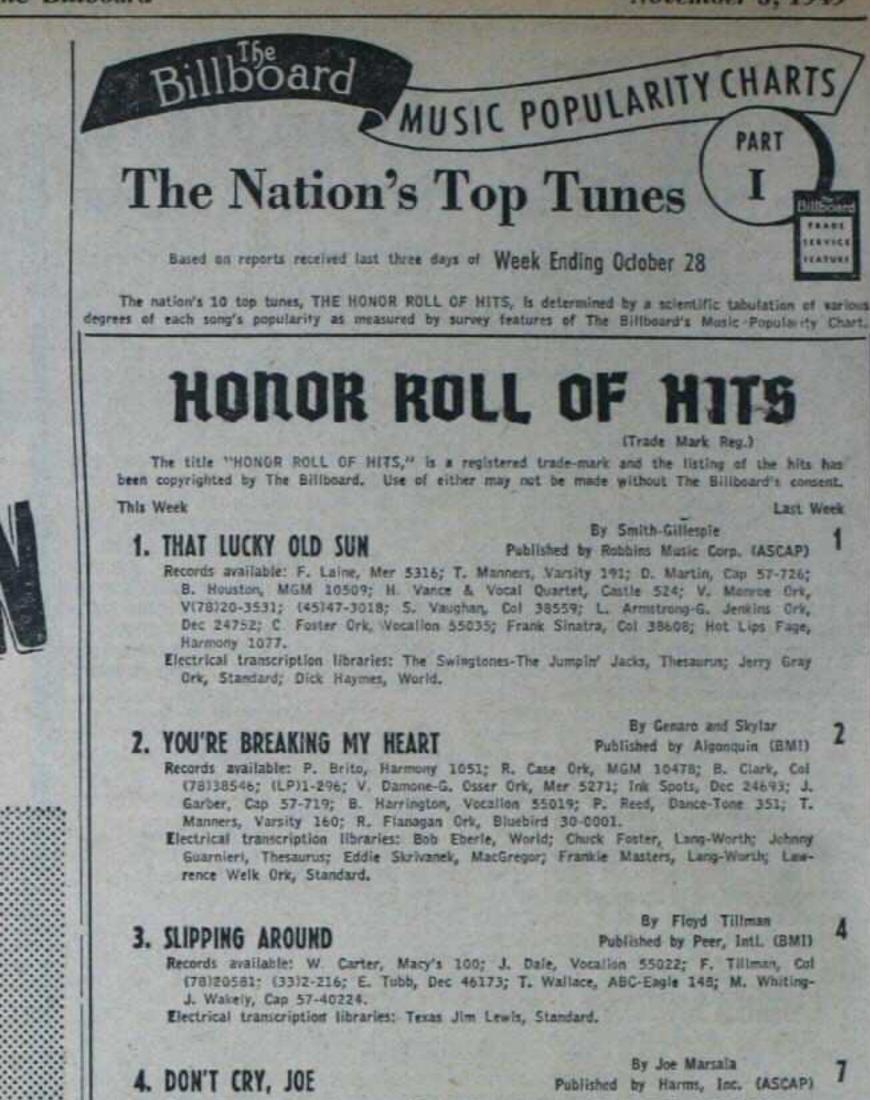
In the New York area there are a number of Latin-American programs, most of which are beamed at the Yankee rumba fans. The Spanish Music Center has close ties Rumba Rendezvous comes over who beams his Latin Casino over the same station. Whenever there's a big rumba dance festival in the city these jocks push the event and announce that tickets may be purchased at Oller's shop. This is a real traffic builder. Castellanos also ties in with a weekly two-hour Latin show over WLIB.

Since few out-of-town stores have taken the pains to look into the Latin business, both of these Gotham shops have built up tremendous mail-order trade, with both rumba collectors and Spanish students. For the latter group there is a group of artists who employ perfect Spanish diction. Most of these are Mexican singers, and Victor has the Mexican warbling market virtually cornered. The biggest names here are Pedro Vargas (the Latin Bing Crosby), Tito Guizar, Fernando Fernandez, Alfonso Ortiz Tirado and Fernando Rosas. On Coda label there is Chito Izar.

There are more than 25 Latin labels available in the U.S. today, and in this field several of the indies are easily as important as the major diskeries. Among these companies producing Latin disks are RCA Victor, Columbia, Decca, Capitol, Coda, SMC, Verne, Seeco, Lina, Tico, Margo, Mida, Stinson, Discos Cafamo, erately fast with choppy rhythm ac-cents. Panart, Rosas, Imperial, Apollo, Mercury, De Luxe, MGM, Peerless, Guaracha-Bright or medium fast Pan-American, Latin-American, Harrumba with a more flowing melodic monia, Continental, Ansonia and







Records available: J. Desmond, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Drk, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30-007: B. Harrington, Vocalion 55058.

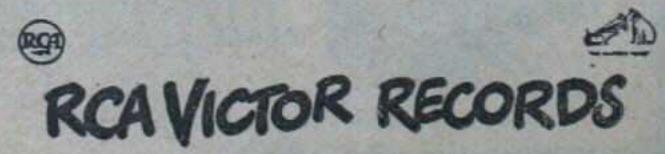
her latest

and

LONELY GIRL

RCA Victor #47-3017 (45 rpm)

RCA Victor #20-3530 (78 rpm)



Electrical transcription library; Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.

5. I CAN DREAM, CAN'T I

By Irving Kahn and Sammy Fain Published by Chappell (ASCAP)

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; T. Arden-H. Winterhalter Ork, Col 38612; T. Beneke Ork, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038.

Electrical transcription library: Tex Beneke, Thesaurus.

By Jimmy Hodges

6. SOMEDAY (YOU'LL WANT ME TO WANT YOU) Published by Duchess (BMI) Records available: P. Best-Four Tunes, Manor 1195; R. Bloch Ork, Hi-Tone 134; Mills Brothers, Dec 2469+; V Monroe Ork, V(78)20-3510; (45)47-2986; A. Smith, MGM 10496; T. Tucker, Harmony 1056; Philadelphia String Band, Temps TR 658; P. Reed, Dance Tone 375; The Ravens, National 9089; Elton Britt, V 20-1864; H. Winterhalter-J. Thompson, Col 38593; P. Todd Ork, Coral 60104; Jerry Gray Ork, Standard; K. Griffin, Randa R-191.

Electrical transcription libraries: Nat Brandwynne Ork, World; Chuck Foster, Lang-Worth; Novatime Trio, Thesaurus; Jerry Gray Ork, Standard.

7. JEALOUS HEART

By Jennie Los Carson Published by Acuff-Rose Publications (EMI)

Records available: C. Bailey, Bullet 1083; J. L. Carson, Dec 46176; E. Duchin, Harmony 1060; D. Falligant, MGM 10521; B. Lawrence V(78)20-3539; (45)47-3029; A. Morgan Ork, London 500; J. Owend, Dec 24711; H. Winterhalter Ork, Col 38593; Ivory Joe Hunter, King 4314; L. Nobel, Vocalion 55030; T. Ritter, Cap 15256; H. Perryman, Col 20128; K. Roberts, Coral 64021; R. Turner, Varsity 213; L. Noble Ork, Vocation 55030; R. Turner, Varsity 213; J. Garber, Cap 57-759; The Riddlers, Signature-Hi-Tone 255. Electrical transcription libraries: Bob Crosby, Standard.

8. ROOM FULL OF ROSES

By Tim Spencer Published by Hill & Range Songs (BMI)

Records available: P. Brito, Harmony 1051; Cass County Boys, Dec 46174; C. Foster, Vocalion 55013; D. Haymer, Dec 24632; E. Howard, Mer 5296; S. Kaye-D. Cornell, V 20-3441; G. Morgan, Col(78)20594; (LP)2-272; P. Reed, Dancetone 355; S. Sinn, Coral 60067; The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; P. Terry-R Arthur Quartet, HI-Tone 145; J. Searle Ork, Bluehird 31-0012; J. Wayne, Col(78)38525; (LP)1-278; Cousin Abner, Talent 747; M. Hogan, ABC-Eagle 197; T. Manners, Varsity 155

Electrical transcription librarless George Wright, Thesaurus; Jan Garber, Capitol; Eddy Howard, World; Eddie Skrivanek, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Foy Willing, Lang-Worth; George Wright, Thesalurus; Dave Terry, Muzak.

> By Kim Gannon and Mabel Wayne Published by Shapiro-Bermstein (ASCAP) 10

9. A DREAMER'S HOLIDAY

Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Come, V(78)20-3543; (45)47-3036; E Wilson-G. Jenkim, Dec 24738.

Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus.

10. MAYBE IT'S BECAUSE

By Harry Ruby and Johnny Scott. Published by Bregman-Vocco-Conn (ASCAP) Records available: H. Babbitt-The Veltones, Vocation 55014; Bob Crosby-M. Morgan, Col

38504; D. Haymes-G. Jenkins Ork, Dec 24650; E. Howard Ork, Mer 5314; A. & D. Russell-B. Cole Ork, Cap 57-559; C. Thornhill Ork-R. McIntyre, V 20-3456; Connie Haines-The Highliters, Coral 60070; P. Reed, Dance-Tone 363; L. Armstrong, Dec 24751. Electrical transcription libraries' Bob Crosby, Standard; Eddy Neward Ork, World; The Manhaitan Nighthawks. Thesaurus.

0

The Billboard



has a pair coming up fast!

WISH I KNEW AND I WOULD SEND YOU ROSES RCA VICTOR 21-0104 (48-0107*)

Calls

by

Roy!

21-0127

21-0128

21-0129

(48-0130*)

(48-0131*)

(48-0132*)

I Wasted A Nickel This Cold War With You 21-0131 (48-0134*)

SHORTY LONG

When The Ice Worm Nests Again Shackles and Chains

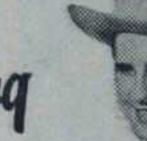
MONTANA SLIM 21-0136 (48-0139*)

Hide Me, Rock Of Ages

HARMONEERS QUARTET Jesus Is Coming Again 21-0137 (48-0140*)

Square Dance craze hits a new high! Get with these hand-picked favorites!

Pee Wee King



"SOUARE DANCES WITH CALLS" olbum P-256 (WP-256*)

	You Call Everybody Darlin' Shocking Rye Straw	21-0115 (48-0118°)
	Black Eyed Susie The Battle Hymn Of The Republic	21-0116 (48-0119*)
30	Fire On The Mountain Cornbread, 'Lasses and Sassafras Tea	21-0117 (48-0120*)
	"SQUARE DANCES TONIGHT"	album P-257 (WP-257*)
	Devil's Dream Fisher's Hornpipe	21-0119 (48-0122*)
	Sally Goodin Arkansas Traveler	21-0120 (48-0123*)

Billy In The Low Ground

Whistling Rufus

21-0116 (48-0119*) 21-0117 (48-0120*) m P-257 (WP-257*) 21-0119 (48-0122*) 21-0120 (48-0123*) 21-0121 (48-0124*)

BLUES AND RHYTHM

Saturday Night Fish Fry Pelican's Hop

GAY CROSSE AND HIS GOOD HUMOR SIX 22-0049 (50-0033*)

A Lie Is Dangerous Gonna Be Some Shootin'

JAZZ GILLUM 22-0051 (50-0035*)

THE CERTAIN SEVEN! (Best-sellers that no dealer can afford to be without) I've Got a Lovely Bunch of Coconuts -Freddy Martin 20-3554-47-20 Someday-Vaughn Monroe 20-3510=47-29860 Room Full of Roses-Sammy Kaye 20-3441=47-29080 That Lucky Old Sun-Vaughn Monroe 20-3531=47-31080 A Dreamer's Holiday_Perry Como 20-3543=47-30360 I'm Throwing Rice at the Cirl I Love Clair de Lune-Jose Iturbi 11-8851=49-0176*

The stars who make the hits are on ...

"SKIP TO MY LOU"

album P-259 (WP-259*)

O Dem Golden Slippers

Lucky Leather Breeches

Skip To My Lou

Rickett's Reel

Old Joe Clark

Sycamore Reel

Fu anderes



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

The "45" market is booming-ONLY with the world's fastest changer!?

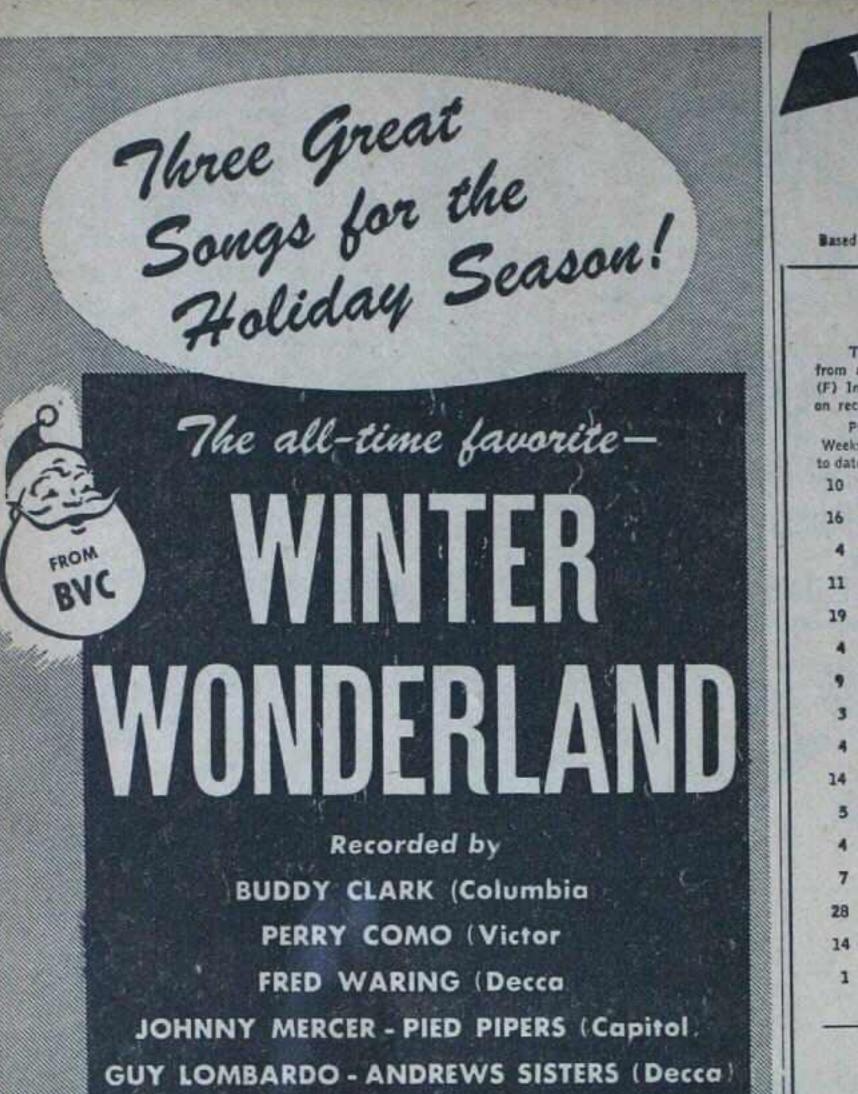
Automatic ... Plays thru any set!



FROM

LOMBARDO

FROM



SAMMY KAYE (Victor

Billboard MUSIC POPULARITY CHARTS П **Sheet Music** MILLOW TRADE INVICE. FLATURE Week Ending October 28 Based on reports received last three days of

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

POSITION Weeks| Last | This Publisher to date |Week |Week 6. I CAN DREAM, CAN'T I? (R)..... Chappell 10 9. SLIPPING AROUND (R) Peer, Int. 10. MAYBE IT'S BECAUSE (R).....Bregman-Vocco-Conn 11. NOW THAT 1 NEED YOU (F) (R) Famous 13 14 13. HOP SCOTCH POLKA (R).....Cromwell 11 12 15. LET'S TAKE AN OLD-FASHIONED WALK (M) (R) Berlin

. ENGLAND'S TOP TWENTY

POSITION Weeks| Last | This

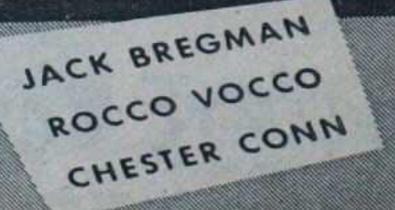
ART KASSEL (Mercury ART LUND (MGM JAN GARBER (Capitol JERRY WAYNE (Harmony THE AMES BROTHERS (Coral JOHNNY LONG (Signature THE SQUADRONAIRES (London

A wonderful new novelty-IF IT DOESN'T SNOW ON CHRISTMAS

Recorded by GENE AUTRY (Columbia

A great new ballad -DECEMBER

SUPREME **Recorded** by GORDON JENKINS with FLOYD HUDDLESTON (Decca)



and the second sec	el Wes	ek Wes	English American
10	1	1.	I DON'T SEE ME IN YOUR EYES ANYMORE
22	2		FOREVER AND EVER
	9	3.	CONFIDENTIALLY Chappell*
30	4	4.	HOW CAN YOU BUY KILLARNEY? Peter Maurice Peter Maurice
	6	5.	WEDDING SAMBA Leeds Duchess Music
17	3	6.	Reads
15	7	103	WHILE THE ANGELUS WAS RINGING
15	7	8.	CARELESS HANDS
10	11	9.	LEICESTER SQUARE RAG Norris
19	5	10.	AGAIN
2	9	10.	VOLUDE RECAVING MY HEART Chappell
6	13	12.	TO WHIT TO WHOO
16	13	13.	FCHO TOLD ME A LIE Chappell
3	20	14.	ROSE IN A GARDEN OF WEEDS Box and Cox
3	16	15.	OUR LOVE STORY
1	17	16.	BABY, IT'S COLD OUTSIDE Morris
30	13	16.	WEDDING OF LILI MARLENE Box and Cox Leeds
-	-	18.	AM I WASTING MY TIME Lawrence Wright
20	12	20.	"A"-YOU'RE ADORABLE Connelly Laurel

Publisher not available as The Billboard goes to press

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	Bill me

"RCA Victor '45' is here . and here to stay

The Billboard

"It's what's on the record that counts!" THE BIG NAMES ARE ON "45"

Licia Albanese Marian Anderson Sir Thomas Beecham, Bart. Tex Beneke **Jussi Bjoerling Alexander Brailowsky Eddie Cantor** Giuseppi di Stefano **Mischa Elman Arthur Fiedler**

November 5, 1949

Eddy Arnold Count Basie Cab Calloway Mindy Carson Perry Como **Dennis Day Tommy Dorsey Ralph Flanagan Eddie Fisher** Larry Green Al Goodman **Juanita Hall Phil Harris** Homer & Jethro **Spike Jones** Sammy Kaye **Pee Wee King** Wayne King Lisa Kirk **Bill Lawrence Ray McKinley Freddy Martin Tony Martin** Vaughn Monroe **Jane Pickens** Andre Previn **Roy Rogers Claude Thornhill** Sons of the Pioneers The Three Suns

FRANK M. FOLSOM, President **Radio Corporation of America**

MUSIC

27

"45" record sales up 260% in last 90 days - now over 11/2 million records a month!

Factories working 3 shifts still can't meet demand!

In just six months the proof is in! In just six months, America

First Piano Quartet Heifetz Vladimir Horowitz Jose Iturbi **Dorothy Kirsten** Serge Koussevitzky Wanda Landowska Mario Lanza Jeanette MacDonald **James Melton** Yehudi Menuhin **Robert Merrill** Nathan Milstein **Pierre Monteux Charles Munch Paganini Quartet Jan Peerce** Artur Rubinstein **Robert Shaw** Leopold Stokowski **Gladys Swarthout Ferruccio Tagliavini** Arturo Toscanini Leonard Warren Whittemore and Lowe Fran Warren

ALREADY MORE THAN 2000 TITLES ON "45"

New releases out every week! For Bach or boogie . . . for show tunes or ballads or wonderful albums for the kids . . . America's best listening is now available for the system of the future. New complete catalog out soon. has recognized "45" as the system of the future. Not just a new speed, not just a new groove, but a wholly new idea.

Now music lovers, musicians and music critics agree that the "45" sounds better, plays easier, saves you real money!

Already the "45" outsells any other automatic changer on the market-by far! Now over 50,000 sales a month!

It's the success story of 1949. And vastly, increased production is planned for 19501

"The '45' system is destined to lead the phonograph field, both in players and in records. I vigorously declare that '45' is here to stay... and let there be no doubt about it!"

haulen form

Frank M. Folsom, President **Radio Corporation of America**



DIVISION OF RADIO CORPORATION OF AMERICA

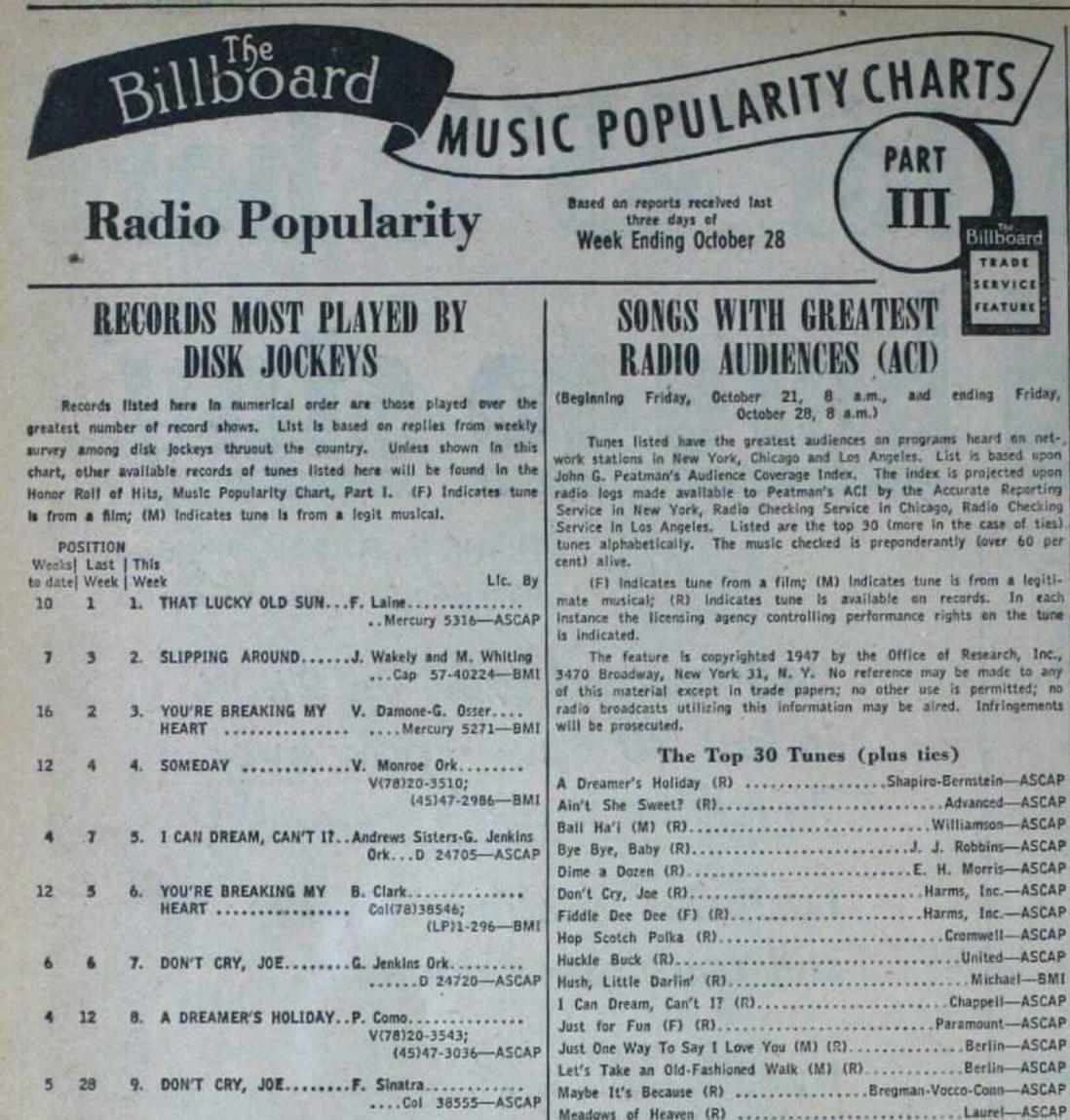
RCA VICTOR

Billboard

TRADE

SERVICE

FEATURE



Vox Jox

PHILLY PHADDLE . . . KYW pulled more than 3,000 applicants with its newspaper advertisements calling for a female disk jockey, and selected 58 gals for final auditions. . . . Ramon Bruce, WHAT spinner, will also spend time on the staff of Joseph V, Baker Associates, local public relations firm. . . . Imperial Records is releasing a "Broom Waltz" platter album, featuring a picture of Hal Moore and dedicated to the WCAU spinner who originated the idea of inviting the gals at home to grab the broom and waltz around the kitchen to an old favorite three-quarter-time platter.

EASTERN BEAT . . . Dick Spaulding.

WUSJ, Lockport, N. Y., pitched in for the local Lions Club drive for the blind by having listeners pledge donations with each request. . . . Alex Blake is supervising the prelims in WENT's annual Miss Gloveteen contest at a local theater in Gloversville, N. Y. . . . Perry Brown, WNDR, Syracuse, wrote his own theme song, setting a lyric to the Isham Jones tune in Capitol's "Songs Without Words" allbum. . . . Sam Parfitt, formerly with WBZ-FM, Boston, was switched to WCCC, Hartford, Conn. Larry Lawrence, new at WKBW, Buffalo, remotes nightly from the Town Casino.

CINCY CAPERS . . . Station WCPO jox, Paul Dixon and Bill Dawes, tossed a wing-ding of a promotion the past week on The Greatest Mistake of My Life, new ditty by Jack Lawrence, well-known tunesmith turned crooner. Lawrence himself was in town to contact local jockeys and especially to co-operate with Dixon and Dawes on promotion of the Mistake tune, which has been waxed by Lawrence for RCA Victor on the Bluebird label. Both disk riders plugged the song liberally on their radio and TV shows thruout the week. with the exploitation gaining added impetus with a-letter-writing "The Greatest Mistake of My Life" contest, the winner being granted the honor of dining with Lawrence, Dixon and Dawes at a special dinner party held at the new Terrace Plaza Hotel Saturday. The contest got exceptional reaction, so much so, in fact, that local RCA Victor execs are mulling plans for similar contests in connection with Mistakes plugging in Dayton, O., and Columbus, O. Lawrence's decision to come to Cincinnati for the exploitation stunt was prompted by a happening of several months ago. At that time Lawrence came to Cincy, planted a few of the Mistake platters with local jox, and more or less forgot about the whole thing. After a few weeks, however, the song received unusual reaction in the area as a result of liberal plugging by Dawes, at that time with WCKY,

1	25	10.	Cal serves bill	My
11	9	11.	WHISPERING HOPEJ. Stafford-G. MacRae-P. Weston Ork	Ruc
3	14	12.	V(76)20-3551;	Son Tha The
10	8	13.	JEALOUS HEART A. Morgan Ork	The
7	23	14.	HEART	Twe
22	11	15.	ROOM FULL OF ROSESS. Kaye Ork-D. Cornell-The	You You You
2	16	16.	THAT LUCKY OLD SUNF. Sinatra	
6	23	17.	The second	Ing
	10	18.	THAT LUCKY OLD SUNV. Monroe Ork	Inst stru in
6	15	19.	MAYBE IT'S BECAUSEE. Howard Ork	mat
7	18	20.	SOMEDAY	
1	1	20.	I'VE GOT A LOVELY F. Martin Ork BUNCH OF COCONUTS V(78)20-3554; (45)47-3047-ASCAP	A I Ain Bal Din
1	1	22.	DON'T CRY, JOEJ. Hall. V(78)20-3557; (45)3050-ASCAP	Fid Hop Hus
8	13	23.	MAYBE IT'S BECAUSED. Haymes-G. Jenkins Ork	1 C I N Jus
1	1	24.	A DREAMER'S HOLIDAY. B. Clark	Let Maj Mei
14	21	25.	ROOM FULL OF ROSESE. Howard	My Nov Roc
2	22	26.	THAT LUCKY OLD SUNL. Armstrong-G. Jenkins	Rud Son
3	T	26.	HOP SCOTCH POLKA A. Mooney Ork	Tha The The
1	-	26.	WHY WAS I BORN? V. Damone Mercury 5326	The
,	-	29.	YOU'RE BREAKING MY HEART	Too
1	-	29.	JEALOUS HEARTJ. Garber	You You You

My Own, My Only, My All (F) (R)	Paramount-ASCAP
Now That I Need You (F) (R)	
Room Full of Roses (R)	Hill & Range-BMI
Rudolph the Red-Nosed Reindeer (R)	
Slipping Around (R)	
Someday (You'll Want Me To Want You) (R)	
That Lucky Old Sun (R)	
The Last Mile Home (R)	
The Story of Annie Laurie (R)	
There's Yes, Yes, in Your Eyes (R)	
Toot, Toot, Tootsie, Goodbye (F) (D)	
Twenty-Four Hours of Sunshine (R)	
Younger Than Springtime (M) (R)	
You're Breaking My Heart (R)	
You're So Understanding (R)	

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs accordto Information supplied by the Richard Himber (RH) logging system. nerical points total are computed as follows: 1 point per sustaining rumental; 2 points per sustaining vocal; 3 points for commercial inmental; 4 points per commercial vocal. Thus, commercial vocal carried lew York, Chicago and California would receive 12 points, etc.

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

(Week of October 21 to October 28)

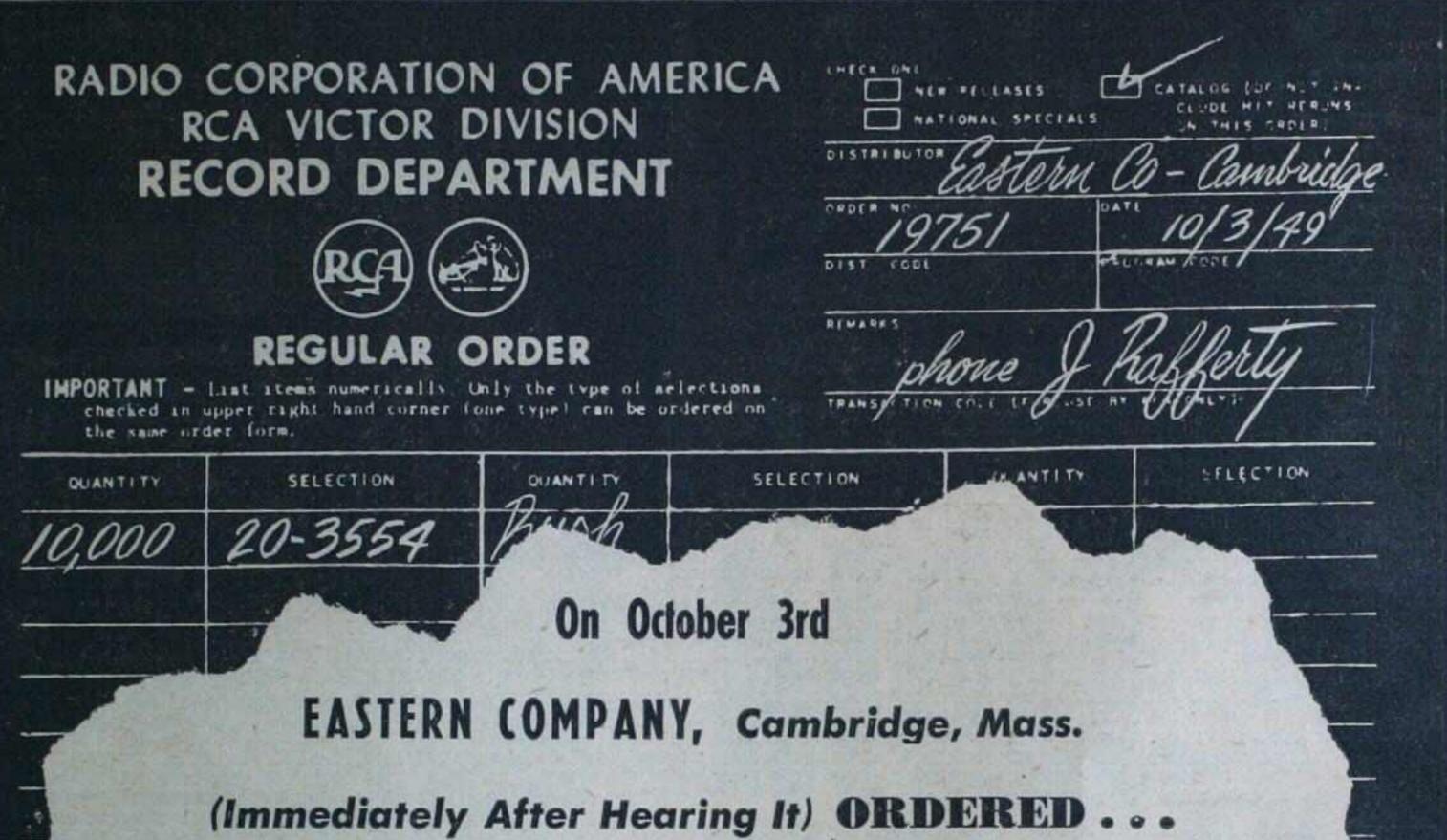
1000	Income or occorded as to	and and and	
	Songs	Publisher	Tot. Pts.
24—BMI	A Dreamer's Holiday	Shapiro-Bernstel	n
	Ain't She Sweet?	. Advanced	88
	Bali Ha'i (M)	Williamson	58
-ASCAP	Dime a Dozen	. E. H. Morris	88
-Haunr	Don't Cry, Joe	Harms, Inc	
	Fiddle Dee Dee (F)	Harms, Inc	63
	Hop Scotch Polka. Huth, Little Darlin'	Cromwell	72
-ASCAP	Huth, Little Darlin'	. Michael	81
	1 Can Dream, Can't I?	. Chappell	
ins Ork	I Never See Maggie Alone		57
-ASCAP	Just One Way To Say I Love You (M)	Berlin	74
a same sure	Let's Take an Old-Fashioned Walk (M)	Berlin	69
	Maybe It's Because	. Bregman-Vocco-	Conn. 142
-ASCAP	Meadows of Heaven	Laurel	64
1000	My Own, My Only, My All (F)	. Famous	57
	Now That I Need You (F)	Famous	
96-BMI	Room Full of Roses	Hill & Range	84
Institut	Rudolph the Red-Nosed Reindeer	.St. Nicholas	71
ASCAP	Some Enchanted Evening (M)	Williamson	71
ADUAP	Someday (You'll Want Me To Want You)	Duchess	
Carlos II.	That Lucky Old Sun	. Robbins	
-ASCAP	The Last Mile Home	Leeds	99
nsuns	The Story of Annie Laurie		53
ury 5326	There's Yes, Yes in Your Eyes	Witmark	83
10 200	Through a Long and Sleepless Night	Miller	66
and the second	Toot, Toot, Tootsie (F)	.Feist	118
1MB-ER	Twenty-Four Hours of Sunshine	Advanced	120
12.5	Younger Than Springtime (M)	Williamson	88
	You're Breaking My Heart	Algonquin	
S9-BMI	You're So Understanding	. Barron-Pemora.	
1 - 10	A Superior La Contraction of the last		

STRICTLY FROM DIXIE . . . A busy man in Farmville, Va., these days is Danny Shaver. -deejay at WFLO. Shaver is program director and sports editor in addition to his disk duties, which include hillbilly, swing and pop request programs. . . . Joe Monroe, deejay and program director at KENT, Shreveport, La., is expanding his record distributing company with additional labels. . . Chuck Browne is a new platter pilot on Juke Box Revue, two-hour show over WNOK, Columbia, S. C. Jack Cook, on the same station, has expanded his zany morning show, Melody Madhouse, to 15 minutes daily. The feature of the program is morning smooch for all girls who didn't get kissed by

their husbands. WESTERN WAX WHIRL . . . Burke Ormsby, program director and platter spinner on KHUM, Eureka, Calif., reports "the most unusual

and confusing interviews" in 15 years of broadcasting. It happened when band leader Freddie Slack visited the show and Burke also invited Freddie Slack Sr., local city councilman, and Freddie Slack Jr., local insurance agent, Band leader Slack asked for a copy of the script for his personal memoirs collection. . . Johnny Grant, KGIL, San Fernando, Calif., is doing a nightly two-hour show from Ciro's. That station's Lloyd Perrin worked for 23 out of 33 hours. He completed a regular eight-hour tour, taped an interview in Hollywood, recorded an audition show and filled-in for the allnight jockey. . . . Bob Dunn, KIMP, Mt. Pleasant, Texas, reports that hillbilly and Western tunes are 10 to 1 in request popularity over all other types. . . . Ray Perkins, KFEL, Denver, transcribed his shows for two days to get in on the deer hunting season. . . . Clate Holm, KOVE, Lander, Wyo., is running a "world's worst vocalist" contest. . . . Wally Nelskog, formerly of KREM and KING, has joined KRSC, Seattle, and is handling a daily two-to-six show. . . . Frank Allen, WREN, Topeka, Kans., tabulated the number of disks played on his two daily programs during the past year-it was 12,480.

. and this is just ONE RE-ORDER !!!



29

MUSIC

10,000 extra 20-3554

FREDDY NºS "I'VE GOT A LOVELY BUNCH OF COCONITS"

IMPORTANT - List itens in checked in upper right hand the same order.

ar let tions be ordered on

RECORD DEPT.

IS ORIGINAL COPY. FOR MERCHANDISE ADMINISTRATION SECTION, BLDG. 19-2. CANDEN. N.J. GREEN BLUE IS DUPLICATE COPY. RETAINED BY DISTRIBUTOR 118278A





RCAVICTOR RECORDS



Dealer Doings

GRAND OPENING . . . The opening of the newly redecorated music department of the May Company, Los Angeles, was well supported by a terrific promotion and advertising campaign that featured full-page newspaper ads and a raft of top disk name personal appearances. The p.a.'s were billed as "Autograph Parties" and were held every day of the week. Among those who appeared were David Rose, Evelyn Knight, the Sons of the Pioneers, Lawrence Tibbett, Mario Lanza, Tex Beneke, Jan Peerce, Doris Day, the Modernaires, Lily Pons, Bozo the Clown, Margaret Whiting and Jimmy Wakely.

TALENT SCOUT . . . & disk dealer who keeps an eye open for good recording talent is Bill Green, who operates the Radio-Record Center, Fort Worth, Green runs a disk jockey program right from the shop and while on the air one day permitted local tolk singer. Curley Perrin, to warble a tune. He was so impressed with Curley's voice that he notified Irv Kats, of Apollo Records. Katz made a quick trip to Texas and signed Perrin to a long-term contract.

NEW TV SPONSOR . . . Ferguson's Record Shop, Memphis, is going into video advertising next month, according to Leon Ferguson, who sent some excellent photos of his store interior to The Billboard. The photos are actually going to be used as part of the TV program and commercials. Most important display tips gleaned from the photos are cleanly marked prices on every single and album in the shop, use of album covers, manufacturers racks, merchandisers and display sets to dress up the store and attract the eye.

BRIEFS . . . The Music Box, Chicago, believes that disk manufacturers are ignoring the sales and attention-getting value of album covers. The shop staff thinks that record companies are no longer making the attractive covers they used to produce. . . . Manuel A. Silver, of the Grove Hall Record and Music Shop in Dorchester, Mass., is another dealer who thinks that the time is ripe for "enlarging" disk sales by talking up the technical advances being made in the record industry. . . . Kamm's Record Shop, Elyria, O., reports sales of 45 r.p.m. pops increasing steadily. . . . Bruce J. Thompson, the Tune Shop, Platteville, Wis., would like to see a classified ad column in The Billboard for dealers who have or need "hard to get records and albums." . . . Looking lof a copy of the Woody Herman disk, Bishop Blues, is Mrs. A. F. Bailey, Box 134, Plantersville, Miss,

(45)47-3018-ASCAP 209 11. MAYBE IT'S BECAUSE ... G. Jenkins Ork-D. Haymes 15 150 It Happens Every Spring D 24650-ASCAP 3 21 12. A DREAMER'S HOLIDAY. P. Como 22 The Meadows of Heaven V(78)20-3543; (45)47-3036-ASCAP 198 13. I NEVER SEE MAGGIE 9 156 Wedding Bells..... Coral 64012-ASCAP 13. ROOM FULL OF ROSES...S. Kaye-D. Cornell-The 21 10 It's Summertime Again KaydetsV 20-3441-BMI 15. SOMEDAYMills Brothers..... 12 12 24 On a Chinese Honeymoon D 24694-BMI 11 14 15. YOU'RE BREAKING MY 5 Heaven? 102 3 30 15. CANADIAN CAPERS..... Doris Day..... It's Better To Conceal Col 38595-ASCAP 3 Than Reveal 3 6 11 18. HOP SCOTCH POLKA..... G. Lombardo Ork Dangerous Dan McGrew D 24704-ASCAP 17 19 19. ROOM FULL OF RCSES...D. Haymes..... A Chapter in My Life D 24632-BMI Called Mary 20 20. JOHNSON RAG.....J. Teter Trig..... Back of the Yards ...London 501-ASCAP 21. JEALOUS HEART J. Owens ... D 24117-BMI 25 Dime a Dozen 22. HOP SCOTCH POLKA A. Mooney Ork 17 Wouldn't It Be Fun? 25 22. I'LL NEVER SLIP 9 Six Times a Week and ... Cap 57-40246-BMI Twice on Sunday 2 24. THAT LUCKY OLD SUN...L. Armstrong-G. Jenkins 30 Blueberry Hill Ork ... D 24752-ASCAP 10 29 If You Ever Fail in Love V(78)20-3539; Again (45)47-3029-BMI 26. ROOM FULL OF ROSES...E. Howard 14 18 37 There's Yes, Yes, In Mercury 5206-BMI Your Eyes 26. YOU'RE BREAKING MY 12 HEARTJ. Garber Ork Now That I Need You Cap 57-719-BMI 3 28. I'VE GOT A LOVELY 23 BUNCH OF COCONUTS F. Martin Ork 23 Bluebird on Your Win- V(78)20-3554; (45)47-3047-ASCAP dowsil 1 29. WHY WAS I BORN7 V. Damone ... Mercury 5328 23 Lonely Night 30. BLUEBIRD ON YOUR Doris Day WINDOWSILL Col(78)38613; The River Seine (LP)1-376-BMI

Clair de Lune..... 2. Warsaw Concerto Boston Pops Ork, Arthur Fiedler, conductor; Leo 3. Bachianas Brasileiras 4. Chopin's Polonaise 5. Jalousie Boston Pops Ork, Arthur Fiedler, conductor. . V 12160 1. Salome (Two Records) L. Welitsch, Metropolitan Opera Ork, F. Reiner, director.....Col(78)MX316; (LP)ML2048 2. Verdi: Traviata (Three Records) . 2 A. Guerrini, M. Huder, L. Infantino. 3. Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork. V 1020 4. Bellini: Norma (Three Records) G. Cigna, A. Stignani and Others. Chetra (33)1204 5. Williams: Symphony No. 6 in E Minor (Four Records) Philharmonic Symphony Ork of N. Y., L. Beethoven: Symphony No. 9 in D Minor, Op. 125 (Eight Records) The Philharmonic Symphony Ork of N. Y., B. Walter, director; I. Gonzalez, E. Nikolaidi, R. Jobin, M. Harrell, The Westminster Choir..... BOD IT DUMO

> MORE COLLEGE MEDLEYS (Inree Nec J. Garber Ork.....Cap CCF 173

HOT PLATTERS . . . A personal appear-

ance with a true "something different" flavor was staged by Richard and Louise Cox, who operate the Melrose Record Shop, San Francisco. When Herb Jeffries and Slim Gaillard appeared at the store, Louise furnished the artists with a hot plate and had them make cheeseburgers for the audience. The customers, we hear, are still talking about it.

NAME-A-WEEK . . . Heim's Music Store. Danbury, Conn., reports lots of extra sales by selecting a different artist each week, stocking that artist's disk in a special section and advertising "Tommy Dorsey Week," or "Frank Sinatra Week." Local ads and window signs read. "Hey you (-----) fans, come in and make your collection complete. We've got a special section of your favorite's disk." The store finds this to be an excellent way of moving "dead" stock.

BUY TEN, ONE FREE . . . The Taylor Radio Shop, Detroit, is building up repeat trade by offering regular customers one record free with each 10 purchased. The idea is systematized by the distribution of a card with 10 spaces to be checked off by the store as each qualifying record is purchased until the 10th is reached, and is promoted as a special bonus for customers. Cut-rate records are excluded from the offer.

FRANCHISE FINGER . . . Times-Columbia, New York City Columbia distrib, which last week suspended the franchises of Sam Goody and Chesterfield Music shops for alleged price cutting on LP platters, has also put the finger on the Record Hunter and the Colony music shops here. Colony is a prominent Broadway outlet, and Record Hunter, a purely longhair operation, conducts a big mail order business.

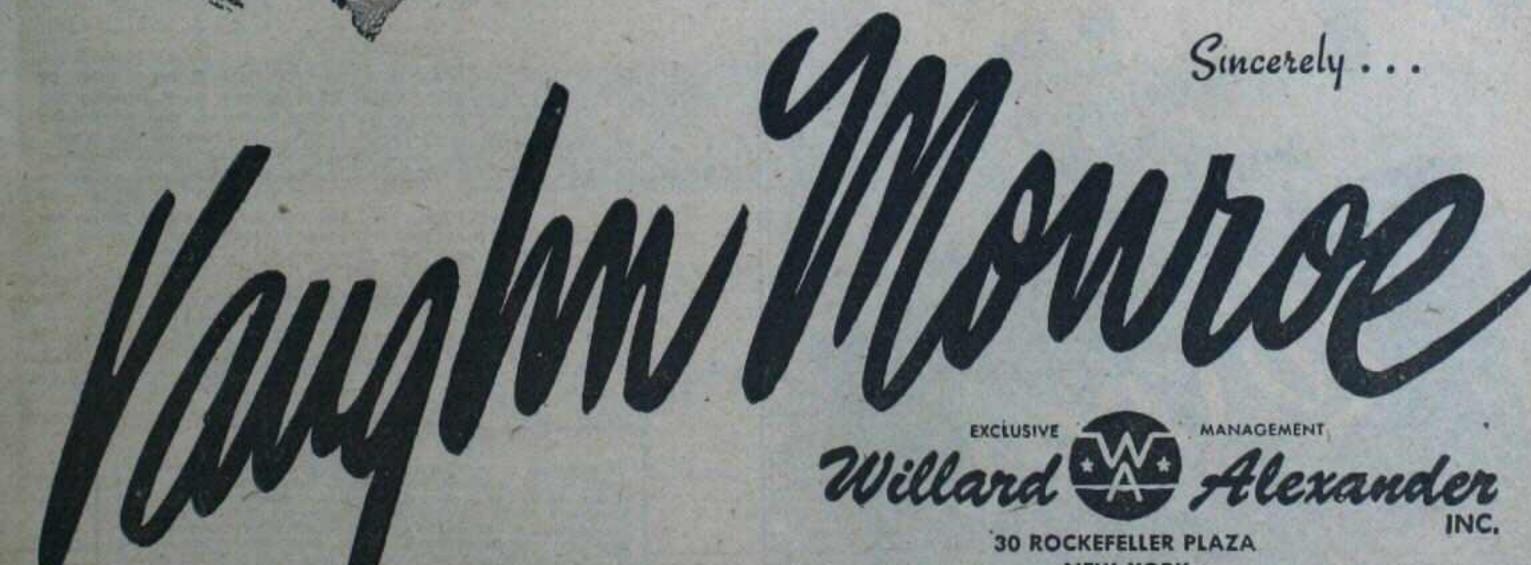
		POP ALBUMS
1	1.	SOUTH PACIFIC (Seven Records)
	1	Mary Martin-Ezio Pinza.
1200	-	Col(78)MM-850; (LP)ML-418
2	2.	JOLSON SINGS AGAIN (Four Records)
1	-	A. Jolson
1	э.	THAT MIDNIGHT KISS (Three Records)
-		Mario Lanza-RCA Victor Ork V DM-133
3	4.	MISS LIBERTY (Six Records)
		M. McCarty, E. Albert-A. McLerie
-		Col(78)MM-860; (LP)ML-422
	2.	YOU'RE MY THRILL (Four Records)
	200	Doris Day
	0.	KISS ME, KATE (Six Records)
		A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-
		H. Clark-J. Diamond. Col(76)C-200; (LP)ML-414
		SILVER LINING (Four Records)
•		V. Monroe & Ork
	8.	STARLIGHT SERENADE (Three Records)
۰.		G. Miller Ork-R. EberleV P-255
1	9.	DICK CONTINO (Four Records)
210	-	Dick Contino Accordion Magnolia MA-501
2	10.	JAZZ AT PHILHARMONIC, Vol X (Three Records)
		I. Jacquet, H. Jones, F. Phillips, P. Harris, H.
		McGhee, R. Brown, J. Jones
1	10	MORE COLLEGE MEDLEYS (Three Records)



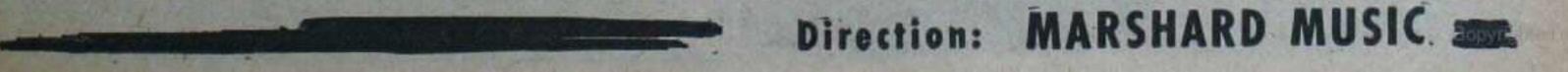


RCA Victor No. 20-3600 (78 rpm) RCA Victor No. 47-3106 (45 rpm) **Even Better.**

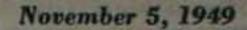
It's from my new picture "Singing Guns" soon to be released by Republic.

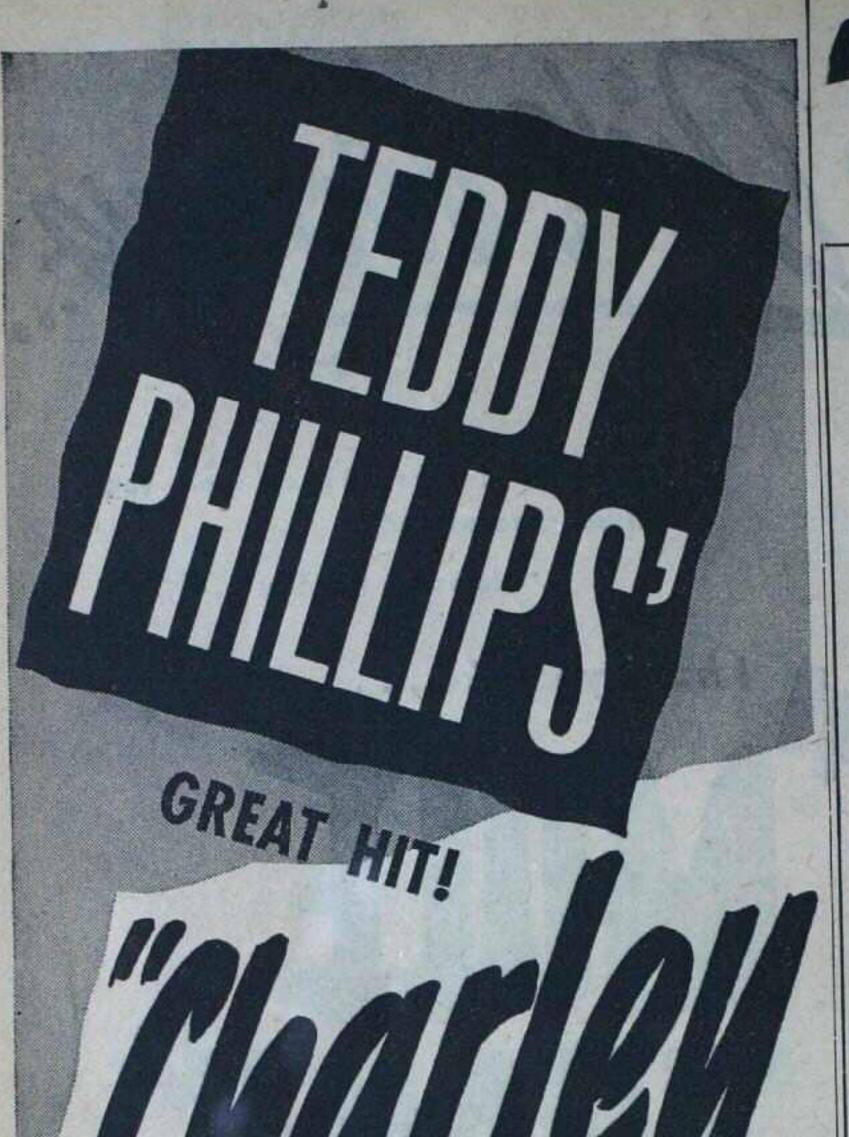


30 ROCKEFELLER PLAZA NEW YORK



and the state







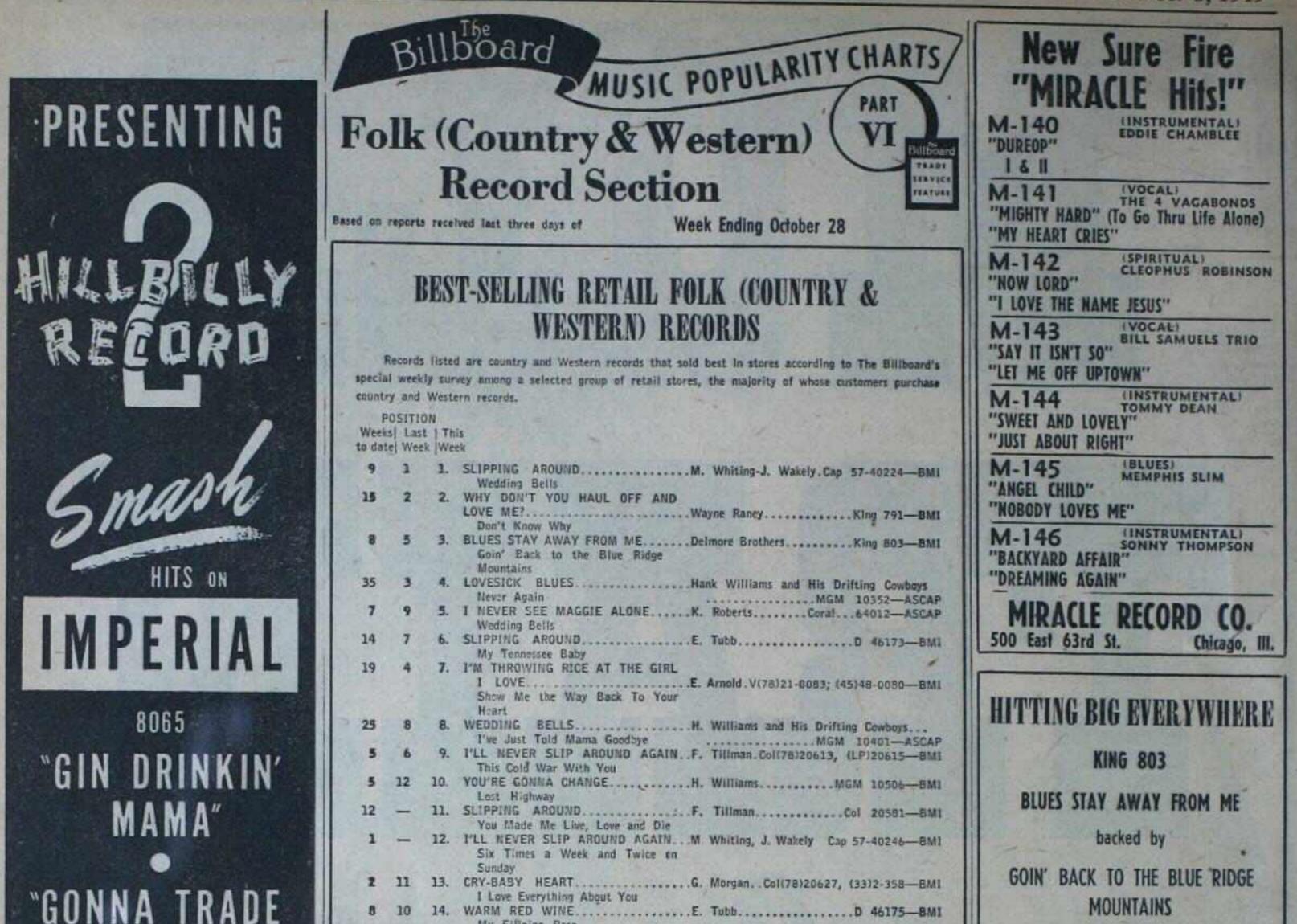
MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in-the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION

	Weeks to date			
	9	1	1.	THAT LUCKY OLD SUNF. Laine Mercury 5316-ASCAP
	8	2		SLIPPING AROUND
	17	3	3.	YOU'RE BREAKING MY HEART V. Damone-G. Osser Ork
	12	4	4.	SOMEDAY
	6	9	5.	DON'T CRY, JOE
	9	4	6.	JEALOUS HEART
GDr	6	6	7.	I CAN DREAM, CAN'T 1?G. Jenkins and Andrews Sisters
TEAT IN	11	8	8.	YOU'RE BREAKING MY HEART Ink Spats D 24693-BMI
	11	6	9.	SOMEDAY
	7		Conserved to	THAT LUCKY OLD SUN
	6	19	11.	JEALOUS HEART
	18	14	12.	RODM FULL OF ROSES E Howard
	19			ROOM FULL OF ROSES
	17	18	14.	ROOM FULL OF ROSES D. Haymes D 24632-BM
	4			JEALOUS HEART
	and the second second			MAYBE IT'S BECAUSE E. Howard and Ork
	12			MAYBE IT'S BECAUSE
	4			A DREAMER'S HOLIDAY P. Comp
	8	12	19.	. I NEVER SEE MAGGIE ALONE K. Roberts Coral 64012-ASCA
				(B. Hannon-J. Ryan, Dec 24739; E. Lee & His Southerners, V 20-0023; B. Strong Ork, Cap 57-750)
	9	21	20.	YOU'RE BREAKING MY HEART B. Clark
		76	21	HOP SCOTCH POLKA
				(G. Wisniewski & His Harmony Bells Ork, Dana 2054; Dob Cristoy, Harmony 1068; B. Gale Ork, Col 12419; A. Mooney Ork, MGM 10500; E. Logan, Bluebird 30-0003; The Riddlers, Signature Hi-Tone 255)
	1	-	22	THAT LUCKY OLD SUN L. Armstrong-G. Jenkins Ork
	1	-	22	DON'T CRY, JOE
	1	-	24	4. I'LL NEVER SLIP AROUND AGAIN Wakely-Whiting Cap 57-40246-Bi
				(M. Whiting-J. Wakety, Cap 57-40246; J. Day, Vocalien 55061; F. Tillman, Col 20613; H. Garland, Dec 46183)
	1	-	25	5. I'VE GOT A LOVELY BUNCH OF F. Martin Ork.
No. 524	11523			(F. Martin Ork, V 20-3554; P. Scala, London 449; T. Paster Ork, Col 38609, T. Tucker Ork, MGM 10553)
	1	-	26	5. TOOT, TOOT, TOOTSIE
ORICINAL ORICINAL	A BA			(Bob Crosby, Harmony 1065; Hoosier Hot Shots, Col 20632; M. Hutton, MGM 10535; T. Martin, V 20-3556; K. Parker Trio, Texatar 201)
"IGINAI "		-	27	T YOU'RE BREAKING MY HEART J. Garber Ork Cap 57-719-0
THE ORIGINAL "TOWER"	5	29	21	8. DIME A DOZEN
Now Recording TOWER" NOW EXCLUSIVELY ON				(Annie Leu-Danny Dill, Bullet 690; J. Atkins, Coral 60086; K. Kyser Ork, Col(78)38549, (LP)1-300; L. Noble Ork, Vocalion 55031; J. Owens, Dec 24711; A. Smith, MGM 10496; M. Whiting, Cap 57-709; K. Smith, Happiness 102; L. Welk & Ork, Mer 53121
- ON		-	2	
	100	-	1	(Parts I and II)
	10.00			(G. Crosse, V(78122-0049, (45)50-0033) 8. VIENI SU
LONDON RECORDO	1		2	
	and the second		F	WARNING!
	1			In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which
RECORDS		in a la		shows the length of time a record has been on the chart and
CORDS				whether a record a popular in the left-hand columns under the
	-	-		If a record has had an unus" last week" shows a sharp drop
				readers should buy with caution.
The Landon Grammohone Corp., 16 W. 22 St., N.Y.	1			and the second s
		a later	_	the second se





MY REDHEAD FOR A BLONDE"

DANNY DEDMON AND HIS Rhythm Ramblers

8066 "SNAKES IN MY BOOTS"

Auld 1 F. 1

Away

R. Baby

Β.

Bandera

Barbect C. V

Better

L. 16 Beyond

A. 0 Bill Ch

Billy's

Blues

B. 1

Banj Blue Y

R. C Blue Y

R. Boogie

J. P

C. M

8. 1

Chattanoogle Boogle

L. Innis (Better Back) Mar 6817

Christe

Christm

Candy R. 5 Cheroke

"BERMUDA GRASS WALTZ"

JIMMY-HEAP AND THE Melody Masters

Order Now from your Nearest Distributor

IMPFR

I Love Everything About You 8 10 14. WARM RED WINE	G. MorganCol(78)20627, (33)2-358-BM1	GOIN BACK TO THE BLUE RIDGE MOUNTAINS
My Filipino Rose 1 - 14. I LOVE YOU BECAUSE	L. PayneCap 57-40238-BMI	by the
A Link in the Chain of Hearts	Broken	
WAD	NINCI	DELMORE BROTHERS
	NING!	
urged to pay particular atten shows the length of time a re whether a record's popularity information is shown in the headings: "Weeks to Date," If a record has had an unus	buying purposes, readers are tion to information listed which cord has been on the chart and has increased or decreased. This is left-hand columns under the 'Last Week, and "This Week." hally long run, or if its current last week" shows a sharp drop	KING RECORDS INC. DISTRIBUTORS OF KING & DELUXE 1540 BREWSTER AVE. CINCINNATI 7, OHIO,
readers should buy with caut		EVERYBODY IMITATES
		I Charles to the second of the
ADVANCE FOLK (COUNTR	Y & WESTERN) RECORD	ENVY
REL	CASES	ON TOPS RECORDS #1001
uld Lang Syne Boogie	Cotton Eyes Joe, Jr.	(Unbreakable)
F. Mitchell Ork (Jingle Bells) Derby 723 way Out on the Mountain	The Texas Tophands ('Cause the) Everstate C-111 Country Boy	THE ORIGINAL AND BEST
R. Crabtree (Mule Skinner's Blues) Talent 717	T. Fletcher (Warm Red) Vocalion 55062	THE UNIGHAL AND BEST
by Doll, Please Come Home B. Strickland & His Hillbilly Kings (Lonely)	Cry-Baby Heart T. Tyler (My Bucket's) Four Star 1383	Sample Copies Available
Hill and Country C-2304	Driving Nails in My Coffin	TOPS MUSIC ENTERPRISES
indera Waltz	R. Wiley (When I) Talent 712	4705 So. Vermont St., Los Angeles 37, Calif.
The Texas Top Hands (That's the) Everstate C-101	Give Me Liberty A. Jones (Post Office) Cap 57-40249	4705 30. Vermont and Los Angeles art Call.
arbecue Rag	Hide Me, Rock of Ages	
C. Williams & His Georgia Peach Pickers (No Not) Col 20633	The Statesmen Quartet (Heaven's Joy) Cap	RECORD STAMPERS
etter Back Up Mamma	Here Comes Santa Claus (Down Santa Claus Lane)	
L. Innis (Chattanoogie Boogie) Mer 6217 yond the Sunset and Should You Go First	J. Rogers (Blue Christmas) V(45)4B-0100 Hillbilly Boogle	MASTERS-MOTHERS-DUBBING
A. Campbell (Precious Memories) Mar 4216	M. Johnson (Said the) Cap 57-70043	NEW PLANT
II Cheatem Call Missouri Hoe-Down R. McKnight (Sally Goodin Call) Gold Star 502	Hilibilly Wolf B. Strickland-The Bilibilly Kings (All Because) Regal 5067	Under Expert Operation
Ily's Boogie Blues	Hora Sta Cotton Picker	NEW LOW PRICES
B. Wright (1 Keep) Savoy 715	P. Howard & His Araknass Cotton Picker (Twelve	(Write for List)
ues You Want To Lose Banjo McClees (Five Foot) Bullet 698	o'Clock) King 814 Hung Out	
ue Yodel No. 5	M. Davis & the All Stars (The Adams) Swing	CENTRAL LOCATION
R. Crabtree (Walting for) Talent 715 ue Yodel No. 1	Beat 191 I Don't Know Where I Go But I'm Goin'	Fast Service
R. Crabtree (In the) Talent 716	D. Rivers & the Rangers (Wheelwright Boogle)	SHAW RECORD PROCESSING, INC.
ogie Woogie Gal	Rondo 250	1914 Dana Ave. Cincinnati 7, Ohio.
J. Padgett (Too Many) Talent 729 ndy Man Blues	1 Dreamed I Spent Christmas in Heaven Z. Cleemnts (1 Won't) Bullet 668	Melroso 1870
R. Sykes (Why Should) Bullet 319	1 Keep Drinkin*	
erokee Waltz C. Moody (You'll Never) King 828	Billy Wright (Billy's Boogle) Savoy 718 I Know It Was the Blood	A NOTE OF
ristmas Candles	Singing Crusaders (Motherless Children) MGM	CHEERFUL THANKS
B. Reid (Rogue River) Bullet 1059	10540	DISK JOCKEYS
B. Reid (Rogue River) Builet 1089	I Know Better Now R. Perkins (Too Long) King 823	The Party of the P

1 Planted a Rose

B. Starcher (Isn't Ha) Col 20634



RECORD CO., INC. **137 N. WESTERN AVE - LOS ANGELES 4**

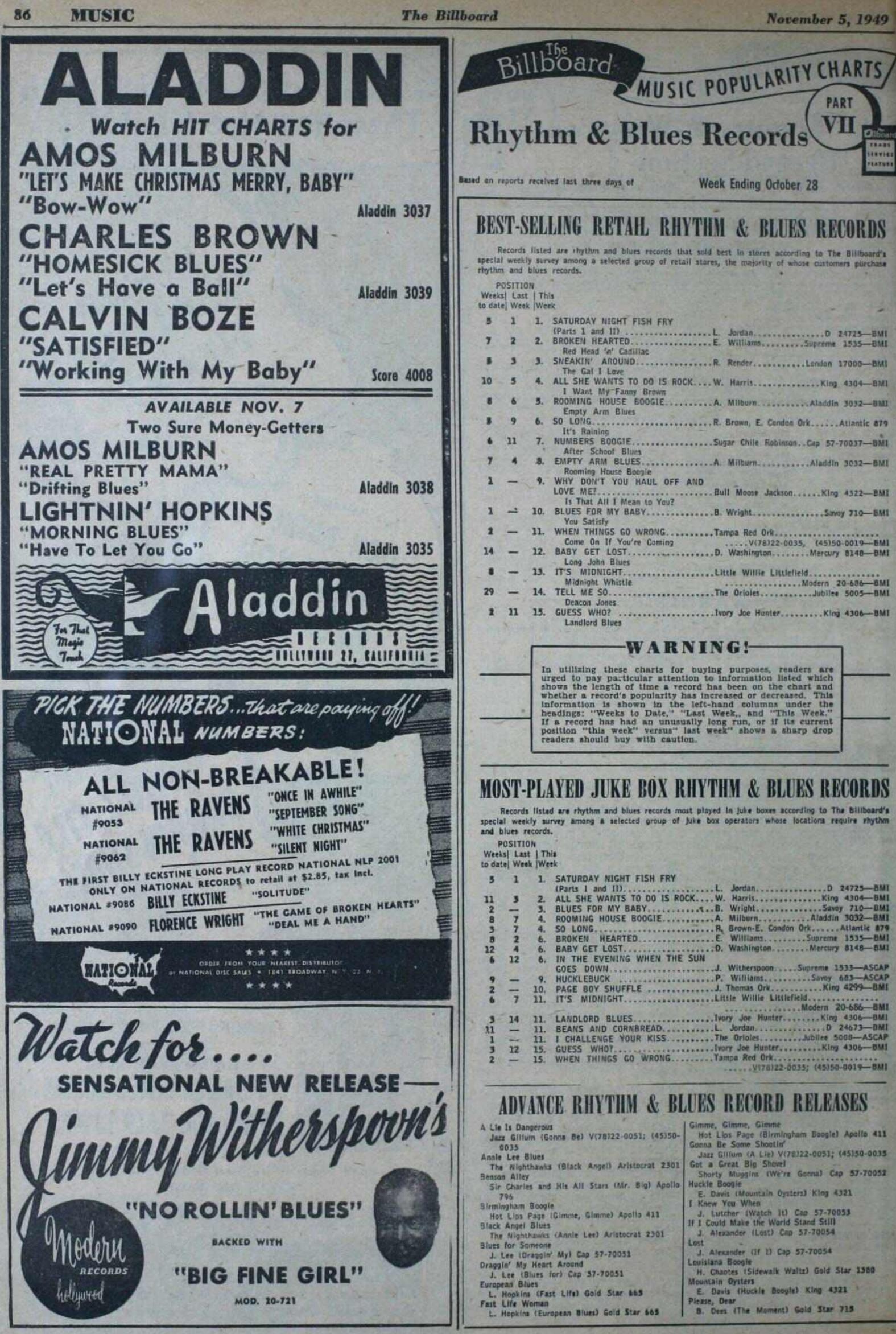


polling of the nation's h. b. disk jockeys, 102 wax spinners named Jimmy Wakely and Margaret Whiting's "Slipping Around" (Capitol) as their top request. Following, in order, were "Why Don't You Haul Off and Love Me?" Wayne Raney (King), second; "Blues Stay Away From Me," Delmore Brothers (King) and "I'll Never Slip Around Again," Floyd Tillman (Columbia), third: "Marriage Vow," Hank Snow (Victor), fifth; "Blues Stay Away From Me," Eddie Crosby (Decca) and "Slipping Around" Floyd Tillman (Columbia), sixth; "Love Sick Blues," Hank Williams's (MGM), eighth; "Slipping Around," Ernest Tubb (Decca) and "I Never See Maggie Alone," Ken Roberts's (Coral), 10th.

for Floyd Tillman's "I'll Never Slip Around Again" (Columbia). Following in order were "I Wish I Knew," Dolph Hewitt (Victor), second; "Crybaby Heart," George Morgan (Columbia), third; "Blues Stay Away From Me," Delmore Brothers (King), fourth; "I'll Never Slip Around Again," Margaret Whiting-Jimmy Wakely (Capitol), fifth; "I Never See Maggie Alone," Ken Roberts's (Coral), sixth; "I'll Go Chasin' Women," Stuart Hamblen (Columbia) and "I Love Everything About You," George Morgan (Columbia), seventh; "My Bucket's Got a Hole in It," Tex Tyler (4-Star), ninth and "Blues Stay Away From Me," Eddie Crosby (Decca), 10th. . . . Buffalo Johnson and His Melody Rangers, formerly with WETB, Johnson City, Tenn., are playing at the Casa Grande, Cincinnati nitery.

seeing a h.b. show featuring the Swingtime Playboys, at a local nitery. ... Ted Wolfe, of WWYO, Pineville, W. Va., reports that Rex and Eleanor, the Merrymakers, are working his station while doing p. a.'s in the vicinity. . . . Guy (Texas Tiny) Cherry, of KFOX, Long Beach, Calif., planes to Twin Falls, Idaho, November 12 for a p. a. He reports that Larry Cassidy, the Singing Cop, this winter will take a 10group has a TV deal cooking. ... George (Cowpoke) Wells, of WKAN,

(Continued on page 38)



special weekly survey among a selected group of juke box operators whose locations require shythm

		and the second	
5	1	1.	SATURDAY NIGHT FISH FRY (Parts 1 and 11)
11	3	2.	ALL SHE WANTS TO DO IS ROCK W. Harris King 4304-BMI
2	-	3.	BLUES FOR MY BABY
8	7	4.	ROOMING HOUSE BOOGIE
3	7	100	SO LONG B. Brown-F. Condon Ork Atlantic 879
8	2	6	BROKEN HEARTED
12	1	4	BABY GET LOST
	12		And and the second state and the second state with the second
	12	6.	GOES DOWN
9	-	9.	HUCKLEBUCK
2	-	10.	PAGE BOY SHUFFLE
	7	11	IT'S MIDNIGHT
0.00	1020		Modern 20-686-BMI
	14	11	LANDLORD BLUES
	-	11.	BEANS AND LURNBREAD
1	· marci	11.	I CHALLENGE YOUR KISS The Orioles Aubilee SOOD-ASCAP
3	12	15.	GUESS WHOT
2	-	15.	and the second sec

Contraction of the second s	1. Proven Planne
A Lie is Dangerous	Gimme, Gimme, Gimme
Jarr Gillum (Gonna Be) V(78)22-0051; (45)50-	Hot Lips Page (Birmingham Boogle) Apollo 411
	Genna Be Some Shootin'
0035	and the second se
Annie Lee Blues	Jazz Gillum (A Lie) V(78122-0051; (45150-0035
The Nighthawks (Black Angel) Aristocrat 2301	Got a Great Big Shovel
	Shorty Muggins (We'rs Gonnal Cap 57-70052
Benson Alley	
Sir Charles and His All Stars (Mr. Big) Apollo	Huckle Boogie
and the second se	E. Davis (Mountain Oysters) Klog 4321
796	I Knew You When
Birmingham Boogle	
Hot Lios Page (Gimme, Gimme) Apollo 411	J. Lutcher (Watch It) Cap 57-70053
Black Angel Blues	If I Could Make the World Stand Still
	J. Alexander (Lost) Cap 57-70054
The Nighthawks (Annie Lee) Aristocrat 2301	
Blues for Someone	Lost
J. Lee (Draggin' My) Cap 57-70051	J. Alexander (If 1) Cap 57-70054
	Louisiana Boogle
Draggle' My Heart Around	H. Chaptes (Sidewalk Waltz) Gold Star 1380
J. Lee (Blues for) Cap 37-70051	
European Blues	Mountain Oysters
L. Hopkins (Fast Life) Gold Star 465	E. Davis (Huckle Boogle) King 4321
	Please, Dear
Fast Life Woman	Printing of the strength Cold Stree 118
L. Hepkins (European Blues) Gold Star 665	B. Ders (The Moment) Gold Star 715

Billboard

The Billboard

MUSIC POPULARITY CHARTS **Record Reviews**

ies Point	90-100 1	OPS	۰	80-89	EXCE	LLEI	IT .	70.79	Ģ00
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Becords are reviewed three times: (1) for retailers; (2) for **How Ratings Are Determined** operators: (3) for dirk jockeys. Each time on the basis of nine key entegories. Each category is assigned a maximum number of points within which

nine key entegories. Each category is assigned a maximum number w releases are rated. The best possible rating is 100. Maximums e subject to change depending on results of a survey of the music rade now being conducted. N S. indicates a record is not suitable for approval within the market. The Categories Point listings are maximums. Song caliber, 15: "Interpretations, 15; arrangement, 15; "name" value, b: record quality (surface, etc.), 5; music publisher's air perform-ince potential, 16; exploitation (record adv't's-promotion film, legis and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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VIII

Billboard

TRADE LENVICE PEATURE

ARTIST LABEL AND NO.

RICHARD HAYES

Mercury \$328

Sisters)

Bullet 1085

(Mitch Miller Ork)

RATH (100 Maxim

TUNES COMMENT

POPULAR My Miracle Grieg and Alec Wilder collaborated on this version of the beautiful "Ich Liebe Dich," which was around a couple years back in a "Song of Norway" version. Hayes fails to deliver the virtuoso performance.

My Love Loves Me Livingston and Evans have made this adaptation of "Plaisir d'Amour." Hayes holds back here too.

MARTHA LOU HARP Autograph 011

Satisfied Chirp makes a promising disk debut with this waitz tune, displaying a rich sound. I Never Had a Worry in the World Throaty chirp puts a neat light lift into this ditty. Well-produced platter makes the most of Its material,

DEAN HUDSON ORK Regardless (The Sherry

Nothing to be concerned with here. Why Fall in Love With a Stranger Bouncy gang rendition has more to offer. Tune has been around a while.

67--68--67--66

67--68--66--66

70--72--70--68

70--71--70--69

51--52--52--50

69--70--68--70

Exclusively on



MUSIC

RUTH BROW

DON'T MISS

37

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SO LONG

IT'S RAINING

TLANTIC RECORDS

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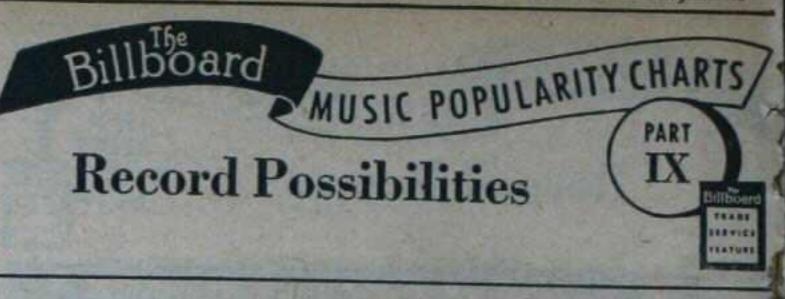
Decca 24743	Clever calypso singer makes an impressive disk debut with a mildy amusing piece of material. Sweetia joe Like the filp, danceability could be the big asset of this side. There are more rumba bumps than laughs.	71737070 68706866	
ANDREWS SISTERS- GUY LOMBARDO Decca 14746	Christmas Candles A million bucks worth of talent offer a sentimental, unexciting hunk of seasonal stuff. Merry Christmas Polka The pooling of talent resources, plus a great catchy bit of material, could make this one step way out this season, and next.	72737270 90909090	
GUY LOMBARDO Decce 24768	The River Seine Swingy, waltry French adaptation is mighty catchy. The Trio and twin planos help make this one of of the strongest entries of the current crop. It's a Wonderful Life Kenny Gardner warbles the praise of suburban living. Pleasant side with a light Lombardo bounce.	89898989	E PRAISE
PHIL REED & HIS FOURTONES (Gene Jones) Dance-Tone 1139	For Me and My Gal Weak waxing of the standard. If Tears Could Bring You Back Again An ordinary sort of ballad is handled adequately by vocalist Jones and the Reed group.	47474648 47474550	Key BE!
LES BROWN ORK Columbia 38616	Tenderly Brown, his ork and a choir produce a danceable and listenable etching of the beautiful Walter Gross ballad. Where Are You (Ray Kellogg) Chorus and ork blend neatly as Ray Kellogg sings the lyric of a hit ditty of some years age. A pretty dance disking.	70787067	A LOT OF PEOPLE ARE SAYING A LOT OF GOOD THINGS ABOUT NEF-O-LAC COMPOUND
XAVIER CUCAT ORK-BUDDY CLARK Columbia 38615	When I Write My Song Cogat and the late Clark did this side some years ago but it just is being issued. It's an inoffensive job on an adaptation from Saint-Seers "Samson & Delilah" Danse Arabe A section of the "Nutcraker Suite" serves as Cugat's latest enticer for the rumba trade.	757575	A long-time user states, "with your 851 break-resistant compound we are producing the lowest priced records in the fastest time in our experience." Says a top ranking presser, "your 1110 Vinylite compound is the quickest and surest we have ever had." From another leading presser, "your deliveries rank with your
BOB EBERLY Coral 70112	Jumpin' Jiminy Christmas Eberly sounds a little like Bing as he handles this bit of seasonal fluff with consummate ease. Here Comes Santa Claus Eberly and the Aristokats' vocal group team for an airy rendition of the Gene Autry Christmas hit of two years ago.	73777171 77797774	compounds-they're both tops. Because of your prompt service we never experienced the slightest production delay." There's a NEF-O-LAC COMPOUND
AMES BROTHERS Coral 60114	Good Fellow Medley (Parts 1 & II) All year 'round tavern juke box flem which will get plenty play around Christmas and New Year's Day. The boys rousingly handle such jolly items as "Auld Lang Syne," "Jolly Good Fellow," "Hall, Hall the Gang's All Here," "Hot Time in the Old Town," "Goodnight Ladies," "Home Sweet Home." Three on each side. (Continued on page 90)	74757078	APRODULT OF J.W. NEFF LABORATORIES IN For Any Record Requirement Send for Sample Biscuits BINNEY & SMITH CO., 41 East 42nd Street, New York City Exclusive Sales Agents for U. S., Canada, Central and South America

38 MUSIC

The Billboard

November 5, 1949





THE BILLBOARD PICKS:

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

There'll be no getting away from this one. The old master has met the supreme challenge offered by the great Frankie Laine version, and these two will be fighting it out for the short, but highly profitable duration of the tune. And there's a load of good earthy humor in Bing's flavorful Interpretation. The flip may be around a little longer, with "Gentle People" getting a break after the whip-crackers wear weak. The same coupling, by Gordon MacRae, has been released by Capitol. Altho less fantare has accompanied this issue, it's a highly competent one.

Here's one that has moved over from the hillbilly field. The richness of Winterhalter's orchestration and the beautiful blending of voices tag this as one of the tastiest offerings of the current seasonal crop. The tune is a pretty, poignant, penetrating piece. Jocks will whiri it white.

I'LL NEVER SLIP AROUND AGAIN

THE GAME OF BROKEN HEARTS Doris Day and Her Country Cousins. . Columbia 38637 Two tunes, both of rural origin, are starting to slip around in fast pop company. The success of the Maggie Whiting-Jimmy Wakely teaming on "Slipping Around" and its sequel have shown the way, and Miss Day could duplicate. The Country Cousins provide close harmony and authentic listrumental support.

MULE TRAIN

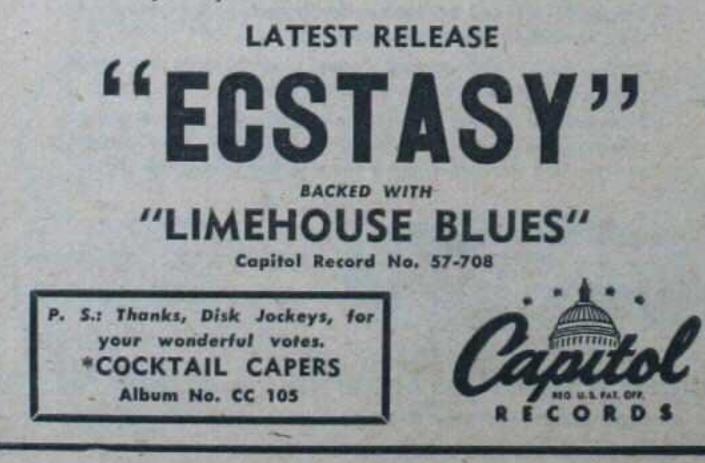
Vaughn Monroe's entry in the "Mule Train" stakes will get its greatest Impetus from Victor's gigantic production and distribution facilities. Certainly his rendition is not in a class with the Laine or Crosby conceptions. However, on the flip, Vaughn's in his element on a real downto-earth Western ballad of considerable attractiveness and appeal. In the long run it's the ballad which could be the big winner on this pairing if it doesn't get tost in the "Mule Train" madhouse. Both tunes are from Vaughn's movie, "Singing Guns."

In the October 15 Billboard Picks, an Evelyn Knight disking, Decca 24771, was incorrectly listed as "If I Ever Fall in Love Again." The correct title of the disking is "If I Ever Love Again."

THE DISK JOCKEYS PICK:

S that have appeared for three consecutive weeks or three times . within a six-week period are not repeated below. Based on a weekly survey among them on what tur disk jo-keys think, tomorrow's hits 'll be: 5. SO BLUE

Voted No. 2 as the BEST SMALL INSTRUMENTAL GROUP . . . 4th POPULAR RECORD ALBUM* by the Disk Jockeys.



6	WILL YOU REMEMBER
7	YOU'RE DIFFERENT
- 8	I'LL NEVER SLIP AROUND AGAIN
9.	MY HERO
10.	THERE'S A BROKEN HEART FOR EVERY LIGHT
	ON BROADWAY

THE RETAILERS PICK:

within a z-week period are not rep	three consecutive weeks or three times cated below. Based on a weekly survey itail is think, our w's hits will be:
1. THERE'S NO TOMORROW	Victor 20-3582 Fran Warren
4. IF I EVER LOVE AGAIN. 5. MERRY CHRISTMAS POLKA.	E. Knight

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think, tome ow's hits will be:
1. TELL ME WHY
2. THERE'S NO TOMORROW
3. WHY WAS I BORN
4. SEND TEN PRETTY FLOWERS TO MY GIRL
IN TENNESSEE
5. CANADIAN CAPERS
6. CROCODILE TEARS Eddy Howard
7. FOOLISH TEARSLondon 500
8. WHY, OH WHY Columbia 38573

FOLK TALENT AND TUNES

(Continued from page 35)

of WTAC, Flint, Mich., is picking his "Top Rail Tune" of the week from over 1,000 requests received weekly. ... Hal Smith. of KDLK, Del Rio, Tex., considers Stuart Hamblen's "But I'll Go Chasin' Women" (Columbia) the hottest disk since "Lovesick Blues." . . . Randy Atcher, of WKLO, Louisville, reports that Asher Sizemore and His Family have been added to the station's live talent. ... Candied Yam Jackson, of WYBC, the Yale U. station at New Haven, Conn., reports that the students are very much h. b. music minded. Grandpa Jones, Roy Acuff, T Tex Tyler and Hank Williams are most requested. . . . Dan (Cuzzin Clem) McNew, of WAPO, Chattanooga, is making nightly p. a.'s with his own band, the Country Cuzzins. . . . Bob Respess, of WHOK, Lancaster, Pa., worked out a deal to do his d. j. shots from the Fairfield (O.) Fair October 12-15. . . . Ed Klein, of WWXL, Peoria, Ill., reports that promoter Lou Wagner is trying to line up a big onenight jamboree, starring WSM talent, in late October or early November.

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



MMY TUCKER and his Orchestra I'VE GOT A LOVERLY BUNCH **OF COCOANUTS** (Roll Or Bowl & Ball-A Penny A Pitch) LET'S HARMONIZE M-G-M 10553 Catching On Jos More and More Plays **RUSS CASE** and his Orchestra A THOUSAND VIOLINS ENVY M-G-M 10554

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STARS

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1...

THE GREATEST NAME (AS)

BLUE BARRON-SEND TEN PRETTY FLOWERS TO MY GIRL IN TENNESSEE . In A Little Garden M-G-M 10534 ART MOONEY-TOOT, TOOT, TOOTSIE (Good-Bye) - I Never See Maggie Alone M-G-M 10548 BILLY ECKSTINE - BODY AND SOUL . If Love M-G-M 10501 Is Trouble

MY TEARS ARE STILL FALLING FOR YOU M-G-M 10558 One of the Greatest by Diz Y GILLESPIE

(I Love Her)

THE WHOLE YEAR 'ROUND

and his Orchestra

EMANON THINGS TO COME M-G-M 10556

WITH THESE M-G-M HITS ...

MAGGIE ALONE . BE BOP RAG

M - G - M

SARAH VAUGHAN - THE MAN I LOVE . Once M-G-M 10549 In A While JACK FINA - DOWN HOME RAG . Waltz In G M-G-M 10544 Sharp Minor . THE A SIC OF THE ARTHUR (Guitar Boogie) SMITH --- I NEVER SEE M-G-M 10551

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MUSIC

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Col(33)CL-6085; (78)C-193 Silent Night Charley, My Boy Main Street String Band (The Music) Bluebird Tone 250 (78)30-0014; (45)54-0009 Silent Night Charley, My Boy T. Phillips Ork (Are You) London 524 Dear Old Duke J. Long (Washington and) Signature-HI-Tone 241 Song of Surrender DIII Pickles Pee Wee Hunt (Tiger Rag) Cap 57-773 Souvenir Waltz Ellington: Liberian Suite Album Duke Ellington Ork (1-10") Col (33)CL-6073 Everything They Said Came True V.-Lynn (Song of) London 530 The Eyes of Texas Exactly Like You N. (King) Cole and Trio (My Mother) Cap 57-242 70050 Far Above Cayuga's Waters J. Long Ork (Roar, Lion, Roar) Signature-Hi-Tone 240 The Shepherd Get Happy J. Christy (I'll Remember) Cap 57-774 Got You Right Where I Want You E. Lawrence Ork (Your Life) Col(78)38629; (33) Ti Pi Tin - 1-393 Gotta Have My Baby Back Tiger Rag J. Davis (My Bucket's) Cap 57-40251 Hollywood Hat Tony's Blues T. Dorsey Ork (Shake That) V(78)20-3588; (45)47-3087 Honey, Why Can't You Be Sweet to Me? J. Blaine (She Wore) London 552 Hop Scotch Polka The Riddlers (Jealous Heart) Signature-HI-Tone Wedding Bells 255 I Love My Baby (My Baby Loves Me) J. Garber (The Blossoms) Cap 57-771 I Wanna a Grown Up Man G. Krupa (Why Fail) Col 38622 White Christmas I Wish I Had a Record S. Browne-D. Stephens (Wedding Bells) London 250 529 White Christmas If I Could Be With You B. Narvez Ork (Santa Claus) Derby 724 1'll Never Slip Around Again M. Whiting-J. Wakely (Six Times) Cap 57-40246 376 I'll Remember April Why Was I Born? J. Christy [Get Happy] Cap 57-774 1'll String Along With You 47-3088 J. Stafford-G. MacRae (Wunderhar) Cap 57-768 It Happened at the Festival of Roses Winter Wonderland B. Lawrence (Why Was) V(78)20-3589; (45) 47-3088 I've Been Floating Down the Old Green River J. Mercer (Apply The) Cap 57-770 Jealous Heart The Riddlers (Hop Scotch) Signature-Hj. Tone (45)51-0030 255 Wunderbar Jingie Bells

J. Long (Winter Wonderland) Signature-HI-Tone 251

You and I

J. Blaine (Honey, Why) London 552 R. Bloch Ork (White Christmas) Signature-HI-The Ravens (White Christmas) National 9062 Six Times a Week and Twice on Sunday M. Whiting-J. Wakely (11) Never) Cap 57-40246 V. Lynn (Everything They) London 530 K. Griffin (Ti Pi) Rondo 198 The Blossoms on the Bough J. Garber (J Lovel Cap 57-771 J. Long Ork (Trojan March) Signature-Hi-Tone The Music Goes 'Round and 'Round Main Street String Band (Charley, My) Blueblrd (78)30-0014; (45)54-0009 H. Jeffries (A Man) Col(78)38633; (33)1-398 This Is Where Love Walks Out F. Warren (My Love) V(78)20-3587; (45)47-3086 K. Griffin (Souvenir Waltz) Rondo 198 Pee Wee Hunt (DIII Pickles) Cap 57-773 C. Jackson Ork (All Wrong) Col 38623 Trojan March, Fight On! J. Long Ork (The Eyes) Signature-HI-Tone 242 Washington and Lee Swing J. Long Ork (Dear Old) Signature-HI-Tone 241 5 Brown-D. Stephens (I Wish) London 529 Wedding Bells Will Soon Be Ringin' Main Street String Band (Looking At) Bluebird (78)30-0015; (45)54-0010 R. Bloch Ork (Silent Night) Signature-Hi-Tone The Ravens (Silent Night) National 9062 Why Don't We Do This More Often? K. Kyser Ork (You and) Col(78338632; (3332-B. Lawrence (It Happened) V(78)20-3589; [45] J. Long (Jingle Bells) Signature-Hi-Tone 251 Why Fall in Love With a Stranger? G. Krupa Ork (I Want) Col 38622 Wooden Soldier Polka J. Biviano (Kindergarten Polka) V(78)25-1139; J. Stafford-G. MacRae (I'll String) Cap 57-760.

MUSIC 41

POPULAR

K. Kyser Drk (Why Don'L) Col(78)38632; (33) 1-196 (I'll Be Glad When You're Dead) You Rascal You W. Herman (Rhapsody In) Cap 57-772 Your Life Is My Life E. Lawrence Ork (Got You) Col(74)38629; (33) 1-393 You're My Thrill B. Dale (My Street) London 528

LATIN-AMERICAN

Anoche P. Vargas (Jintes En) V 23-1400 Arpelando B. Escoto (Cuatro Patomas) Rosas 312 Bartok-Serly: Five Pleces From Mikrokosmos Album-New York String Quartet (Stravinsky: Three Pieces and Bartok: Strong Quartet (1-12") Perdido Bartok (LP) BRS-001 **Bive Waltz** D. Pable Ork (Diane) Latin American 33 Bacon Moscovita (No Te) Cap 57-56700 Cas Cas D. Pablo (Dye Negra) Latin American 30 Castigala B. Escoto (Porque Se) Rosas 313 Castigando Sin Fazon C. Piantini (Ma Catalina) Rosas 309 Como Te Quiero You Trio Cantarrecio (Flor De) Cap 57-56704 Cornetin L. Lamarque (Nido Gaucho) V 23-1411 Cuatro Palomas B. Escoto (Arpetando) Rosas 312 DI Que Has Heco De Mi Amor Trip Alvaro Dalmar (Reina Del) SMC 1255 Diane D. Palo Ork (Blue Waltz) Latin American 33 Don Casimiro Yeyo [E] Bobol Cap 57-56703 Easdale: The Red Shoes Album-Philharmonia Ork-C. Lambert, Dir. (Lambert: Horoscope) (1-10") Col (33); ML 2083 (78) MX-328 El Bobo De La Yuca Yeys, (Don Casimiro) Cap 57-56703 El Flamenco Album-V. De Luna-J. Martinez (4-10") SMC B Coral Reyes . . . 1237 Faraon . . . 1240 Farolero . . . 1239 Las De Merino . . . 1237 Ole, Ole y Ole . . . 1238 Serva La Vari . . . 1238 Saludos Tarara y 4 Muleros . . . 1240 Zarza Mora . . . 1239 El Ranchero R. Rivera (Pobre Del) Cap 57-56706 Embrujo De Conga Yeya (Suave) Cap 57-56702 Flor De Azalea Trio Cantarrecio (Como Te) Cap 57-56704 Jinetes En El Cielo P. Vargas (Anoche) V 23-1400 Jose Maria P. Castillo (Va Son) Cap 57-56701 Jinettes en el Cielo (Riders in the Sky) P. Vargas (Anoche) V 23-1400 Lambert: Horoscope-Ballet Music Album-Philharmonic Ork-C. Lambart, Dir. (Easdale: The Red) (1-10') Col (33) ML 2083 La Enredadera E. Valazquez (Quisiera Cre'r) Cap 57-56705 La Morocha J. D'Arienzo Ork (La Payanea) V 23-1415 La Payanea J. D'Arianzo Ork (La Morpelia) V 23-1415 Las Bombas Viejas H. Kenny (Y Teenial Cap 57-56707 Las Des Resas N. Utrera (Romance Del) V 23-1410 Las Flores de Mi Jardin Canario (Fiesta en) V 23-1322 Lo Que Tu Igooras L. Universitarios (De Mi) Seeca 811 Los Gavilanes Album-E. Brito and Others (4-10") V 23-1360 Latin Moods Album-B. De Nieve, (4-10") Coda 112 Andalucia . . . 11120 Danza Lucumi . . . 1119 J' Attendrai . . . 5122 La Comparsa 5122 -Malaguena . . . 5121 Si Me Pudieras Querer . . . 5120 Star Dust . . . 5123 Tu Me Has De Querer . . . 5121 LeJano Amor Facundo y Sus Cubaniches (Suenan Los) V-23-1414 Ma Catalina C. Plantini (Castigando Sin) Rosas 309 Manojite Dr. Claveles L. Kaidar (Die Tu) V 23-1406 Martin Corona Mariacuri Trio (Saludos V 23-1405 Matinata Trio Alwaro Dalmar (Orgullosa) SMC 1254 Me Alegro Trio Janitzio (Si No) V 23-1413 Me Reire D. Santos (Que Pedrita) Sceco 7015 Murio La Reina Beyonderville 1 P. Arvelo V Su Grupo Det Hotel St. Regis Two Front Teeth (Parts 1 and 11) (Shaker Shake) V 23-1350

Mexican Marimba Album-Clemente Ork (3-10") Coda 10 Acabaste . . . 5110 Adios Muchachos . . . 5114 Ausencia . . . 5114 Chiamecito De Amor . . . 5116 La Mulata Arrebata . . . 5113 Quizas, Quizas, Quizas . . . 5115 Nido Gaucho L. Lamarque (Cornetin) V 3-1411 No Te Me Acerques Moscovita (Bocon) Cap 57-56700 Ole Tu Fama 1. Kaldar (Manojite De) V 23-1406 Orchids in the Moonlight D. Pablo Ork (Tango of Roses) Latin American 34 Orgullosa Trio Alvaro Dalmar (Matinata) SMC 1254 Oye Negra D. Pablo Ork (Cas Cas) Latin American 30 Pa Donde Ire D. Santos (El Guardia) V 23-1404 Yayo el Indio (Toda La) V 23-1408 Pobre Del Pobre R. Rixera (El Ranchero) Cap 57-56706 Porque Se F e B. Escoto (Castigala) Rosas 313 Portate Bien M. Silva (Un Amor) V 23-1403 Prelude to Pearl Harbor Album-K. Stevenson (4-12") London (33) LLPA 1 Que Pedrito D. Santos (Me Reire) Seeco 7015 Quiero Olvidar Trio Sagua (Recuerdas Tu) Rosas 310 Quisiera Che'r E. Valazquez (La Enredadera) Cap 57-56705 Rabo Y Oreja 8. More-P. Prado (Yo No) V 23-1412 Rareza del Siglo Tropicana Ork (El Paso) Seeco 822 Recuerdas Tu Trio Dayami (Quiero Olvidar) Rosas 310 Reina Dei Mar Trio Alvaro Dalmar (Di Que) SMC 1255 Rhythms in Rumba Album-P. Arvelo Ork-R. Hernandez (3-10") Coda 11 Camaron y Mamoncillo . . . 5118 Desden . . . 5119 Flores Negras . . . 5118 Rayo De Luz . . . 5117 Sonando La Tuba . . . 5117 Yo Te Di Mi Corazon . . . 5119 Romance Del Fandango de Huelva N. De Ulrera (Las Dos) V 23-1410 Rosa de Castilla M. Aceveves Mejia (Tu Solo) V 23-1409 Mariacuri Trio (Martin Corona) V 23-1405 Samba Dance Session Album-G. Gurgel Ork (4-10") Coda 9 Corcevado . . . 5070 Bumble Boogle Samba . . . 5068 Maxize-Garioca 5067 Pao De Assucar . . . 5069 Penha . . . 5058 Rio . . . 5067 Salgueiro . . . 5069 Urca . . . 5070 Se Paso la Magra Oriental Trio (Alli Donde) Seeco 826 Ser y No Ser M. L. Landin (Tu, Tu) V 23-1401 Shaker Shake P. Arvelo Y Su Grupo Del Hotel St. Regis (Murio La) V 23-1350 Si No Eres Tu Trio Janitzio IMe Alegro) V 23-1413 Stravinsky: Three Pieces for String Quartet and Bartok: String Quartet No. 3 Album-New York String Quartet (Bartok-Serly: Five Pieces) (1-12") Bartok (LP) BRS-001 Suenan Los Tambores Facundo y Sits Cubaniches (Lejano Amor) V 23-1414 Tango of Roses D. Pablo Ork (Orchids In) Latin American 34 Toda la Vida Pensando en Ti Vayo El Indio (Perdido) V 23-1408 Tu Solo Ty M. Aceves Mejla (Rosa De) V 23-1409 Tu, Tu y Tu M. L. Landin (Ser y) V 23-1401 Un Amor M. Silva (Portate Bien) V 23-1403 Voodoo Drums Album C. Pozo-V. Bolado (4-10") SMC \$ Y Tenia Su Pitto El Tren H. Kenny (Las Bombas) Cap 57-56707 Ya Son Las Doce P. Castillo (Jose Maria) Cap 57-56701 Yo No Se B. More-P. Prada (Rabs y) V 23-1412 CHILDREN Snow White and the Seven Dwarfs Album-F. Rich Ork (3-10") Vocation VP-4 Heigh-Ho . . . 5505 I'm Wishing . . . 55052 One Song . . . 55054 Some Day My Prince Will Come . . . \$5053 Whistle While You Work . . . 55052 With a Smile and a Song . . . 55054 The Tockless Clock Album (4-7")

WANTED

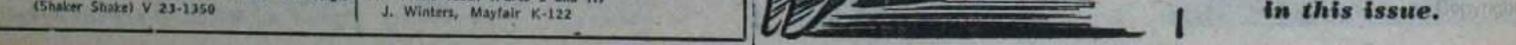
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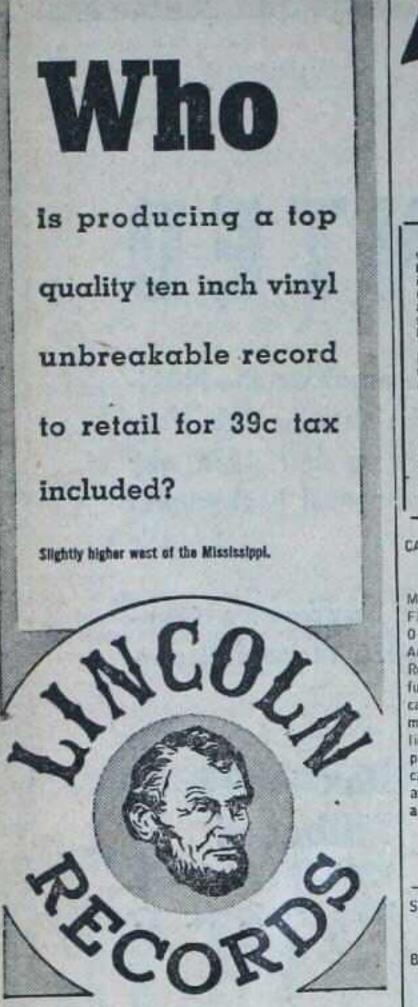
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UEE







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Lang for most shows.

JUKES Not suitable,	JOCKS Fine for light classic segs.	7
RISTMAS ON THE Wakely (3-10") Capitol CC 9004	RANGE-Jimmy 82	1 4 2
e First Noel; O Come A oon a Midnight Clear; e World; O Little Town	Silent Night; Joy to	

MUSIC 43



NO. 42-COLE PORTER

(Continued from last week) For nine years following his marriage, Cole Porter made Europe his playground and gave uttle or no thought to the bright lights of Broadway that back in 1916 hadn't shone for him. He used his musical talents mainly to amuse his guests, altho he took time out from playing the perfect host in 1924 to compose several songs for the Greenwich Village Fol-When other Broadway prolies. ducers subsequently tried to get in touch with him, however, they got nothing but silence for the money they spent on cables. The elusive Cole Porter was flatboating on the Rhine, hunting big game in Africa or cruising the seven seas.

Goetz Catches Up

caught up with this peripatetic playboy on the storied sands of Lido. Goetz, who was about to star Irene Bordoni in a Broadway revue, wanted his Paris home, his Italian villa and a score written by an American composer with a Continental point of view. down Cole Porter's musical alley. Poland. Paris, a Broadway hit, was the result.

That was back in 1929. Since then Cole Porter has taken life far more seriously than when he was entertaining such notables as Noel Coward. Elsa Maxwell and the Prince of Wales, who dropped in at his Paris apartment for a week-end of caviar, champagne and clowning. As a result, the stage and screen have profited to the extent of 17 Broadway musicals and about a dozen films that have established this playboy from Peru as America's most sophisticated songwriter.

Cole Porter still lives and entertains on a grand scale, but his social activities are confined largely to New York, where he has dual penthouse apartments in the Waldorf-Astoria Towers and occasional weekends near Williamstown, Mass., where Finally one producer, E. Ray Goetz, he has a country home. Adolph Hitler is mainly responsible for this comparatively sedentary existence, since Cole Porter lost all interest in his Riviera estate late in 1939 when an ominous drum roll started the That, of course, was right Nazis goose-stepping into Austria and

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

out of his tails and dinner jacket | of Kiss Me, Kate. "He made me go than Cole Porter, and yet, thanks to back to work when I was still under his remarkable powers of concentration, he is able to compose music and cruises to the Caribbean when I had write lyrics even when a cocktail to be landed in ports in a lifeboat and or after-theater party is attaining its then pushed around in a wheelchair." crescendo pitch. He simply retires to a quiet corner and woos his muse for a half hour or so. Then he dashes to the piano and plays and sings his latest song-a tune all America will be humming, whistling and dancing to six months hence.

Because he does his best creative work after midnight and is allergic to high room temperatures. Cole Porter uses one of his dual apartments as a studio in order not to disturb Mrs. Porter, who is partial to warm rooms. And while Cole Porter is famous as a playboy, he has plenty of what ball players call "the old moxie." He had more than 30 operations on his legs following a shattering accident he suffered in 1937 when a horse he was riding on Long Island fell on him, and wrote the lyrics for Leave It to Me in 1938 while he was still practically bedridden.

Lifesaver

"Dr. John J. Moorhead saved my life," Porter told a writer for The No songwriter gets more mileage New Yorker soon after the opening

drugs, and he encouraged me to take

Cole Porter's global travels have aided him in the creation of songs that are alien to the ordinary Tin Pan Alley output. He has picked up exotic musical strains and native rhythms in Haiti, Bali, Morocco and other out-of-the-way places and translated them into the American idiom. He also has turned remarks and incidents, which were greeted with laughs at his house parties in the fabulous '20s, into wow lines in his lyrics.

The opening night of a Cole Porter musical on Broadway is always a grand occasion that calls for a special gift for Mrs. Porter-a jeweled cigarette case or some other like trinket from Cartier's or Tiffany's. Before the curtain rises, the composerlyricist is as cool as a sea lion perched on an iceberg, but by the entr'acte intermission, he is fairly bursting with enthusiasm. He mingles with the audience in the theater lobby, shakes hands with his friends, and exclaims: "Good, isn't it?"

a cast that included James Dunn, Pat

And it usually is.

G .:

(Continued from last week) BLOW, GABRIEL, BLOW (Available on the following records: Decca 24453 in A-681, Ethel Merman and quartet; Capitol 15129, Martha Tilton with orchestra; Columbia 7588-M. Andre Kostelanets orchestra.) ANYTHING COES (Available on the following Capitol records: 20094 in BD-43, Eddle LeMar orchestra: 15056, Mel Powell and his orchestra. GET A KICK OUT OF YOU (Available on the following records: RCA Victor 20-2074, Russ Case orchestra and chorus; RCA Victor P(27656) in P-91, Joe Reichman, piano with rbythm section; Columbia 36544 in C-87, Eddy Duchin; Columbia 55035 in C-107, Morton Gould orchestra; Decca 24451 in A-681, Ethel Merman; Deces 23617 in A-122, Ruby Newman orchestra; Decea 24070 in A-1934. Bob Grant orchestra; Decca 23148 in A-123, Mary Martin.) YOU'RE THE TOP (Available on the following records: Cofambla 35929 in C-42, Hal Kemp orchestra; Deeca 24451 in A-681, Ethel Mer-man; Deeca 24070 in A-1934, Bob Grant BON YOYACE WHERE ARE THE MEN! SAILOR'S CHANTEY PUBLIC ENEMY NO. 1 BE LIKE THE BLUEBIRD BUDDY, BEWARE THE CYPSY IN ME 1935-JUBILEE Book by Moss Hart, and presented by a cast headed by Melville Cooper, Mary Roland, Charles Waters, May Boley, Derck Williams and June Enight. Harma, Inc. OUR CROWN WE'RE OFF TO FEATHERMORE WHY SHOULDN'T I? (Available on RCA Victor record M(11-SONGWRITERS COMING UP! November 12 Issue **GEORGE CERSHWIN** In Issues Subsequent to Nov. 12 The Billboard Will Present GEORGE GERSHWIN (Part II) RICHARD RODGERS A. BALDWIN SLOANE HARRY RUBY I with BERT KALMAR! ARTHUR SCHWARTZ I with HOWARD DIETZ) JIMMY McHUGH HARRY B. WOODS

DUKE ELLINGTON

9040) in M-1033, Allan Jones with 1938-YOU NEVER KNOW orchestra and chorus.) THE KLING-KLING BIRD IN THE DIVI-DIVI TREE WHEN LOVE COMES YOUR WAY ME AND MARIE JUST ONE OF THOSE THINGS (Available on the following records: Decca 18887, Bing Crosby; Decca 23618 in A-422, Ruby Newman orchestra; Decca 23766 in A-512, Guy Lombardo; Columbia 36541 in C-87, Eddy Duchin.) A PICTURE OF ME WITHOUT Y-U WHAT A NICE MUNICIPAL PARK WHEN ME. MOWCLI, LOVE GATHER YE AUTOGRAPHS MY LOULOU MY MOST INTIMATE FRIEND EV'RYBOD-EE WHO'S ANYBOD-EE SWING THAT SWING BEGIN THE BEGUINE (RCA Victor 20-1940, Russ Case orches-ira; RCA Victor 25133, Xavier Cugat orchestra; RCA Victor 27725, Sammy Kaye orchestra and choir; BCA Victor 20-1752. Artie Shaw orchestra; RCA Vic-tor P(27546) in P-85. Artie Shaw orchestra; RCA Victor M(10-1036) in M-935. Gladys Swarthout; RCA Vic-tor P(1551) in P-146. Glenn Miller orchestra: BCA Victor P(20-1570) in P-149, Arthur Whittemore and Jack Lowe, plano duo; RCA Victor P(20-1880). in P-158, David Rose orchestra; Decca 24419 in A-653, Larry Adler, harmonica with orchestra; Decca 23972 in A-691, Bing Crosby; Capitol 20054 in BD-24, Buddy Cole, guitar and haza; Columbia 4265-M, Andre Kostelanets orchestra; Columbia 7547-M, Rise Stevens with orchestra; Columbia 7579-M, Morton Gould orchestra; Columbia \$850 in C-110, Xavier Cugat orchestra; Columbia 8752 In C-137, Don Baker, console.) WALTZ DOWN THE AISLE (Available on RCA Victor record 25133. Xavier Cugat.) 1938—RED HOT AND BLUE Book by Russel Crouse and Howard Lindsay, and presented by a cast that included Ethel Merman, Jimmy Durante. Bob Hope, Polly Walters and the Hart-mans. Chappell & Co., Inc. AT YE OLD COFFEE SHOP IN CHEYENNE IT'S A GREAT LIFE PERENNIAL DEBUTANTES OURS DEEP IN THE DEPTHS ON THE POTH FLOOR CARRY ON YOU'VE COT SOMETHING IT'S DE-LOVELY (Available on Decca record 24454 in A-681, Ethel Merman.) A LITTLE SKIPPER FROM HEAVEN ABOVE FIVE HUNDRED MILLION RIDIN' HICH (Available on Decca record 25167 in A-169. Frankle Carle, plane and orchestra.) WE'RE ABOUT TO START REHEARSIN' HYMN TO HYMEN WHAT A GREAT PAIR WE'LL BE THE OZARKS ARE CALLING ME HOME RED, HOT AND BLUE

Book by Roland Leigh, and presented by a cast headed by-Clifton Webb, Rex O'Malley, Lupe Velez and Libby Holman Chappell & Co., Inc. AT LONG LAST LOVE I AM CASTON AU REVOIR, CHER BARON MARIA YOU NEVER KNOW WHAT IS THAT TUNE? FOR NO RHYME OR REASON ALPHA TO OMEGA DON'T LET IT CET YOU DOWN WHAT SHALL I DO? Lyric by Roland Leigh. LET'S PUT IT TO MUSIC YES, YES, YES BY CANDLELIGHT By Robert Katscher. GENDARMES By Robert Katscher. NO By Dana Sucsae. LADIES' ROOM By Edwin Gilbert and Alex Pogarty. TAKE YOURSELF A TRIP By Edwin Gilbert and Alex Fogarty. 1938-LEAVE IT TO ME Book by Bells and Samuel Spewack, and presented by a cast headed by Wil-liam Gaxton, Victor Moore, Mary Martin, Sophie Tucker and Tamara. Chappell & Co., Inc. HOW DO YOU SPELL AMBASSADOR! WE DRINK TO YOU, J. R. BRODY VITE, VITE, VITE I'M TAKING THE STEPS TO RUSSIA CET OUT OF TOWN WHEN ALL'S SAID AND DONE MOST GENTLEMEN DON'T LIKE LOVE COMRADE ALONZO FROM NOW ON I WANT TO CO HOME MY HEART BELONGS TO DADDY (Available on Decca record 23149 in A-123, Mary Martin with orchestra.) TOMORROW FAR FAR AWAY TO THE U.S.A. FROM THE U.S.S.R. 1939 -- DU BARRY WAS A LADY Book by B. G. DeSylva and Herbert Fields, and starring Ethel Merman and Bert Lahr in a cast that included Betty Grable. Chappell & Co., Inc. EVERY DAY A HOLIDAY IT AIN'T ETIQUETTE WHEN LOVE BECKONS DO I LOVE YOU, DO I? DU BARRY WAS A LADY COME ON IN MESDAMES AND MESSIEURS BUT IN THE MORNING NO GIVE HIM THE OO-LA-LA KATIE WENT TO HAITI (Available on Decca record 23150 in A-123, Mary Martin with orchestra.) IT WAS WRITTEN IN THE STARS FRIENDSHIP WELL DID YOU EVAH? L'APRES MIDI D'UN BOEUF 1940-PANAMA HATTIE Book by Herbert Fields and B. O. De-

Harrington, Frank Hyers, Rags Ragland, Virginia Field, Betty Hutton, Joan Carroll and Arthur Treacher. Chappell & Co., Inc. JOIN IT RIGHT AWAY VISIT PANAMA MY MOTHER WOULD LOVE YOU I'VE STILL GOT MY HEALTH FRESH AS A DAISY LET'S BE BUDDIES WHO WOULD HAVE DREAMED? MAKE IT ANOTHER OLD FASHIONED, PLEASE ALL I'VE GOT TO GET NOW IS MY MAN GOD BLESS THE WOMEN "PANAMA HATTIE" ALBUM Decca A-203, Ethel Merman with Harry Bosnik's Orchestra "Let's Be Buddles," "Make It Another Old Pashloned Please." "My Mother Would Love You" and "I've Still Got My Health." 1941-LET'S FACE IT Book by Herbert and Dorothy Fields. A musical version of "The Cradie Snatchers" with Eve Arden, Vivian Vance, Ethel Meiser, Danny Kaye, Benny Baker, Jack Williams and Mary Jane Walsh. Chappell & Co., Inc. MILK, MILK, MILK A LADY NEEDS A REST LERRY, MY SOLDIER BOY BABY CAMES FAIRY TALE RUB YOUR LAMP CUTTIN' A PERSIAN RUG WITH YOU (Available on Columbia record 36588 In C-91, Danny Kaye.) MELODY IN FOUR F EARMING (Available on Columbia record 36583 in C.91, Danny Kaye with quartet.) EVERYTHING I LOVE (Available on the following records: Columbia 37523, Xavier Cugat; Columbia 7548-M, Rise Stovens; Decca 24318 In A-1942, Bob Grant Orchestra.) ACE IN THE HOLE (Available on Deces record 23245 In A-291, Hildegarde.) YOU IRRITATE ME SO (Available on Decca record 23243 in A-291, Hildegarde.) A LITTLE RUMBA NUMBA (Available on Deces records 23689 is A-499, Fred Waring: 23243 in A-291, Hildegarde.) I HATE YOU, DARLING (Available on Decca record 23244 in A-291, Hildegarde.) LET'S NOT TALK ABOUT LOVE (Availale on Columbia record 30582 In C-91, Danny Kaye.) "LET'S FACE IT" ALBUM Decca A-291. Hildegarde with orches-tra. "Everything I Love," "Ace in the Hole," "You Irritate Me So," "A Little Rumbs Numbs," "Farming" and "I Hate You Darling."

(To be continued next week) byive, and starring sinel, Merman in 1

MUSIC-AS WRITTEN

Poloron Diskery Formed for Polish Platters

Poloron Records, a diskery producing Polish language disks exclusively, has been formed in New York by composer-conductor Ted Cylicki. Jack Bergman is national factory representative for the line, and Bergman's local Tempo Distributing office is handling the New York and New Jersey territory.

Abbez Is With BMI Via "The Shepherd" . .

Eden Ahbez, writer of "Nature Boy," is now in the Broadcast Music, Inc. (BMI), fold. The cleffer has written a new ballad titled "The Shepherd," published by Campbell Music, a BMI affiliate. Nicky Campbell, head of the pubbery, has Ahbez.under contract. Two recordings of "The Shepherd" are scheduled for release shortly. One is by Herb Jeffries and a 22-voice choir on Columbia, the other a rendition by Gracie Field on the London label.

Elliot To Publish Penn U. Show Tunes

The two top tunes from this year's University of Pennsylvania Mask and Wig show, "Adamant Eve," cleffed by Bix Reichner and, as usual, Clay Boland, are being published by the Elliot Music Company. The pubbery is owned by pianist-maestro Elliot Lawrence, himself a Mask and Wigger.

5 DeMarcos Cut 4 King Sides in 1 Session

Five DeMarcos cut four sides for King Records. It's the sisters first recording engagement in four years, and it was done on a onesession contract. Tunes are "I Love Jeemie," a calypso; "That's Okay," a jump number cleffed by Jack Lait Jr.; the oldie, "Under the Bamboo Tree," and "Time Didn't Change a Thing," held by the Warren Publishing Company.

Como's New Pubbery May Be ASCAP Affil

Perry Como's new publishing firm, tentatively named Como Music Company, probably will affiliate with the American Society of Composers, Authors and Publishers (ASCAP), according to sources close to the warbler. Como, who recently sold his interest in Laurel Music to Tommy Valando, is setting up New York, Hollywood and Chicago offices for his new pubbery.

New York:

Danny Stevens has rejoined Capitol Records in New York as local Toot Toot, Tootsie, Goodbye in an promotion manager, the first the diskery has employed since Dick Linke's departure several months back. Stevens, who will work under Al Levine, Blanc's Jolsong is getting on the local branch manager, will handle jocks, artists relations and retail Jack Benny show. window pushes.

Hartford, Conn.:

A reorganizational meeting and election of officers of the Connecticut Opera Association will be held in Hartford sometime during November. Under way already is a move to get added moral and financial backing for the association. Plans are being made to present a number of productions in Hartford, provided reorganization is completed successfully.... Syd Greenbaum, sales promotion chief for Radio & Appliance Distributors, Inc., East Hartford area RCA distributors, has been named president of the business and professional group of the Young People's League of the Emanuel Synagogue, Hartford.

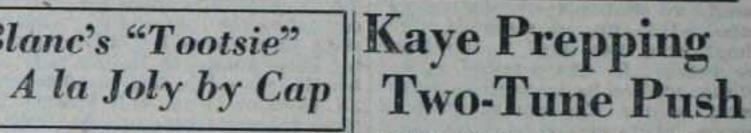
London:

J. Walter Thompson, agents for "Pin-Up Princess for a Day," a sponsored Radio Luxembourg program, has organized a big dance at Empress Hall. The dance will feature five famous orchestras including Cyril Stapleton, Felix King, Emundo Ros, Sid Phillips and Jose Norman, as well as 50 show and film celebrities. . . . Quaglino's, one of London's oldest exclusive restaurants, is now featuring Dixieland music as well as sophisticated dance music and Hungarian dinner music. The three bands are Eddie Carroll and his Sextet, Tibor Kunstler and his Continental Music and the newly formed Dixieland Five under drummer Cecil Black.

Warbler Lee Lawrence has signed a four-year contract with Decca and London labels. . . . Stanley Black and his resident British Broadcasting Corporation (BBC) dance orchestra starts a new radio series in November. The program will be titled "Tropical Magic" and will feature Black at the piano. . . . Louis Armstrong and his orchestra broadcast over Radio Hilversum recently.... The popular BBC "Band Parade" feature will return to the air in January. The first Sunday of every month will be devoted to a pick-up group of well known instrumentalists to be conducted by Stanley Black. Other Sundays will feature two or three bands, according to size of aggregation. . . . Robert Farnon has just completed the score for the new Associated British film "The Dancing Years."

Blanc's "Tootsie"

HOLLYWOOD, Oct. 29.-Capitol is rushing into release a Mel Blanc burly take-off on Al Jolson doing effort to ride in on the current plugs



NEW YORK, Oct. 29. - Sammy Kaye's joint publishing and promotional forces are due to hit the national trails the second week in November to work on his current Republic Music plugs, and the orkster's

Ben Selvin, Columbia's West Coast recording director, was in town last week for company confabs. The Selvins are expecting their second child in March. . . . Tom Mayhew. deejay with WKGN, Knoxville, is booking bands at a local auditorium. The visiting orksters usually put in a personal appearance on Mayhew's show following the dance.

The N. Lewis Company, of New York, has been named national distributor for Harry Lim's new HL Jazz label. . . . Jerry Simon is handling deejay promotion in the metropolitan area for Savoy and Regent disks. . . George Buck Jr., has formed Jazzology Records, with offices in Elizabeth, N. J. . . . Fran Gregory, thrush from Hollywood, opened last week at the Byline Room here. . . . Angelo Tomaselli, former head of Carl Fischer's now-defunct jobbing division, has joined Walter King as partner in King's own jobbing set-up. . . . The Ink Spots return here from England in late December, and begin their theater tour at the Stanley Theater, Pittsburgh, December 23. . . . Sammy Roen, former Music Corporation of America (MCA) publicity director, was in town last week to talk publicity for WRZ, National Broadcasting Company (NBC) affiliate in Orlando, Fla. . . Orkster Charles E. Dickson has joined the Al Rock Theatrical Agency as a 10 percenter.

WOV's nightly "Band Parade" show, emseed by Joe Given, has inaugurated a new 10-minute feature, "Then and Now," during which two recorded versions of the same tune, made 20 to 25 years apart, are played and commented on.

Apollo Records has signed exclusive disk pacts with Slim Seward's Washboard Band and with the Little, Sans and Lee vocal trio. . . . Jazz arranger Stan Baum has cleffed a choral work, "The Headless Horseman," which Edwin H. Morris is publishing. Baum's book, "Introduction to Dissonance," will be released by the Hargail Music Press. . . . Pat Murphy has been employed to handle Gene Autry's personal publicity and the promotion of Gene Autry-licensed merchandise. David B. Whalen continues as Autry's public relations representative. The enlarged Autry organization will soon occupy its own offices in New York.

George Shearing's Quintet is booked for the Red Feather nitery in Hollywood for four weeks beginning February 8. Shearing's group will also play a couple of concerts while it is on the Coast, one of which will be run by disk jockey Gene Norman. . . . The Trenier Twins have been inked to a waxing pact by Chord Records. . . . General Artists Corporation is beginning to book the Les Paul Trio, from the West Coast. . . . Flack Marvin Drager now handles Bill Norvas and the Upstarts. . . . Wayne Gregg and his ork have been set for a four-week engagement at the Trianon Ballroom in Chicago beginning February 7.

Seymour Jaffe and Elaine Fuchs announced their engagement Sunday (30). He's with Robbins Music. . . . Vocalist Beryl Booker has been signed by Sittin' In Records. . . . Negotiations for Sister Rosetta Tharpe to cut transcriptions for Lang-Worth are in the closing stage. Taps Agency is handling the deal for the thrush. . . . Atlantic Records has signed Mary Records. Johnson Davis, spiritual singer. . . . Ruth Brown, another Atlantic artist, plays the Apollo Theater the week of November 4, then goes into the Picadilly Lounge, Newark, N. J., for 10 days prior to embarking on a theater tour booked by General Artists Corporation (GAC).

Blanc has been enjoying a free ride on the Benny show the past three weeks. Also, the diskery feels this is the only way it can properly cover itself on the tune since it is sans Jolson, and song is so closely identified with the mammy-singer. Alan Livingston supervised the session. Side will continue to get Benny show plugs, according to present plans.

Arco Signs Artists,

Buys Disc Platters,

Sets Release Dates NEW YORK, Oct. 29 .- Arco Records, produced by the newly formed American Record Company, of Newark, N. J., has inked its initial artists' roster, purchased a major portion of the Disc Record catalog and is set to release about 16 platters within the next two weeks. The diskery, with Irving Berman as artistsrepertoire head, will specialize in pops, rhythm and blues material.

The first artists pacted for the label include chirp Savannah Churchill; the Silver Echo Quartet, spiritual group; the LaMotta Brothers' ork, calypso group; Ernestine Washington, gospel singer; the Heavenly Gospel Singers, the Coleman Brothers, blues | hillbilly-Western singers during his singer Jimmy (Baby Face) Lewis stand at the Texas State Fair. Prize and thrush Trudy Williams. Miss is for winner to appear with Jones on W Williams was formerly vocalist with a Victor disking. Contestants had to the Charlie Barnet band. Miss be residents of Texas, Oklahoma or Churchill, who signed a three-year exclusive with Arco, cut her first session last week, backed by the Red Norvo Quintet. Miss Richards cut her first date for the label last night (28) with a 20-man aggregation directed by Pete Rugolo. Rugolo is also one of the musical directors for Capitol. Most of the artists listed above formerly recorded for Manor

Arco has also taken over most of Moe Asch's Disc masters from the 3 of Norman Granz's Jazz at the Phil-Pioneer Record Company and intends harmonic (JATP) (The Billboard, to release immediately Volume 2 and October 22).

Victor waxings of same. Tunes set for the push are Hawaiian Sunset and I Want To Wish You a Merry Christmas.

Dick Linke, Kaye's top promotion man, will travel for three weeks, hitting 11 principal cities in the East. South and Midwest. Hal Fein, Republic professional manager, will cover New England, New York State and other Northern cities as far as Milwaukee in a two-week period. Vic Angle, Republic's West Coast man, will take in the entire Coast, Jocks and distributors will be contacted.

Kaye, after a one-month vacation, is swinging thru Pennsylvania on a tour of one-nighters. Linke, meanwhile, will continue to handle the orkster's theater promotions.

ALFRESCO FOR AUSSIES

SYDNEY, Australia, Oct. 29.-Continued action and pressure by music lovers in Sydney has resulted in a decision by the Australian Broadcasting Commission to stage outdoor concerts by the Sydney Symphony Orchestra in the Botanic Gardens and in a recently crected shell in St. Leonard's Park, North Sydney, The first of the concerts will be held in the Botanic Gardens November 20.

JONES OATUNE CONTEST

HOLLYWOOD, Oct. 29. - Spike Jones Friday (21) held a contest for Tennessee.

ASCAP, TV-ers To Resume NEW YORK, Oct. 29 .- Execs of the American Society of Composers, Authors and Publishers (ASCAP) and reps of the television industry resume talks on the projected perprogram license early next week, probably Monday (31).

MUSIC 43

Scramble To Climb Aboard **That Old Mule Train Turns** Disk Biz Dizzy--But Good!

(Continued from page 17) open the crewcut and longhair field for the piece with this disking, which also w. 1 undergo the rush production and shipping treatment. Diskery reps felt that it would be hopeless to were rushed this week.

MGM's Country Item

on the opus by slicing it as a country item with Arthur Smith.

the phenomenon, having started so first launched, platter pilots went furiously, will sell upwards of two million disks within a month. But the general feeling is that it will die ments saying Mule Train would "not just as quickly as it came on the scene. And a generally unknown tire of the song." Gesture was oddity about the whole mess is that for a sterile animal, the Mule certainly bred a million records in a hurry.

HOLLYWOOD, Oct. 29 .- Not since Nature Boy days has the Hollywood music industry enjoyed the excitement caused this week by the skyrocketing of various disk versions of Mule Train. Building steadily all week, exploitation, trade reaction and sales were still mounting at press time with diskery execs hailing Train as a hypo for the entire industry. While smaller waxworks continued to climb on the recording band wagon, platterers with versions already on acetate reported phenomenal sales, with predictions of "million and over" coming from several sources. Furor started Monday (24) when KLAC disk jockey Al Jarvis unveiled the Mercury Frankie Laine disking. Laine's platter brought out rival record contact men in force and within two hours Jarvis had been supplied with pressings of the RCA Victor version by Vaughn Monroe (cut previous night in Hollywood) and two Capitol interpretations, one with Gordon MacRae and a second featuring hillbilly Tennessee Ernie. Meanwhile Julie Losch, Coast rep for Disney Songs, Inc., pubbers of the tune, was flooded with calls from diskeries and others asking for dubs and lead sheets. Sales reaction was immediate, with Capitol reporting local orders for 5,000 pressings as a result of the first day's airing. Mercury likewise said demand exceeded anything in recent history. Capitol provided even greater sales impetus by backing the MacRae version of Train with the growing pop fave, Dear Hearts and Gentle People. Wednesday (26) Decca latched onto the tune with a fast recording by Bing Crosby, also backing Der Bingle's version with Dear Hearts. Session ended 10:30 a.m. Wednesday and first dubs were aired by Jarvis two hours later. Decca also owns the Buzz Butler hillbilly version of the Johnny Lange, Hy Heath and Freddy Glickman tune, having acquired the tects, Engineers, Chemists and Techold master before the tune broke nicians. loose. Advance orders on Crosby etchings were termed sensational by a Decca spokesman who claimed sale of 28,000 pressings to distributors in Western States. Columbia, which had as yet failed to record the tune, reportedly rushed a disking date in New York with Nelson Eddy doing company paid insurance. still another interpretation. Other indle platteries were plotting to cut tune this week-end.

ords, will cash in on Train with the immediate release of Mule Skinner, written by Jimmy Rodgers several years ago and waxed by Buzz Butler. Modern topper Jules Bihari said he had nixed an offer of \$5,000 for the compete with the pop versions which Butler master, electing to gamble imports. on releasing disk via Modern. Unwas the unheralded co-operation be-MGM also evaded the pop market tween local disk jockeys and diskeries to forestall loss of sales thru overpromotion. In contrast to almost Trade experts are guessing that continuous play disks received when easy the latter part of the week. Several disk jockeys aired announcebe played today so that you won't warmly received by plattery execs who recalled how other disks were killed by repetition and hailed the move as "good common sense."

Based on Coast reaction, the nation's platteries appeared ready to pull out all stops to put Train into top brackets, hoping that success of the novelty tune would start a consumer buying spree which would gain momentum and zoom Christmas biz above anticipated levels.

MGM Preps 2 Kid Albums for Xmas, amended act of July 30, 1947, triple **One** by Barrymore NEW YORK, Oct. 29 .- MGM Records is preparing a special kidisk release for shipment in mid-November. This brace of children's records is being aimed at Christmas trade. The standout album in the group is a package production of Rip Van Winkle which features Lionel Barrymore as the narrator and at the same time introduces the actor to wax as a composer. Barrymore wrote the background music for the set. A second album, a Kiddie Kornival, sliced by the Korn Kobblers, is also set for the special release. The albumettes, two-disk sets in an envelope-type album, will include The Miracle of the Music Shop, while the single disks spotlight Singing Games, produced by Betty Martin and sung by Donald Dame, and Parade of the Wooden Soldiers, coupled with March of the Toys as performed by an ork under the leadership of Alexander Cores.

Col'bia Reduces **British** Platters

NEW YORK, Oct. 29 .- As a direct result of Great Britain's recent devaluation of the pound, Columbia Records here has reduced the dealers' cost prices of disks imported from England. There are three series affected: Disks that formerly cost 60 cents are down to 52 cents, 75 cents series are now 64 cents, and \$1 disks now cost the trade 93 cents. There are no fixed retail prices for the

Altho both English Columbia and usual sidelight in the sales picture His Master's Voice (HMV) records are produced by Electric and Musical Industries Limited (EMI), the former's British etchings are available for import or pressing here by American Columbia, while HMV has an exclusive working arrangement with RCA Victor here. Prices on the HMV imports have not yet been reduced, however.

Miller Sues Shad, **Castle Records Over** "Close Eyes" Waxing

NEW YORK, Oct. 29 .- Miller Music filed suit against Castle Records and Robert Shad this week for recording without permission the tune Close Your Eyes.

The action asks for the full amount of royalties derived from the recording and, under Section 1E of the damages.

The complaint declares that Close Your Eyes was written by Bernice Petkera prior to July, 1933, and assigned to Sherman Clay & Company, a California corporation. It further states that Clay & Company assigned the rights to Miller Music in July, 1937. The defendant, Castle Records, mechanically recorded the tune without authorization or license, Miller's complaint charges. Castle never served notice of their intention to record Close Your Eyes nor have they ever made payment for recording it, the complaint further charges. The defendant could not be reached at press time.



One Hollywood indie, Modern Rec-



Victor Technicians Take 13-Cent Pkge.

CAMDEN, N. J., Oct. 29 .- About 500 technicians at the Victor division here of the Radio Corporation of America voted this week to accept a company offer embodying a "13cent package" in a new union contract. The technicians are members of Local 241, Federation of Archi-

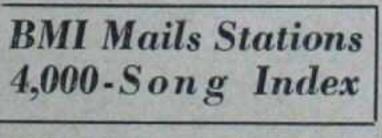
Approval was given after terms were explained by Walter Holt. president of the local union. The package offer, similar to that accepted by RCA Victor's 6,000 production workers last week includes a 3½-cent an hour pay rise and

Lucy Ann Polk Inks **Bluebird Disk Pact**

Santly-Joy Acquires "Bees Are Buzzing"

NEW YORK, Oct. 29 .- Santly-Joy, Inc., has acquired from Sid Nathan, King Records' president, the tune titled All the Bees Are Buzzing Around My Honey. The pubbery decided to take the tune when it heard the Johnny Long version of the ditty on the King label. The price was \$1,000, plus a royalty deal.

Bees was cleffed by Milton Leeds, Fred Wise and Dewey Bergman.



NEW YORK, Oct. 29 .- The new Broadcast Music, Inc. (BMI), Categorical Index, containing over 4,000 songs, has been mailed to all radio stations. Containing more than 300 categories pertaining to readily available recorded music, the publication is classified and cross-indexed according to subject matter and type of music. The tome, the first of its kind in such an extensive format, is designed to aid program directors in

The Billboard 46

NIGHT CHUBS-VAUDEVILLE ≡ Communications to 1564 Broadway, New York 19, N. Y. ≡

AGVA-AFM PIPE OF PEACE

November 5, 1949

It's Skedded For Light-Up Any Hr. Now

Barto May Eave To Step Out

(Continued from page 3) body in AFM quarters confessed to knowledge of any forthcoming talks.

Barto May Step Aside

Dawey Barto, AGVA's administrative secretary, will not take part in the scheduled confabs. That fact has brought up all kinds of charges and counter charges. According to one source Petrillo won't meet with AGVA unless Barto is out. Whether or not this report is true, it gained strength from the action of AGVA's board, which flatly asked Barto to step aside.

Barto was called in to the board meeting, given a vote of confidence, and then told of the board's action. hit. He also was told to repeat his statement for the record that he was desirous of stepping out of AGVA's administration. Barto was quite emphatic in giving that assurance.

Subsequently each member of the board was empowered to set up regional committees to investigate possible candidates, among labor authorities, not necessarily actors, for the job of administrative head of AGVA, and the full board would then pass on the qualifications. Barto agreed to stay on the job until a new man was found.

Wanna Be a Palace Hit? Bring RKO Adding, On Corn, Forget the Fast Stuff Not Dumping, - By Bill Smith-

NEW YORK, Oct. 29.-Comics Will and Gladys Ahearn, Wally booked into the Palace have been Brown, or the Watson Sisters, Blackasking themselves, "what goes with face performers are also a hit-acts this house? How'll I work there?" The answer is that the average cafe comic will probably die unless he changes his style to suit his audience.

Despite the fact that the Palace is a big Stem house and theoretically plays to hep audiences, the fact remains that the glib, brash fast boys usually bomb, then wonder what happened. We have been catching shows since the house went back to flesh. We have seen what does well, what kind of act is a smash and what kind goes off to nothing.

From experience we have noted that the boy who works well to outof-town audiences, has a bag full of corn and throws it out slowly. The only cafe comic to be a real smash here was Paul Gray; his slow Midwestern delivery and deliberate underplaying was what made him a big

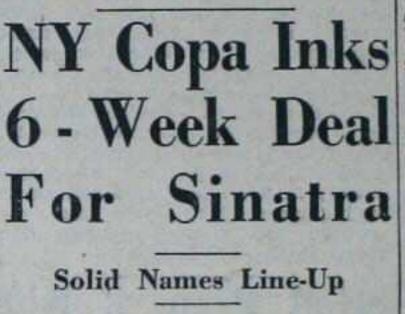
Fast Comics? Uh-uh

On the other side of the fence the fast ad-libbers who are standard cafe comics seldom mean a thing at the Palace. Most of the Palace crowd aren't cafe customers with the exception of the agents who catch the first show Thursday, and they don't laugh at anything.

A few weeks ago the house had a biff-bang boy, a good-looking smart lad with a glib line of chatter. When Lena Horne follows the next day, in his first few minutes he discovered After Miss Horne winds up, Dean that nothing happened except that the bass player in the pit band laughed, he began working to him. From then on he was dead. A few

like Pigmeat, Slim Timblin or Glenn and Jenkins were good examples.

In conclusion a comic who wants to be a hit here has to slow up his fast stuff, work broad and leave his hep ad libs for the boys in Gus and Andy's or Lindy's. If he doesn't he might as well forget the Palace. People go for the same thing that killed 'em in Walla-Walla.



(Continued from page 3). ly operates on a weekly budget of around \$9,000.

With Sinatra signed for the Copa, the room will be set with top cafe names well into June. Joe E. Lewis, now current, closes November 16, and Jimmy Durante opens November 17. He'll stay there until January 4, and Martin and Jerry Lewis come in, tho their date is flexible, depending on picture commitments.

Rd. Bookings

5th Unit Set; Palace Safe

NEW YORK, Oct. 29.-RKO will put its fifth unit on the road starting December 29. The unit will get from 12 to 14 weeks, depending on what new houses are opened.

This decision lays to rest a rumor that the chain was dropping its tours completely. Dan Friendly, RKO booker, not only flatly denied the gossip but said the tour might even be increased to many more weeks.

RKO execs admitted that in some towns the grosses weren't up to expectations. At the same time they explained that the chain was treating vaude like a baby and not like an old-timer who was getting a second chance.

"And like a baby you have to nurse it along," said one. "Watch it carefully. Give it a hand, watch it some more, until it's ready to walk by itself."

Theater-wise insiders claim that as long as the Palace continues to make a buck there is little likelihood of the chain's giving up on flesh thruout the country. The Palace now grosses an average of \$22,000 weekly. With a nut of about \$19,000, the house is still way ahead of the days when, with a straight grind flicker policy, it was lucky to break even.

In the Black, at Least

This action against Barto has brought about considerable bitterness within AGVA's higher echelons. It was admitted that Barto wasn't a strong administrator, but the finger was also pointed to a board made up of small people. When Barto came into AGVA it was running deeply in the red. To get it out he sliced personnel and cut his own salary from \$200 to \$65 a week. He got after regional reps and, say insiders, AGVA is now in the black for the first time in years.

The anti-Barto faction says this action against him is "poetic justice." They say that Barto fired the Kansas City AGVA man because the local "AFM didn't like him." "Now we are doing the same thing to Barto," they say.

Middle - of - the - roaders warned there was no assurance that changing heads at this time to satisfy what are said to be Petrillo's demands would bring about the desired peace between the two factions. They pointed out that this latest move amounted to a tacit surrender to Petrillo that might lead to the eventual elimination of AGVA from showbiz union ranks.

Court Trial November 9

At present the AGVA-AFM fight is before the New York Supreme Court and set for trial starting November 9. AGVA's request for a temporary injunction against AFM was denied Monday (24) by Supreme Court Justice Samuel Hofstadter. AGVA attorneys say they have a good cause for action and are ready to battle it out in the courts. Last week AGVA lawyers were served with a 50-page bill of particulars by AFM counsel. They say that a reply to this \$916,000,000 - a decline from both would mean a postponement of the November 9 trial date. In such cases it is customary for plaintiffs (AGVA) to examine defendants (Petrillo) before trial, a move which the AGVA (See Peace Pipe May Light page 49) at \$999,000,000.

weeks later a pair of smart lads with good cafe material came in with high at the last minute. hopes. They, too, missed. In their case their material was too smart and too

fast. The kind of comics that register at the Palace week in and week out are acts with visual gags and bits, e. g.

Int. Harvester B.R.'s 2 Units

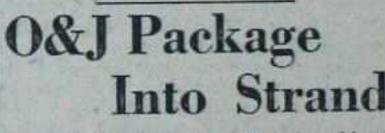
DETROIT, Oct. 29 .- Two package show units have been set here to play over three solid months in Michigan and Ohio for the International Harvester Corporation, starting in January. The first unit will play Ohio and Southern Michigan territory, working out of Toledo and opening January 3, while the second will play Central and Northern Michigan, working out of Saginaw and opening January 9.

Each show is packaged as a group, with five people, giving an hour's show, produced by Edna Rae, of the Gus Sun office, which did the booking. Shows will be presented five nights a week, with no Saturday or Sunday work for the acts, running one night in each town under sponsorship of the local International Harvester dealer. Shows will be tied in with the introduction of new products and will appear in schools and auditoriums in small towns.

July Consumption Off

WASHINGTON, Oct. 29. - Estimated business of the nation's eating and drinking places in August was July and from the previous August, the Commerce Department announced this week. July business was estimated at \$928,000,000, while August, 1948, business was estimated ployees' Union (IATSE) were avail-

No supporting acts have been bought. The club usually buys them



NEW YORK, Oct. 29 .- An Olsen and Johnson package will go into the Strand November 11 on a two-week deal. The unit will carry about 40 people headed by Marty May.

Like the two previous shows at the Strand, this one will work on the full stage instead of the pit; a house band will be in the pit.

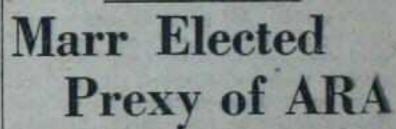
Altho the show will have neither Ole Olsen nor Chic Johnson, it will be in the nature of an experiment, with the William Morris office, which handles the unit, offering to other theaters after its run here.

Brandt Houses Quit Vaude Idea

NEW YORK, Oct. 29 .- The Brook- New York. lyn Flatbush and the Bronx Windsor, both Brandt houses, have given up the idea of going into an eight-act vaude policy. The theaters will use a grind flicker program instead.

The Brand houses are used during the summer months for the subway circuit, using legit and musicals. The original plan was to start the winter season with a vaude policy plus burlesque blackouts. George Brandt, owner of the houses, said the idea was given up when stagehands refused to tie up with him on salaries. He refused to say what the salary demands were.

No officials of the International Alliance of Theatrical and Stage Emable for comment.



CHICAGO, Oct. 29 .- Paul Marr was elected president of the Artists' Representative Association (ARA) at the group's annual election here this week. ARA is the local chapter of the Entertainment Managers' Association (EMA). Marr succeeds Jack Russell, of the Mutual Entertainment office, who under by-laws of the association was not eligible for re-election. Russell, however, automatically became a member of ARA's board of directors.

Other officers elected were Freddy Williamson, first vice-president; Lou Breese, of Breese & Welt, second vice-president, and Sid Epstein, of the William Morris office, secretarytreasurer.

Other board members named were: Breese, Epstein, Lyman Goss; Sam J. Levy, of Barnes-Carruthers; Marr, David P. O'Malley, Sidney Page, Sam Roberts and Williamson.

Marr, Russell and Page also were named delegates to the November 7 EMA national election meeting in

Get It?

NEW YORK, Oct. 29 .- Sol Tepper, local indie, was trying to get Jack E. Leonard to go on the This Is Show Business radio show.

"Ya gonna be a big man oa this show," said Tepper. "You're gonna have such big names like Clifton Fadiman, Abe Burrows, Edith Piaf on there with you. Wadda ya say?"

Leonard thought a while and replied: "Say hello to all them big names."

Palace, New York (Thursday, October 27)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four dally; five Saturdays, BEO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

If the house gets two acts on its eight-act bill which get laughs, it has a good show. If it has three, it has an outstanding show. This one has five acts, all good, and all get results ranging from giggles to top yocks.

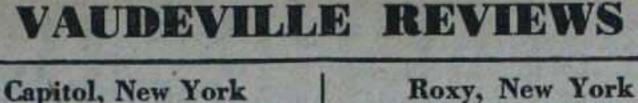
The bill opened okay with the Woodson Sisters, two well-stacked gals with attractive wardrobes, who did a fast acro-dance act. One girl does the heavy acro stuff plus deep back and pretzel bends; the other does the straight terps, with both joining for the closer in a precision bit. They won a good hand.

Eddie Miller, No. 2, makes up in volume what he lacks in quality. The old-time minstrel man with a history that goes back to Lew Dockstader and includes Shubert and Ziegfeld, teed off with a nostalgic special song, switched to the modern with So in Love, winding it up with Alexander's Ragtime Band to a fair hand. Despite Miller's long showbiz history, the house didn't remember him too well.

Giggles to Yocks

The Three Londons pulled giggles right from their walk-on with their deadpan novelty terps. When the gal in the act joined in, the giggles grew to big laughs. The act uses a lot of bits, breakaway pants, loose shoes and finally a broom trick which blew laughs up to full-bellied yocks. A strong act, they wound up big.

The Tune Tattlers, three boys and one girl, started off by working somewhat like the act ahead of them, tho they did a lot of singing, all of it surprisingly good. The girl, a tall plenty of assurance and stage savvy. jet-haired slinky canary, costumed for the wolf trade, did a fine job. Together the group was outstanding. Their comedy bits, mostly quickies, were good for big laughs. They worked fast, knew how to get results and punched home with top four-part singing for big mitting. Dusty Fletcher's slow comedy kept the howls coming. His standard, Open the Door, Richard, was better than ever. Fletcher has worked some big hands. pathos into his act via the use of another guy (unbilled) who plays the cop. The switch from comedy to pathos and back to comedy was handled adroitly. Where it can stand hypoing was in the finish. The act ended with Fletcher and his partner doing a few bars of Open the Door. The understandable for identification purposes, the exit missed on showmanship.



The Billboard

(Wednesday, October 26)

Capacity, 4,627. Prices, 55 cents-\$1.50, Number of shows, four daily; five, week-ends. Loew's chain booker, Sidney Piermont. Show played by Skitch Henderson ork.

The stageshow backing Tokyo Joe is probably the best currently on the Stem. It has speed, pace, novelty and a top name who knows how to deliver. Behind it all is the pleasant and completely listenable music of Skitch Henderson's band (16), including two fiddles and a cello. Henderson is also one of the smoothest emsees among band fronters. He brings an act on with such ease that audiences like the act before they even see it.

came in this time with seven extra people-a three-piece rhythm section and a four-person mixed choral group. Looking as lovely and slim as ever, she opened with a special tel colored gown that exaggerated number ribbing the South. Then came her size. A black gown would have her appealing Where or When. Her cut it down and given some belief best, however, was Cole Porter's to her songs. Composer-arranger super-arranged Love with her choral Fletcher Henderson did a fine piano backing. That one had everythingthe typical Horne lip curl, the flashing eyes, the sexy wiggles. It was set as a nitery, with the line kids Lena Horne at her best. It began dancing together like customers. First as a monotone-ish thing that rose act on was the Langs, teeterboard to a crescendo that was almost overwhelming. Her coming back for Gypsy in My Soul was anti-climactic. But the the gal did a wonderful job there was something different about went off to a big hand. her work this time. She now performs with an aggressiveness instead Street, billed as extra added, did a of her former audience winning humbleness.

The show opened with Henderson bringing on his boy singer, Gregg Lawrence, for a lusty Old Megic. The brought on his wife, Miss Hughes, guy is a handsome lad, working with and after a bit of chatter with cues old-time songs. The act leaned heavily For the next, practically every sideman in the ork came down to make like a Fred Waring group behind Lawrence's powerful Lucky Old Sun. Seems as if the boys could do their background vocals from their stands instead of clattering up and down. The band's biggest musical number was Slaughter on Tenth Avenue, which gave plenty of rein to Henderson's excellent piano work, pulling

Capacity, 6,000. Prices, 80 cents-\$1.50. Four shows daily. House booker, Sam Rauch. Show played by Paul Ash's house ork.

(Tuesday, October 25)

It's a vaude formula for this one, dressed up with three productions to give it speed and added sight values. It also has an emsee, Pat Boucher, a personality lad with a pleasant bary, who brings on the acts.

Top billing goes to Ethel Waters, who used to be one of the best singers in the biz. We use the phrase "used to be" deliberately. She's closely associated with such songs as Taking a Chance on Love, Am I Blue?, etc. So it is natural that she's do them The closer was Lena Horne, who again. In the old days, however, she'd sell such songs and stop shows. Today she's older and heavier, so her trying to sell romance is incongruous. Another sight handicap was her pas-

job backing Miss Waters. The show opened with the stage

act (6), who did a fine job with catapults and jumps ending in shoulder and hand-to-hand stands. Some of the tricks missed, but the act still

Mary Beth Hughes and David pleasant job as the husband-wife team. Street came on first, showing a powerful set of pipes as he belted out You Go to My Head. He then

NIGHT CLUBS-VAUDEVILLE Fox Theater, St. Louis

(Wednesday, October 19)

47

Capacity, 5.050. Price range, 60 to 75 cents. Number of shows, two weekdays: 4 weekends. House booker, Dos Howe, Show cut by Russ David house ork.

Vaudeville is in its 10th stanza here and the current bill stacks up as one of the best yet.

The curtain raiser was the Five Machinos, a quintet of tumblers direct from the circus arena. Four guys and a gal do some spectacular lifts. The act moved fast and got nice reception.

Personable Ruth Petty was on next, The diminutive blonde exhibited a dynamic personality doing an impression of girl nitery singers and climaxing the act with a sock take-off on Sophie Tucker. She was a big hit here, especially since she is a hometown product.

Tap duo Perry Franks and Janyce offered some fancy footwork. Franks's solo work was exceptionally good, and the act showed class thruout.

Archie Robbins did a fast routine of gags, reading comic headlines from newspapers for laughs and doing his standard cafe routine. He wound up with a song, bowing off to a good reception.

Hap Hazard garnered a heap of laughs, doing a bit of juggling, a bit of rope twirling, but mostly comedy monolog to hilarious results, Ho proved a sock act and had to beg off.

Russ David, house ork leader, spotlighted his spectacular keyboarding in the Blue Danube waltz. Joe Schirmer stepped out of the band for a banjo number, then the leader brought on a local TV artist, Russ Severin, with a recently organized singing group. The unit (5), billed as the Cavaiiers, does light operatio numbers. The voices were superb and blended well.

The closing act was Ted and Art Miller with guitar and uke and some

Monkeys in Act

Manuel and Marita Viera's monkey act was another big hit here. The spectacle of the monkeys glaring at the pit, their little musical bits and general clowning won big laughs. The final number, in which one of the animals did a recognizable People Will Say We're in Love, got heavy applause.

Ross and Stone, in the next-toclosing position, had a tough act to follow. But after the first two minutes they showed their class. Benny Ross's feeding of straight lines to his wife, Maxine Snow, was topdrawer stuff. She in turn, in her deliberately lazy fashion, caught lines and threw them back for equally good hands. The act was consistently good, finishing very strong.

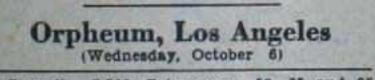
The Ericksons, a five-man flash act, working in red tights, using chromium - plated equipment for heightened sight values, do some of the best balancing tricks seen in this house in a long time. The goodlooking guys do head-to-head stands with mirror effects, hand-to-hand stuff that develops into deep back bends and carries and other equally sock tricks. They finished big.

Pic, Barbary Pirate. Bill Smith.

The Dunhills (three boys) were speed hoofing wizards. Their solo work pulled heavy mitting and their three-part unison terps were in the same class.

Gil Maison's act won the usual assortment of big laughs. His opening ventriloguist bit (with stooge) brought him on good fashion, and his hilarious follow-up with the monkey and the dogs was good for plenty of extra values.

Bill Smith.



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.

Current bill leans heavily to comedy, with rib tickling provided by Pinky Lee, Leo de Lyon, Guy Rennie, Nillson Twins and Shaw and Lee. The last named, held over a second week, appear in the third slot and come back for their standard "Good Morning, Judge" blackout routine in The new buyers, a syndicate assothe second-to-last spot. Only noncomics were the tap dancing Mayo Brothers whose rapid-fire work makes them well suited for the opening slot, and the De Wayne Troupe (5), smooth teeterboard performers.

Pinky Lee knocks himself out in the last slot, punching over gags, dance steps and a couple of xylophone solos. His correct grammar routine puts 'em in the aisles.

laxed manner, pulls chuckles with much band volume handicaps catchhis gag-loaded patter and nears yock ing all their lines. Rene Williams's level with his impersonations. Act ork backed acts. starts with a take-off on Maurice Chevalier and builds to sock Jolson

she gave with I'm in Love With a did have possibilities. One of them was a throwaway, or handled like one, in which they each tried to upstage the other. Miss Hughes's next was the novelty song, Morris, which has been an Eddie (Leon and) Davis stand-by for years.

Bob Evans's act is satisfactory, as always. He's a skilled manipulator and handles the dummy with realism. In this spot, however, the show badly needed a sock comic-something to bring the pace up. And tho Evans is a fine entertainer, he's not a yock puller.

The middle production, a Scottish number, was wonderful. The kids bounced thru stylized Highland flings with spirit, seguing from one number to another. In this one there's a production singer, unbilled and unannounced, who showed a surprisingly good voice. With so much singing on the bill, she didn't get much of a chance to show. Given an opportunity, she might do a real job, even tho she can't sell tickets. Pic, Everybody Does It.

Bill Smith.

Walters's Bid for **Carroll Spot Fails**

NEW YORK, Oct. 29 .- Lou Walters's bid for the shuttered West Coast Earl Carroll Theater-Restaurant was turned down this week by the courts, which handled all bids. ciated with the Greek Theater, Los Angeles, offered \$1,000,00 and it was accepted.

Walters had offered an annual rental of \$75,000 plus a percentage.

and Larry Parks impreshes.

Shaw and Lee's dated comedy fare receives hefty response, with the comics favoring use of stooges and audience plants. Nilsson Twins tickle Guy Rennie, working in easy re- with their specialty songs, but too

Pix, featurettes and short subjects.

on gags, but the duo harmonized Wonderful Guy. Some of their bits briefly to terrific results and should do more of same.

Pic: House of Strangers. Abte L. Morris.



LIES ZAHO. | PIDI TO WADAS 180

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NIGHT CLUBS-VAUDEVILLE

The Billboard

November 5, 1949

NIGHT CLUB REVIEWS

Steuben's, Boston (Tuesday, October 25)

Capacity, 350. Prices, \$1.50 minimum after 8:30; \$2 Saturday; dinners from \$2 to \$4. Shows at 7:30 and 11:30; Saturdays, 7:15 and 10:30. Operators, Joseph and Max Schneider. Booker, Ganzer & Mandell, Average budget each show, \$1,100 to \$1,200.

Steuben's cellar nitery is the average man's spot-quick production-line service and food and a good show to go with it.

The present show runs nicely, getting a big lift from a toned-down circus act as the topper. Jean Holloway starts off with a combo of tap dance and acrobatics. Don Dennis, a fixture at this spot as emsee and vocalist, fills in the second spot with such items as I Love a Parade, Lucky Old Sun and Stars in My Eyes.

Rex Owen does ordinary mimicry to records of Kaye, Durante and Tibbett, the last being the Largo El Factotum from The Barber of Seville, which was a show-stopper. He closes his act with the Cyril Smith-Rudy Vallee There Were Three Birds, with some broken record gags in the middle of it.

Another high spot of the show was the speedy, incredible circus acrobatics of the Maxellos. Their standard Risley routines got terrific results. They worked skillfully and without mishap even in the limited space of this spot. Their usual audience participation gimmick closed the act with a sock.

Tony Bruno and seven-piece band furnished music for the show and for dancing. Harvey Saxe Trio was the Bill Riley. reliefer.



Russian Skazka, New York (Tuesday, October 25)

Capacity, 240. Price policy, \$2.50 minimum. Shows at 8:30 and 12. Operators, Max and Louis Nemeroff, Estimated budget this show, \$1,200.

A cellar spot close to the Diamond Horseshoe, this room has been in operation for a long time. Recently, however, it put in shows, hiring Gleb Yellin (who doubles from the Horseshoe) to produce, direct and arrange for the talent.

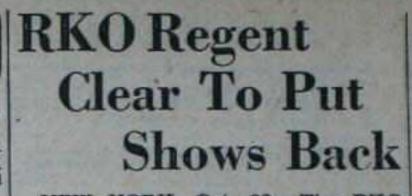
Result is a pleasant melange using seven people who go thru three fast moving acts in a semi-book story theoretically set in the Carpathian Mountains. Four girls and three boys have two costume changes, deftly handled, with everybody doubling. The story is about Russian peasants who chatter about their lives and loves over the traditional samovar. breaking into dances and fast spirited singing as each does his or her bit. Songs range from the dolorous ones associated with the country to the more spirited folk tunes, ending with choral effects.

Lingo a Handicap

The only drawback for the American trade is the language. Everything is done in Russian, and while the meaning of love songs and the appeal of the simple ones with their folk quality cannot be denied, their commercial possibilities must be limited.

Gleb Yellim has done an outstanding job of getting good-looking young people. Luiba Hamshey, Zina Smusuvitch, Vera Faulouska, Nadia Verall, Paul Kripakoff, Sasha Polinoff and Lonya Kalbouss do outstanding jobs. They handle the vocal chores competently and the swords deftly, and do traditional dances with skill and spirit.

In between two of the acts Frank York (who fronts the four-piece band) comes down for a charming violin solo selling a couple of the lighter longhair numbers with more than the usual finesse. York's a handsome, dark-haired lad who is apparently well grounded in fiddle technique. His audience, mostly women, sat enraptured.

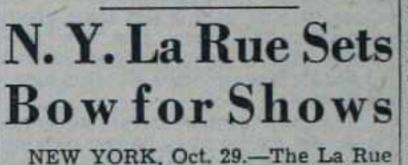


NEW YORK, Oct. 29.-The RKO Regent, the theater which started the battle between the American Federation of Musicians (AFM) and American Guild of Variety Artists (AGVA), is ready to put shows back, tho no indication was given if and when it would do so.

The first move in the peaceful overtures was made by Charles Iucci, secretary of Local 802, AFM, who phoned Lee Thompson, RKO exec, to advise him that the local had straightened its difficulties out with AGVA, and the house had permission to go back to flesh. Iucci also advised RKO that it was to use AGVA plus an AGVA emsee.

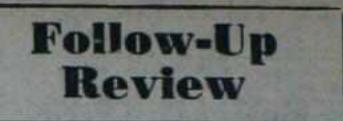
The blaze that started here last February was caused by the firing of Charlie Banks, house emsee, replacing him with Lee Norman, band fronter. AGVA insisted that Norman join the actors' union and pay \$50. He paid and AFM objected and insisted that AGVA return the dough. When it refused, it pulled the band, the house was forced to drop the shows and the battle became a national issue.

AGVA returned the \$50 last week, and Iucci's action followed.



Restaurant will preem with shows November 9, with Leonard Green as the exclusive booker.

The spot has been an ultra chi-chi eatery for many years. Its only en- between Baylos and Miss Ross-a



BLUE ANGEL, New York: A new act billed as the Potato Bugs consists of two pleasant looking lads, one a brunet, the other blond, who use ocarinas for harmony, doing hoked up comedy songs in between.

Because of their clean cut appearance, plus the fact that they're probably one of the few such acts around, they'll probably keep working. But if they want to move up they'll have to get an act. They started with Shanty Town, went into Hawaiian War Chant and finished with Martins and the Coys, a hillbilly with comic overtones.

Hillbilly numbers sung straight, tearjerkers dealing with broken hearts and similar subjects would fit them a lot better. Dressing the act up for the part would also help. If they want to do comedy they should do it in deadpan and let the lyrics stand by themselves. There's room for such an act in class rooms after it has had some seasonsing. In its present form the act misses by a Bill Smith. wide margin.

MOCAMBO, NEW YORK: With the addition of Gene Baylos, Mocambo op. Joey Kaufman has what is potentially one of the funniest shows among the smaller clubs in town. When Baylos ad libs he can be a very funny guy. Unfortunately his being a hit detracts from Dorothy Ross, billed as the star, who followed him when caught Thursday (20) and couldn't hold the spot.

Miss Ross not only has a following, but she's also a pretty clever kid in her own right. Her triple entendres sell drinks, and it is that with which Kaufman is primarily concerned.

If there could be something put in

ALOHA NUI COMEDY JUGGLING ACT MOANA HOTEL NOW NOV. 1 TO 21 Waikiki Beach, Honolulu OPEN AFTER DEC. 1 ALSO OPEN FOR 1950 FAIRS Per. Add.: "P. O. Box 4350 San Francisco, Calif.



Bill Smith.

Terrace Room, Hotel William Penn, Pittsburgh (Tuesday, October 25)

Capacity, 300. Price policy, \$1.50-\$2 cover. Shows at 8:30 and 12. Statler-operated. Manager, Tom Troy. Booking policy, MCA ex-clusive. Estimated budget this show, \$1,750.

Now in the third week of its new name operation the Terrace Room, the town's class room, is going in for straight cafe fare, with Georgie Price headlining. Only assist is by Pat Wymore, who opens with a song and excellent tap. She's real strong on one-legged tap spins and closed to a big mitt with a ballet boogie. After a short intro by band leader Joe Sudy, Price came on with Bye, Bye, Black- his audience participation routine bird and followed with a new bit on with School Days he managed to beg Some Enchanted Evening. He did the off. Joe Sudy's ork (8) cut a great tune straight and then did a fine show and Sudy did a pleasant straight impresh of Ezio Pinza. This was the emsee job.

tertainment has been dance music to draw the debs and their dates in. In recent months the spot has run into customer resistance. Two months ago, the room was sold to Nick Gerra and John Cowles, both said to have a considerable following among the upper brackets.

The new policy will call for a smart girl singer with looks and a wardrobe, a dance team and two bands. The rumba sessions will be handled by Danion's Latin outfit. The second band will be Bernie Dolan's group.

No budget has been set for the new policy. It will depend on who's hired and will probably be flexible.

only new sock bit in the act, but the little guy had them rocking with his old familiar material. His income tax bit and impressions still seemed fresh as the small crowd (Pitt steel strike has cut biz down) refused to let him leave the floor. But after Len Litman.

10-minute piano for example - the overwhelming effect of Baylos could wear off sufficiently for Miss Ross to be the hit she always is.

La Foster Shows Style

The room also has a girl singer, Laurette Foster, an attractive young redhead, who showed a style and a voice of considerable promise. The gal uses a lot of standards mixed in with novelties and sells them all with a skill that indicates a lot of experience, tho this reviewer has never caught her. She phrases delicately and uses her long graceful hands like Edith Piaf. Somebody will discover her some day and she'll start climbing. Right now she's probably working for about \$125-\$150.

Incidentally, a room that has a 78seat capacity spending about \$1,500 for talent, including music, is cutting it pretty thin. We like performers to make money, but we don't like spots to close, throwing actors out of work. And a room with a small capacity will find it tough staying open if its talent cost is too high. Bill Smith.

Cap's Heftiest Pull in 11/2 Years

NEW YORK, Oct. 29 .- The Capitol for the opening Wednesday (26) of its current show with Lena Horne, Humphrey Bogart picture, Tokyo Joe. Take for the entire day was close to \$13,500. The gross, however, didn't set any new marks because of the 55-cent admission up to 1 p.m. The admission used to start at 70 cents.

The record for an opening day was made by Arthur Godfrey (February er. The preem take for that one was and Lewis and Tex Beneke stage show, with Naked City on the screen, was about \$17,000.

New York:

Andy Williams, one of the Williams Brothers who worked with Kay broke an 18-month admission record Thompson, will get his New York start as a single when he opens at the Blue Angel November 4. . . . Abe Burrows may go into a class hotel for his next nitery job. . . . Harry (Town Casino, Buffalo) Altman has lined Skitch Henderson ork and the up the following attractions: Xavier Cugat, December 12; Vaughn Monroe, December 5: Danny Thomas, either January or February, and Carmen Miranda for February.

IN SHORT

There's trouble between Janet Blair and the Blackburn Twins. Too many agents involved. . . . Vivian Blaine has shifted from the Morris office to MCA. . . . Harvey Stone may shift from MCA to the Morris office. Mousie Powell, who bought the Playgoers, now also owns a spot at 50th Street and Seventh Avenue, and has his own units in each. . . Buck and Bubbles's suit against Nat Nazzaro is now in New York Supreme 3, 1949), with The Bribe as the flick-

Court. Johnny Cahill, Philly comic, has taken over operation of the Hi-Top close to \$20,000. Later the Martin Club, Chester, Pa. . . . Bob Fitzgerald, en route to Pittsburgh, lost his car when a fire broke out under the seat. Passing trucks tried to douse it, but were unsuccessful. Fitzgerald saved some of his clothes and music but also did a big opening day biz. Take the car was a loss.

The Billboard

NIGHT CLUBS-VAUDE GROSSES

49

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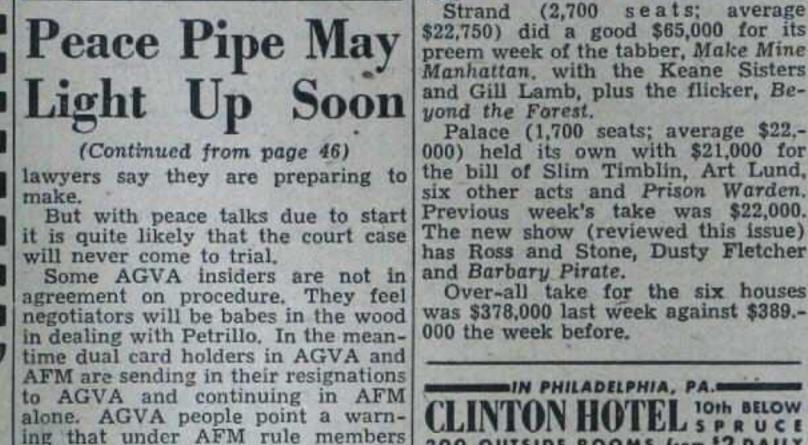


Stem's Take Is Off to 378G; IH 132G, Roxy 66, Para 67

still on the downgrade, with every- show, with Father Was a Fullback body pointing a finger at the next flicker with \$66,000 after an opening guy. The latest excuse is politics. Be- of \$67,000. The new bill (reviewed cause there is an election coming up, this issue) has Ethel Waters, David "informants" claim people are staying Street, Bob Evans and Everybody's out of theaters. Others say there is Doing It. nothing wrong with business that a good combo of pictures and stage- \$73,250) opened to a bad \$67,000 for show won't cure. The aggregate the show of Erskine Hawkins' band, grosses were \$378,000, against \$389,- Nellie Lutcher and Red, Hot and Blue. 000 the week gefore.

average \$134,500) with the Gaudsmith Brothers and The Heiress final week of Roseanna McCoy, Emil slipped back to \$132,000 for its third week. It started off with \$156,000, followed by \$142,000.

Roxy (6,000 seats; average \$78,000)



NEW YORK, Oct. 29 .- Grosses are moved out its Benny Goodman stage-

Paramount (3,654 seats; average

Capitol (4,627 seats; average \$55,-Radio City Music Hall (6,200 seats; 000) hit almost a new low when it saw a tiny \$27,000 for its second and Coleman and Connee Boswell, It opened to \$40,000. New show, reviewed this issue, has Tokyo Joe, Lena Horne and Skitch Henderson ork.

> Strand (2,700 seats; average \$22,750) did a good \$65,000 for its preem week of the tabber, Make Mine Manhattan, with the Keane Sisters and Gill Lamb, plus the flicker, Beyond the Forest.

> Palace (1,700 seats; average \$22,-000) held its own with \$21,000 for the bill of Slim Timblin, Art Lund, six other acts and Prison Warden. The new show (reviewed this issue) has Ross and Stone, Dusty Fletcher

> Over-all take for the six houses was \$378,000 last week against \$389.-000 the week before.







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from their own local) for four years or more they have to pay dues to the local of the area they're working in This, it is pointed out, means dual dues, because performers will still have to pay to their home locals also.

will be subject to a 10 per cent travel

tax and if they stay in one area (aside

Incompetents

Well informed insiders claim that AGVA will be in trouble so long as it is headed by incompetents. Its present board, they say, seldom meets, and when it does it is every man for himself. As indication of what was described as "moral rottenness" was a move made some time ago by six board members to appoint themselves to paid AGVA jobs as regional reps. There is no assurance, they say, that this pattern won't be followed in the future.

"They blame Dewey Barto for everything after they tie his hands so he can't move," these people say. "If he does move, he's wrong. If he doesn't, he's doubly wrong. Barto is not the man for the job. He's said so time and again; he's offered to step out. But instead of doing something about changing conditions, these board members complain and write anonymous letters. God help AGVA so long as members continue to put such dim-wits into office."

PHILADELPHIA, Oct. 29.-Nonalcoholic niteries for teen-agers continue to spread here, with a third spot for teen-agers being groomed. The newest will be in the West Philadelphia sector, opening next month as an elaborate juve cabaret to be known as the 17-Teen Club.



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The Billboard 50

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Sillboard TRADE

SERVICE

November 5, 1949

Equity Offers Concessions To N. Y. Theater League on **Pop Price Revivals on Road**

Talks in Early Stages; Reply Is Awaited

NEW YORK, Oct. 29 .- Altho the body at its meeting Thursday (27) publicity shades have been closely A reply from the League is expected drawn on a recent proposal by the early next week. League of New York Theaters to Actors' Equity for temporary contrac- the union are nine performances a tual adjustments angled toward a week from actors for an eight-perroad renaissance, an Equity spokes- formance salary and a cut of \$50 from man admitted yesterday that the the stage managers' minimum of union's council offered certain con- \$225. These concessions would apply

Victoria Premier, **Butt of Gag, Walks Out on "Hellza"**

MELBOURNE, Australia, Oct. 29.-The American revue, Hellzapoppin', opened here Saturday (15) to a packed house and a mixed reception. Spotting the Premie: of Victoria as the victim of a gag was not taken in the best spirit and immediately thereafter the premier and his wife left the theater.

The incident was one of various audience participation stunts. A fem member of the company sat down beside the Premier during a blackout. When the lights went on, a comic charged up, shouting: "You've broken up my home! Now you double-crossing rat. I will shoot you like the rat you are!" He fired a pistol and the gal held up a stuffed rat for the rest of the audience to see.

The main concessions offered by cessions to the League's governing solely to touring revivals, with plays top-tariffed at \$2 (plus tax) and musicals at \$3 (plus tax).

The union's attitude is that if the League is going to make a sustained and energetic attempt to establish popular-priced revivals on the road, Equity is ready to co-operate. However, it must be, the spokesman stressed, pop-price theater in every sense. The council was actuated to meet the League's request, he said, in order to provide an increased opportunity for Equity members to work at their trade. But at the same time, the move must be temporary and not to be construed in any sense as an entering wedge for revisions of the basic agreement between the union and the League.

"Cleo" Rehearsal Set for Nov. 14

NEW YORK, Oct. 29 .- Richard Aldrich and Richard Myers have set a November 14 rehearsal start for their revival of Caesar and Cleopatra, which will co-star Sir Cedric Hardwicke and Lilli Palmer, Hardwicke was originally skedded to double as director but has relinquished that chore to Sam Wanamaker. The Shaw comedy will unveil at the National Theater December 20 after a week of local previews.

BROADWAY SHOWLOG PEATURE

Performances Thru October 29, 1949

DRAMAS

DRAMAS #	
Opened	Perf
A Street Car Named Desire 12- 3, '47 (Barrymore)	76
Born Yesterday 2-24, '46 (Henry Miller)	1,57
Death of a Salesman 2-10, '49 (Morosco)	30
Detective Story 3-22, '49 (Hudson)	25
Diamond Lil 2- 5, '49 (Plumouth)	9
Goodbye, My Fancy	39
Mister Roberts 2-13, '48 (Alvin)	37
Montserrat 10-29, '49 (Fulton)	
Shake Hands With the Devil. 10-20, '49 (Blackfriars' Guild)	
The Browning Version 10-12, '49 (Caronet)	2
The Madwoman of Chaillot., 12- 8, '48 (Royale)	28
Yes M'Lord 10- 4, '49 (Booth)	3
MUSICALS	
As the Girls Go	33
Kiss Me, Kate 12-30, '48	34
Lend an Ear	36
Miss Liberty	12
South Pacific 4- 7, '49	23

Touch and Go 10-13, '49 (Broadhurst) Where's Charley? 10-11, '48 (St. James)

20

440

209

32

(Majestic)

ICE SHOWS

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

CLOSED

Twelfth Night (Empire) Saturday (29)

Mayor's Group **Talks Advance**

NEW YORK Oct. 29 .- A dark veil of secrecy still shrouds the deliberations of the mayor's committee for the betterment of the city's matters theatrical with special emphasis on tis sales for Stem legit. However, after two meetings at the Hotel Astor Tuesday (25) and Friday (28), chairman James. Sauter reports "progress" and a "unanimity, which you wouldn't believe, if I gave you the details." The next committee meeting is skedded for November 2, when Sauter believes an agreement will be reached to put municipally controlled enforcement teeth into the current League of New York Theaters-Actors' Equity ticket code. Meanwhile, the membership of the 10-man committee has been increased by two: Leland Hayward, chairman of the committee of theatrical producers, and Paul Dullzell, prexy of the Associated Actori and Artistes of America. Alfrec Harding, of Actors' Equity, will ac as Dullzell's alternate.

Commissioner of Investigation John Murtagh, License Commissioner Edward T. McCaffrey and Deputy Investigation Commissioner Edward H. Sheils were present at both sessions. Murtagh on Tuesday offered copies of proposed recommendations designed to correlate the code to license department management. These were further considered on Friday and their discussion put over until next week.

Sauter said today that no disclosure of code reforms will be announced until the committee's findings have been submitted to the mayor for his approval. He hopes that everything may be wound up next week, bui conceded that one further session after Wednesday might be necessary.

Melbourne is notoriously a staid city and a revue like Hellza is sure to cause violent controversy. The fact that the Premier would not even comment on the reason for his early exit is indicative of the feeling it is likely to create.

Most of the cast is American and sells a brand of fun which is vastly different from what Australians are used to. Air vents in the floor to blow fem customers' skirts over their heads are expected hazards at a place like Luna Park, but the more staid and older women of the community definitely do not appreciate them in a theater. It is too early to guess how the show will fare at the b.o., but it is definitely strong comedy meat for Melbourne.

Empire for "Closing Door"

NEW YORK, Oct. 29 .- The closing at the Empire tonight (29) of Twelfth Night makes the theater available for the housing of The Closing Door. The Alexander Knox melo will unveil there locally December 1, after a New Haven-Boston break-in. The author and his wife, Doris Nolan, will co-star, Supporting players signed by producer Cheryl Crawford are Jessie Busley, Richard Boone, Jack Dimond, Ronald Alexander, Margaret Feury, John Shellie and Randolph Echols.

Meredith Seeks Lee Dixon

NEW YORK, Oct. 29.-Lee (Oklahoma) Dixon, who has been on from the Coast for several weeks, is wanted by Burgess Meredith for a slot in his forthcoming "play-with-music" version of Donagh McDonagh's Happy as Larry. The role calls for some stepping.

NEW YORK, Oct. 29 .- The cast of Mister Roberts gets a winter vacation December 19 thru 25. The management will suspend performances during pre-Christmas week, reopening December 26.

Rolf Gerard has been signed to do the sets and costumes for the new Stem version, the first since the Theater Guild presented it with Helen Hayes in 1925.

9th Subway Season Closing

NEW YORK, Oct. 29 .- The Subway Circuit closes its ninth season tomorrow night (30) at the Windsor Theater in the Bronx. The final bill is the combo of The Respectful Prostitute and The Happy Journey. Margo is playing the title role of the Sartre drama. According to a Brandt office spokesman the concluding 18-week season has been the longest and one of the most successful since the Circuit instituted its Flatbush, Brooklyn- it. Windsor, Bronx hook-up in 1940.

"Alive" Dancers Rehearsing

NEW YORK, Oct. 29. - Dancers started practice Monday (24) for the William Katzell-Ray Golden revue, Alive and Kicking, under the direction of Jack Cole. Cole will also be featured stepper in the show. Allout rehearsals start November 7, with Robert Gordon doing the staging. A two-week break-in is set for Boston December 8, prior to a Stem unveiling.

"Curtain Falls" Coming Up

NEW YORK, Oct. 29.- A potential new Stem entry is a play by Charles Pre-Xmas "Roberts" Holiday Peck Jr., titled The Curtain Falls. Irving Cooper has just bought it and plans production shortly after the first of the year. Mary Hunter has been signed for the staging chore. Turbulent 1920's whose mother is a celebrated actress.

COMING UP	
(Week of October 30)	
Lost in the Stars 10-30, '49 (Music Box)	
Regina	
(46th Street)	
Love Me Long11- 4, '49 (4Bth Street)	
(Shubert)	

"Stoops" Is Evans's **City Center Lead-Off**

Evans has selected She Stoops To run for re-election. Conquer as the first of the series of four productions which he will supervise at the City Center beginning December 28, Celeste Holm has already been signed for the leading role of Kate Hardcastle. This will be the first Broadway revival of the Goldsmith comedy since 1924, when the Players Club sponsored Elsie Ferguson, Helen Hayes, Basil Sidney, Effie Shannon and Dudley Digges in

Another excellent possibility as an entrant for the series is a revival of the Philip Dunning-George Abbott comedy melo of the prohibition era, Broadway. Abbott has been approached by Evans with a view to staging the piece and has said he will do it "if I can find the time."

Ted Post To Stage 'Barretts

NEW YORK, Oct. 29.-John Kenley has signed Ted Post to stage the revival of The Barretts of Wimpole. Street which Susan Peters plans as a vehicle for a nationwide tour. Post directed the pic actress in the Glass Menagerie, which launched her stage career at Norwich, Conn., last summer.

25% for Mae's Backers

NEW YORK, Oct. 29.-Al Rosen and Herbert Freezer mailed out 25 per cent payoffs to Diamond Lil The yarn has to do with a lad of the backers last week. The producers expect the show to pay off in full by mid-December.

Hoffman Only New **Officer for Lambs**

NEW YORK, Oct. 29. - With a single exception, The Lambs Club re-elected its officers for another oneyear term Bert Lytell remains as shepherd; Walter Greaza as boy; Bobby Clark, corresponding secretary; Jack Whiting, recording secretary; James E. Meighan, treasurer, Harold G. Hoffman, former governor of New Jersey, was elected librarian, NEW YORK, Oct. 29. - Maurice relacing Bob Hawk, who declined to

> Earl Benham, John McManus, Edward H. Ford, Joseph S. Buhler and Lep Solomon were elected to the board of governors for three-year terms, Saul E. Rogers and William David will serve for one year.



Anne of the Thousand Days (Royal Alexandra) Toronto.

A Streetcar Named Desire (Convention Hall) Tuisa, Okla., 2; (Home) Oklahoma City 3-5. At War With the Army (Harris) Chicago. Borschtcapades (Studebaker) Chicago. Boston Grand Opera Co. (Auditorium) Denver, Colo., 2-3; (City Auditorium) Pueblo a. Bankhead, Tallulah (Shubert) Boston Blossom Time (Opera House) Boston. Barretts of Wimpole Street (Kariton) Wil-Uamsport, Pa., 3; (Erlanger) Buffalo, 3-5. Brigadoon (Shubert-Lafayette) Detroit. Blackstone (Hartman) Columbus, O. Cornell, Katharine (Cass) Detroit. Death of a Salesman (Erlanger) Chicago. Detective Story (Blackstone) Chicago, Finian's Rainbow (Curran) San Francisco. Father, The (Plymouth) Boston Goodbye My Fancy (Nixon) Pittsburgh High Button Shoes (Auditorium) Portland, Ore. Inside U. S. A. (American) St Louis Kiss Me Kate (Shubert) Chicago, Light Up the Sky (His Majesty's) Montreal, Can.

Mr. Roberts (Hanna) Cleveland Man Who Came to Dinner (McCarter) Princeton, N. J., 2; (Playhouse) Wilmington, Del., 3-5. Okiahoma (Playhouse) Winnipeg, Can. Quartet (Majestic) Boston. Red Shoes (Selwyn) Chicago

Summer & Smoke (Lyceum) Minneapolis, 2-5. Student Prince (Shubert) Philadelphia. Signor (Chicago (Shubert) New Haven, Conn.,

Texas, Lil Darlin' (Colonial) Boston.

The Billboard

IN DELINIMATE 51

OUT-OF-TOWN OPENINGS

TEXAS, LPL DARLIN'

(Opened Tuesday, October 25) SHUBERT, NEW HAVEN, CONN.

A musical comedy. Book by John Whedon and Sam Moore. Lyrics by Johnny Mercer. Music by Robert Emmett Dolan. Staged by Paul Crabtree. Choregraphy by Al White Jr. Scenery and lighting by Theodore Cooper. Costumes by Eleanor Goldsmith. Orchestrations by Robert Russell Bennett. Orchestra under the direction of Will Irwin. Company manager, Hugo Schaaf. Press representatives, Nat Dorfman and Reginald Denenholz, Stage manager, John Larson. Presented by Studio Productions, Inc., and Anthony Brady Farrell Productions.

And a second	
Harvey Small Loring	s Smith
John Baxter TrumbullCharle	s Bang
Parker Stuart EllotAlden	
William Dean Benson Jr	d Platt
Prothingham FryNet W	ertimer
Brewster Ames 2d Fred	Wayne
The Three Coyotes The Texas Rhyth	m Boys
BunkhouseEddie	Horan
Mulesshoes	Horan
FredJoel Mo	Conkey
Hominy SmithKenny	
Branch PedleyRa	y Long
Mrs. PedleyRonnie H	artman
Red	Hilton
ShermCameron /	
Carter HallAlden	Aldrich
Amos Hall	I Paolo
Sally Tucket	trander
Sue Crocket	Schmitt
Sarah BooneArleen	Ethane
Belle Cooper	Tibor
SamJare	
DogieBetty Lou	Keim
Dallas	Hatcher
Easy Jones	Scholl
Melissa TatumLenore L	onergan
Three Foolish Virgins	ource Ball
Elvae Weber, Carol Lee, Doroth	Tore

TELEVISE MEDEL CALOL DEE, DOLOTAN DOL
Stan
Herb Ralph Peterson
Jo AnnElyse Webe
Della
THE STEER:
ARE OIDER.
Fore
Aft
Cowboys
Ray Long, Danti Di Paolo, Merrill Hilton
Oll Workers
Jack Purcell, Carol Lee, Tommy Maier
Drum MajoretteJackie Jame
Cheer Leader
Cheer Leader
Texas Rangers
Charles Bang, Ralph Patterson, Edward
Platt, Walter Ambler.
"Trend" Scoretaries
TAAPIA TAMAA TAAMA

THE FRONT PAGE

(Opens Monday, October 24) ASTOR THEATER

EAST HARTFORD, CONN.

A comedy by Charles MacArthur and Ben Hecht. Staged by Harold J. Kennedy. Set-tings by William Steger. Presented by the Greater Hartford Drama, Festival.

WilsonSteve Holland EndicottAlan Gordon MurphyJoseph Hardy McCueDon Appell Mrs. SchlosserGins Holland Woodenshoes Elchorn O. Tolbert-Hewitt Diamond LouisRaymond Dante Molly MailoyPriscilla Weaver

The Charles MacArthur-Ben Hecht commentary on reportorial highjinks in Chicago's prohibition era is the opener of an ambitious local winter stock program. To say the least, the project is a commendable undertaking and a Connecticut theatrical experiment which is being watched with more than casual interest by both independent and circuit movie theater interests thruout the State.

Too rarely has a metropolitan area like Hartford had the opportunity in play from the French of Emanuel entertainment values offered by a professional winter stock company. it in fine taste as to sets and cos-The only stage fare upon which legit devotees have been able to depend in the past has been occasional little it. However, the combination never theater or amateur group production. The East Hartford project, if reasonably supported by the thousands of pacts project no farther than the ortheatergoers in Connecticut, will be chestra pit, and leave a pewsitter a decided success. An indication of with the sensation of viewing what this was the sellout house opening night.

BROADWAY OPENINGS

MONTSERRAT (Opened Saturday, October 29)

FULTON THEATER

A drama by Lillian Hellman, adapted from the French of Emanuel Robles. Staged by Miss Hellman. Setting by Howard Bay. Costumes by Irene Sharaff. General manager, Max Allentuck. Stage manager, Del Hughes, Press representatives, Richard Maney and Prank Goodman, Presented by Kermit Bloomgarden and Gilbert Miller.

SoldierStefan Gierasch MoralesGregory Morton Izquiredo Emiyn Williams Father Coronil Francis Compton Salas InaReinhold Schunzel Juan Salcedo AlvarezJohn Abbatt MonkEdward Groag SoldierRobert Crawley LieutenantStephen Lawrence

Since Montserrat unveils with an advance of \$145,000 in the till, according to managerial reports, it is evident that a lot of customers are willing to accept something under the Kermit Bloomgarden - Gilbert Miller - Lillian Hellman label sight unseen. Obviously this should insure a comfortable cash start-but it is doubtful that word of mouth will hypo it for sustained Broadway competition. It may be presumed that Miss Hellman has made a literate adaptation of the Robles. The producers have mounted tumes for a period costume piece and engaged some excellent actors to play achieves any real pitch of excitement or suspense. Its emotional imshould be deeply moving tragedy thru the wrong end of a telescope.

A part of this feeling likely stems

LOST IN THE STARS

(Opened Sunday, October 30)

MUSIC BOX THEATER

A musical tragedy by Maxwell Anderson, based on Alan Paton's novel, "Cry the Beloved Country." Music by Kurt Welll. Staged by Rouben Mamoulian. Sets by George Jenkins. Costumes by Anna Hill Johnstone. Conductor, Maurice Levine. Orchestrations by Kurs Weill, Business manager, Victor Samrock, Stage manager, Andy Anderson, Press representatives, William Fields and Walter Alford. Presented by the Playwrights Company.

l	Leader
l	AnswererJoseph James
I	Nita
l	Grace KumaloGertrude Jeanette
l	Stephen Kumalo
I	The Young Man Lavern French
I	The Young Woman
ļ	James JarvisLeslie Banks
I	Edward JarvisJudson Rees
l	Arthur JarvisJohn Morley
ļ	John Kumalo
I	Paulus
I	William
l	Jared
۱	Alex
l	Recember Coleman
I	ForemanJerome Shaw
I	Mrs. Mkize
l	Hlabeni
I	ElandCharles Grunwell
I	LindaSheila Guyse
I	Johannes Pafuri
l	Matthew Kumalo
I	Absalom EumaloJulian Mayfield
I	RoseGloria Smith
I	Irini Inez Matthews
I	Policeman
l	White Woman
I	White Man
I	The Guard Jerome Shaw
	Burton
	The Judge
	Villager
	SINGERS

SINGERS

Sibol Catn, Alma Hubbard, Elen Longone, June McMechen, Biruta Ramoska, Christins Spencer, Constance Stokes, Lucretia West, La-Coste Brown, Robert Byrn, Joseph Crawford, Russell George, Joseph James, Mark Kramer, Moses LaMar, Paul Mario, Robert McFerrin, William C. Smith and Joseph Theard.

William C. Smith and Joseph Theard. Songs: "The Hills of Ixopo"; "Thousands of Miles"; "Train to Johannesburg"; "The Search"; "The Little Grey House"; "Who'll Buy"; "Trouble Man"; "Murder in Parkwold"; "Fear"; "Lost in the Stars"; "The Wild Justice"; "O, Tixo, Tixo, Help Me"; "Stay Well"; "Cry, the Beloved Country"; "Big Mole"; "A Bird of Passage."

When three such talents as Maxwell Anderson, Kurt Weill and Rou-

Weber, Dorothy B. J. Keating.	Richards,	Marion	Lauer
Guard		RI	ay Long
Radio Announcer			
Engineer			
Joe Raker	Ci	meron .	Andrew.

It is extremely difficult to judge the merits of a musical comedy that runs 40 minutes overtime on its bowin, but from all appearances Tony Farrell has something this time.

Texas, Li'l Darlin' has all the elements of a fine evening's entertainment (just as soon as the winches can be pulled and the too many dull Kennedy and other work-a-day spots (cut out). The musical score is a happy one and the Johnny Mercer lyrics are definitely in keeping with the young man's reputation. That is, whenever the young cast allows a pewsitter to hear them.

Short on Terping

There is a notable lack of dancing in the entire show, but what there is has the advantage of youthful vitality and exhuberance.

campaign, contains stuff that was offerings thruout the State. dipped right from the corn bin and is loaded with a lot of material that could even very kindly be called dated.

Kenny Delmar, playing a rather typical Senator Claghorn, is the leading and motivating figure in the play, but contributes almost nothing to its success. There is no question that the part is much too big for Delmar's limited talents, and the lapses in momentum can be laid directly to his inadequacy. Delmar may be socko in the Fred Allen three-minute shot, but he is unable to maintain the robust pace in a full show.

Mary Hatcher, Danny Scholl

The rest of the cast are definite dancing, singing and acting chores. standouts, with Mary Hatcher and Danny Scholl carrying all top honors as the romantic interest. Scholl, and in his hands three ballads are Talk a Different Language, which shape.

Dave Clark Shines

As produced and staged by Harold Kennedy, The Front Page revival shapes up as excellent theater. Dane Clark is excellent in the wisecracking role of Hildy Johnson, the police reporter. While he gets star billing, there are other players who add solidly to the vivid texture of the action. Priscilla Weaver makes the girl who sides with the condemned man wonderfully indignant, and Ravmond Dante is convincing as the coldly calculating Diamond Louis. newsmen are uniformly good.

troupe for the 10-week stock stretch are Alan Gordon, Priscilla Weaver, Len Watland, Raymond Dante, Gina abouts, a brutal superior has six in-Holland, Gaye Hilliard, Steve Holland and Howard Miller. The future of the current series is, of course, dependent upon customer reception. The Astor undertaking marks the initial bow of professional winter stock in Connecticut's capital city The book, which covers a wild area. A success here could well bring but not too woolly Texas senatorial an avalanche of similar cold-weather

Allen Widem.

carries a cute bit of yodeling. The two completely sell three duets which will probably find spots on the Honor Roll of Hits.

Another bright spot is a comedy marriage proposal number sung by Fred Wayne and Miss Hatcher called Affable, Balding Me.

Al White Jr. has done the choregraphy and his country square dance scene is a lively and gay sequence. The young company injects an infectious vitality into all the stepping patterns. A particular nod, also, must be given to 10-year-old Betty Lou Keim, who is superb in her

Considering Darlin' as a whole, a lot of work remains in order to get believable as an 1812 young liberal, it right. It is loaded with scenes that particularly, has a fine tenor voice are overlong and songs that never ideals. Miss Hellman's direction is masters. It is right to bring these seem to end. With 40 minutes to be uneven, frequently leaning to the matters out in the open for public capably handled. Miss Hatcher makes shaven, it is easily believable that static. But then Montserrat is frean appealing ingenue and scores matters can be tightened sufficiently quently a static play, over-given to ever, is a question. heavily with her opening song, They to bring it on to the Stem in good long periods of philosophic dialog. Sidney Golly.

from the fact that Simon Bolivar's struggle to free Venezuela from Spanish tyranny and brutality back in 1812 is a hazy this and that out of history books. Chiefly, however, the fault is that, sheared of its drumbeat for freedom and democracy, the dramatic content of its thematic, incident is barely enough to sustain a one-act play.

The result is a windy, repetitious first stanza and a second which can be viewed with the same detachment as a series of Goya horror drawings. The action concerns a young Spanish The permanent members of the lieutenant who has helped the Liberator to escape capture. In order to make him confess Bolivar's wherenocent citizens dragged in from the streets. The lad is given a choice of telling or seeing them shot. One by one they go to the firing squad. Twice the lad nearly breaks down, except for the influence of a young girl patriot who is one of the victims. At lost son. The search leads from a last, when another six are about to be summoned for slaughter, word arrives that Bolivar has got free. The sadistic colonel realizes that the boy has been stalling for time and ruthlessly makes him a seventh and final victim.

> portrait of fanaticism and hatred as the cynical colonel. There are occasionally effective contributions, too, from such excellent character actors as Reinhold Schunzel and Francis lage with the boy's wife and her Compton, as a pitifully frightened merchant and an imperturbable priest. The same applies to John Abbott as a Spanish actor who can apply his trade to cover a fear of death.

William Redfield gets what he may out of the title role. It is a fairly thankless assignment, calling for registering repetitious emotions which do not build in impact by their repeating. Over all, he is reasonably willing to sacrifice everything to his Bob Francis.

ben Mamoulian join forces in the theater, the result is likely to be impressive. Lost in the Stars is impressive. Anderson's story line has caught the pathos of Alan Paton's tragic novel, Cry the Beloved Country. Weill has integrated its crescendo of fear and frustration into its music. Mamoulian has staged it with sensitivity and occasional impact. Of its kind, it is a considerable work of art. But works of art all to frequently find the chill of commercial Broadway uneasy going. Stars, even if its tragic restatement of an unsolved problem is embroidered with fine music and is brilliantly directed, is still likely to find a limited audience.

Story From Novel

For those who have not read the Paton novel, Stars is concerned with the odyssey of a South African Negro pastor to Johannesburg to find his brother's tobacco shop thru fearridden Negro brothels and slums to culminate in prison where the boy is held for the murder of a white man in the course of a robbery. Its particular tragic implication lies in the fact that the murder was not Emlyn Williams paints a splendid premeditated and its victim was one of the few whites with understanding and affection for the Negroes. The lad is condemned for his crime, and the striken father returns to his vilunborn child. There, when the victim's father overhears the old man's pathetic farewell to hi. flock, the two are united in a bond of common grief.

Thematically, Stars, like its predecessors, solves nothing. It is an appeal for mutual understanding of a tragic problem-a freedom from mutual fear. The whites recognize the justice of the Negro claims for a proper place in their own land, but they fear a social change as much as the Negroes fear their paternalistic attention; how many will listen, how-

The Playwrights Company has (See LOST IN on page 52)

GENERAL NEWS 52

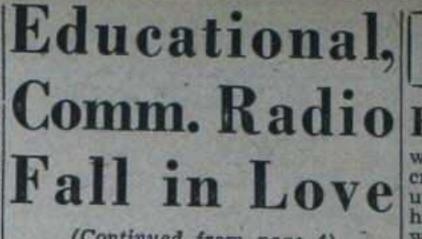
The Billboard

Magic By Bill Sachs

MILBOURNE CHRISTOPHER gave his lecture-demonstration at the Shawnee Country Club, Lima, O., October 23. He hopped back to Chicago the following morning. Mc-Donald Birch is slated to appear in Lima November 1. . . . Doc Weiss, assisted by Miss Terry Lee, did one of his escapes on a guest shot for "Winner Take All" over WCBS-TV, New York, last Saturday night (29). . . . Hollywood Magic Shop, Hollywood, reports a hearty reception on its recent publication of George Sands's new rope routines labeled "Sandsational Rope." The 12-page booklet carries 10 Sands rope nifties, each clearly explained and plainly illustrated. No price was imprinted on the copy we received. . . . L. O. Gunn, West Coast magus who now makes his headquarters in Hattiesburg, Miss., comes thru with a bit of interesting data on Cantu, who was killed in an auto accident in the South recently. "He was my best friend," writes Gunn. "Cantu got his first trick of magic from me in 1925. I gave him his first show and took him on his first tour in 1928 when we played Yosemite National Park. We both lived in Los Angeles harbor, 25 miles from the heart of Los Angeles.

WALKATHON SPEED DERBY OPENING NOV. 23 IN COMPTON, CALIF. AT THE V. F. W. MEMORIAL BUILDING Show will be televised. Spend the winter in sunny California. People are clamoring for another show. This spot is a natural, with two good spots to follow. Contestants, Contact: JAMES PASSO 5402 Abbeyfield St. Long Beach 4, Calif. No Collect Calls or Wires, Please,

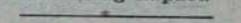
We spent hours and hours together [] working out tricks, and the secret of his dove production we got from a Will Goldston locked book which we purchased together about 1927. Frakson was the one who really got Cantu lined up in the proper manner and assisted him in getting his first good booking. I believe it was in St. Louis. Cantu went to New York, where Dick Himber helped him, and a plug from Walter Winchell moved him into big money after he first showed at Leon and Eddie's. He was in England when the war started and had to come home just as he was going well. I hope to write a series of articles in "Linking Ring" on the life of Cantu, as I believe I was closer to him than any other magician. Cantu was a gentleman at all times; a clever man with many original ideas. He never smoked in the presence of his father because his father objected to smoking. When his father died I was the only American at the funeral. People used to say to Cantu, 'Are you Spanish?' His answer was, 'No, I am 'Mexican.' He was proud of being a Mexican. He was born in Monterey, Mexico, November 24, 1896. My heart is broken over losing one of my best friends." . . . After an extra week at the Chateau, Chicago, Harry King and Zorita hopped into Des Moines for a date for Alcoholics Anonymous. . . . Mal B. Lippincott, who opened the indoor season in East Texas October 24, writes from J'emphill, that State: "At San Augustine, Tex., October 31, we follow close behind Willard the Wizard, tent magic opry. We play Jasper, Tex., November 1. Harlan Tarbell was billed for the same town October 13 but was forced to cancel, due to illness. Plenty of opposition thru this section from both indoor and outdoor attractions, but no magicians, tho I hear of several magi further west in the State. Just over the line in Louisiana are agents of two of the larger magic oprys sparring for dates."



(Continued from page 4) which will be mailed to commercial stations and civic groups. Books will explain objectives of both groups, and are expected to alleviate past misunderstanding resulting from free time requests made by community groups unfamiliar with program policies.

conference also bore out the co-operative theme. Merrill Lindsey, president of the Illinois Broadcasters' Asboard of education station is going to air shows produced by various stations in the State. Each station will produce a 15-minute show about its community. After the educational station has aired the disks, they'll other commercial stations.

Altho in the past it was unheard of for sponsors to buy time to support in-school broadcasts, such deals are now taking place. WMT, Cedar Rapids, Ia, is now airing for schools in its area an educational program produced by the Junior League. A local merchant is paying for the time and is using institutional announcements. RCA Victor is now paying for five educational shows per week beamed by WFIL, Philadelphia, to schools in that area. Schools actually use them for classroom work, and this advertiser also gets only institutional advertising impact.

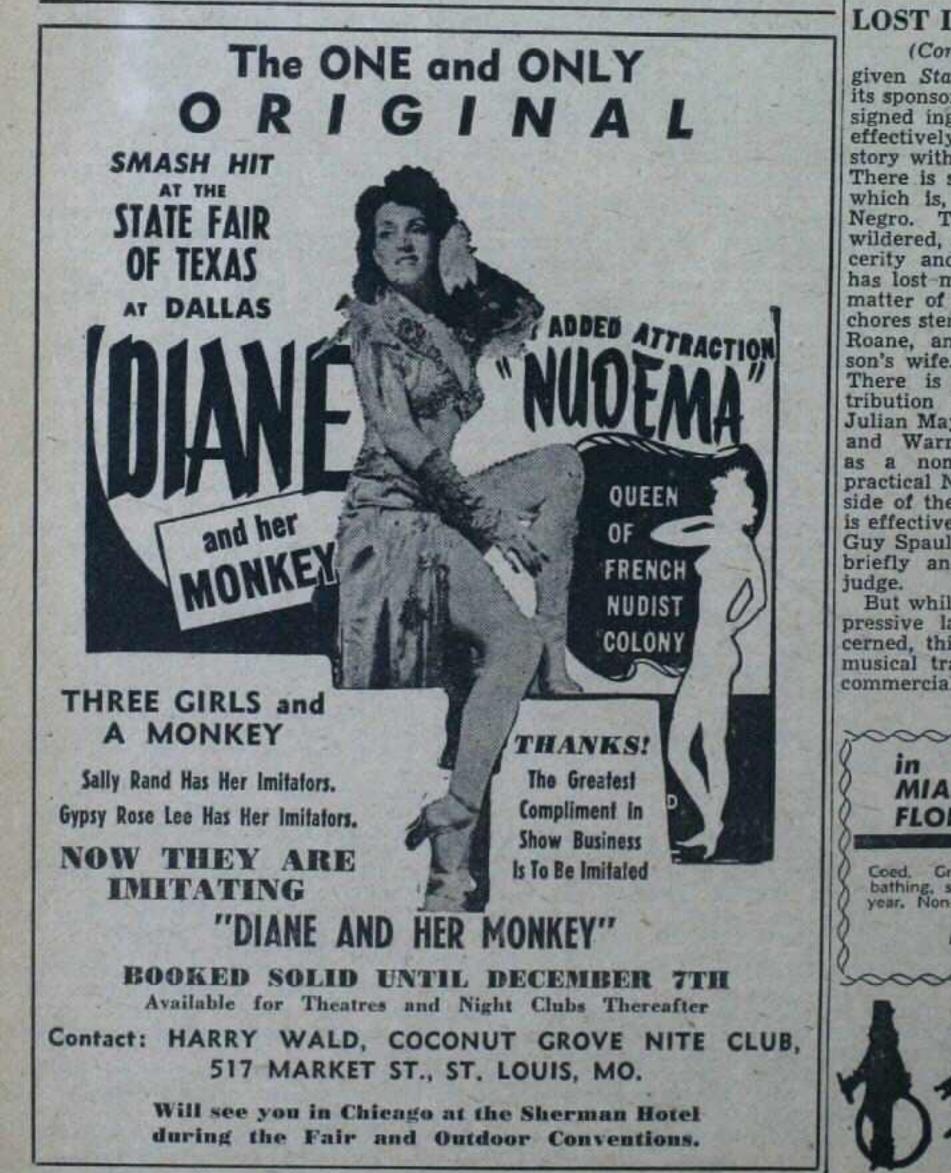




November 5, 1949

DOSE LA ROSE, being held over at the Gayety, Cincinnati, this week by Manager Morris Zaidins, is credited by the latter with chalking up the heftiest business the house has ever experienced on her first week in, topping the grosses set up at the Gayety in the past by such sterling strippers as Margie Penette, Mary Sunday, Hindu Wassau, Margie Hart, Georgia Southern, Ann Corio and Carrie Finnell. Miss LaRose, who played the Cincy Gayety three weeks last season, moves to the Gayety, St. Louis, this week-end. . . . Betty Jo Morgan and Sammy Price, Trade developments revealed at the with their son, Martin, after a short vacation at home in Odessa, Tex., are driving to the Coast to open November 11 for 10 weeks at the sociation, and George Jennings, head Burbank, Los Angeles. ... Zella Rusof the SBC and the Chicago Board of sell and Harry K. Morton, who are Education FM station, have worked celebrating their 35th wedding anout another co-operative deal. The niversary, leave soon for their 12th successive season with the road company of "Blossom Time." . . . Peggy O'Connor, featured strip on the Hirst Circuit the last few weeks, is back at the Grand, St. Louis, doubling in scenes. . . . Astor and Renee, comedy be circulated among participating and jugglers, after 16 months of vaude, fairs and burly dates, return to England this week to open at the Shakespeare Theater, Liverpool, December 12, thru Fred Collins, Glasgow.

> VIRZA and Her Wine Bath opened October 17 for four weeks at Mc-Van's nitery, Buffalo. . . . Maurice Kurtz's recent bookings include Evelyn Taylor, Bobby Baker, Flo Miller and Mimi at Weiner's, Brooklyn; a new Gay '90s revue following Orta Carrilo and Sally Barnet at Dave's Inn, Brocklyn, and Sammy Bernstein. Jennie Goldstein, Michael Rosenberg, Dennis Sisters and Mickey Freeman for a new policy of Jewish-American shows at Kitty Davis's nitery, Miami Beach, Fla., where Barry Gray is conducting air broadcasts. . . . Saddie Banks, in her 16th year at Jack Silverman's Roumanian nitery, New York, contributes 50 per cent of the sales of her recordings to charity orgs. . . . Rhoda Francis, vocalist, has been added to Freddie Fulton's group. . . . Marion Wakefield replaced Mary Anne, taken ill at the Hudson, Union City, N. J., October 18, while appearing with the Jane Cooper unit. She will remain for the rest of the tour. . . . Phil Rosenberg, Hirst Wheel exec, is vacationing at his place in Miami Beach, Fla., after a tour of the circuit. While in St. Louis recently he was a guest of Dick Zeisler, manager of the Grand.



LOST IN THE STARS

(Continued from page 51) given Stars a production worthy of its sponsors. George Jenkins has designed ingeniously simple sets which effectively carry the progress of the story without breaking its continuity. There is some good acting by a cast which is, of course, preponderantly Negro. Todd Duncan plays the bewildered, honest preacher with sincerity and sympathy, but his voice has lost-much of its old ring. As a matter of fact, by far the best vocal chores stem from choral leader Frank Roane, and Inez Matthews, as the son's wife. Both sing magnificently. There is an excellent vocal contribution also from Sheila Guyse. Julian Mayfield does well by the son, and Warren Coleman is excellent as a non-spiritual spokesman for practical Negro rights. On the white side of the cast ledger, Leslie Banks is effective as the victim's father, and Guy Spaull represents law and order briefly and competently as a trial

But while Stars is obviously an impressive labor of love by all concerned, this reporter believes that a musical tragedy does not add up to commercial entertainment.

Bob Francis.

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The Billboard REPERTOIRE-ROADSHOW-FILMS-OUTDOOR THEATERS November 5, 1949

Communications to 2160 Patterson St., Cincinnati 22, O.=

A. C. Interests **Back Proposed Drive-In Plant**

1,000-car drive-in theater, believed to be the largest of its kind in the State and the first for this city's resort area, will be built and ready for operation by early spring, it was announced this week by Bernard Needle, president, M. C. Schrank Manufacturing Company, who heads the new theater corporation here.

"The growing popularity of drivein theaters has swept the nation and within the past year the number of such installations has quadrupled," Needle said. "Our group, which includes experienced drive-in and chain theater operators as well as local business men, feel that a drivein theater within a few miles of Atlantic City is necessary for the resort to be able to provide its vacationists and visitors with the newest type of amusement.

"We plan to build an ultra-modern plot. An amusement mecca complete with pony rides for children, a golf range, outdoor dancing pavilion and dining facilities are to be provided under current plans. Our food concession will give car service and provide bottle warmers for parents' use in caring for infants."

A supervised playground with pony rides will be available for older children who would rather be active than watch the picture, Needle added. Construction is expected to get under way in a few weeks. In addition to Needle, members of the new corporation include Max C. Schrank, Louis Zaris, Arthur Steel and Alfred Leeds.

RIPPLES RBP

the whereabouts of some of the shows on the part of E. B. Radcliffe. drama that he met a few years ago in New critic on "The Cincinnati Enquirer," ATLANTIC CITY, Oct. 29. - A York and in New England. Included in his list were Billy Blythe Players, McNally Family, the Murdock Brothers, Harry LaMarr and Craig Brothers. "I meet Henri Lavine somewhere each year and George Spicer and his small trick each summer," Fitzgerald writes, "but it seems that the others are either out of the business or perhaps gone to better things beyond. I hope, however, that they are still active. Where is Roy Nero? Why can't we have a line from the old-timers?" . . . Gates vaude-pix show will take on some dance-show dates on its Idaho run. . . . T. G. (Ted) souri. . . . Charles Bruno's school Giffen is going to make a try at promoting some minstrel shows for Negro sponsors around Huntsville, Ala.... Oliver Trent is showing 16mm. pix in Barry County, Missouri, to reported good business. . . . Piley type drive-in theater on a 34-acre Brothers, who opened their pic-vaude show at Hallock, Minn., recently, have several sponsor dates inked. Show has a full library of 16mm. film and when winter comes will widen its territory to play additional sponsored dates. . . . Richard F. Collins is in Nashville readying his 16mm. pic show for a run of sponsored stands in that area. Already on his books are several repeats of last year's engagements. . . . Rondelle, hypnotist, who has been playing fairs in the Northwest with a platform sales show, is ready to move into halls and schools in the Oregon City, Ore., sector. Show carries three people. . . . Ray Norton is setting some amateur minstrel show productions in Eastern Massachusetts spots. . . . Otto L. Johnson has 16mm. pix around Virginia, Minn. ... Odom Show, three-people, has been doing a platform sales show for the past three months in Sullivan, Mo.; to good returns. Unit will move into halls, with its final destination Southwestern Missouri. Cast includes Elba and Gifford Odom and Lester Slater.

HENRY F. FITZGERALD queries CAPT. BILLY BRYANT was the from Felchville, Vt., concerning Capt. Billy dissertation in his October 26 column anent the Captain's appearance on Ralph Edwards's "This Is Your Life" air seg. . . . Lloyd Gilbert, vet performer and formerly with the Al G. Field Minstrels, is doing civil service work in Washington. . . . Frank Hasson has set his 16mm. pix around Oswego, N. Y., marking his second winter in that area. . . . Milton Burke is getting a pic-museum attraction ready to play Tacoma, Wash., schools. . . . Turner Bros. are showing 16mm. pix in Brattleboro, Vt. . . . Clair Dawson has his pic-vaude attraction in Webster County, Misshow, which has been in Plymouth County, Iowa, recently, is moving north for dates in Minnesota. . Crawford's roadshow is playing Ontario school and hall dates to good returns following a fair summer's trek in Western Canada. . . . J. L. Burns has been booked for some dates in Eastern New England for his showing of E. F. Hannan's solo bill, "Old Soak." . . . Flye's show is playing schools and halls in Central Wyoming to reported good business. . Mitchell Trio is playing schools around Leadville, Colo. . . . Ernest L. Regan is showing 16mm. pix around Macon, Ga. . . . Mr. and Mrs. R. D. Barnard and their two sons have been active with a platform show in Wyoming most of the summer. After closing in Byron, outfit moved to Buffalo to map its winter campaign with E. F. Hannan's "Henry Goes to Town," which they will augment with a dance-show idea at some Amidon, N. D., that his two-person trick will continue in that area. . . A Missouri reader asks the whereabouts of Billy (Toby) Young. . Penn Players will broaden their scope and make one-day stands on a lengthy Western tour, which will take them from Pennsylvania to the Pacific Coast. . . . Mr. and Mrs. Ralph G. Johnson are showing religious pix around Augusta, Me. . . Gitt's show is playing Northern Colorado spots to good business. . . . Carter Players, a new group, will of-Minn., that he is back in halls after fer short-cast bills in Baltimore this winter. . . . Nick Hyman is on his third minstrel promotion. . . well. He has a three-person outfit Bailey's Texas Show, three-person unit, has been playing Southwestern Oklahoma of late. . . . Dwindell's dance-show org is operating around Carson City, Nev., to good returns. . . . Halley Players will operate out group set to play four-person bills of Somerville, Mass., soon, making sponsored dates. . . . George E. Comerford has his religious pic presentations on a tour of Western Mis-

Bisbee's Unit Stages Annual Fish Fry Feed

53

COVINGTON, Tenn., Oct. 29. -Business continues good for J. C. Bisbee's Comedians in this section, with much social activity being sandwiched between shows, Herbie Roland reports. Show's annual fish fry was held this year at Reelfoot Lake but, because of the closeness of the race, no champion fish eater was named, Bisbee retained his title of champion fisherman to keep the gold fish hook presented him by show personnel recently.

At Halls, Tenn., Mr. and Mrs. Bisbee celebrated their 25th wedding anniversary and the cast presented them with a large floral tribute. In a brief curtain talk Bisbee explained how he and Mrs. Bisbee originated their show and began their married life. The following day they were the recipients of flowers and congratulatory messages from many local patrons.

Among visitors were Neil and Caroline Schaffner, who spent much time discussing old times and plans for the future. Show's cast remains the same as at opening.

Somerset Nixes 2 Drive-In Bids

SOMERSET, Mass., Oct. 29.-Board of selectmen here has rejected applications of Joseph Schwartz and Orville Smith for drive-in theater locations.

E. M. Loew Circuit, currently operating a number of drive-in thespots. . . . Earle Winters pens from aters in New England, has announced plans for construction of a 1,000-car capacity drive-in at Portsmouth, N. H., with a spring opening probable. Plans for a 1,000-car capacity drive-in theater in Mashpee, Mass., have been revealed by Charles Cifre. Peoples Drive-In Theater Corporation has notified Connecticut's secretary of state at Hartford of its change of location from Winchester, Conn., to Barkhamsted, Conn.

Off the Cuff

OTEEN, N. C., Oct. 29. - E. V. Balger, known in rep and tent show circles as Charles (Slim) Vermont, is still confined in Ward No. 4, Veterans Hospital here. . . . Gyspy Walton, who with her husband, Boots, formerly operated shows in the South, Is making her home in Hollywood. Passing thru here recently were Bonnie and Cal West; Bill Wilson, who owned and operated a number of shows in this section; Ben McAttee, an end man on the Coburn and Lasses show; Will Oakland, singer of note, and that ace dialectician, Emmett Miller, who cut up numerous jackpots with Slim Vermont at the local

hospital.

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H. CRANDALL has 16mm. pix . in the Charleston, W. Va., area.

Gil Thomas writes from Jackson, a three-month jaunt with a platform show. He adds that he's done fairly and will take on some shortcast bills in some spots in addition to using a dance show in other loca-Hawley Players; under tions. . . direction of Lisle Hawley, is a new in the Atlanta sector. . . . Turgeon's Show is working Central North Dakota to good results. . . . Will Hallworth is readying a hypnotic-illusion sissippi. attraction at Rochester, N. Y. He'll move toward Florida where he plays sponsor dates, many of which already are booked. . . . Terry Robi- Rooney With Chi Park Board shaw writes from Winnifred, Mont .: "This will be my third winter with pix and vaude attractions. I'm planning to go into the same towns that have been played in the past and cago Park District as drama director will use a three-person show. I'll at Park Ridge, Ill. Rooney's group, also use the dance show idea in the Beverly Theater Guild, is worksome spots. What has become of the ing on the Jerome K. Jerome play, old-time minstrel performers. Where is Will Weston?" . . . Tyler Brothers will present 16mm. pix around December 9-11. A special Christmas Yakima, Wash., this winter. . . Gloria Players opened their season in Vermont recently. Con and Mabel Souther will open their second season with 16mm, pix late this month, with presentations slated for the Harrisburg, Pa., area. . . . Al Gaulter will promote amateur minstrels for Negro sponsors in the Montgomery area. . . . W. R. Wilkins has closed his summer platform show and will present pix and vaude attractions around Texarkana, Tex., this winter. His ultimate play spot is Northwest Oklahoma, where he has established

CHICAGO, Oct 29 .- Howard L. Rooney, long associated with rep companies, is working with the Chi-Passing of the Third Floor Back, to be presented in the Park Theater. showing of Nicholas Nickelby is to be presented at the theater December 18. The version being used is a special adaptation prepared by Rooney. Ibsen's Ghosts will be presented in January.

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The Billboard



Who Four Years Ago,

NOVEMBER 1, 1945,

Was killed in Germany while

serving his country.

And always loved so dear, The dearest Brother this world could

At night the silent stars look down On a grave so far from here, Where sleeps the one we can't forget

The cheeriest smile and heart of gold. To those who knew him all will know How much WE LOST four years ago.

THE LOROW FAMILY

and Relatives

IN MEMORY

Of a Great Showman and

Friend

hold,

THE FINAL CURTAIN

BECKMANN-John H., 70, former real estate operator and owner of Fordham Skating Palace, October 25 in the Bronx, N. Y. He had been in the business 50 years. His three daughters and three sons survive.

BLACK-J. E., 79, retired vaudeville actor and former head of Actors' Equity in Chicago, October 19 at his home in Hot Springs. A native of Memphis, Black moved to Hot Springs in 1923 from Caruthersville, Mo. He and Mrs. Black, as the team of Black and O'Donald, toured the Keith-Orpheum Circuit for 25 years-he as a comedian an dancer, and Mrs. Black as a violinist. He went to Chicago in 1929 as head of Actors' Equity and returned to Hot Springs in 1934 to engage in the real estate business.

BOLLEY-Leo, 45, sports announcer and former football star, October 27 in Philadelphia. He had been sports commentator at Station WPEN, Philadelphia; WFBL, Syracuse, and WGY, Schenectady, N. Y. His mother survives.

BRACK-Harry, 54, stage manager of London's Palladium Theater, October 21 in London. He had been stage manager of the variety theater for 25 years.

COCHRAN-James, 78, father of by his widow, Maude. Bob Cochran, who for 17 years was chauffeur for the late John Ringling and Carl T. Hathaway and Miniature Train operator, in Kittanning, Pa., October 16.

COPEAU - Jacques, 70, French playwright, October 20 in Beaune, France. He was known as the founder of the Theater du Vieux Columbier in Paris in 1913. From 1917 to 1919 he presented 32 French plays, some his own, in New York in the Garrick Theater. He later formed a band of young actors who lived monastically in his Cote D'or chateau six months every year while rehearsing and toured the provinces of France, Belgium and Switzerland for the other half year.

in motion pictures under the name of Air France's Constellation airplane Craig Reynolds, in French Hospital, in the Azores. Miss Neveu was en Hollywood, of injuries sustained in a route to the United States where she motor scooter accident. He served was to begin a three-month concert with the marines in World War II tour in Birmingham November 4. and was injured at Guadalcanal.

GERALL-Roscoe, 45, well-known with the McOwen Stock Company, Doug Morgan, Neil Schaffner and Kingdom Players, among others. His widow, Dorothy, of Rochester, Minn., survives. Burial in Humboldt, Kan., October 15.

GRANT-William W., 64, father of the Grant Family, acrobats and contortionists, in Ellwood City, Pa., hospital October 18 of a cerebral hemorrhage. Survived by his widow and three sons, Bud, Bob and Charles. His ters survive. daughter, Ursaline, died in 1943.

GRANT-Jack, 52, film critic and columnist, at his Hollywood home October 20. At one time a story editor at PRC, Grant recently held down the post of drama editor of The Los Angeles Mirror. Survived by his widow.

director of Western Washington State Fair, Puyallup, October 24. Survived

GROLL-Charles W., 61, lawyer for Jewish Theatrical Enterprises, October 27 in New York. He was once legal representative for actors and managers Boris Tomashevsky, Jacob Adler, Maurice Schwartz, David Kessler and others. Groll was a former executive secretary and counsel for the Jewish Theatrical Managers' Protective Association and the Jewish Theaters' Managers and Producers. His widow, the former Jennie Goldstein, Jewish performer; a daughter and two sisters survive.

HUGHES - Dr. I. Rowland, 46, Welsh novelist, poet and playwright, October 24 in Cardiff, Wales. He Biedrzycki, actor in King's Rhapsody was awarded by the Welsh National in London, and Eunice Gibson, ballet Eisteddfod, an organization of bards. minstrels and literati, with the chair 16 in Glasgow. of bard in 1937 and in 1940. KLASMER - Benjamin, 57, first violinist for the Hippodrome Theater pit orchestra, October 25 in Baltimore. He was also business agent for the orchestra. KROMER-Richard Sr., 75, former operator of concessions at old Rye Beach Park, now Playland, Rye, N. Y., in Northern Westchester Hospital, Mount Kisco, N. Y., October 17. Survived by his widow, Kathryn; two daughters, Dorothy and Mrs. Helen Hasselman; a son, Richard Jr., and a sister, Mrs. Josephine Pierson. LABELLE-Percy W., 39, a mem-She had appeared on Broadway in ber of E. J. Casey Shows and formsuch productions as Russet Mantle, erly with the Conklin Shows, October The Women, The Fatal Weakness and 14, in St. Boniface, Manitoba. Survived by his widow, Edna May, and She also was one of the founders of a daughter, Valerie. Burial in Brookside Cemetery, Winnipeg. LEPIEN - George D., 80, former ring stock trainer in circus Liberty EBELER - John A., 77, engaged acts, recently in Veterans Hospital near Phoenix, Ariz. He left the Ben Wallace Circus in 1898 to enlist for service in the Spanish-American War. After his return he operated training and breeding stables in Upper Michigan and Canada. Survived by his widow, an adopted daughter and four sisters. MacDONALD - H. Ruthben, 84, concert baritone, October 22 in Toronto, Can. He once managed the Adanac Quartet. MACKENZIE-Catherine, 55, parent and child editor of The New York Times, October 24 in New York. She conducted a radio program for women on the Columbia Broadcasting System. MORRIS-Mrs. Agnes, 73, former vaudevillian and wife of Charles C. (Doc) Morris, formerly with the Palisades Park, October 26 in Hackensack, N. J. She once played with Ford and Dixon's Miss New York Jr. show. A member of the National Showmen's Association Ladies' Auxiliary, she was buried in Ferncliff

Cemetery, Hartsdale, N. Y. Besides her husband; a son, Charles J., survives.

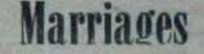
NEVEU-Ginette, 28, French vio-ENFIELD-Hugh, 42, who appeared linist, October 28 in the crash of the

PELOSI-Dr. A. Victor, 50, president and director of the Philadelphia rep and tent show performer, October Scala Opera Company, October 26 12 in Coffeyville, Kan. He appeared in Philadelphia. His widow, father, three brothers and three sisters survive.

> RENZ-Mrs. Jeanne Griffin, 39, wife of E. Justin Renz, owner of the B.R.K. Associations, a television program firm, October 23 in New Rochelle, N. Y. She was the vicepresident of the American Dickey Company and had been an advertising copy writer and an editor. A son, a daughter, a brother and three sis-

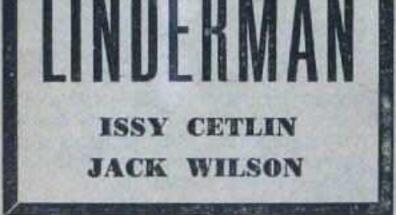
> STEPHAN-Sol, 100, former general manager of the Cincinnati Zoo, October 28 in Cincinnati, (See Parks Department for further details.)

VIVIAN-Ruth, English-born actress who had appeared on Broadway for over 20 years, October 24 in New York. She recently retired from the GRIFFITHS - Capt. F. W., 77, a cast of Goodbye, My Fancy because of illness, Her American debut in Sir Philip Ben Greet's Shakespearean repertory company in 1920 was followed by such shows as I Remember Mama, The Man Who Came to Dinner, The Damask Cheek, Eden End, Sweet Aloes, Young Madame Conti, And Now Goodbye and The Strings, My Lord, Are False. In 1937 she received the Helping Hand Medal of the Columbia Broadcasting System for her establishment of a school to train teachers of dramatic art for the blind.



BIEDRZYCKI-GIBSON - Leon dancer in Brigadoon there, October

54



IN FOND MEMORY of My Dear Friend GEORGE M. COHAN

> Who Died November 5, 1942

JERRY VOGEL

CRALEY-Elmer Vernon, 73, former high wire and trapeze performer on the Sun Bros.', Sells-Floto and Ringling-Barnum circuses, October 21 in Warren, O. Services and burial in Akron. Surviving are four daughters and two sons.

DON-Davis L., 82, former light opera and silent picture performer, October 27 in New York. He won recognition as the comedian in The Red Mill and The Belle of York, both in England and the U.S. His widow and daughter survive.

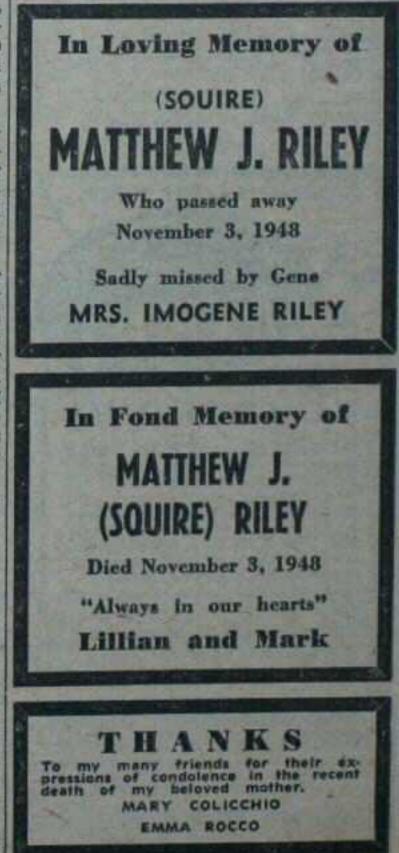
DOUGLASS - Margaret, 53, legit actress, October 24 in New York. was the bloomer girl in Bloomer Girl. the Dallas Little Theater. Her husband, H. Ben Smith: a son, daughter and two sisters survive.

in the rolling chair business on the Boardwalk, Atlantic City for 45 years, October 22 at his home there of a heart attack. Surviving are his widow, Ellen; two sons and a daughter. Burial in East Stroudsburg, Pa., October 26.

IN LOVING MEMORY OF OUR DEAR BROTHER MATTHEW J. (SQUIRE) RILEY Died November 3, 1948 Sadly missed by Brotherst LEO WILLIAM MARK

BROWN-MANSON-Dick Brown, singer on radio's Stop the Music, and Charlotte Manson, radio actress, recently in New York.

CRANE-NICHOLS - William B. Crane Jr., Columbia Broadcasting System photo editor, and Bertio Nichols October 14 in Montecito, Calif.



TRADE

HEYRE

The Billboard

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FEARLESS STARS, WORLD'S HIGHEST Contortion Trapeze Act; gorgeous girls, beautiful costumes, flashy rigging. Southern Fairs contact Jerry D. Martin. Billboard. Cincinnati. Ohio.

55

Basa, Dick Beall, Harold W. Cork, Bobby Beauchemin, E. Beaudry, Harold Cortez, Anthony-Beaupee, Jos. Beavers, Ruth Bedford, James Cotton, Ray Couch, Leonard Craden, S. K. Crafford, Frank Reller, F. D. Bender, F. D. Cranatt, Mike Benjamin, Harry Croshy Doc Bennett, Bryce L. Bennett, Chas. Benson, E. W. Bentley, Tommy Bercott, John Sears Dabner, Leroy Nelyn Daffin, H. L. Dean Darling, E. G. Iss Davis, C. E. Elwood Davis, E. J. Daris, G. E. Bergman, Lila Sears Nermand, S. Berryman, Evelyn Betrold, Miss Blackburn, Mrs. E. J. Davis, Ken-Illanka, C. F. Illanton, J. W. Blanton, Tommy Davis, L. R. Borrenpohl, Ervin Davis, H Davis, Wayne J. Boyer, Mrs. Chick Boyles, Henry C. Ersckenridge, Eddie Brailey, L. E. Bradley, Wm, C. Braty's Great Southern Circus Brannon, Pat Brashcar, Don M. Brashcar, Don M. Brashcar, Don M. Braunstein, Napple Bray, Mra Jean E. Dennison, Ernie Bray, W. M. Whittle Dixon, David W. Dixon, David W. Brent, Josephine Brewster, James Brin, Emile Brooks, Charlotte Drollette, Lillian Broome, Jr., E. H. Mar., Duckett, Wm, R. Duran, Robt. Dunn, Arthur Rmoks, Arthur B. Prown, Betty Brown, Rishon (White Erel Brown, Paul A. Brown, Bed Brown, Wennell Brown, Wm. A. Brown, W. S. Buchanan, C. T. Bucharan, Verne Entie, Art Burn Barn. Burke, Vincent Fare, Frenchie Burne, Frank W. Ferrell, Hanty Fields, Jerry Butler, Cirde W. Fischer, Boddy Butler, Mrs. Nesma Fike, W. W. Burthaum, Felix Fineout, C. W. Bord, Mrs. Mach Fitch, Harry Calicoun, Mrs. Pitzpatrick, Fred Manific B. Fleming, Pearl Calvin, Lawrence S. Fleming, W. G.

Sam

Carawan, Mrs. Lerdis Frank, Gen. Card, Myttle Flora Frank, Miller John

OUTDOOR



November 5, 1949

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

Expo Brings Visions of Bonanza

New Mini Wage Aid Whittle Plans

WASHINGTON, Oct. 29.-Alfresco segs playing in the South and Southwest should find the pickings more lucrative next season as the result of the new 75-cent-an-hour minimum wage law which President Truman signed here Wednesday (26).

Officials of the Labor Department estimate that about 1,500,000 workers will benefit from the increase which will add up to about \$300,000,000 on a national scale. About half of this amount is expected to be earned by workers in the South and Southwest. The other half, spread more thinly thruout the remainder of the country, will hardly register in the over-all economy.

Approval Seen For Gotham's **Garden Project**

NEW YORK, Oct. 29 .- The new, super Madison Square Garden project, now being dubbed the Coliseum, has definitely been reactivated and, with only one more hurdle to be overcome, approval by the board of estimate, actual construction is expected to get under way early in the strel show to be presented in Music spring. Following at least two years of preliminary planning and negotiations between city officials and the Madison Square Garden Corporation, the plan was temporarily halted last April due to dissension among Garden stockholders. Announcement was made this week that all is harmony once more and negotiations between the city and the Garden group are again under way. Status of the project at present is, briefly: That the Triborough Bridge and Tunnel Authority of New York City, thru an enabling act passed by the State Legislature in 1948, has permission to increase its capital structure of bond issues from \$300,000,000 to \$335,000,000 to profurnish the authority with a required \$10,000,000 reserve above the con- Trade Fairs for 75c Pay Law struction cost. The authority will construct the huge arena and the Madison Square Garden Corporation will lease and operate it under an agreement with the city. Plans call for a \$25,000,000 arena covering two blocks fronting on Columbus Circle. Building will include a big convention hall, sports arena and parking space for 2,000 autos.



KANSAS CITY, Mo., Oct. 29 .-Plans originally mapped for the 1950 Kansas City Centennial were whittled down this week at a meeting of the board of directors, with execs deciding upon the following:

A replica of a frontier town (Westport Landing) in a half-block area ad-Jacent to the Kansas City Auditorium in the heart of the city's business district, featuring attractions such as offered by amusement parks, old-time melodramas and early-day restaurants.

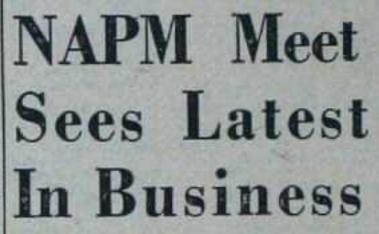
A historical pageant, to run from June 3 thru July 4, with the spec to be presented in front of an 8,000-capacity grands'and to be erected in Swope Park. Contract to produce the pageant was awarded this week to the John B. Rogers Producing Company, Fostoria, O.

Other features will include an aviation exposition in the arena of the auditorium and at the Grandview Airport; an industrial expo, also to be held in the auditorium, and a min-Hall, plus such events as a largescaled parade, costume ball and a musical festival. Original plans called for construction of a fairgrounds site at a cost of \$612,000. Lack of sufficient time was given as the reason for abandoning that plan.

Surprise Dive

COPENHAGEN, Oct. 29 .-Capt. Jimmy Jamison, U. S. high-diver playing Scandinavian dates, saw his total finances nose-dive about onethird here recently when Denmark devaluated the kroner to 6.92 from a rate of 4.81.

Altho paid in Danish money for all engagements, Jamicon has permission to exchange half of the total for American dollars. This year he decided to wait for the end of the season to change all of his money in one transaction. However, like a lot of folks with plenty of financial savvy, he waited too long and devaluation took place. Jamison said he had looked forward to playing English dates but that they are no longer so attractive with devaluation in effect.



Showfolk Set For Share in Sesqui Coin

Ads May Yield 500G

(Continued from page 3) manager of Loew's Theaters covering Pennsylvania, Delaware, Maryland and Virginia, in addition to the District of Columbia, and Washington representative for Metro-Goldwyn-Mayer. He is a charter member of Variety Club's Local Tent 11. He held important roles in staging inaugural ceremonies for the late President Roosevelt and President Truman.

Slater a Veteran

Lawrence B. Slater, assistant director of the sesqui commission, is a veteran at running conventions and expositions. He has been an official of Lions International for 20 years, serving as field director, special representative and international registrar handling all conventions. He has been public relations counsel to the International Trailer Coach Association. Associated with him on the sesqui is his wife, Doris E. Slater, who

It is expected that plans will be submitted to the board of estimate early in January for approval.

Ruhe Ships Animals To Hagenbeck Zoo

NEW YORK, Oct. 29 .- Louis-Ruhe, Inc., animal and bird dealers, Wednesday (26) loaded two pumas and 10 young sea-lions aboard a KLM Royal Dutch Airlines cargo plane for Amsterdam.

The pumas, valued at \$100 each, burg, Germany.

A budget of \$650,000 has been set up for the centennial observance.

C. M. Woodard, centennial association's secretary-manager, told The Billboard that the frontier town replica will particularly stress attractions appealing to children.

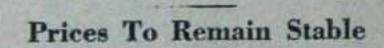
Three Intern'l U.S.; One in Chi

WASHINGTON, Oct. 29 .- Chicago has the jump on the nation in scheduling this country's first international trade fair for next August, Commerce Department said this week. Other 1950 trade fairs are to he held in Atlantic City and Detroit,

The Chicago fair is slated to open August 7 and run two weeks, Chicago Convention Bureau officials will make available a half million square feet of exhibit space by utilizing facilities of the Navy Pier, the Coliseum and the International Amphitheater.

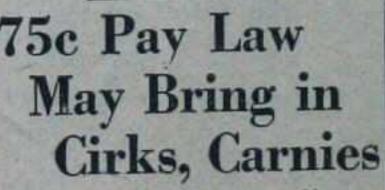
Detroit's fair will be held for a two-week period sometime in October at Michigan State Fairgrounds. Exhibit space will consist of 500,000 square feet of covered booth and 200,000 feet of outdoor space.

and the sea-lions, with a total value Trade Fair Commission is planning bill, but it was pointed out that staof \$1,000, were consigned to the a two-week fair starting November tion employees generally earn more ceremony April 15, featuring a pa-Hagenbeck Zoo at Stellingen-Ham- 20, 1950. The location is undecided than the \$30 weekly mandatory under rade with many of the participants but will probably be Convention Hall. (See 75c PAY LAW on page 62)



CHICAGO, Oct. 29. - Despite smaller crops this year, 1950 popcorn prices will remain stable, an Iowa State College agronomist told more than 1,000 registrants and guests attending the fifth annual convention and exposition of the National Association of Popcorn Manufacturers (NAPM).

Dr. Iver J. Johnson, of Iowa State's department of agronomy, assured convention delegates the huge carryover from 1948 combined with the 1949 crop will prove adequate to keep supply in line with demand and stabilize prices. Dr. Johnson added he could see "little possibility of any (See NAPM Confab on page 80)



(Continued from page 3) the official said. The agency is now studying the 75-cent bill and "will plans for use of land for the exprobably" have a decision on employees of such shows before the new minimum wage takes effect late in January, it was stated.

"A Few" in Radio

The Labor Department official said that "a few" radio station employees the midway area of the fair will be may be affected, but he refused to situated west of the main exposition hazard a guess as to how many and buildings at Anacostia Park, which is to what extent. It was explained a short distance from the circus that minimum wage laws are hedged grounds on the Anacostia River. with so many exemptions that it is virtually impossible to predict effects current plans, will be enclosed partly of any change in them. The wage- by a Roller Coaster structure with the hour division considers radio and TV main entrance bridging the foot of The Atlantic City International stations as coming under the new the main dip.

was executive secretary of parades and special events for President Truman's inaugural.

Robert Fowler, public relations chief of the sesqui, was with The New York Herald Tribune and other newspapers before establishing his public relations firm. He has edited several magazines and was co-founder of the Simon Bolivar Foundation. He also served as co-chairman of the float committee for President Truman's inaugural.

Assisted by Carmichnel

Executive assistant to Fowler is Gregory Carmichael, who prior to being associated with Fowler's firm was an editor and writer for several top-flight magazines. He was South American correspondent for Holiday magazine and was editor of Avon Publication's Fascination. He also was with Conde-Nast publications.

The sesqui's program book is being blueprinted as a colorful and informative guide which will be worth preserving. Present plans call for a 9 by 12 magazine of 200 profusely illustrated pages.

Sesqui officials were in conference most of this week with various government bodies in paving the final position. The National Capital Park and Planning Commission praised the sesqui group for a "corking job" in preparing its plans.

Midway Site Decided

It has been definitely decided that

The midway area, according to

Present plans include an initial

GENERAL OUTDOCT 57

Close-Ups: Heavenly, Worldly Status Bright For Indoor Pioneer Bob Morton

By Jim McHugh

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

STAR gazing can take on many forms, ranging from the type indulged in by infatuated youths to the studied astrological pursuit of Col. Robert H (Bob) Morton, a Gemeni and co-owner of the fabulous Hamid-Morton Circus, who has been gazing at the heavens and the even brighter array of circus sters surrounding his orbit for many years.

Bob had a staid but happy beginning on June 1, 1894, when he was born under Gemeni, one of the spring signs in the Zodiac. The happy event started another generation of a family which had resided in Fox Chase, a Philadelphia suburb, for 150 years. His pursuit of knowledge of the stars, which

began as a hobby while he was attending the University of Pennsylvania, convinced Bob that he was one of the world's fortunates and his position today would seem to bear him out.

Started Indoor Biz

He started the indoor circus business in the face of predicted calamity and nurtured it until he had developed one of the most notable successes in showbiz. Four apartment hotels which he started with circus profits in Miami 15 years ago were recently leased to the Drier Hotel chain for a gross rental of \$3,564,000 covering a 99-year period.

Most of all, he has a lovely wife, Vernette, a "rebel" he says, the former social secretary to Cornelius

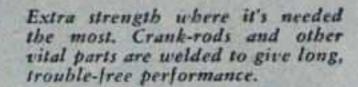
Vanderbilt, and a four-month-old COL. ROBERT H. (BOB) MORTON adopted son, Bob II, installed in a

palatial home formerly owned by a vice-president of the Pennsylvania Rail road and located on Lake View Drive on Surprise Lake. Miamy Beach.

Bob could stay at home and bask in year-round sunshine if he desired but he's an extrovert convinced that the operation of his business as it stand today is a vocation.

"You can't measure in dollars and cents, other than the money we've made for ourselves, the good indoor circuses have done for the crippled kiddies," Bob says.





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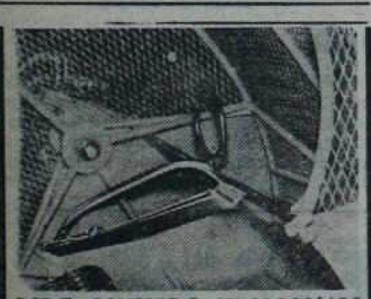
Multer of CARROUSELS, CATERPELLAR, LOOPER. MOON ROCKET, NURRICANE, WATER SCOOTER. KIDDIE MERRY-GO-ROUND, KIDDIE AUTO RIDE. LITTLE DIPPER, KIDON BOAT RIDE and other fa-

ALLAN HERSCHELL COMPANY, Inc. NORTH TONAWANDA, NEW YORK World's largest manufacturers of amusement rides

Owned Concessions

Bob graduated from the Wharton School at the University of Pennsylvania in 1916 and became a certified public accountant. During the summers he broadened his education and added to his bankroll by working concessions with carnivals. At one time he had perhaps the largest string of concessions on the road and was associated with the World at Home, Hort Campbell and C. A. Wortham shows.

With his c.p.a. background he earned a spot in the wagon of Gentry Pros.' Dog and Pony Circus, and in only a few weeks time he had conceived the idea of indoor circuses. He was aware of the numerous requests the circus management received to supply talent for impromptu shows to entertain



greatly increased on peak cap_city stands with Everty rides naving the new Everty automatic passenger safety belt tow standard equipment on new 1949 models. This speedy positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete informa-tion. grosses

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crippled and bedridden youngsters at hospitals.

First Date Clicks

It occurred to Bob that the Shrine would make a wonderful auspices for indoor shows, since their share in the proceeds could be earmarked for the benefit of crippled children. He tried to sell the idea to Jake Newman and Ben Austin, owners of Gentry Bros., but they were not impressed. They did, however, loan equipment for the initial date in Dallas, and this was successful.

The sponsoring Dallas Shriners earned \$32,000 on a 50-50 basis and journeyed in style to their national convention in Washington. Morton and the Gentry management split a like amount.

For the next 15 years Bob operated the Bob Morton Circus "from coast (See Heavenly, Worldly on page 61)

36 PASSENGER

BOOMERANG

CONEY ISLAND 1949

WRITE FOR CATALOG. ETC.

HARRY WITT

Portablei

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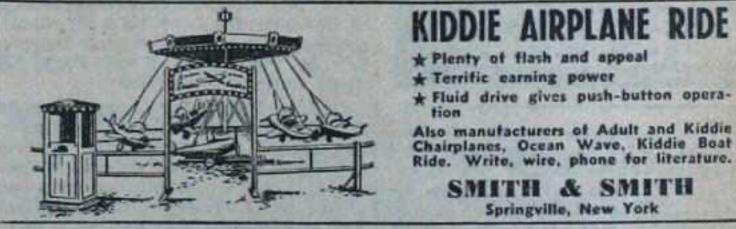
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The Billboard

November 5, 1949



58

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7 Out in the Open §

J. Raymond Morris, confined in a cently when a Columbia, S. C., news-Racine, Wis., hospital since July 5, has been discharged and has returned to his home in Cambridge, Mass., where he will be under a doctor's care all winter. . . . Gordon R. Schlubatis, secretary, Branch County Fair, Coldwater, Mich., was guest columnist Monday (24), on The Detroit Free Press for Robert DeWolfe, farm writer. He described activities of a county agricultural agent based on his own experience as Branch County agent.

Fred W. Burrows, secretary-treasurer of O. Henry Tent Awning Company, Chicago, is in De Paul Hospital, St. Louis, with a fractured skull and concussion of the brain, the result of a fall October 18 while attending the National Canvas Manufacturers' convention in St. Louis. . Bill Lindermann, president of Minnesota State Fair, St. Paul; Edwin Schultz, secretary, Nebraska State Fair, Lincoln, and Clyde E. Byrd. secretary of Arkansas Live Stock Exposition, Little Rock, were among visitors at Louisiana State Fair, Shreveport.

Fred C. Murray, general manager of the International Fireworks Company, flew from New York to Haiti of 1946, when attendance hit a high Saturday (29) to discuss the fireworks contract for that country's that while in 1948 and 1949 the bi-centennial celebration. . . . Jack rodeo ran only for a period of 26 Greenspoon, Virginia Beach, Va., park operator, is leaving New York, with his wife, for a month's stay in Florida. . . . Fred Pittera, exposition planner-manager, is in Paris, his second stop in a combo business-pleasure trip. . . . Fred Hamphillips, Fredericton, N. B., show fan-author, has a lengthy illustrated yarn on Dailey Bros.' Circus in the October issue of Canadian Business. . . . Russ moyer, Reading, Pa., Fair tubthumper, is back home after publicizing several big car race dates for Sam Nunis in the Deep South.

paper carried a feature story on his Sturdivant's Carnival on Ice is windgrandchildren who are trouping with ing up a 21-week run here during their uncle, William J. Mason, unit which it played to 360,000 patrons. op with Prell's World's Fair Shows. The young troupers, Jimmy, nine, ing a line of American cuties. The and Bobby, seven, receive their schooling from grandma Marie who also travels with Mason's Natureland attraction.

Strong Wind-Up **Hikes Gotham Gate**

NEW YORK, Oct. 29. - Hypoed attendance the last three days of the 24th annual Madison Square Garden World's Championship Rodeo offset to some extent the somewhat weak gates chalked up during most of the Western fiesta, with attendance running about 10 per cent below last year.

Near-sellouts Friday, Saturday and Sunday (21-23) boosted the over-all attendance and, while the total was below that of last year, it should be noted that last year's attendance ran from 18 to 35 per cent above that of 1947, which in turn was nearly 30 per cent off from the banner year of 500,000. It must also be noted days, the 1946 and 1947 rodeos ran for 33 days each.

Final Winners

Shoulders (2,096 points), \$1,234; Wil- circus. bur Plaugher (2,095). \$985; Tater Decker (2,088), \$745; Harry Tompkins (2,085), \$490; Dick Johnston (2.082), \$250.

Calf Roping-T. B. Porter (285), \$1,625; Lefty Wilken (308.1) \$1,295; April 17, the Krone circus has played Jimmy Whaley (337.1), \$980; Jim to more than 750,000 people. Snively (387.4) \$665; Jack Shaw (427), \$350. Saddle Bronk Riding-Ross Dollar-Harry Mason, a veteran of 49 years hide (2,731), \$1,390; Bill Hancock (2,404), \$1,100; Johnny Cobb (2,388), \$830; Gerald Roberts (2,231), \$560; Johnny Reynolds (2,122), \$290. Steer Wrestling - Bill McGuire (63.1), \$2,000; Charles Colbert (109), For Amarillo, Texas Wilbur Plaugher (122.3), \$1,340; Wilbur Plaugher (127.4), \$1,020; Harold Cox (133.3), \$690; Bill Lowry (137.1), \$360. Bull Riding - Gerald Roberts (2,699), \$1,175; Freckles Brown Omaha Skeds Sport Show (2,108), \$980; Pete Crump (2.050), \$785; Sonny Lavender (2,034), \$600; Jim Shoulders (1,849), \$415; Harry Tompkins (1,836), \$215. Wild Horse Ride-Harry Tompkins, \$100; Jack Wilkerson, \$50; Charlie Davis, \$45.

Icer Gate Hits 360,000 in Rio

RIO DE JANEIRO, Oct. 29 .- Victor Show carries 55 performers, includinstallation of ventilators was necessary to keep the skating surface from melting.

Carnival on Ice has played San Juan, Puerto Rico and Sao Paulo, Brazil. Following its local run show plays dates in Argentina before returning to the United States early in December.

Hagenbeck Zoo Back To Prewar Stature HAMBURG, Oct. 29.-Hagenbeck's

big zoological park in the suburb of Stellingen has been rebuilt and restocked with wild animals since the end of the war and at present is practically back to prewar standards, thru purchases and gifts of animals. Latest gift came from Gerald Hyde, Australian circus performer and horse trainer, who recently visited the Hagenbeck Zoo and presented the owners with six Australian dingoes.

Hyde was much impressed with the comeback staged by the Hagenbeck Zoo and Hagenbeck Circus, which has had a successful season under canvas, it's first in nine years. Trained anin.als from the Hagenbeck Bareback, Bronk Riding - Jim Zoo are features of the Hagenbeck

> Also winding up its tent season in Hamburg is the big Circus Krone, which carries 250 performers and 300 animals and uses a big ton seating 5,000. Since opening at Munich



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Big Pageant Planned

AMARILLO, Tex., Oct. 29 .- Hollywood and New York specialists will be imported for work on a mammoth pageant to be staged during December in Palo Duro State Park, 17 miles south of Amarillo.

Gellers Productions, producers of the pageant, have been working on the script and scenes for several months. Leon Drew, general manager of the firm, terms the spec one of the most ambitious his organization has ever undertaken, with more than 800 persons participating in the tableau.

Titled The Beginning of Glorythe Christ Story, the spec will be presented seven evenings, December 16 thru December 23, with the huge canyon as a cathedral-like background. Originator of the story is John L. McCarty, Amarillo public relations man.

Mr. and Mrs. H. Humphries Observe Golden Wedding

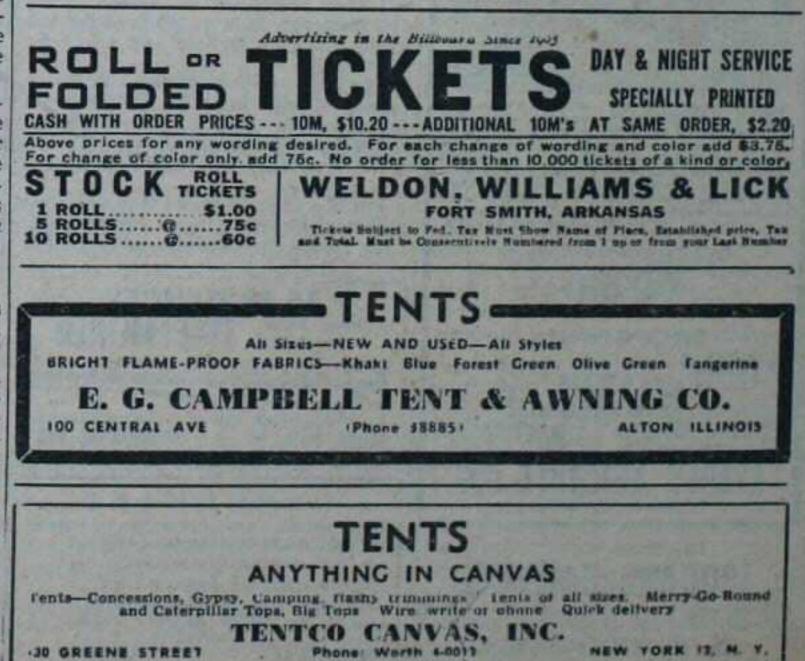
TORONTO Oct. 29 .- Mr. and Mrs. Harry Humphries, well-known English-Canadian circus figures, celebrated their golden wedding anniversary by visiting the Hamid-Morton Circus during its recent engagement here. Col. Robert Morton. co-owner of the circus, presented Mrs. Humphries with a bouquet of flowers, while noting that Harry was also rounding out his 50th year in circus busi less.

The couple are the parents of Len Humphries, personnel manager of the Hamid-Morton org.

Junkers Race at Freeport

FREEPORT, L. I., Oct. 29.-Following a season of midget and stock car races at his Freeport Stadium, promoter Jake Kedenburg gave his patrons a novel switch Friday night (28) by putting on a jalopy race, with almost anything on wheels eligible to compete.

OMAHA Oct. 29 .- A sports and vacation show is scheduled for the Auditorium here, March 18-26, under Omaha Fish and Wildlife Club, Inc., auspices. Ken Ferguson, Stillwater, Minn., will be manager.





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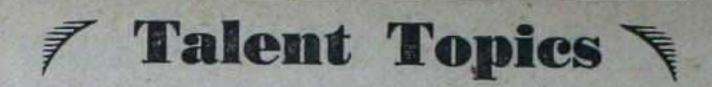
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NEW CHEVROLET TRUCKS SPECIAL FINANCE PLAN FOR SHOWMEN



The Billboard

diver, reports from Copenhagen that artists contemplating extensive engagements in that part of Europe should join the Dansk Artist Forbund, the actor's union active in Scandinavia, England, France and a number of other places in Europe. Jamison recently attended a 10th anniversary dinner of "Echo," Scandinavian show paper, when Editor Anton Hersleb was honored. Varied entertainment was supervised by G. Rose-Erichsen, chief of the artists's union, and Harry Pless.

Helen Harvey Girls, aerialists, closed their outdoor season at Hawkinsville, Ga., after 22 consecutive weeks of park and fair dates. . . Frank Doyle, with Dales Circus this season, has been booked for the Fort Worth Shrine Circus, November 18-27. . . . Chico-Dell has returned to Los Angeles following a successful 15-week run at the Cleveland Zoo. Altho he plans to supervise construction of a new home, he will take time out to play a six-week return engagement in San Francisco, with opening scheduled for November 24. Zaza Coriell, who presented her

wire and acro acts on Bud Anderson's Seal Bros.' Circus the past season, is at her home in Pekin, Ill., where she and her father are perfecting a new juggling and wire turn which they plan to present in night clubs this winter.

Tex Maynard, singing whip artist with Rogers Bros.' and Clyde Beatty circuses, who recently concluded an engagement with the Skull Valley Ranch Show in Johnston City, N. Y., is at his home in Endicott, N. Y., breaking a new Roman ride. . . . One of Jack Kochman's thrill unit cars got away from a hell driving stuntman on the wet-down clay track at North Carolina State Fair, Raleigh, Wednesday (19) and severed a water pipe to provide the only semblance of moisture during the annual's fiveday operation. On the same afternoon a balloon which Capt. Eddie Allen was inflating, prior to staging a balloon ascension, caught fire and was destroyed. A replacement was flown from Allen's Batavia, N. Y., headquarters and the act was presented without incident the following day.

Capt. Jimmy Jamison, U. S. high | Grock will be 70 years old in January.

> The Schaller Brothers, trampoline; Maxellos, Risley act; Kay and Carrol, comics; The Five Vikings and Ben Yost's Quintet, singers, and Pansy the Horse, with Joe Basile's band, were features of an American to outdoor amusements. Legion show at the Jamaica, L. I., Armory Friday (28) and Saturday (29).

4 Alfresco Orgs File N. C. Corp. Papers RALEIGH, N. C., Oct. 29.-Certifi-

cates of incorporation filed recently in the office of the secretary of state here included:

Jones County Agriculture Fair Association, Inc., Trenton, to promote agriculture. Nonstock. Incorporators include John Larkins Jr., G. B. Johnson and A. V. Thomas,

Franklin County Fair, Inc., Louisburg, to operate a county fair. Authorized capital stock \$50,000, subscribed stock \$300 by A. H. Fleming, Mary Fleming and Sam Mattox.

Tri-County Agricultural Fair Association, Inc., New Bern, to encourage and promote agriculture. Nonstock, Incorporators are Norris Reed, Louis Dunn and Dewey Dixon.

Gastonia Speedway, Inc., Gastonia, to own and operate a speedway. Authorized capital stock \$50,000, subscribed stock \$400 by Carl Hampton, Eunice Quinn and Marvin Ratchford.

Childress, Tex., Pays Off Building Loan, Is in Black

CHILDRESS, Tex., Oct. 29 .- The State fair association here is paid up in full and in the black, Manager O. B. O'Dell, fair manager, announced recently following payment of \$2,-175.64 to the Board of City Development, which financed purchase of the exhibit buildings. O'Dell explained that the fair's profit enabled it to pay off its loan. Fay Eatherly was elected a member of the board of directors.

November 5, 1949

Sked London Trade Show, Feb. 14-16

LONDON, Oct. 29. - Amusement Trades Exhibition's, Ltd., annual meeting here set plans for its 1950 show at the new Royal Horticultural Hall, Westminster, February 14-16. As usual exhibits will consist of rides, amusement devices, coinoperated machines of all types and all forms of merchandise of interest

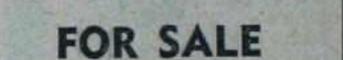
Philip Shefras was elected chairman of the exhibition group for 1950. Directors elected for the year were W. G. Green, M. Myers, H. Seff and Shefras, representing the Amusement Caterers' Association; B. W. Brenner, E. Graves, J. H. Holloway and W. H. Willmott, representing the Amusement Trades' Association.

Edward Graves, London representative of The World's Fair, British trade mag, was appointed organizing manager of the exhibition for the fourth consecutive year.

Danbury's N. E. Exhibit **Given Permanent Status**

DANBURY, Conn., Oct. 29 .- The Main Street, New England, exhibit at Danbury Fair will be made permanent and enlarged from year to year, John W. Leahy, general manager, announces. The exhibit, originally constructed for the New York, New Haven & Hartford Railroad, was exhibited first in Grand Central Terminal, New York, where it attracted many thousands of spectators.

The three seals which were exhibited in a tank of water during the fair and attracted considerable attention and publicity, last week were freed off Wilson Point, Norwalk, Conn. Leahy bought the seals in Maine for \$100 each.





GIVE TO THE RUNYON CANCER FUND

Gil Maison, recently returned from England, is at the Capitol, New York, with his zany monks and pooches. ... The Langs (6), teeterboard tumblers, are at the Roxy, New York, and The Ericksons (5), European equilibrists, are at the Palace. . . The Three Arnauts, musical clowns, are at the Adams, Newark, N. J. . . Rudy Docky and His Basketball Dogs are at the Olympia, Miami Beach. . . . Evie and Joe Slack, American comedy acrobats, are at the Baccara Club, Paris. . . . Grock, renowned Swiss clown, heads the vaude show at the Theatre De L'Etoile, Paris.

Ed Haddad, Veteran Driver, **Killed in Gilmore Auto Race**

LOS ANGELES, Oct. 29. - Ed Haddad, vet auto racer, was killed during the midget 20-lap semi-final event (20) at Gilmore Stadium here when his car went out of control after being accidentally pinned against the crash wall by Danny Harrison on the 17th lap.

The tragedy marked the return of the track to the American Automobile Association (AAA) following two and a half years of running under the United Racing Association (URA) banner.

by 7,000 patrons, was taken by Troy Snyder has replaced Jimmy O'Dell Ruttman with Ray Crawford and in charge of stock. Rubens said the Norman Holtkamp following him to show would winter in Fort Myers, the finish line in that order.

420G Face Lift Skedded For London Exhibit Hall

LONDON, Oct. 29. - Alexandra Palace, considerably damaged by bombs during the war, is to be given a face lift.

Repairs to the big building will cost about \$420,000, while an additional \$280,000 will be expended on the grounds, which, with the building, cover an area of 23,000 square feet. Spot will be developed as an amusement center and sports arena.

Miami Aquarium Project Canceled by Swede Group

MIAMI, Oct. 29.—Deal thru which a Swedish corporation, headed by Count Warner Morner, was to build a \$1,650,000 aquarium on Virginia Key has been called off by the Swedish group, which claims it is unable to carry out the contract.

County commissioners passed a resolution of forfeiture on a \$50,000 cash performance bond posted by the Swedish firm-and will try to collect.

Rogers Gainesville Biz Light

GAINESVILLE, Tex., Oct. 29 .-Rogers Bros.' Circus chalked up light business here Saturday (22), getting only half houses both afternoon and night. Owner-Manager Si Rubens reported he recently purchased two bulls from Dales Bros.' Circus, giv-The 50-lap main event, witnessed ing the Rogers org four bulls. Leon Fla.

DRESSAGE AND HIGH SCHOOL HORSE

Beautiful Bay Stallion. Pedigreed. Ready for stage or show. Priced right.

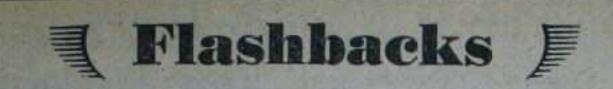
> CHRIS REARDON Libertyville, Illinois

Opportunity exists with well-rated manufacturer of refreshment equipment and supplies. Now expanding into Tennessee, West Virginia and North Carolina. Prefer individual already contacting drive-in theatre and amusement park concessions and who can handle one of the above territories in addition to present line. This is not a get-rich-quick proposition, but an opportunity to consistently augment present earnings \$1500 to \$2000 per year at no additional expense. Field training will be given. Qualified in-dividuals, investigate this immediately, as 1950 program is now under way. Interviews will be scheduled at once in your territory. Write, giving full details, to





GENERAL OUTDOOR 61



25 Years Ago

general agent of the Sells-Floto Circus for 1925, with Paul Harrell again Brady's indoor circus. . . . Kortez & car manager.

C. W. Finney, for years general contracting agent for Sells-Floto Circus, was signed by Col. J. C. Miller as general agent and traffic manager of the 101 Ranch Wild West Show for the 1925 season.

The United States Supreme Court refused to grant a rehearing in the \$100,000 personal damage suit won by Hettie McCree, bareback rider, injured in the Hackenbeck-Wallace Circus wreck in 1918,

J. H. Adkins, assistant manager of the Gentry Bros.-James Patterson Circus for two seasons, severed connection with the org to join the Hagenbeck-Wallace Circus as assistant manager.

Headliners at the Oshkosh (Wis.) Fair included Poodles Hanneford, the Merkle Sisters, Geddis Trio, Marco Twins and the Four O'Connor Sisters.

Tommy Haynes, of the Ringling-Barnum org, had the program and novelty privileges at Tex Austin's Rodeo in New York. In his crew were Andrew (Windy) Stryker, John Moore Nathan Albert, Eddie Dunn, George Caster and Louis Abenante.

W. B. Burris, manager of the Jackson (Mich.) County Fair for 11 years, resigned. Burris was president of the Michigan Association of Fairs for five years.

With Clark's Broadway Shows on the midway at the Madison, Ga., Fair were the New Orleans Strutters, Minstrel Show; Charles Docen's Freak Animal Show; the Circus Side Show, Barney Paige's Motordrome, Fred Aberg's Athletic Show, with Gus Anderson and Dorothy Hightower; Lee MaKae's Hawaiians, Bell Lynch's Wild West, with Prof. Moler's dogs and ponies as added attractions; the Bathing Beauties, Mermaidia, Fun Factory, Goat Farm, Barnyard Circus, and Flo Irwin's Society Circus.

ter that port. ... Jack Neil, secretary for Brown & Harmon, concession-R. M. Harvey was re-engaged as aires with the Con T. Kennedy Shows, took 30 concessions to Jack Smith's Wonderland Museum opened in Los Angeles.

10 Years Ago

The New York World's Fair closed with total paid attendance approximately half of earlier semi-conservative estmates. Cut-rate prices for school kids pushed the mark over 25,000,000 for the year. The fair was originally budgeted for 40,000,000 with some estimates up to 60,000,000. In the first definite move toward revamping for 1940, Board Chairman Harvey D. Gibson hired Albert Johnson, scenic designer, to redesign the Chaffin. entire area.

the "Folies Bergere" and some edi- equipment and animals, sold an eletions of "George White's Scandals," was refained by John Ringling North to Louis Goebel, of Goebel's Lion to design costumes for the perform- Farm. ers and plan the opening spec for the Ringling Bros. and Barnum & Bailey Circus for the 1940 season.

Golden Gate International Exposimum as to weather the fair would Fair Park, Milwaukee, and indoor be resumed in 1940.

Officials of the Gainesville (Tex.) under the direction of Tom Marchese. Portis M. Sims, Russell Teague, Roy Boston Garden publicist.

Mich. Variety Club Elects

DETROIT, Oct. 29 .- The Variety Club of Michigan chose a representative group of showmen as canvasman (directors) for 1950 at its annual election October 24. New canvasmen are Louis Mitchell, manager, Kilbride Circuit; Jack Zide, manager, Allied Films; Charles C. Perry, managing director, Downtown and Adams theaters; Donald Woods, branch manager, Warner Bros.; Harry Gilbert, concessionaire; Ralph Raskin, premium and popcorn supplier; Paul Broder, former president of Realart Pictures; Lew Wisper, partner, Wisper & Wetsman Circuit; Mike Falk, manager, Music Corporation of America; Joseph J. Lee, manager, 20th Century Fox, and Sam Carver, vicepresident, Independent Theater Owners of Michigan.

P. Wilson, F. X. Schad and T. H.

Ralph Clawson, who was disposing Max Weldy, costume designer for of the Hagenbeck-Wallace Circus phant, a ticket wagon and other gear

> The Wallendas, high wire artists, returned to the U.S. after a European tour.

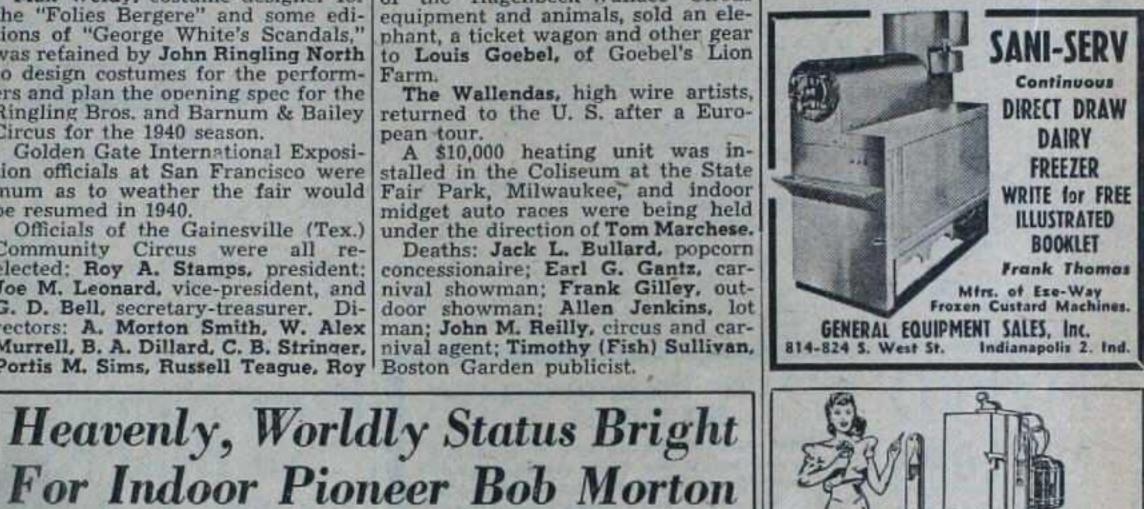
A \$10,000 heating unit was intion officials at San Francisco were stalled in the Coliseum at the State midget auto races were being held

Community Circus were all re- Deaths: Jack L. Bullard, popcorn elected: Roy A. Stamps, president: concessionaire; Earl G. Gantz, car-Joe M. Leonard, vice-president, and nival showman; Frank Gilley, out-G. D. Bell, secretary-treasurer. Di- door showman; Allen Jenkins, lot rectors: A. Morton Smith, W. Alex man; John M. Reilly, circus and car-Murrell, B. A. Dillard, C. B. Stringer, nival agent; Timothy (Fish) Sullivan,



if you want BIGGER profits from your concession business buy from Concession Supply Company ... you'll get dependable equipment and FAST. Concession offers a complete line of floss machines, popcorn kettles, waffle molds and candy pullers, all designed for rugged wearability Order the only direct drive vibrationless floss machine on the market . Larger production than any other . . . Only \$275.00. We have a new heating ribbon that will We have a new heating ribbon that will boost your profits. Fits all makes of ma-chines. Ribbon costs only \$7.50. Whenever better floss machines are built CONCES-SION SUPPLY CO, will build them. Popcorn kettles: 8 qt., \$15.00; 12 qt., \$25.00; 35 qt., super kettle, \$42.50, Caramel Kettles, Cole-man Equipment, Snow Cone Items. Write

CONCESSION SUPPLY CO. World's Largest Floss Machine Manufacturers 3916 SECOR ROAD TOLEDO 6, OHIO TOLEDO 6, OHIO





Frank Buck arrived at San Francisco from India with the largest cargo of beasts and birds ever to en-

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4 3/16. Write for prices. Single Sheets, 8½x14, Typewritten. Per M. \$5.00 5-p Goid fish Pamphlet, 8½x11. 12 Signs

WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P, 8x5, Contains all 12 Analyses. Very well written, \$5.00 per 100, Sample, 107 FORECAST AND ANALYSIS, 10-p Fancy Covers, Ea.

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120 Pages, 2 Sets Numbers, Clearing and

Answers All Questions, Lucky Numbers,

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Challenger FLOSS KING Setting New Profit and Performance Records! CHALLENGER EQUIPMENT CORP. BOX 249 Harvey, Illinois Phone: Harvey 4036

(Continued from page 57) to coast and from the Gulf to Maine" with great success. But, altho his astrological prediction of the stock market crash is substantiated in some quarters, the depression engulfed him, too, and the going was tough. It was even necessary at one time to put in hock his wife's jewelry, including her wedding and engagement rings.

Joins With Hamid

In 1935 he formed with George A. Hamid, head of George A. Hamid & Son, the National Producing Company, Inc., for the purpose of operating the Hamid-Morton Circus as equal partners. The association has been a happy one with Bob handling the show and the Hamid organization assuring a plentitude of topflight talent available for all engagements.

The Hamid-Morton Circus grew rapidly to three-ring proportions and became so big that it was necessary to eliminate stages and auditoriums lacking the necessary full-scale facilities. The route now includes five weeks in the fall and 15 winter dates, all "picked engagements."

The most interesting experience Bob has had in promoting indoor circus for the past 30 years happened two years ago in Newark, N. J., when the firing of the Zacchini double cannon act in the finale prompted a woman patron to have her baby right in the middle of the audience. "It was a terrific finish," the show-conscious Bob reports.

500G in Montreal

In Montreal, where \$500,000 has been raised for crippled children in the past 12 years, the circus had a \$30,000 advance sale, despite the fact that there were less than 1,000 Shriners. It developed, Bob says, that the predominantly Catholic population thought that the sponsoring Brother Andre Shrine was made up of members of their own faith.

Bob said that he explained in a series of newspaper ads that the sponsoring group were Masons, but that no refunds were demanded and the

show has grown in popularity each year.

Bob's military title is derived from his appointment to the staffs of three governors. Kentucky and Texas each designated him a full colonel and in Georgia he was appointed a lieutenant colonel.

Long Life Anticipated

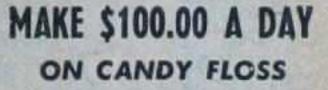
Bob's interest in astrology began while he was in school and he studied the science of the stars under Professor Seward. Even tho he has an athletic heart resulting from basketball competition and once was given only 24 hours to live following an attack, Bob's belief in his longevity is unshakeable. His lifeline is long, he insists, and for good measure notes that his grandfather married for the third time at 70 and died at 96. His father lived to 86.

At 55 Bob's appearance embodies many youthful qualities. He can emsee a three-hour circus performance and then entertain around the clock with never a sign of fatigue.



REMEMBER THE ANTI-TUBERCULOSIS LEAGUE-IT IS HELPING BUILD A HEALTHIER AMERICA

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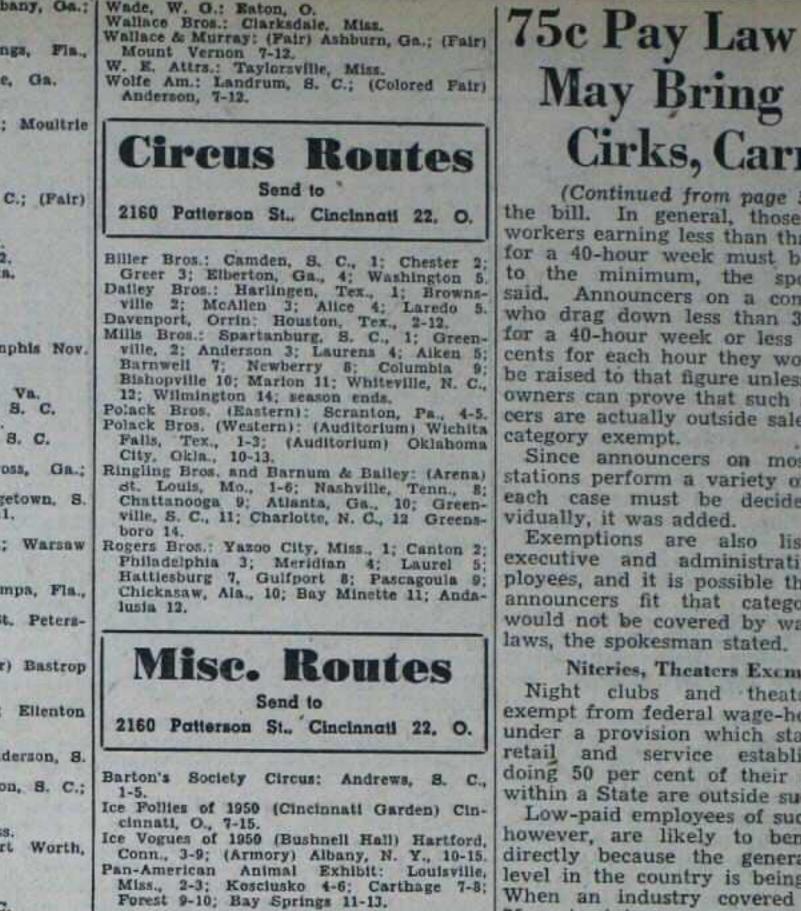
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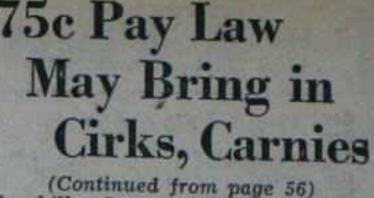
Jones, Johnny J., Expo .: (Pair) Albany, Ga .: | Wade, W. O .: Eaton, O. Carnival acason ends. Routes 5-12. Send to 2160 Patterson St. Cincinnati 22, O. (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.) A-1 Am. Co.: Pocahontas, Ark .: Corning 7-12. All-American Midway: Midland, Tex. American Eagle: Edwards, Miss. American Midway: Corpus Christi, Tex. Becht, Lee: (Toy Fair) Santa Claus, Ind., 12-25, B. & H.: Williston, S. C. Big Four: Lilbourn, Mo. Blue & White: Anahuac, Tex. 7-Dec. 3. Bohn & Sons United: Logansport, La. Burdick's Greater: Coolidge, Tex. Burke: Lonoke, Ark. Burke, Harry: (Pair) Jennings, La.; Church Point 7-12. Burkhart: Lonoke, Ark. Capital City: (Fair) Eastman, Ga.; (Fair) Luverne, Ala., 7-12. Cavalcade of Amusements: (Fair) Mobile Ala., 1-13, Central Am. Co.: Andrews, S. C.; Tabor City, N. C., Nov. 7-12. Cetlin & Wilson: (Fair) Florence, S. C.; (Fair) 7-12. Sumter 7-12. Crafts Expo .: (State Fair) Phoenix, Ariz., Crystal Expo.: (Fair) Hazelhurst, Ga.; (Fair) High Springs, Fla., Nov. 7-12. burg 7-12. Dodson's Imperial: Alexandria, La.; season ends. Dumont; Clinton, N. C. 7-12. Dyer's Greater: Earle, Ark. Fleming, Mad Cody: (Fair) Adel, Ga.; season Nov. 7-12. Franklin, Don: (Fair, at Mission Road & Mitchell St.) San Antonio, Tex., 31-Nov. 7. Gentsch, J. A.; (Fair) Lexington, Miss. Glades Am.: Uleta, Pla.; North Miami 7-12. Groves Greater: Lake Charles, La, Haven Park Am.: Roscoe, Tex. Heart of Texas: Rochester, Tex. Heth, L. J.: (Fair) Blakely, Ga. Holbrook Am .: McNeil, Ark. Tex., 2-12. Hottle, Buff: Golden Meadow, La., Nov. 1-8. Jack's Greater: Swainshoro, Ga.; Ludowici Nov. 7-12.

4-13,

ends.

Kaus, W. C.: Thomasville, N. C. Reystone Expo.: DeFuniak Springs, Fin., Kinland Am.: (Fair) Jeffersonville, Ga. Lamb, L. B.: Marianna, Fia. Lane, Sammy: Turrell, Ark. Lawrence Greater: Savannah, Ga.; Moultrie 7-12; season ends. Lone Star: Moultrie, Ga. Maddox Bros.: Ropesville, Tex. Magic Empire: De Kalb, Miss. Marion Greater: (Fair) Seneca, S. C.; (Fair) St. George 7-12, Midway Expo.: Hamlin, Tex. Midwestern Expo : Groveton, Tex. Model: Bonham, Tex.; Bogata 7-12. Monarch Expo.: (Fair) Onark, Ala. Moore's Modern: Victoria, Tex. Myers: Woodbury, Ga. Oil State: Liddiville, La. Orange State: Jacksonville, Pia. Palmetto Expo .: Guyton, Ga.; Memphis Nov. Pan-American; Biloxi, Miss, Peerless Celebration: Appommatox, Va. Penn Premier; (Fair) Walterboro, S. C. Peppers All States: Cleveland, Tex. Perry, Jack J.: (Fair) Bishopville, S. C. Pike Am.: Coushatta, La. Prell's Broadway: (Fair) Waycross, Ga.; (Fair) Valdosta 7-12. Prell's World's Fair: (Fair) Georgetown, S. C.; (Colored Fair) Charleston 7-11. Public Am.: Artesis, Miss. Raftery, James M.: Ayden, N. C.; Warsaw Rogers Greater: Winona, Miss. Royal American: (Shrine Fair) Tampa, Fla., 5-13, season ends. Royal Crown: Gainesville, Fla.; St. Peters-Royal Expo .: (Pair) Pelham, Ga. Southern Valley; Monroe, La.; (Pair) Bastrop Sparks, J. A .: Columbus, Ga. Steblar Greater: Bamberg, S. C.; Ellenton Standard: Muleshoe, Tex. Stephens, C. A.; Elberton, Ga.: Anderson, S. C., Nov. 7-12, Strates, James E .: (Pair) Charleston, S. C .; (Fair) Jacksonville, Fin., 7-13. Ti.well, T. J.; Stamford, Tex. Tivoli Expo.: (Fair) Itta Bena, Miss. United Expo .: (Rosedale Lot) Fort Worth, United States; Beaufort, S. C. Veterans Expo.: Lake City, Fia. Virginia Greater: Hartsville, S. C.





the bill. In general, those station workers earning less than that figure for a 40-hour week must be raised to the minimum, the spokesman said. Announcers on a commission who drag down less than 30 bucks for a 40-hour week or less than 75 cents for each hour they work must be raised to that figure unless station owners can prove that such announcers are actually outside salesmen, a category exempt.

Since announcers on most small stations perform a variety of duties, each case must be decided individually, it was added.

Exemptions are also listed for executive and administrative employees, and it is possible that some announcers fit that category and would not be covered by wage-hour laws, the spokesman stated.

Niteries, Theaters Exempt

Night clubs and theaters are exempt from federal wage-hour laws under a provision which states that retail and service establishments doing 50 per cent of their business within a State are outside such laws.

Low-paid employees of such firms, however, are likely to benefit indirectly because the general wage level in the country is being raised. When an industry covered by the 75-cent minimum moves its low-paid employees to that level, exempt firms frequently have to raise their own levels to keep their workers from switching jobs, the official said.

Most employees of diskeries come under the 75-cent minimum, it was stated, but the Labor Department official said he doubted that many such employees in the country earn less than 75 cents an hour.

The usual exemptions for administrative and executive personnel and outside salesmen apply to disk workers as well as to all other covered industries, it was added.

TOP-POP HYBRID POPCORN CARRIES A MONEY PEANUTS BACK GUARANTEE Five Sizes Boxes-Complete Line of Supplies-POPCORN

Midway Marvel Candy Floss Machine-Snowflake Snow Cones-All Makes Ice Shavers-Star Popcorn Machines-Cotton Candy Cones-Candy Apple Equipment & Supplies - Fresh Roasted Peanuts - Attractive Circus Bags - Candy Floss



mittee chairman, appointed by the Board of Governors to draw up the regular ticket for 1950's election of officers, announced the list drawn up by the committee. On the committee with McKee were David Brown, Arthur Campfield, Mack Kassow, Harry Schwartz, Jack Stern and Isidore Trebish.

To Head NSA

NEW YORK, Oct. 29 .- At the

National Showmen's Association's

Perry Named

Regular Ticket

Officers-Jack Perry, president; Ross Manning, first vice-president; Bucky Allen, second vice-president: Joseph McKee, third vice-president; Phil Isser, secretary; Jerry Gottlieb, treasurer; Ben Weiss, assistant treasurer.

Jack Alfred, Vincent Anderson, Morris Batalsky, David Brown, Morris Brown, Arthur Campfield, Izzy Cetlin, Edward Cohen, Max Cohen, Myron Colegrove, J. W. (Patty) Conklin, Bligh A. Dodds, Ralph Endy, Max Goodman, Max Gruberg, Jack Greenspoon, Hon. H. G. Hoffman, Joseph H. Hughes, William Jones, Harry Kaplan, L. D. King, Max Kassow, Johnny J. Kline, Morris Levi, Sam Levy, Jack Lichter, Morris Lipsky, Roger Littleford Jr., William Lynch, Jack McCormick, James McHugh, Frank Miller, Sam Peterson, Sam Prell, Frank Rappaport, King Reid, Irving Rosenthal, Sam Rothstein, Clemens Schmitz, D. D. Simmons, Gerald Snellens, Jack Stern, Dan Thaler, Isidore Trebish, Leonard Traube, Morris Vivona, E. J. Warner, John S. Weisman and Joseph Weissman.

Election will be held November 21.

Lyle Zieman Named Prez

POSTVILLE, Ia., Oct. 29.-Lyle Zieman, Luana, Ia., was elected president of the Big Four Fair Association. Jerry Spencer, Clermont, Ia., was named vice-president; A. S. Burdick re-elected secretary, and Walter Brandt, treasurer.

Song Pluggers

Song pluggers will have to be decided on in individual cases, the spokesman said. "Many of them are doubtless outside salesmen and so exempt," he said, "but others may well be covered." He stated that any plugger who earns less than \$30 for a 40-hour week after the wage rise goes into effect in January can file suit against his employer in a U.S. district court and get a determination that way.

Employees of coin machine opera-Board of Governors-Harry Agne, tors will not be covered by the minimum wage, because the operator is considered "a service establishment."

> For the country as a whole, it is estimated that the jump from the 40-cent to the 75-cent minimum will mean actual pay raises for about 1,500,000 workers. Approximately 22,500,000 employees in the country are covered by federal wage-hours laws, but Labor Department figures that only about 1,500,000 now receive less than the new minimum.



The Billboard

GENERAL OUTDOOR 63

International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Oct. 29 .- Past President John Francis presided over the first fall meeting Thursday (20), with Euby Cobb and Leo Lang also on the rostrum. Winter meetings will be held Thursday of each week.

Elected to membership were Rollin L Long, William R. Travelstead, H. G. Stevens, Arthmus Silbey, L. A. Borne, Paul Powell, Paris R. Voss, Harry Davis, Harry Alkon, Lawrence J. Becker, Roscoe Griffin and Ed Mahoney.

By decision of the board of governors, custodianship will be divided into monthly terms, and members desiring to hold the job for a month were asked to apply to Euby James Campbell, Jack Hawthorne, Cobb or Leo Lang.

the building fund by Charles Chaney from a bingo game on Charles Oliver Shows.

Short talks were made by Bill Snyder, Dave Kiefer, Bill Piggott, Wes Schumacher, P. E. (Heavy) Waughn, J. P. Murphy, Les Williams, Roscoe Griffith and Ed Mahoney.

The first \$1 party will be held Armistice Day. Tickets are available now.

Canadian Showmen's Assn. 1157 St. Catherine St., East Montreal

MONTREAL, Oct. 29 .- At the first fall meeting the board of directors leased a permanent clubhouse for the association at 1157 St. Catherine Street, East. It is for two years, with renewal option. Official opening will take place with open house Sunday afternoon, November 6. The third annual banquet will be held at the Queen's Hotel Wednesday night (16). Make reservations at once. Directors learned of deaths of Brothers Joseph | George B. Flint, Ned E. Torti and Marineau and Adelard Caron and Al Rossman. letters of sympathy and floral tributes

CLUB ACTIVITIES

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Oct. 29.-Lou Keller presided at the Thursday (27) meeting. New applicants were Carl Chaffin and Edward Schwab.

George W. Johnson, chairman of the convention registration committee, has named Walter F. Driver as co-chairman and the following as members: George A. Golden, John W. Gallagan, James M. Pavese, Nieman Eisman, William Hetlich, S. T. Jessop, Petey Privor, Rube Lieman, Solly Wasserman and Arnold Maley. Proceeds of \$20.50 were sent to Registration will begin Sunday, November 27, at 10 a.m.

> The program during convention week will start with a Thanksgiving dinner November 24; memorial services and the President's Party November 27; annual meeting and election of officers November 28; banquet and ball November 30, and installation of officers December 1. S. T. Jessop and J. C. McCaffery head the President's Party committee, and Past President Sam J. Levy is banquet and ball chairman.

> Peter Andrish is in the St. John's Hospital, Springfield, Ill., after a stroke. Others on the sick list inrlude W. C. Deneke, W. O. Parrot, W. E. Saunders and Tom Vollmer.

> Ned Torti, George A. Golden and John Lempart report good results on the Buick award. Ida Cohen sent in her annual donation. Letters received from Edward M. Hunter, Morris Lipsky, S. T. Jesson, Dave Malcolm, Ed Sopenar, Morris Haft,

Fat Alton was a caller at the were sent to the families, also letters rooms. John Lempart is busy on the

Arizona Showmen's Assn. Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Oct. 29.-The first meeting of the season will be held Monday (31), and President Paul Pesicka, at present with Siebrand Bros.' Shows, will be on hand to for the winter after a long season preside.

Harry L. Gordon, advance man for Dailey Bros.' Circus, arrived here and Earl DeGlopper, manager of the org's advance car, is expected when the ited their sons, Frank and Robert, show closes. Jewell Taylor is expected in time for the Arizona State Fair.

Letters were received from Louis Wald, Frank Shafer, Louis Block, Rose and Frank Merrow, Audrey Gunn and Bobby Usleton.

Members visiting the clubrooms included: Tom Wheelwright, Bill Fulmer, Red King, Ike Caston, John Steffens, Curtis Hays, Jack Austin and Jimmie Curtis. Gwyn Russell returned to Miami for the winter, dropped in en route to California.

play the State fair.

ready.

Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, Fla., Oct. 29. - Tommy Carson reports he and Mrs. Carson are set for the winter at the Track Trailer Park. F. Nuskind wires that Eddie Horwitz is seriously ill in General Hospital, Greenville, S. C. Abe Gross is ill.

Irving H. Zolum returned to Miami with the Joseph J. Kirkwood Shows. Mr. and Mrs. William Ketrow returned from a vacation in the Pacifio Northwest and California. They viswhile away. Mr. and Mrs. Joe Sherman are visiting Mrs. Sherman's sister in Miami Beach. George Hartley, in from Ohio, where he was located this summer, visited the club. Bert Rosenberger is back in town, coming in from Pittsburgh, where he spent the summer. W. R. Whiteside made a hurried trip to Miami, then returned to Prell's World's Fair Shows.

Mr. and Mrs. John Conrad Weiss Mr. and Mrs. Tex Sherman are home Bennie Fink is here on the advance after a successful season with Irish for Crafts 20 Big Shows, which will Horan and His Lucky Hell Drivers, Tex is on the publicity staff. Mau-Membership cards for 1950 are rice Levitt is back in Miami. He is located at the Duke Trailer Park.



of best wishes for quick recovery were forwarded to Brothers Art Blade and George Turcotte, who are ill.

Correspondence should be addressed to the secretary at 1157 St. Catherine Street.



SNOWBALL SUPPLIES TIN SPOONS ROASTED PEANUTS HOT DRINK CUPS Write for Prices-

Telephone 236 UNION, S. C. **15 FIKE AVENUE**

directory program. Sidney C. Siegal, a new member, attended his first meeting. Herb Caspar is with us again, and M. K. Brody is a regular caller. Ned Torti reports the Royal Crown Shows leading on the tin can banks sent out in the spring, with Mike Wright's banks a close second.

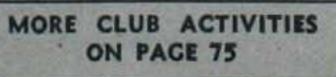
Ladies' Auxiliary

Mrs. Robert H. Miller, president, was in the chair at the meeting Thursday (20). Other officers present were Mrs. A. L. Filograsso, first vicepresident: Mrs. Ralph Glick, second vice-president; Viola Blake Parker, treasurer, and Mrs. M. Richard Horan, secretary. Invocation was given by Mrs. Blanche Latto, chaplain pro-tem.

The new slate of officers was read by Mrs. Margaret Hock, with Mrs. A. L. Filograsso named to the post of president; Mrs. Hattie Wagner. first vice-president; Mrs. Margaret Hock, second vice-president; Mrs. Carmelita Horan, third vice-president: Viola Blake Parker, secretary; and Pat Seery, treasurer.

The new board of governors includes Mrs. Llovd Thomas. Mrs. Coldie Fisher, Mrs. Dolly Young, Mrs. Shirley Lawrence Levy, Mrs. Ethel Weer, Mrs. Jennie C. Gloth, Mrs. Hattie Hovt, Mrs. Mvrtle Hutt Beard, Mrs. Virginia Kline, Mrs. Nellie Young, Mrs. Rose Jarboe, Mrs. Mae Sopenar, Mrs. Sol Wasserman, Mrs. Alice Hill, Mrs. Lillian Glick, Mrs. Ann Slevster, Mrs. Mae Taylor, Mrs. Lena Schlossberg, Mrs. Frances, Shean and Mrs. Harry Hennies.

A number of gifts were received for the bazaar to be held November 25 at the Hotel Sherman. Minnie Simonds sent a baby sweater set. A hand made handkerchief was donated by Dorothy Belden, and Hattie Hoyt sent a blanket. A donation from the proceeds will be made to the cancer fund.



GIVE TO THE DAMON RUNYON CANCER FUND

FAIRS-EXPOSITIONS

DALLAS PULLS PEAK 2,047,540

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

November 5, 1949

Previous High

Lures 276,984 in one day --- icer, midway shows pile up record-smashing grosses

DALLAS, Oct. 29 .- The '49 edition of the State Fair of Texas, which closed here Sunday (23), shattered several all-time records.

Total attendance for the full 16day run hit 2,047,540, topping by 153,213 the previous peak set last year. Largest single day's gate was registered during the record run when 276,984, including an estimated 75,000 farm and ranch youngsters, swarmed the grounds October 15.

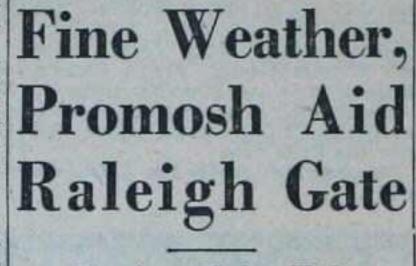
Several new attraction records also were scored as the gate soared to alltime heights. Ice Cycles played to 126,781 persons, the largest total lured by an icer in the history of the fair. Every performance of the show during its 16-day stand topped the high for the corresponding day in prior years, excepting the last two shows on the closing day, when the weather dented attendance. The fair had rain on four days, three of which were in the early part of its run.

The skating aggregation in its first 15 performances held to its '49 program, and the last seven worked as the Ice Cycles of '50, with a new routine.

New all-time high grosses for midway shows also were established with 17 units supplied by Ray Marsh Brydon providing a total take of \$154,000, after taxes, including a gross of \$61,000, also after taxes, piled up by Sally Rand. The Rand take was the largest ever chalked up here by a midway show. Midway games and rides also were up from last year. Spike Jones, showing in the auditorium, and Joie Chitwood's Hell Drivers, performing the first 11 days in the poorly located grandstand, faced strong competition from Sally Rand and Ice Cycles and played to relatively light crowds. Food concessionaires enjoyed the best business in the fair's history, according to Fred Tennant, midway superintendent and concession manager, who emphasized that this increase is doubly impressive because of the declines such operators suffered at other State fairs.

ST. JOHN, N. B., Oct. 29.-Resumption of annual fairs here and in Halifax, N. S., has been demanded by business men who claim the annuals should have been restored in 1946.

They contend that the absence of fairs has been felt by merchants in the two centers.



Big Appeal for Kids

RALEIGH, N. C., Oct. 29.—Perfect weather and an intensive promotion program were big factors in building a record all-time gate in excess of 460,000 at North Carolina State Fair which ended a five-day run Saturday (22).

Rural competitive interest was assured with the record \$35,000 posted for premiums, Dr. J. S. Dorton, fair manager, said that at least twice as many exhibitors would have participated if space had been available. hibits by 82 Shreveport industrial This situation is expected to be rec- firms. Joie Chitwood's Hell Drivers, tified prior to the opening of the in for three performances, closed this 1950 event since a \$2,000,000 State afternoon. Motorcycle races are pro-Legislature-approved reconstruction gramed tomorrow, with stock car program is under way.

155,213 Over Revival of Fairs Previous High **Gate and Biz Otherwise Good**

Strong Finish Expected as Weather Takes Turn

SHREVEPORT, La., Oct. 29.—Rain whacked Louisiana State Fair, which opened here Saturday (22) and runs thru Monday (31). Sunday afternoon (23) was a virtual washout, with a downpour halting the auto races staged by Al Sweeney and Gaylord White and killing afternoon play on the midway. It rained Monday and Tuesday (24-25) an dampness prevailed Wednesday (26). Weather turned perfect Thursday (28), and indications were that it would hold good thru the fair's stretch run. The rains caused a shutdown of operations on the midway two days this week and the mud cut into a

third day's play. When the weather was good, or even overcast, as on

One night performance of the ever, on Sunday (23), despite the heavy afternoon rain, the turnouts given, an unusual occurrence here.

Record premiums, aggregating \$56,-000 in cash, are offered in the various classifications, and livestock entries hit record levels, with nearly 1,000 head on exhibit. Poultry entries attained record proportions, while the swine division entries also are heavy.

Merchants' and manufacturers' exhibits are strong and embrace exraces featuring Negro drivers as the Several hundred thousand free track attraction Monday (31), Negro children thruout the State. Several include a high school football game high-ranking State officials, includ- in the afternoon and a college game

Knoxville, January 10-11. Henry

W. Beaudoin, Memphis, secre-

nesota Federation of County

Fairs, Radisson Hotel, Min-

neapolis. January 12-14. D. K.

Fort Shelby Hotel, Detroit, Jan-

uary 15-17. Harry B. Kelley,

Michigan Association of Fairs,

Western Canada Association of

Exhibitions Royal Alexandria

Hotel Winnipeg. January 16-18.

Mrs. Letta Walsh, Saskatoon,

Illinois Association of Agri-

Clifford C. Hunter, Taylor-

Virginia Association of Fairs,

Hotel John Marshall, Richmond.

January 22-24. Charles B. Ral-

of Fairs, Rainbow Hotel, Great

Falls, Mont., January 22-24.

Clifford D. Coover, Shelby,

Rocky Mountain Association

Pennsylvania State Associa-

New York State Association of

tion o. County Fairs, Bedford

Springs Hotel, Bedford Springs

Agricultural Fair Societies.

Hotel Ten Eyck, Albany, Febru-

ary 6-7 James A. Carey, Albany.

ston, Staunton, secretary.

cultural Fairs, Hotel St. Nich-

olas, Springfield January 22-24.

Minnesota State Fair and Min-

tary-treasurer.

Baldwin, St. Paul.

Hillsdale, secretary.

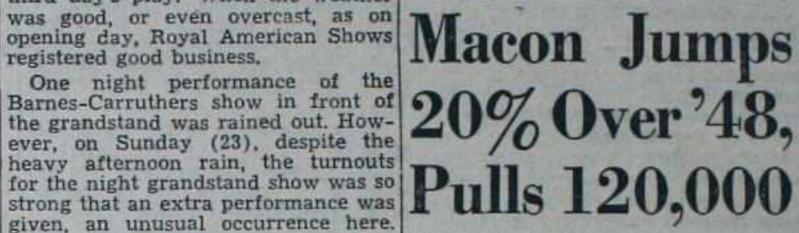
secretary

ville, secretary.

Mont., secretary.

Januar 25-27.

secretary



All Departments Gain

MACON, Ga., Oct. 29.-Gate attendance for the 94th annual Georgia State Fair, which ended a six-day run Saturday (22), was approximately 122,000, an increase of about 20 per cent over 1948, E. Ross Jordan, general manager, revealed.

Jordan said every department showed gains including midway, up

18 per cent; grandstand, up about 30

Cedar Rapids Sets Week, Leaves Exact **Dates Up to Hanson**

CEDAR RAPIDS, Ia., Oct. 29.-The 1950 All-Iowa Fair here will be held the week of August 13, it was decided at a recent meeting of the fair board. Manager Andy Hanson was authorized to set the exact dates to avoid conflict with other Eastern Iowa fairs and to make possible the most advantageous booking of attractions.

The fair's loss from '49 operations will be lower than the \$10,000 indicated in the preliminary audit, the board was told.

Re-elected to the board were Charles Penningroth, attorney, president; R. H. Buresh, vice-president; Robert H. Caldwell, secretary, and Lumir Stritesky, banker, treasurer. Caldwell is secretary of the Chamber of Commerce. Rex Conn, farm editor of The Cedar Rapids Gazette, was elected to replace Harry Boyd, editor of the same newspaper, who declined re-election.

tickets were distributed to school Day. Other features of Negro Day (See Weather, Promotion on page 69) at night.

BillSound TRADE SERVICE

FLATURE .

Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago. November 28-30. Frank H. Kingman, Brockton (Mass.) Fair secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City. December 7-8. Rollo Singleton, (c/o Missouri Agricultural Department, State Capitol Building, Jefferson City), 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

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy Louisville secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7. William T. (Tommie) Randolph, Gladewater, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka January 10-11 R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel,

per cent, and independent midway privilege receipts, up about 22 per cent. Fair got in an extra day, as Monday was lost in 1948, but the first day traditionally is negligible.

Every exhibit department also exceeded last year in number of entries, Jordan said. . "We received better cooperation from State-wide educational groups than ever before," he added.

Among new features which clicked solidly was installation of a nursery, manned by volunteers from a church.

Grandstand Clicks

Increase in grandstand receipts came the latter part of the week as word of the show got around. For years a losing proposition, it came near breaking even this time, Jordan said. The Gus Sun Agency, which supplied the show, was represented by Bob Shaw and Glenn Jacobs. Acts were White Brothers, comedy acrobats; Pat and Willa LeVolo, slack wire and juggling; Aerial LaBlonds, (See Macon Jumps 20% on page 77)

Mineola, N. Y., Nixes **Midway Girl Shows** MINEOLA, N. Y., Oct. 29 .- The board of directors of the Mineola Fair

at the October meeting authorized President J. Alfred Valentine to impose a clause in the 1950 midway contract forbidding girl shows.

The directors, while agreeing unanimously that they had not viewed on the grounds any girl shows considered objectionable to adult audiences, said that they were acting in deference to comments that the shows night give teen-agers incorrect ideas about entertainment.

At the same session the directors set the date of the annual meeting of life members of the Agricultural Society of Queens-Nassau Counties for Saturday, November 26, at 3:30 p.m. at the Surrogate's Court in the new courthouse.

The Billboard

FAIRS-EXPOSITIONS 65

New Marks Set At Orangeburg

ORANGEBURG, S. C., Oct. 29 .-More than 100,000 persons will have passed thru the gates of the Orangeburg County Fair here before it shutters tonight after a week's run, W. A. Siftley, association secretary, estimated yesterday (29).

Final tabulations are expected to s'ow a record one-day turnout for yesterday, College Day, which featured the annual football contest between the Citadel and Wolford College. An overflow crowd of 8,000 naw the contest.

About 8,000 were on hand opening Monday (24), but they were poor me James E. Strates spenders. Shows on the midway registered sparse takes Monday, but business picked up for the remainder of the week.

Big Kids' Days

Attendance averaged about 20,000 on each of three school days, Tuesday, Wednesday and Thursday (25-27).

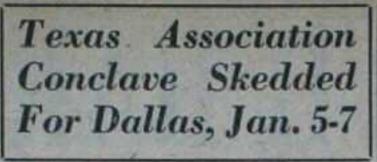
Jack Kochman's Hell Drivers drew a capacity crowd of 2,000 on opening night. George A. Hamid's Fantasies Revue did good business on all remaining nights.

A feature this year was the dedication of a new 50,000 cattle barn. J. M. Hughes, veteran secretarymanager, said that final reports will probably show this year's annual as being the most successful ever staged

Record 50,000 Gate At Newberry, S. C.

here.

NEWBERRY, S. C., Oct. 29.-A record crowd of 50,000 attended the Newberry County Fair here this week. The annual is sponsored by



DALLAS, Oct. 29 .- The 24th annual meeting of the Texas Association of Fairs and Expositions will be held January 5-7 at the Baker Hotel, here, William T. (Tommie) Randolph, secretary-treasurer, announced.

Program committee appointed by association president Mrs. Jackie Huffhines includes: Rex Baxter, Tri-State Fair, Amarillo, chairman; E. O. (Red) Wedgeworth, 'Top o' Texas Fair and Rodeo, Pampa, and O. B. Odell, Childress State Fair, Childress. Mrs. Anna Belle Van-Horne, of Texas-Oklahoma Fair, Iowa Park, has been named attendance chairman.

Hotel reservations for the convention are to be made directly with the hotel, it was pointed out.

Mrs. Huffhines, recently resigned manager of Richardson Community Fair, was manager of the Agricultural Exhibits Building at the State Fair of Texas, Dallas. She and W. A ".hafer, Dallas, will serve as the local arrangements committee for the convention.

WFA Directors Vote To Improve Quality Of Attractions in '50 FRESNO, Calif., October 29 .- Directors of the Western Fairs Association (WFA) meeting here (18-20) voted to improve the entertainment features on the fairgrounds in an effort to lure more patrons during 1950. Carnival midways were given

Yuba City, Calif., Execs Mull Plans for New Bldg.

YUBA CITY, Calif., Oct. 29 .- Plans for a glass and concrete block structure 240 by 100 feet to be erected on the Thirteenth Agricultural District Fair Association grounds her were presented to the Cutter Board of Supervisors this week by Roy L. Welch, secretary-manager.

Before passing on the plans the supervisors voted to inspect a simi- marks in all departments, would lar building recently erected in Reno. (See Augusta Draws Big on page 77)

Augusta Draw Is Big Despite **Bum Weather**

AUGUSTA, Ga., Oct. 29.-Despite much bad weather, crowds and busincts at the 26th annual Exchange Club Fair were running about on a par with last year as the final programs got under way here today.

Fair officials stated that the 1948

NOTICE, FAIR MANAGERS

you are interested in booking a first class rodeo through an agency, of the type presented at Madison Square Garden, Calgary Stampede, Cheyenne Frontier Days, Pendleton Roundup, Colorado State Fair, New Mexico State Fair, Oregon State Fair; Western Washington State Fair, Puyallup; Midland Empire Fair, Billings, Mont.; North Montana State Fair, Great Falls; Salt Lake County Fair, Murray, Utah: Mid-South Fair, Memphis, Tenn.; Western Idaho State Fair, Boise, and over 600 other approved Rodeo Cowboy Assn. rodeos held each year throughout the United States and Canada, contact the

PRODUCTIONS ASSOCIATED

30 EAST ADAMS STREET

CHICAGO 3, ILLINOIS

Rodeo Cowboys' Association, which includes over 98 per cent INC of all professional cowboys, rodeo producers, rodeo stock and rodeo talent, have designated the Associated Fair Productions as their exclusive agent for the 1950 season for Fair Managers and others who wish to book a complete rodeo through an agency.

THESE ARE NOT WILD WEST NOR THRILL SHOWS. PROFESSIONAL COWBOYS AND PROFESSIONAL RODEO TALENT ARE NOT PERMITTED TO WORK WILD WEST SHOWS

the American Legion.

An estimated 15,000 attended on School Day, Wednesday (25), and the Lawrence Greater Shows on the midway garnered good business. No grandstand attractions were staged.

Frank Sutton, secretary-manager, said further improvements might be made to the plant before next year's event because of the general success of the current run.



464 HOLLY AVE.

Thursday (27).

ST. PAUL 2, MINN.

it was agreed that certain "objection-

the spotlight at the conclave when

able" features needed cleaning up. Recommendations passed by the directors here will be offered to the convention of fair managers in Los Angeles, December 8-10.

Other plans mulled during the meeting included the emphasis on a trade in California slogan; revision of fair master premium books; addition to the premium book of new horse show classifications and sheepdog trial classes, and sponsorship by private enterprise of State agency booths and exhibits.

Longview's Revival Proves Successful

LONGVIEW, Tex., Oct. 29 .- The first postwar revival of Gregg County Fair, October 17-22, sponsored by the Junior Chamber of Commerce, met with reasonable success. Weather was a factor, with rain only one day.

Schafer's Just for Fun Shows on th, midway netted the Jaycees an estimated \$2,000. The Gregg County Feeder-Breeder Junior Livestock show switched from spring to coincide with the fair dates and supplied their own livestock prizes. Three tents rented to local merchants just about paid their way.

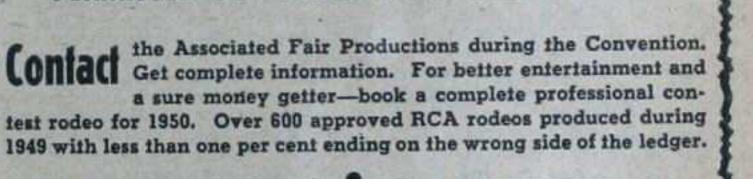
The event was staged on the uptown recreation park where fair buildings were razed six years ago Two buildings, the livestock and poultry structures, are still standing.

West Coast Shows Inked Again by San Jose Annual

SAN JOSE, Calif., Oct. 29 .- Contracts calling for the West Coast Shows to again play Santa Clara County Fair here in 1950 were signed

Representing the fair were Frank Mitchell, president, and Russell E. Pettit, secretary-manager. E. W. (George) Coe, business manager, signed for the show.

90-67 SUTPHIN BLVD.



EARL LINDSEY, Manager COWBOYS' ASSOCIATION 1117 SINCLAIR BLDG.

FORT WORTH 2, TEXAS



GEO. W. GALLAGHER, Mgr. REpublic 9-4071

JAMAICA, N. Y.

TEXAS GIVES R-B HARD TIME

Dallas, San Antone, Houston Dates Register Light Biz; **Reported Two New Routes Set**

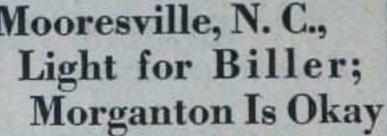
Dallas Fair, Football Competition Tough

NORTH LITTLE ROCK, Ark., Oct. 29 .- Ringling Bros. and Barnum & Bailey Circus moved in here today for a one-day stand, glad to be out of Texas where business, to say the least, was disappointing. Dallas, Houston, and San Antonio, all of which were figured to give big business for the Big One, went into the books as practically floperoos, all things considered. A combination of bad weather and too much State Fair was blamed for the show's inability to draw 'em in Dallas. Opening there Monday (24), the day after the State Fair of Texas closed its 16-day run, which

recorded an all-time high of more than 2,000,000 in attendance, R-B gave only a night performance. Tem- Mooresville, N. C., perature was in the low 50s and there were intermittent showers. Result was a thin crowd, no more than a half house at best.

Spotted on the lot at Haskell Avenue and Dolphin Road, a mile past the fairgrounds, the show encountered cloudy, cool and threatening weather the second day, Tuesday (25). Both matinee and night shows received sparse attendance. Final day, Wednesday (26), the weather took a turn for the better and business improved slightly. Matinee was a half house with night show getting near three-quarters.

Show officials were not reluctant to admit that business in Texas had been anything but good. It was reported that two new routes have night. been laid out by the show, one to shorten the season by a week and the other to shorten the homeward lengthy illness. Ted Milligan and fammoves by two weeks, if continuing ily-joined Scott Hall's Side Show in bad business warrants. Weather hurt the three-day stand in Houston (21-23). Because of two days of rain, before the Big Show's arrival, it was decided the day before the show opened its stand to spot the circus on the parking lot of the Buffalo Baseball Stadium, instead of on the regular circus grounds at Gulf Freeway Highway. Opening night show, Friday (21) was hit by threatening weather and competition from a high school football game and the homecoming celebration of Houston University. These events, taking place less than a half mile from the circus, drew around 30,000 persons.



MORGANTON, N. C., Oct. 29.-Biller Bros.' Circus, whi 's registered just so-so business in and around Charlotte for a week, did okay here Tuesday (25) after light business in Mooresville. Show garnered a strong matinee here and a full one at night. Mooresville gave with a light matinee and near three-quarters at night. Show officials said Albemarle, N. C. (19), was a half house at the matinee but capacity at night. Concord, played Thursday (20), gave with light houses both matinee and

NEW_YORK, Oct 29.-Emmett Kelly, famed member of the Big Kelly, famed member of the Big Show's clown alley, has been signed In Louisiana by David Selznick, Hollywood producer, for motion picture roles.

Tentative plans are understood to call for featuring the sad-faced comic in a straight role. Kelly's new commitment will not affect his appearing in the picture which Cecil B. DeMille will make featuring the Ringling circus, it is said.



Business for King Bros. in Arkansas, which dipped a week ago, took a turn for the better in three spots at least, with strong matinees and night capacifies being the rule.

In Batesville, Friday (21), the show had a strong matinee crowd, followed with a full night house.

Heber Springs, played Thursday (20), proved a surprise, org getting two three-quarter houses in the face of a heavy rain.

Bentonville, Ark., gave with a strong matinee and a full night house Saturday (15).

Emmett Kelly Inks Selznick Pic Pact Takes Down

Hammond, LaFayette Fair

JENNINGS, La., Oct. 29 .- Dailey Bros.' Circus, which enjoyed good business in Alabama and Georgia, found things not as rosy in Louisiana.

Playing here Wednesday (26), the show enjoyed excellent weather but got light business at the matinee and only a shade better at night.

LaFayette, Tuesday (25), registered two strong houses, the night show being a surprise in view of rain.

Hammond, played Saturday (22), gave with two three-quarter houses, despite opposition from a local football game in the afternoon and a night game in Baton Rouge, only 40 miles from Hammond, at night.

Mills Returning To Circleville; **Tour Ends Nov. 14**

CHARLOTTE, N. C., Oct. 29. -Mills Bros.' Circus will winter for the third straight season on the Pickaway County fairgrounds at Circleville, O., Manager Jack Mills announced here today.

The show winds up its 10th season

Saturday (22) it rained for the matinee and at night it was threatening. Matinee attendance was light and at night it was about a threequarter house. Two football games Saturday night drew 25,000.

Sunday (23) it was the weather and an all-star baseball game which proved tough competition. Result was two light houses for R-B.

In San Antonio, a two-day stand proved fair but not big. Opening there Wednesday (19), the show day and dated Polack Bros.' Western Unit. The Big One, officially opening the new \$2,000,000 Bexar County Coliseum, with a seating capacity of 8,000, attracted a half house at the matinee. Night attendance was a shade better. Second day, Thursday (20), saw, a big improvement, with the matinee being strong and night show attracting capacity.

TALLAHASSEE, Fla., Oct. 29 .-Dales Circus registered light business here Thursday (20). Show came recently rated a two-column picture here less than a week after Leon County Fair and two days after an overflow crowd attended the personal appearance of Burl Ives.

C. J. McCarthy, assistant legal adjuster to Ken Drake, rejoined after a Charlotte Tuesday (18), coming over from King Bros. Ted does an illusion act, Punch and Judy and handles the inside lecturer's job.

UNDER THE MARQUEE

Every circus contract, alas, seems to include "generally useful."

The Kriel Family, formerly with the Al G. Kelly-Miller Bros.' Circus and De Waldo Attractions, is organizing an indoor circus unit and plans to open about November 10. Show will be known as Kriel's Circus and Vaudeville Shows. . . . Zaza Coriell, who did a wire and acro act on Seal Bros.' Circus the past season, is at her home in Pekin, Ill., rehearsing with her father, Vern, an acrojuggling-wire act for night club work this winter and next year's fairs. They are building a practice barn on their property there.

What the circus biz desperately needs is a quick rally of old-timers who forecast rain by aches and pains.

Circus model builder Joe Taggert, Rockford, Ill., and his work were the subject of a two-page colored picture spread in the rotogravure section of the October 23 Milwaukee Journal. . . . Mrs. Dona M. Miller is to be married in Pittsburgh November 12 to Emerson Melvin Sherk, Detroit. She was known as Carmen, of the Carmen and Miller night club com-Dales Tallahassee Biz Light edy team, and was with Dailey Bros. Circus last season. They will make their home in Northside, Pittsburgh. . . . The George Hanneford Family in The Houston (Tex.) Post. The Hannefords will appear in Houston with the Orrin Davenport Show November 2-15.

Van Buren Fair for K-M

VAN BUREN, Ark., Oct. 29.-Cold and rain hurt attendance at the Al G. Kelly-Miller Bros.' Circus here Tuesday (25), org registering a light matinee and a three-quarter night house.

John A. Bunn, Miami Beach, reports he caught Cole Bros.' Circus when it played Miami and visited with several performers and officials. . Clayton Hawkes, Castle Creek, N. Y., has his circus acts playing schools in New York State. Mike Rich is org's advance man.

Nobody makes a bigger mistake than the Side Show talker who thinks the people don't understand.

E. W. Adams, Atlanta, former Ringling Side Show trouper, states that the Ringling advance car arrived in that city night of October 26 from Chattanooga, billing Atlanta for November 10. Route change puts the show in there on that date instead of November 22, as originally planned. Car left for Greenville, S. C., where show exhibits November 11, and then to Charlotte, N. C., for November 12. Adams adds that R-B will catch up with its paper at Greensboro, N. C., November 14.

With fall here the old-timer makes his annual predicition of an early closing after watching geese fly southward.

Harold J. Rumbaugh, former owner of the John Pawling Circus, has leased part of his equipment to Hoxie Bros.' Circus, according to reports. The remainder of Rumbaugh's paraphernalia is in winter quarters in Hartford, Ky. Rumbaugh and wife, Dorothy, are touring with (See Under the Marquee on page 73)

of 30 weeks and two days November 14 at Wilmington, N. C., and will immediately start the trek back to its home State. Additional space will be utilized in the fairgrounds buildings for the building program scheduled in the 1950 show enlarging plans of Jack and Jake Mills. Howard W. Ahrhart Jr., general agent, recently visited the show, coming from St. Petersburg, Fla., where he has been vacationing, to confer with the Mills brothers on 1950 booking. As in the past, all dates will be sponsored. Many more repeat dates loom for 1950 than for any previous season, Jack Mills said.

One of the first steps upon return to quarters will be procurement of several more head of horses to be trained by Bert Wallace. Show now has three six-horse Liberty units.

Season's route book is in preparation and 1950 auspice presentation brochure will come off the presses before end of the year.

By now the first of May swinging ladder gal who wanted the applause of the multitudes has found out the cost.

Beef Versus Bull BATON ROUGE, La., Oct. 29. -Police headquarters, alerted by a frantic phone call from a local housewife informing them that an elephant was roaming her street, sent out the town's heftiest cop, 255-pound H. E. Lambert, to reconnoiter.

Lambert found the foot-loose bull and halted it by grabbing a dangling neck chain and pitting his avoirdupois against that of the pachyderm. Novel tug-of-war was ended by the arrival of an elephant trainer from the Dailey Bros.' Circus, who took charge of the AWOL bull and escorted it back to the lot where the show was playing.

CIRCUSES 67

Dressing Room Gossip

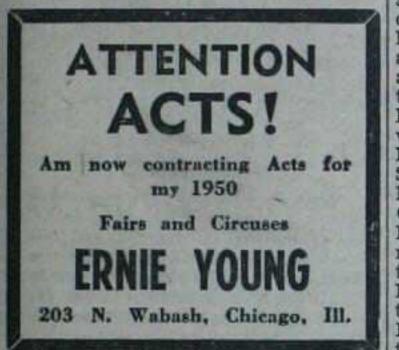
Ringling-Barnum

The new Coliseum in San Antonio is ideal for a circus. The Side Show was outside the building. We day and dated Polack's Western Unit there.

until we hit Dallas. Then the cold the first of Mays. . . . Warm coats and rain caught up with us. Bob replacing sun dresses overnight. . . . Dover was busy in San Antonio, his Mike Healy, Joe Trosy and other home town. Franz Unus celebrated bug men holding their fall convenhis birthday with a party. Maxie tion in front of the Gunter hotel. . . Miller celebrated his with a birthday The football section in spec is getcake, Linda Lawson celebrated her ting a big hand thruout Texas. . . third birthday with a party in the Bob Dover surrounded by friends and dressing room. The fruit cake men relatives in San Antonio. . . . Dick from Corsicana, Tex., visited in Burns and the cleaning car boys do-

and Mrs. Alberto Zoppe on the death LER. of their infant. Mrs. Zoppe is the former Jenny Wallenda.

Visitors: Rietta and Arthur Wallenda, Helen and Carl Wallenda, Margie and Joe Geiger, Madeline, Ellen and Phillip Kreis, Mrs. Kreis, Edith and Herman Wallenda, Gunther Wallenda, Rose Behee, Frank Torrence, the Hanneford family, Ward Bell Flyers, the Berosinis, John Wright, Harry Dann, Bob Kellogg, Mr. and Mrs. George Christy, Ham-



merhead Dwyer, Al Shriner, Mickey Blue, Justus Edwards, Freddie Freeman, Otto Greibling, Mr. and Mrs. Ross Paul, Dave Murphy, Bass Bugum, Sally Rand and son, Barbara

Back yard scenes: The tent dressing Mr. and Mrs. Ralph Holt. We had plenty of warm weather rooms in San Antonio a novelty to Houston and left with many orders. ing a swell job on costumes and per-We all extend sympathy to Mr. sonal wardrobe .- MARY JANE MIL-

Dailey Bros.

Two female lions have been added to the wild animal act. Billy (Tarzan) Clarkson, recently of Jack O'Diamonds Dare Devils, is back with this opera. Mac McHenry has replaced Joe Haworth as legal adjuster.

Sick list includes Jimmy Van, Rosemary Stock and Sonny Noel.

Plenty of show folks, residing in during the stand there. Bennie Fowler brought his family over to look at the show. He and Babe Hutchinson and dad entertained at a party in Blaum and Paul Stevenson visited Nena Thomas, Ira Millette, Harry with Hank Werner and the band. From the L. B. Lamb Shows came the Billy Powells in their house car. Capt. Bill Curtis spent a day with us demonstrating his model seat wagon. He was accompanied by Charlie Smith, the No. 1 circus fan of Mississippi. Other visitors have included Mr. and Mrs. Happy Oakley, Ray Krammer, Mel Dodson, J. C. Weer, Rome Shropshire, Pappy Conway, Mrs. Jeff Kyser, Anne Weseley, Mr. and Mrs. Pat Murphy, Mr. and Mrs. Don Carlos, Mrs. Ed Street and daughters, Bill Young, Mrs. Lizzie Finn, Mr. and Mrs. Humpy Ethridge, Blackie Dione, daughter, Mrs. Hanneford and daughand Barbette.-HAZEL KING.

Polack Bros.' Western

We day and dated Ringling-Barnum in San Antonio. This opera was in the Auditorium and R-B played the Coliseum. Pat Valdo, Col. Harry Thomas, Ira Millette and the writer really put it up and took it down for two days. The Freemans dined out with Noyelles and Hilda Burkhart, White, Myles Bennett and Red White. Mr. and Mrs. Tom Scaperlanda and

> Ross Paul, called to his home by the serious illness of his dad, is back on the show. The NPLSP (No People Like Show People) held its fifth party of the season in the basement of the San Antonio Auditorium. It was a big success, thanks to Richard and Elsa Sidney, Mr. and Mrs. Kelly Heller and Joe Sherman. Frank Whitbeck's three little gals were among the guests.

> Tom Scaperlanda has an interesting circus room and Col. C. G. Sturtevant has a great circus collection. Harry G. May Sr. and Jr., from the Gainesville Community Circus, clowned with us in San Antonio. Harry Dann gave them some great make-up pointers. Agnes Geddes gave a party for Naida Roberta, Harry Dann and Bobby Kellogg.

Visitors: Joe Ward, Mr. and Mrs. Tom Scaperlanda, Frank Walters and his mother, Harry G. May Sr. and Jr., Jeep Milan; Mike and June Koand around Montgomery, Ala., visited cuik, formerly with the Flying Romas; Mr. and Mrs. Ralph Holt, who flew in from North Carolina; Pat Valdo, Mr. and Mrs. Art Concello, Frank and Fanny McClosky, their home. Billie Breeze, Charlie Merle Evans, Red Moyer, Harry and and John Nelson, Paul (Chesty) Mortier, Paul Jerome, Felix Adler, Sandra Lee, Art Kunde, Capt. Gill the Bogino family, Bones Brown, Naylor and Bob Baxter. Mrs. Mickey Justino Loyal, Arthur Burson, O'Brien spent a day visiting son Noyelles and Hilda Burkhart, Charles Mickey. Tom Hall, deputy chief fire Bell, Ernie Burch, Albert White, the marshal, gave adequate fire protec- Geraldos, Jack and Kay Burslem, tion. Tex Orton, Novel Snyder and Jeannie Sleeter, Emmett Kelly, Paul L. A. (Joe) Grinnels visited en route and Elsie Jung, Lou Jacobs, Frankie to Columbus, Ga. Arthur and Marie Saluto, Henry Bedow, Prince Paul, Henry entertained the writer and Lou Nagy, Tommy Clark, Mamie Ward, Harold and Gracie Genders, Myron Orton, Al Kaufman, Willie Krause, Buzzy Potts, Bobby Nelson, Dutch Luley, Jerry Bangs, Curley Stewart, Bill Warner, Johnnie Tripp, Bob Reynolds, Peggy Shepard, Ruth Millette, China Durbin, Walter Forbes. Willis Lawson, Jimmy Crocker and Jean Carson.-FREDDIE FREEMAN.



WILMINGTON, DELAWARE . . . the performance brought glowing comment from all who saw it.

LEXINGTON, KY. The Polack Bothers' Circus, appearing here for the second year under sponsorship of Oleika Shrine Temple, has an emphasis on clean entertainment with nothing to sell but an exciting and

BLUEFIELD, W. VA.

thrilling program of talent.

Thirty super-duper attractions comprise the program that hits a machine-gun pace with nary a let-up.

CAMDEN, N. J.

The fondest dream of several thousand kids came true in Camden yesterday.

AUSTIN, TEXAS

.... the best entertainment value in its sphere to play Austin in the past nine months.

MARQUETTE, MICH.

.... it has nevertheless, the same colorful appeal symbolic of "circus day" since grandpa wore knee pants.

ROANOKE, VA.

The whole show moved smoothly and at a swift pace with several fun-packed clown acts to fill in the breaks.

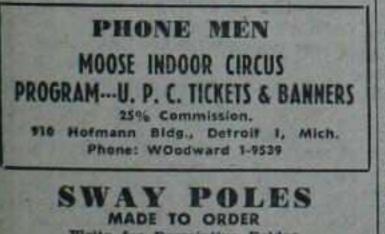
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FIVE STATES OPENED Telephone or "Heel and Toe" for BEST SPONSORED DEALS IN THE EAST. NOT CONNECTED WITH ANY OTHER LABOR PAPER. STRICTLY ON MY OWN. ALL WINTER'S WORK. Want to hear from Tex. Bill Copp and Eddie Root. WIRE OR WRITE TO THE FOLLOWING MANAGERS: CAMDEN, N. J .: 118 N. 5TH ST. Phone: Emerson 5-5257) W. T. MARTIN VINELAND, N. J.: 538 LANDIS AVE. (Phone: Vineland 7-4020) DICK FREMONT TRENTON, N. J.: 1100 S. BROAD ST. (Phone: Trenton 5-3762) ALEX VAN CLEVE No Advance or drunks. Pay your own wires.

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"The Name Made Famous for Sway-Polest" Address: RICARDO ADEL, IOWA

King Bros.

finale.

had some splendid high lots. Despite a 36-hour continuous downpour at Paragouls, Ark., the show got in two performances. At Walnut Ridge, Col. Grimes, the soft drink bottler, was an all-day visitor.

We had a 121-mile jump from Blythesville to Forrest City, but Pete Sadowiski, transportation superintendent, had everything in long before daylight.

Banks Wilkinson, who had his own circus out earlier in the season, was a visitor at Forrest City. Banks said the serious shortage of manpower hastened the close of his shows, but added that he expects to take to the road again early next spring.

Davisio Cristiani has added a new horse to the menage number that is scoring strongly. . . . Dee Aldrich had some splendid days with the Side Show during the past two weeks. The Thompsons continue to click with their impalement act. . . . Col. Little and Company, shartshooters, recently joined the Side Show.

Orrin Davenport

This opera bowed for the season Mr. and Mrs. Willie Clark and grand- in Duluth, Minn., October 17-23, sponsored by the Shrine. Acts inter, Grace; Milton J. Durham, Okla- cluded the Nove" s, Noble Trio, homa Mac Runnels, John R. Ward Florenz Troupe, Don Dorsey, the Yacopis, the Chambertys, Grace Mc-Intosh and Company, Zoeppe Zavatta Troupe, Sonny Moore, Ed Wiedemann and Company, Harry Haag, We have been trouping thru the Corrine and Bert Dearo, Albert Fleet; Arkansas cotton belt area the past Jack and Jeanette and Earl Shipley, 10 days. Often the lots have been Mickey McDonald, George LaSalle, adjacent to the snowy white fields. Brownie, Jack and Ruby Landrus, Our season is nearing an end and Carl Marx and Tad Tosky, all in everyone is making plans for the clown alley. Tad is making his first appearance with the show in In spite of heavy rains we have several years. His hunting gag went over big. Maestro Joe Caliguri did a great job with the band.

The Free Roll Club held its first meeting in the Rocket bar. New officers are Carl Marx, president; Bobo Zavatta, vice-president; George LaSalle, secretary, and Sonny Moore, treasurer. Note to the national officers, Henry Kyes, Felix Adler, Honey Shryetto, Tommy Hanneford, Otto Griebling and Freddie Freeman: Do these officers meet with your approval? Oh yes, our new motto of the club is, "Theu Shalt Not Spring." The Sara DeSoto Club, led by its officers, Grace McIntosh and Corrine

Dearo, has held several meetings. Saturday (22), the Duluth Shriners were hosts at a big party in the

Duluth Auditorium. Visitors: Mr. and Mrs. Frank Simmons and Mrs. Neil Parrish, who came in from Winnipeg; Willie Hurtri, Bob Perry, Doc Gregor and Mr. and Mrs. Dave Williams .- DICK LEWIS.



Capable Horse and Pony Trainer. State all and

lowest by mail.

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Muar, Scheck Committee Heads for Service and **AREA Awards at NAAPPB**

Rules and Point Systems Announced for Annual Judging

CHICAGO, Oct. 29 .- William M. Muar, Roseland Park, Canandaigua, N. Y., and Edward S. Scheck, Summit Beach, Akron, are chairmen of the award committees for the annual National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention in Chicago, November 27-30.

Muar heads the Service Awards Committee, which will judge winners of the three awards given by NAAPPB to individual park men. Members of his committee include Benjamin Krasner, Lakeside Park, Denver; John

Gurtler, Elitch Gardens, Denver; Fred W. Pearce Sr., Walled Lake Park, Detroit; George A. Schmidt, Riverview, Chicago, and R. M. Spangler, Rolling Green Park, Sunbury, Pa. Muar's committee will award the D. S. Humphrey, Andrew S. McSwigan and A. R. Hodge trophies.

The Humphrey award, won last year by W. H. Hitzelberger, State Fair Park, Dallas, goes to the person adjudged making the finest program appearance on the subject dealing with amusement parks or piers.

Under the rule for this trophy the committee will consider appearance on the program, matter of delivery and subject matter treated. "Not only should the method of treatment be considered, but the value of the content to the industry," the rule specifies. "The prominence of any individual in the industry, or otherwise, should not be considered Pools and Beaches (NAAPPB) Trade by the committee. Nor should the use of motion pictures or slides, tho they may give a subject the appearance of a more spectacular treatment, contribute extensively to the value of the subject matter treated."

For Outstanding Service



L'horbe Jr., sales manager for National Amusement Device, announced here this week that he has put his Miniature Speed Boats on the market and will exhibit them at the National Association of Amusement- Parks, Show in the Hotel Sherman, November 27-30.

De L'horbe, who with this move, actually enters the manufacturing end tions to dismiss both of the suits will of the ride business, made it plain, be heard by the end of the month by however, that he is not severing his Judge Thomas M. Madden in the U.S. connection with National Amusement district court in Camden, N. J. The The McSwigan award goes to the and will continue selling the various action was taken by the court itself test operation this summer, de a fleet of 10 in operation in Birmingham. The boats may be used in lakes, that time Judge Madden held a prechannels or Kiddieland ponds. At trial conference on the litigation, but present the boat, with a 50 horse nothing further happened. Previously power engine, travels at about six miles per hour but de L'horbe plans State and federal courts for years, to increase that speed. seamless hull construction of Tuff-Lite, which is a plastic reinforced with fiberglas. Tuff-Lite, de L'horbe says, is stronger than wood and this extra strength makes possible an extremely lightweight boat for easy Participants in open discussions, handling and trailing. The boat has an air-cooled engine with force draft ventilation and recoil starter generator which furnishes the power for lights on the boat. Other features are cutless bearings, geared steering and bronze rudders. The boat sells for \$950.

PORTLAND, Ore., Oct. 29.-Fire destroyed a one-story wooden concession and storage building Thursday (20) at Oaks Amusement Park here and several thousand dollars worth of skating costumes and skate boxes.

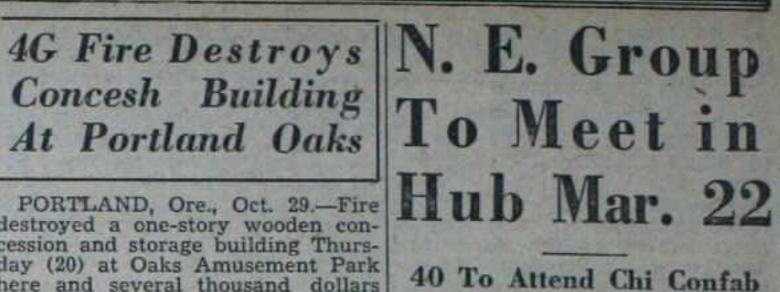
Fire in the 75 by 120-foot building first was noticed at 9:20 a.m. Arthur (Pop) Richard, in charge of the skate room at the park's roller rink, and his son, Arthur Jr., were first on the scene. Young Richard tried to enter the building but was driven back by the flames.

Witnesses said the fire apparently started in the rear of the structure, originally used to house the park's business office and where a threeroom apartment, occupied by an em-

Costumes used by Oaks skaters, valued at \$2,000; 600 empty new skate boxes, valued at \$1,800, and a large quantity of paper cups and napkins were stored in the building. ferred to the legislative committee,

Court Moves To End Suits To Stop Food Sales on A. C. Piers

ATLANTIC CITY, Oct. 29.-Prospects of a court decision as to the legality of food sales on the Boardwalk amusement piers dwindled this week when action was started to dismiss two nine-year-old law suits in Federal Court. Acting City Solicitor Daniel Dowling was notified that modismissing of any action upon which The Miniature Boat has been in action has not been taken during the past six months. It was four years ago that any action was taken in the litigation. At the matter had dragged thru the with many briefs being filed and The boat features a one-piece thousands of words of legal argument recorded.



BOSTON, Oct. 29 .- The New England Association of Amusement Parks and Beaches will stage its annual meeting at the Parker House here Wednesday, March 22, it was announced after a confab of the board of directors Monday (24).

Present at the confab were Julian Norton, association president; Fred Markey, secretary; Wallace Jones, treasurer; Henry Bowen, Whalom Park, Fitchburg, Mass.; Larry Stone, Paragon Park, Nantasket Beach, Mass.; John Dineen, Hampton Beach, N. H.; Meredith Lee, New London, Conn., and Harry Storin, Riverside Park, Agawam, Mass.

A legislative program for all New England States was also discussed at the director's meeting. This was rewhich will be called into session soon.

Special Car to Chi

The association has arranged for a special car on the New England States, crack Boston-Chicago train, to transport members to the national convention in Chicago. The group will leave November 25, and return December 1. The train can be boarded at Boston, Worcester and Springfield, Mass., and Albany, N. Y.

Wallace Jones, of the William Berry Company, is handling train reservations. It is anticipated that 40 members of the New England association will attend the Chicago meetings. Of this number, about 24 are expected to travel on the special car.

November 5, 1949

person judged as giving the most amusement devices manufactured by under a general rule providing for outstanding service to the industry that org. for the year. This award was won last year by Paul H. Huedepohl, executive secretary of NAAPPB. The L'horbe said, and in addition he had rule states that the award shall go to the individual in the industry whose services during the year may be considered as having made the greatest contribution to the general good of the industry during that period.

The Hodge award is restricted to the pool and beach sessions of the NAAPPB confab. It is awarded for the finest program appearance on the subject dealing with pools and beaches. Chauncey Hyatt, Chicago, won the award last year.

who speak extemporaneously on a given topic, are eligible for the Hodge award as well as those making formal program appearances.

Members of Scheck's committee, for awards given by the American Recreational Equipment Association (AREA), are A. B. Gurtler Jr., Elitch Gardens, Denver; Fred McFalls, State Fair Park, Dallas; Fred W. Pearce Jr., Walled Lake Park, Detroit, and H. J. Terrill, Silver Beach, St. Joseph, Mich.

Get Davies Award

To the concern having, in the opinion of Scheck's committee, the most meritorious exhibit, will go the John R. Davies award. The jury shall judge the exhibits, determining the most elaborate, beautiful and meritorious, regardless of the character of the merchandise, device or equipment displayed. The following system of credits will be employed:

Not to exceed 10 points for the originality of the product, device or equipment.

Not to exceed 25 points for the value of the product, device or equipment, measured by its usefulness and value to the industry on a basis of financial, moral and entertainment possibilities.

Not to exceed 50 points for the (See Muar, Scheck Head opp. page)

Mrs. Agnes Morris **Dies in Hackensack**

HACKENSACK, N. J., Oct. 29 .-Mrs. Agnes Morris, who with her husband, Charles Morris, was widely known in amusement park circles, died at her home here Wednesday (26). Morris's latest connection with funspots had been as picnic promotion manager of Palisades Park, Palisade, N. J., but upon his retirement several years ago he and Mrs. Morris resided for a time in Florida.

When the now defunct Chester Park, Cincinnati, was in its heyday under management of the late Col. I. M. Martin and brother, Jack, the Morrises were known to amusement Myrtle Beach Inn Razed operators everywhere. Morris was identified with various amusement devices at the park, particularly the water ride known as the Silvery Subway. In addition to her husband, in 1898 and formerly was one of this addressed a meeting of the National a son, Jack, survives.

Restaurant Ops Sue

One of the suits involved Walter D. Van Riper vs. Frank G. Gravitt, trading as the Steel Pier, in which Van Riper, an attorney, intervened as a friend of the court. The other suit involved John C. Woulfe and other members of the Atlantic City Restaurant Association against the Steel Pier seeking to stop the sale of food on the amusement pier, on the ground that such action violated the resort's easement deed which prohibited all sales outside of the Boardwalk line.

The court action was taken back in 1940 at the height of a controversy brought by bathing house operators who complained about bathing from the amusement piers. Later the restaurant association joined the fight, holding the sale of hot dogs and soft drinks on the piers was in violation of the 1896 easement deed under which beach-front property owners leased the beach to the city as a public park.

In 1942 Gravitt, who owned the Steel Pier before it was sold to George A. Hamid, urged that the Boardwalk easement deed be abolished as obsolete.

MYRTLE BEACH, S. C., Oct. 29.-The old Seaside Inn, this resort's first London today on the Queen Mary, hotel, is being razed to make way after brief visits in Chicago and New for a parking lot. The inn was built York. Harris, while in New York, resort's show spots.

Playland, Rye, Bows Winter Fun Program

RYE, N. Y., Oct. 29 .- Playland, Westchester County owned and operated funspot, is starting its winter schedule with the opening of its indoor ice skating rink.

As a result of last year's mild winter which provided little skating on natural surfaces, the rink had one of its most successful seasons. Morning, afternoon and night sessions will be held.

Refreshment units also will operate in conjunction with the rink.

Tallahassee Beaches Get

750G in Improvements TALLAHASSEE, Fla., Oct. 29 .-Crandon Park Beach and Virginia Beach are undergoing face-lifting jobs for which a \$750,000 bond issue has been approved.

Major projects are pumping in sand to improve the beach surface at Virginia Beach and preparation of the site for a proposed aquarium at Crandon Park Beach.

Mission Beach Plunge

To Shutter for Repairs MISSION BEACH, Calif., Oct. 29. -The Mission Beach Plunge will shutter November 1 for repairs and renovation, Don Vynne, aquatics director, announces. Reopening will be early in February. Curtain raiser will be a swimming meet. A water show is skedded for mid-April.

J. Harris Returns to London NEW YORK, Oct. 29 .- J. Harris, vice-president of the Amusement Caterers' Association, national organization of Great Britain's amusement park and arcade showmen, sailed for Showmen's Association.

Sol A. Stephan,

CINCINNATI, Oct. 29. - Sol A. Stephan, general manager emeritus of the Cincinnati Zoo, who celebrated his 100th birthday April 3, died Friday (28) in his sleep at the home of his daughter here, with whom he had lived the past 20 years. Retiring as general manager in 1937, Stephan was internationally known for his work with the local zoo,

On Stephan's last birthday Cincinnati's Mayor Albert D. Cash; James A. Reilly, zoo president, and others celebrated the event with a civic luncheon at the Netherland Plaza Hotel. The day was marked by hundreds of congratulatory messages. including greetings from President Truman, Ohio's Governor Lausche and Lorenz Hagenbeck, of Hamburg, Germany.

Stephan's association with the zoo spanned 74 years, first as superintendent, then as general manager, and finally as general manager emeritus.

Stephan came to Cincinnati in 1875. the year in which the zoo was founded, bringing with him the elephant, Conquerer, from the Great American Circus, in which he had an interest. He expected to stay only a few days, but when the animal became untractable in the hands of other trainers, Stephan was induced to remain with the zoo as superintendent. Under his management the zoo's collection of specimens became one of the finest in the country.

Stephan was born in Dayton, O., April 2, 1849, and when his father joined the California gold rush the boy was sent to live in Kent, Ind., where he collected his first menagerie consisting of a deer, four coyote cubs and a crane. Stephan entered show business at 18 when a passing circus bought his collection and he joined the show. When Stephan retired in 1937, his son, Joseph, became general manager of the zoo, a post from which he retired June 18. Stephan's wife, the daughter of a Civil War veteran who owned and operated the old zoo clubhouse in 1875, died in 1933. A bronze plaque bearing the likeness of the elder Stephan was dedicated at the zoo at the time of his retirement and remains, in a huge rock near the entrance, as a memorial to him. Stephan is survived by his daughter, Louise; his son; three grandchildren, including Dr. Sol G. Stephan, zoo veterinarian, and four great-grandchildren. Burial will be in Spring Grove Cemetery here.

Strolling Thru the Park Cincy Zoo Man, Kennywood Park Moguls Mull Of Edgewater Passes at 100 Plans for Drive - In Theater

A. B. (Brady) McSwigan and asso- | the country. He reports all parkmen ciates, Kennywood Park, Pittsburgh, he talked to are looking forward to are mulling the construction of a the NAAPPB convention. "I look drive-in theater in their amusement for a record crowd," de L'horbe said. spot. . . . Jack McDonald, Idlewild He also reported his business this Park, Ligonier, Pa., is in Canada year is best since the war. on a hunting trip. His father, C. C. McDonald, plans to winter at his cattle ranch in San Antonio. Incidentally, the McDonalds this summer purchased the complete Idlewild interests, including the game preserve, from the Mellon estate.

Elmer Fohel, Willow Grove Park. Philadelphia, is plenty busy these days. In addition to lining up convention program for the National Association of Amusement Parks, Pools and Beaches in Hotel Sherman, Chicago, November 27-30, he's doing much rebuilding and planning for Willow Grove. This includes moving his Glass House to a new location, demolition of an old storage building, enlarging the park's ballroom, installing the Laff-in-the Dark in the old Mirror Maze house and construction of a new sheltered walkway from the parking lot to the first intersection of the midway.

Rebuilds Runs

N. S. Alexander, Woodside Park, Philadelphia, plans to rebuild the runs on his boat channels as one of the improvements at his funspot. Mr. and Mrs. John Campbell, who recently vacationed in Fort Lauderdale, Fla., visited in Atlanta, Birmingham and Norfolk, while en insurance consultant for the NAAPPB. route to his home after a tour around their park.

H. L. Roberts, Lakeside Park, Roanoke, Va., has left for Florida. He says business at his funspot this year topped last year. Roanoke wasn't plagued by the many rains that hit other spots in his area this summer. . . . B. P. Stieffen and sons, owners of Buckroe Beach Resort, Buckroe Beach, Va., recently returned from a tour of Eastern and Midwestern funspots, have started an extensive remodeling program.

Ingersolls Add Acreage

Mr. and Mrs. Bob Ingersoll, owners of Lake Contrary Park, St. Joseph, Mo., are rebuilding their Figure Eight Coaster and Old Mill. This summer they added 70 acres to their park property by acquiring the lake frontage across the road from the park. . . . Mr. and Mrs. Roy Staton, Springlake Park, Oklahoma City, are vacationing in California. Roy plans to be on hand for the NAAPPB convention.

Mrs. Minette Dixon, Lake Winnepesaukah, Chattanooga, and one of her concessionaires, T. J. Tomblin, recently purchased a Century Flyer Minature Train from Bill de L'horbe and National Amusement Device. Present plans call for more than a mile of track, which will encircle the route home to Baltimore. Campbell is lake and travel over several trestles. of Dr. Dorton and the fair man-. . Another recent Century Flyer agement to attend a luncheon with ... Joe Geist, Rockaway's Playland, purchaser is Richard Guinan of exhibit hall and midways tours and is recovering from a recent illness. Lakewood Park, Mahony City, Pa. attendance at the grandstand in-. . . Bill de L'horbe Jr., sales man- The Guinan brothers, who own four cluded. Grady Cole, WBT, Charager, National Amusement Device department stores in Pennsylvania lotte, farm service director, intro-Company, Dayton, O., was in Chi- in addition to their park holdings, re-cago for a few hours last week en cently built a new legit theater in audience. The resultant publicity



Wagner Heads Purchasers

DETROIT, Oct. 29 .- Sale of Edgewater Park by Charles S. Rose to a group headed by Cy Wagner, eldest son of Henry Wagner, founder of Eastwood Park, was reported here this week.

The deal, altho not officially announced, is said to have been closed for outright purchase rather than by lease.

Cy Wagner hitherto has not been actively associated with park operation. Henry Wagner disposed of his interests in Eastwood Park, also in Detroit, last spring and announced his retirement.

Weather, Promotion **Build Raleigh Gate**

(Continued from page 64) ing Gov. Kerr Scott, are spearheading a move to have a full State-wide school holiday during fair week so that all children may have the opportunity to attend the annual. Plans call for awards totaling several thousand dollars for price-winning essays.

78 Radio Stations

This year 78 radio stations were invited to send their outstanding personalities to the fair as the guests more than justified the endeavor. The folk festival, which has been turned into an annual feature, drew hundreds of entries from thruout the Show features, including State. George A. Hamid's night grandstand revue, Jack Kochman's Hell Drivers and Sam Nunis-promoted auto races, all drew capacity throngs with the Hamid show having to present two performances nightly to care for the overflow crowds. The James E. Strates Shows on the midway easily surpassed the gross garnered here in 1948.



MINIATURE GOLF COURSES

Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and drainage problems eliminated. Materials used based upon satisfactory use over a period of years from our exclusive specifications. Refer-mes and photography gladly furnished. HOLMES COOK Room 2508, 302 State St. New London, Conn.

Muar, Scheck Head Committees For Service and AREA Awards

(Continued from op. page) merits of the installation of the exhibit as to showmanship, novelty, ingenuity and beauty displayed and contributing to its value as a convention feature.

Not to exceed 25 points for the actual quality of the product shown and the skill, art and showmanship employed in its design, construction and finish. Not to exceed 10 points for the newness of the product, device or equipment.

This award was won last year by the Allan Herschell Company, North Tonawanda, N. Y.

Names of two other awards this year have been changed. The prize for the most meritorious exhibit of equipment or supplies, won last year by Blevins Popcorn Company, Nashville, was named the A. W. Ketchum award. This year it will be given under the name of Charles S. Wilson.

Amusement devices are not eligible for the Wilson award, because it is intended only for the best exhibit of supplies or equipment, such as merchandise, dolls, paints, lumber, drink and refreshment equipment, etc. Rules are similar to those of the Davies award.

The award for the most meritorious new device exhibited, won last year by Eyerly Aircraft, Salem, Ore., under the name N. S. Alexander, will be given this year in the name of Edward L. Schott.

To be eligible for the Schott award, the device must be any new mechanical equipment for the entertainment of individuals in amusement parks or outdoor shows in which, or on which, the individual

participates by paying a ride fare or admission fee. It shall be on the market for general sale at the time of its exhibition and shall have been proven by use to be mechanically efficient. Games or vending devices are not eligible.

New this year is an award for the most meritorious exhibit dealing in games and/or arcade equipment. The award in itself is not new, inasmuch as it was given last year, un-der the name of L. B. Schloss, but was for the most meritorious exhibit dealing with beach and/or pool equipment. Because the trade show houses only one or two such concerns, it was decided this year to recognize games and/or arcade equipment. Last year's award, for pool and beach equipment, went to the Sparkler Manufacturing Company, Mundelein, Ill.

Under the rules for this award, the committee shall judge the exhibits to determine the most elaborate, beautiful and meritorious exhibit. regardless of the character of the merchandise, device or equipment for the entertainment of individuals by paying a fare or coin for the privilege of playing the device, including all coin-operated devices.

Sunday morning, November 27, meeting Monday, November 28.

Video Participation

Video also played a part in publicizing the annual. Lt. Gov. Pat Taylor and Commissioner of Agriculture L. Y. Ballantine participated in a program screened by WFMY, Greensboro. WNAO, Raleigh, installed video receivers in its display booth where many patrons saw their first television show. WPTF, Raleigh's 50,000-watt station, also maintained studio facilities on the grounds.

A letter writing contest for school children proved effective. The participation was plugged heavily by Fred Fletcher, of WRAL, a favorite with the moppets. An all-expense trip to the fair was the top prize.

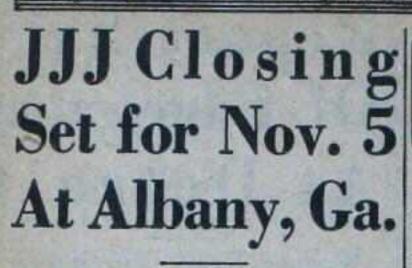
On Saturday the fair was host to soap box derby winners from thru-out the State. Those attending were introduced to Bill Holland, Indianapolis champion driver.

opening day of the NAAPPB Trade Show. The committee's report will Judging of exhibits will be done be read at the opening NAAPPB

FOR SALE OR RENT

With option to buy on terms with years to pay. An electrical group game of 48 units, similar to Fascination and The Races, complete in every respect and now operating in Coney Island. Operate where it is or take it where you like. Any group game operator knows the strength of this money-making proposition. In use only 10 weeks. Will sacrifice for any reasonable offer as owner cannot devote any time for operation. Write Box 467, The Billboard, Palace Theatre Bidg., 47th St. & Broadway, New York 19, N. Y.

70



To Winter in Bainbridge, Ga.

DOTHAN, Ala., Oct. 29.-Johnny J. Jones Exposition will wind up its 50th annual tour November 5 at the Southwest Georgia Fair in Albany, Ga., and will go into winter quarters at the Bainbridge Air Base, Bainbridge, Ga., it was announced here by Morris Lipsky and Buddy Paddock, co-owners.

This will mark the first time in 12 years that the Jones show has not wintered at the fairgrounds in De Land, Fla. The Bainbridge Air Base offers unusually fine facilities for wintering the show. One huge airplane hangar will accommodate the org and there is sufficient trackage beside the hangar for the storage of the train.

Paddock and Lipsky announced that extensive work will be done in winter quarters in the advancement of their program to completely rebuild the shows. This work was started two years ago when Paddock bought E. Lawrence Phillips' stock in the equipment. Last spring in Washington, Lipsky and Paddock executed a three-year lease with a three-year option for the new Johnny J. Jones Exposition, Inc., its rights, assets and corporate name. With the execution of this lease, the partners stepped up their building plans.

Receipts on rides and shows at the Pensacola Interstate Fair (17-24), showed an increase of 12 per cent over the 1948 pace, a tremendous Saturday kids' day turning the trick. With rides and shows priced at 9 cents each, in excess of 60,000 moppet tickets were sold between 9 a.m. and 6 p.m., and at night all box offices were pressed to handle the adult business.

CARNIVALS

Communications to 188 W. Randolph St., Chicago 1, Ill.=

BROS.' CIRCULATING

A Century of Profit Show - By Starr De Belle-

Homespun, Ala. October 29, 1949.

Dear Editor:

Rather than make one long jump from Sneak Spot, Tex., to Homespun, Ala., the boss deemed it wiser to make three two-day stands to let the dates pay as the shows moved. All consession contracts on this midway are made out on flat rates for each engagement and none contracted on a weekly rate. Often concessionaires profit by this set-up when a twoweek date is played. Thus the charging of three privileges during the past week was fair and square and gave the booth workers nine and one-half points toward the big prize.

The same held true our berth and stateroom rents. No weekly charge is made. All the office collects for is the changes of linen which comes to about \$17.50 per change with each guest being allowed a change per run or two changes during a twoweek stand. Let me impress upon you that the rooms and berths are free. So three moves during the week and three changes of linen at \$17.50 per change was open and above board.

Our first stand at Rice Paddie, La., Monday and Tuesday, was marred by rain. The train arrived in a downpour which held up the unloading Sunday and was started Monday at daylight. Due to high water overflowing Straw Creek the wagons were forded thru nine feet of water, which is considered an accomplishment by even the oldtimers. The midway was kept dark for the night at a saving of 178 gallons of fuel oil. On Tuesday morning the shows' shop department built a bridge over the creek. The marquee high for the fair, which this year hit was erected on the opposite side, which guaranteed us a swim or pay attendance.

The second stand at Pine Tar, Miss., 17 units operated under the Brydon Wednesday and Thursday, gave the banner. The fan dancer's take was office a top concession and linen gross. \$61.000, after taxes, a new record Thru a late arrival, the hollow we for a single show on the midway here. were setting up in was echoing with The revue she headed carried a \$1 the ring of sledge hammers at 4 p.m. It was better than radio, as the ringing echoed up and down the hollow advising the natives that a show was in town. However, our books showed business, with the gross for those a 50 per cent less attendance than the two departments reported slightly up echoes registered. Third stand, here Friday and Saturday. As no laundries were in the first road for Brydon. Her next stand will two towns it was necessary to rehash be in San Antonio for eight days, day. That gave the office a slight in- supply a total of four shows in San crease in service dough, but the con- Antonio.

cessionaires didn't come in as they should have. Here we encountered opposition in the shape of two medicine shows, a home talent play in the cotton mill's auditorium, a weekstand stock company and the Gate & Banners Shows that were playing lots around the burg. With the latter we had a friendly agreement to the effect that if their people came over onto our lot Friday, our people would come onto their lot Saturday, which gave both shows good free attendance and killed the concessionaires' beefs that we didn't draw people.



DALLAS, Oct. 29.-Midway shows supplied by Ray Marsh Brydon, at the State Fair of Texas, which closed its 16-day run here Sunday (23). grossed a walloping \$154,000, after taxes. This constitutes an all-time a record gate of more than 2,000,000.

Sally Rand accounted for a sizable chunk of the gross piled up by the

C&W Grosses **58G at Macon** For New High **Gets Perfect Weather**

November 5, 1949

MACON, Ga., Oct. 29 .- Cetlin & Wilson Shows set a new high record. for shows and rides grosses at the six-day Georgia State Fair which ended Saturday (22).

E. Ross Jordan, fair manager, said the gross take of approximately \$58,-000 was "the biggest in any year in the fair's history" and was about 18 per cent ahead of 1948. Upturn was a surprise to everyone as general business conditions in Middle Georgia have not been as good as in postwar boom years.

Biggest factors, according to Jordan, were the bright sunny days and pleasant nights, plus a new and enlarged midway. For last several years the fair had been dogged by rain and cold.

Stepped-up requirements for the Macon date included a cash bond guaranteeing Monday afternoon opening; special 9-cent prices for Kids' Day and banning of all wheels, percentage concessions and donation shows. Fair officials said the Cetlin & Wilson org proved "100 per cent satisfactory." While the new fair board for 1950 is not elected until December, it is generally conceded that Cetlin & Wilson will likely return next year.

Pete Thompson, lot superintendent, made a new layout for the Macon grounds which proved popular, changing the entrance arch to a point almost opposite the grandstand. R. C. McCarter, general agent, spent the week with the org here, Johnny

Raleigh Biz Up Over '48 **For Strates**

Big Finale Builds Take

RALEIGH, N. C., Oct. 29 .- Playing North Carolina State Fair here for their second consecutive year, James E. Strates Shows topped their 1948 gross by a good margin. The amount of the raise was not determined immediately. Midway grosses showed an increase on some days and a decrease on others, but bang-up biz the closing Saturday (22) put takes over the top. Summer-like weather prevailed during the five days.

Topping the shows was Irvin C. Miller's Brown Skin Models which registered a 22 per cent increase over 1948. Jack Norman's Broadway to Me.; the Central Canada Exhibition, Hollywood Revue won second money, with Nate Eagle's Hollywood Midget Movie Stars third. Some rides fell below their former grosses and somewent over.

Claude Bentley reported the date as his best of the season. George Murray, who also had concessions on the lot, reported that his Lion Thrill Arena and Motordrome, hyped by the big biz done here, are above their 1948 grosses.

E. Strates and Dr. J. S. Dorton, fair manager, were dinner guests of W.

Business at Orangeburg (S. C.) Fair, where shows end a week's officials stated that the gross would attending the National Showmen's stand tonight (29) is running about have exceeded last year's take if Association banquet in New York the State Fair of Texas here by Mrs. on a par with last year.

price.

The rides and games concessions operated by Joe Murphy, Jack Lindsey and Margaret Pugh did excellent over last year.

Sally Rand is to continue on the the linen taken off of beds Wednes- starting Monday (31). Brydon is to

WOM Ends Season With Six

Annuals Contracted for 1950

Brooks was made trammaster, succeeding the late Larry Bedwell.

Casey's Tour 30% **Below '48 Results**

WINNIPEG, Oct. 29.-E. J. Casey Shows, in quarters here, have completed a new warehouse to house busses and installed a gasoline filling station, reports Owner E. J. Casey. Working with Casey are Jack Baillie, Art Curtis, Bill Serochion and Charlie Farrel.

Financial returns for 1949 showed the org 30 per cent below 1948.

Casey's No. 2 Unit closed early in Ontario, due to the 20 per cent amusement tax.

Nancy Jett Winner **Of 25G Radio Prize**

AUGUSTA, Ga., Oct. 29.-The 1950 Augusta Exchange Club Fair midway contract has been awarded to Frank Bergen's World of Mirth Shows, it was jointly announced here last night by fair and show officials.

The org winds up its season here tonight with half of the annuals played this year definitely set for 1950. Already inked are Presque Isle, Ottawa; the Rutland (Vt.) Fair; Winston-Salem and Forsyth County Fair, State Fair, Columbia, and the Exchange Club Fair here.

Southern Biz Good

Bergen and his concession partner, Bernard (Bucky) Allen, reported good takes at all Southern dates. The increase at several spots is expected production are a new front for the to equalize the drops resulting from Friday night (21) Owner James bad weather at several Northern spots.

Business here has been exception-Kerr Scott, in the governor's mansion. ally good, considering the weather, Allen reported. Both show and fair business trip thru the North before favorable weather had prevailed.

Shows were allotted more space than in the past, with the result that it was possible to lay out the multiple units in an attractive horseshoe pattern.

Winter in Richmond

The show train will load out of here the early part of next week for its winter quarters in Richmond, Va. Buildings on the grounds of the Atlantic Rural Exposition will again be used to house the rolling stock and Winston-Salem, N. C.; South Carolina the various shops. Ralph W. Smith, treasurer, will again set up winter offices in the William Byrd Hotel.

> Bergen and Allen said that winter quarters activity will get under way on a full-scale basis shortly after January 1. Already scheduled for major show units. Approved sketches Fairly Leaves Hennies were turned into scale drawings several weeks before the season ended.

Bergen and Allen are planning a November 27.

WICHITA, Kan., Oct. 29 .- Nancy Jett, 14-year-old daughter of Mr. and Mrs. Charlie Jett, veteran carnival concessionaires, hit a \$25,000 jackpot here Monday (17), when she correctly answered a telephone question asked by Kate Smith in New York.

The answer to the question on the Kate Smith Calls radio quiz show. was "Dwight D. Eisenhower" and netted Nancy a free trip to New York, a gold bracelet, a pair of bedroom suites, \$2,500 in watches and clocks, a \$1,000 piano and a television set.

The Jetts, working the midway at Phoenix, planed to Wichita to be with their daughter.

DALLAS, Oct. 29 .- Noble C. Fairly, manager this year of Hennies Bros." Shows, announced here this week that he will not be with the Hennies org next year. He was accompanied to Fairly.

New Stuff Up There:

Columnist Recounts Jubilation Of Alaskans as First Carnival Appears in Remote Anchorage

ANCHORAGE, Alaska,, Oct. 29 .- ing stopped on the way north was at Pacific Northwest Shows, a carnivalcircus combination, this summer obof what a carnival means to small in the water as they went across. fry-and adults, too-who never before had glimpsed riding devices or midway attractions.

The delightful experience fell to the Becks when, acting on impulse, they pioneered this remote city, a territory virgin to carnivals.

To the Becks, glimpsing and hearing the natives was reward to their spirits if not their finances. The youngsters and grown-ups here did mental nip-ups at the appearance of the show.

John J. Ryan, columnist of the Anchorage Daily News, one day devoted his entire column to a word picture of the jubilation sparked by the appearance of the Beck org. In enthusiasm, Ryan lacked nothing.

Calls Tour "Noble Feat"

Here are excerpts from his account: The show came to town this past week-end, and young Alaskans were getting their first rides on a Merry-Go-Round, and first glimpses of such strange animals as an ocelot (Mexican wildcat), monkeys, and an African sun bear.

The group traveled 3,000 miles up the Alaska highway, and we think this is such a noble feat we're going to devote an entire column to them today.

John and Dolly Beck, owners of the the little current ferry that crosses the little Smokey river. The house trailers were about 10 feet longer tained first-hand eye and ear-fulls than the ferry deck, and they dipped

> When the caravan rolled into Whitehorse, the residents were so amazed that they refused to let Beck pass thru until he stopped and put on his show. They even wired to Edmonton for special permission to let a traveling American show play in Canada.

"We made a five-day stand in Whitehorse, and packed in the crowds every day," Beck said.

He was amazed to discover that his three rattlesnakes were the show's biggest attractions in Whitehorse. There are no snakes in Alaska.

Felt Flattered: Beek

"Four natives traveled 300 miles to see our show in Whitehorse," Beck said. "We felt kind of flattered until we discovered they were interested mainly in the snakes."

On the road north of Whitehorse, a major calamity befell the show. The three travel-weary rattlesnakes died. The animals seemed to enjoy the trip, but the snakes had been ailing since leaving Cutbank.

"If I had known what an attraction those snakes would be, I would have brought a dozen along." Beck said. Neither Beck nor his wife had any dreams of making big money in Alaska when they left Montana. In fact, The organization is the Pacific they weren't booked in any Alaska Northwest Shows, owned and man- city, and had no idea if local laws would permit their appearance in Anchorage or Fairbanks. "We wanted to go, so we just loaded up and headed north," she said. "We've now realized our ambition."

SUMTER COUNTY FAIR NOVEMBER 7 TO 12 INCLUSIVE,

SUMTER, S. C.

********* CAN PLACE-All Legitimate Merchandise Concessions and Eating and Drinking Stands. Space \$5 per front foot, minimum 10 ft.

WINTER QUARTERS AT FAIRGROUNDS, PETERSBURG, VA., TO OPEN IN APRIL, 1950.

We are now booking any Ride or Attraction that don't conflict with what we have for the 1950 season. Will furnish wagons for same.

Can place Dark Ride, Little Dipper, first-class Illusion Show and furnish Neon Panel Front for same. Can also place firstclass Snake Show or other Grind Shows with own equipment.

All address, this week, Florence, S. C., Fair

CETLIN & WILSON SHOWS

PAUL OLSON CAN PLACE FOR 1950 SEASON WITH HENNIES BROS.' SHOWS

Grind Store Agents, Wheel Agents.

Concession Help of all Kinds. Can also place Grind Store Agents for two other major shows.

Write

P. O. BOX 939, RIVIERA BEACH, FLA.

aged by John Beck and wife, Dolly, of Oregon City, Ore. They are vet-erans of more than 25 years in show business and their trip to Alaska fulfills a longstanding dream.

"We had been planning a trip to Alaska for three years," Beck said yesterday. "We were playing in Cutbank, Mont., when my wife became ill. I told her it was time we took a vacation, and I put the show on the road to Alaska.

"We left Cutbank August 1 with 42 people, a spotted leopard, three ratllesnakes, a trained mice act, an ocelot and the sun bear and six monkeys loaded aboard eight trucks, five trailers and four cars."

Mrs. Beck said "We took our time and enjoyed the scenery on the trip north. Our only trouble was the loss of a small trailer that broke its hitch and four blowouts."

The nearest the show came to be-

DAVID J. FRANCIS Please contact R. C. BRYAN 605 TAMPA ST. TAMPA, FLA. ATTENTION JOHN P. GRYS It is important to you and financially worth your while for you to contact me either by wire or letter. FRANK M. SUTTON JR. Leachville, Ark., this week, or any time thereafter c/o The Billboard, St. Louis 1, Mo. WANTED All Around Repair Man to Work in Winterquarters Start Middle of November. MOUND 1417 GRATTAN ST. ST. LOUIS, MO. POP CORN TRAILER FOR SALE 1112's6' good condition. Can be fastened to bumper of auto (two wheels). Use bottle gas. Can also handle Hot Tamales. Hot Dogs, Candy, Root Beer, etc. Price \$1,000. Write JOHN WINKSMEER 2114 Washington Ave. GRANITE, ILLINOIS Phone: Tri-City 3011-J

San Fran Supervisors Nix Street Closings for Shows

SAN FRANCISCO, Oct. 29.-Board of Supervisors Monday (24) adopted a policy against the closing of city streets for neighboring carnivals. The policy was fixed in refusing to approve a resolution sponsored by Supervisor Edward Mancuso for the closing of a street near the Civic Center from November 3-13 to provide space for carnival operations.

The board supported the position of the police department when Deputy Police Chief James Quigley told the board he did not intend to grant a permit for the show, regardless of the board's action.

Quigley's statement marked a new police department policy toward street carnivals, following complaints arising from a show operating in a neighborhood in connection with the recent Polk Gulch celebration.

Fete Carl J. Sedlmayr With Birthday Party

SHREVEPORT, La., Oct. 29 .- A surprise birthday party was tendered Carl J. Sedlmayr, owner of the Royal American Shows, by his son, C. J. Jr., Thursday evening (20) in the private dining room of the Mirror Steak House.

Sedlmayr was accompanied to the party by his wife and Mr. and Mrs. C. J. Sedimayr Jr., under the pretext that they were to have a quiet family dinner following a brief party with the Sedlmayr grandchildren, C. J. Sedlmayr III and Patricia. Guests included Mr. and Mrs. Sam Levy, Mr. and Mrs. Bob Lohmar, Mr. and Mrs, Gaylord White, Mildred Franks, Sam Gordon, Herb Pickard, Jack Duffield, Al Sweeney and Harry Julius. Sam Levy was toastmaster.



ROYAL EXHIBITIONS ASSOCIATION

WANTS

WANTS

Freaks, must be outstanding. Scotch Bagpipers, Hawaiian Guitar Player and Dancers, Colored Performers or Team who play piano. Good Magician with strong Illusions, Novelty Acts. Good Glass Blower. Have a limited amount of space available for legitimate Merchand'se Concessions, Jewelry, Photos, Pennants, Hats and Demonstrators of Merchandise. Booked solid. Opening Joplin, Mo., Nov. 7, playing auditoriums.

Address:

RALPH J. CLAWSON, Mgr., P. O. Box 96, Muskogee, Okla.

V. F. W. FALL FESTIVAL NOVEMBER 30-DECEMBER 10

The Veterans of Foreign Wars, Post 2007 are having their independent home-operated annual Fall Festival at the S. W. corner of International Airport. We would like to rent a Thrill Ride and a nice clean Kiddle Ride. Would also be interested in any clean, entertaining Educational Show or Exhibit at 25%. We operate mostly our own Concessions, but would consider a few of the type called "Hanky-Panks" to help fill in with festival atmosphere. We will charge \$50 for the eleven days, which include three matinees. Will make a place for you if you send a \$10 deposit and tell us what you have. Write

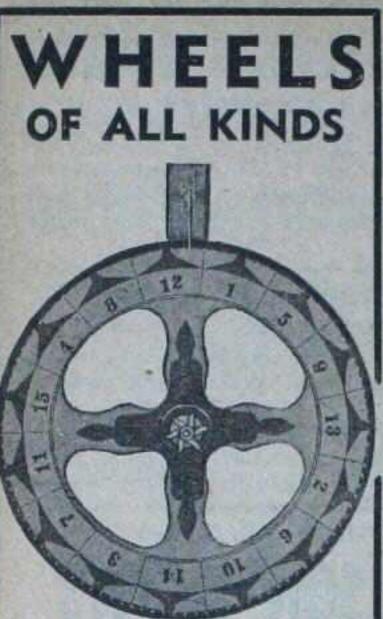
MAC MARCKRES

DOROTHY DRIVE, R. F. D. 1

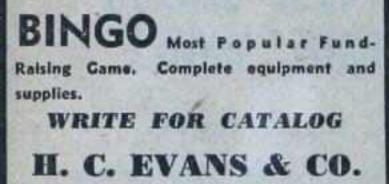
WEST PALM BEACH, FLA.



72 CARNIVALS



Clubs, Unions, Churches, etc. Enjoyed by everybodyl







MIDWAY CONFAB



The Billboard

CARNIVALS 73



billposter, and Stan Reed is handling UNDER THE MARQUEE the press and radio chores. (Continued from page 66)

the Hoxie org. Kenneth I. Kert, former treasurer of Rumbaugh's Pawling Circus, is holding down a similar job with the Hoxie org.

Manager of the Gate & Banner Shows advised that he saved a pretly penny by waterproofing the wardrobe instead of his gal show top.

Scott Hall: Bernard Sturmak, general press representative for Biller Bros.' Circus, and Dave Friedman. manager of the Paramount Film Distributing Corporation office in Charlotte, N. C., visited Joe and Bebe Siegrist, who stopped over in Charlotte en route to indoor dates in the North after closing at Monroe (N. C.) Fair Saturday (22).

An enlightened manager is one who knows its more important to watch his general agent than the oppositions'.

Ralph H. Bliss, who was on the advance of the Kelly-Miller Circus, will winter at the Webb Hotel, Hugo, Okla. He will rejoin K-M next season. . . . A watch, an engraved scroll and other gifts from his fellow workers were displayed to friends Tuesday (25) by Franklin M. Longley, who will retire soon after 48 years of service with the Cincinnati Post Office as head of the Special Delivery Department. He was honored at a dinner at the Gibson Hotel. Longley, well known to circus folk, is a member of the John Robinson-Loyal Repensky Tent of Circus Fans. . . Sylvia Gregory, who planed to Pittsburgh on a recent business trip, has returned to her home in Charlotte, N. C.

Honest advertising: "You can always make a buck around this show."

Joe O'Donnell, promoter on Polack Exposition Shows where he was a Bros.' Western Unit, is taking his nell has promoted 48 dates for Polack. ... Charlie Campbell, Sylva, N. C., former circus owner, writes that he caught the Polack show in Asheville, N. C., recently. Campbell has added several pictures to his circus collection. . . Ross G. Young, formerly with Walter L. Main, Sells Bros., John Robinson and Norris & Rowe circuses, recently retired as a conductor on the Valley Division of the Santa Fe Railroad. He will continue to make his home in La Mesa, Calif. FOR SALE '38 Dodge Panel Truck 250.00 Will deliver if not too far. WANT TO BUY Two Kiddie Rides. Write ODELL MIDDELTON 303 E. Savannah Ave. VALDOSTA, GA.

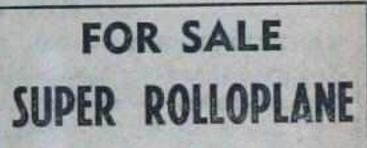
WANT

SHOWS



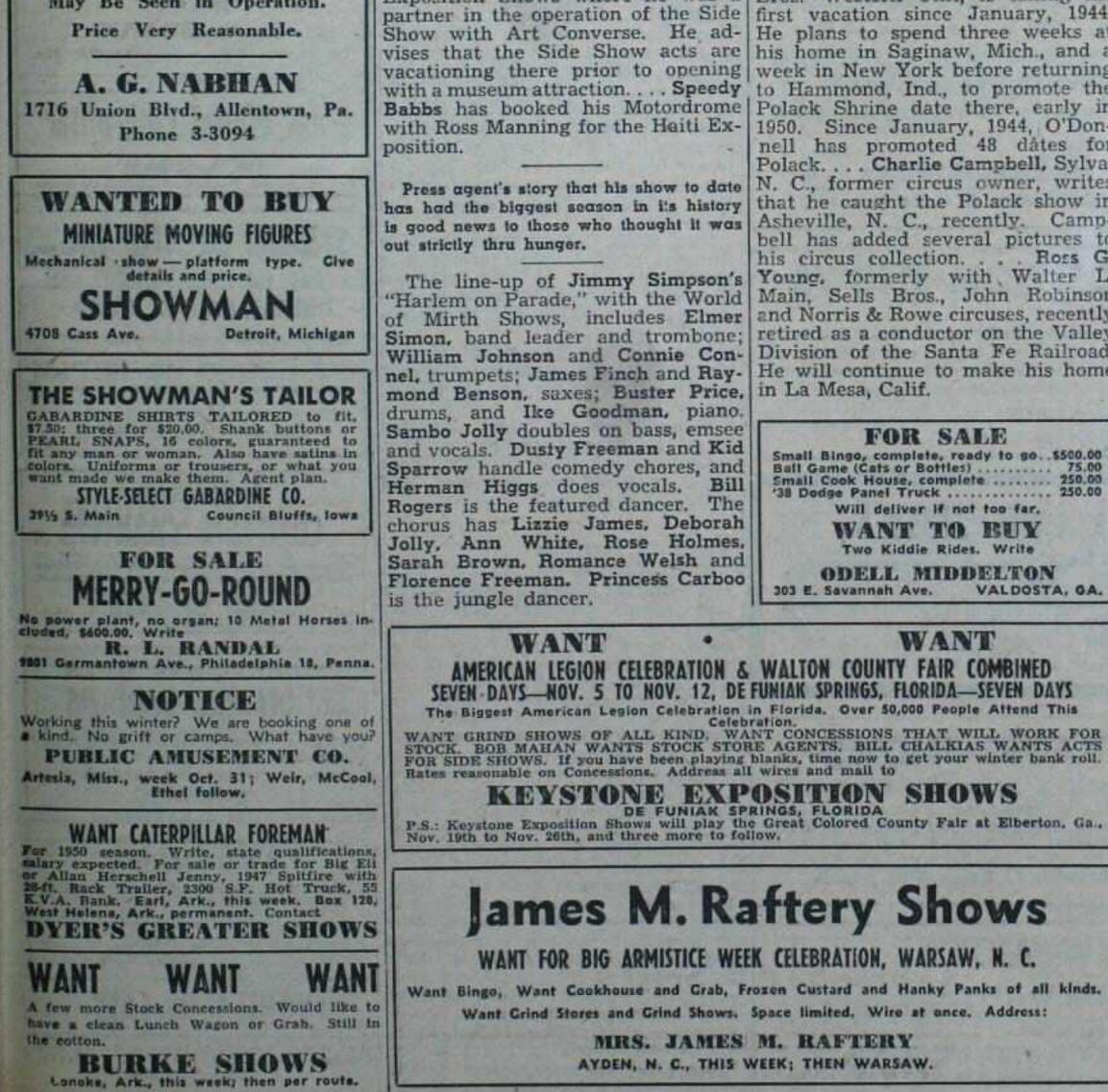
mond T truck, 21/2 ton. All aluminum outside and stainless steel on the serving end. 200 gals, running water. Stainless steel counter and containers. Plenty neon and fluorescent lights. Thick aluminum floor, Steam sterilizer, 100 ft. No. 6 three conductor rubber cable. Plenty storage space. A real outfit to pass health inspection. The whole thing has been used 25 weeks and is all in A-1 condition, \$3,500.00 cash.

> TEO ZACCHINI CAPITAL CITY SHOWS Eastman, Ga.



50 FT. DIAMETER May Be Seen in Operation.

MERRY-GO-ROUND



partner in the operation of the Side first vacation since January, 1944. Show with Art Converse. He ad- He plans to spend three weeks at vises that the Side Show acts are his home in Saginaw, Mich., and a vacationing there prior to opening week in New York before returning with a museum attraction. . . . Speedy to Hammond, Ind., to promote the Babbs has booked his Motordrome Polack Shrine date there, early in with Ross Manning for the Haiti Ex- 1950. Since January, 1944, O'Don-Press agent's story that his show to date has had the biggest season in its history is good news to those who thought it was out strictly thru hunger.

H. Chas Robinson is still in the

Naval Hospital at Philadelphia and

reports that he expects to remain a

patient there indefinitely. . . . Melvin

Burkhart is in San Francisco follow-

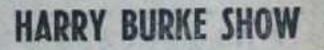
ing a successful season on Imperial

The line-up of Jimmy Simpson's "Harlem on Parade," with the World of Mirth Shows, includes Elmer Simon, band leader and trombone; William Johnson and Connie Connel, trumpets; James Finch and Raymond Benson, saxes; Buster Price, drums, and Ike Goodman, piano, Sambo Jolly doubles on bass, emsee and vocals. Dusty Freeman and Kid Sparrow handle comedy chores, and Herman Higgs does vocals. Bill Rogers is the featured dancer. The chorus has Lizzie James, Deborah Jolly, Ann White, Rose Holmes, Sarah Brown, Romance Welsh and Florence Freeman. Princess Carboo

MRS. JAMES M. RAFTERY

AYDEN, N. C., THIS WEEK; THEN WARSAW.

In good shape. Reason for selling, bought a Tilt and want only 4 rides. This ride can be seen in operation Jennings, La., Fair, week November 1, or winterquarters after November 22, Port Allen, La.



FOR SALE

Army Searchlight, nine million candle

power, powered by Hercules motor with 16 Kw. generator complete unit mounted on BRAND NEW 1949 TON AND A HALF CHEVROLET with 14 foot flat bed, LIGHT IN PERFECT CONDITION. WILL CON-SIDER NUMBER 5 ELI WHEEL IN TRADE, CAN BE SEEN ANY TIME AT GARLAND. TEXAS, WRITE OR WIRE: SCOTT LAMB GARLAND, TEXAS BOX 29 FOR SALE **Rides for \$5,000.00** Merry-Go-Round, Ferris Wheel, Mix-Up, Two Kid Rides. Have Transportation If wanted. Or will sell complete Show, Rides, Shows, Concessions. Transformer, plenty of wire. Everything in good shape. C. W. ADKINS **BOX 198** STROUD, OKLA.



CARNIVALS 74

The Billboard

HOT SPRINGS SHOWMEN'S ASSN. FIRST ANNUAL BALL & BANQUET **AT BEAUTIFUL BELVEDERE COUNTRY CLUB**

NOVEMBER 17, 1949-7 P.M.

HOT SPRINGS, ARK.

HOT SPRINGS SHOWMEN'S ASSN. 3101/2 Central Avenue

PRELL'S WORLD'S FAIR SHOWS

WANT FOR CHARLESTON COLORED FAIR, CHARLESTON, S. C., NOV. 7-12

OPEN MIDWAY

WANT CONCESSIONS-Grab, Eating and Drink Stands, Mitt Camp, Hanky Panks and Merchandise Wheels. Will book Derby Racer, Rotary. Age and Scales. Want Grind Stores. Will book a couple of Wheels. WANT Wild Life and Motordrome. SHOWS-Want Colored Shows with own equipment. Want to book or lease Caterpillar, Whip or any ride that does not conflict.

FROM THE LOTS

Capital City

FITZGERALD, Ga., Oct. 29.—Org SHELBY, N. C., Oct. 29.—On tour moved in here Monday (24) from for 27 weeks, the org is back in Monticello, Ga. Week previous the quarters here after traveling 3,700 Gwinnett County fair, Lawrenceville, miles in North and South Carolina, Ga., proved one of the best weeks West Virginia, Kentucky, Ohio and of the season. Weather was ideal. Indiana, carrying 6 rides, 2 shows Saturday (15) saw the grounds and 25 concessions. Biz as a whole crowded from 2 p.m. until midnight. was satisfactory, despite bad weath-All shows, rides and concessions reported big business. Some hanky panks ran out of stock.

billposter, does yeoman service ahead delivered in January. of the show. The Sensational Constantines, free act, continue to draw. thruout the season. Included J. H. Bull Martin, with three shows, reports he's well satisfied with business. (Doc) Arlington, office secretary; Reed's bingo continues to play to Mrs. Eula Drew, treasurer; Bill good business.

Mr. and Mrs. H. B. Bright left at Austin, special agent. Lawrencesville, Ga., for their fishing camp in Gautier, Miss. Joining recently were Casey Brison, cook-

Shows include Lee Houston, big snakes; Bull Martin's Side Show, Wild Life and Geek Show; Paul Town's Funhouse; Doral Deshon's Girl Revue; Lon Morton's Wrestling Bear; Johnson's Mechanical Show and Vonnie Martin's Motordrome.

Rides include Merry-Go-Round, Ferris Wheel, Octopus, Fly-o-Plane, Chairplane, Roll-a-Whirl, Rolloplane, kiddie auto, kiddie buggy, kiddie boats, streamline train and pony ride. Staff includes J. L. Keef, ownermanager; E. D. Baker, general agent; Jack Rainy, secretary; E. A. (Hoppy) Chapman, business manager; H. Berry, electrician and superintendent and will reopen February 18 .- RED of construction, and B. Bayless, mail HOOPES. and The Billboard sales agent .--LOUIS BRIGHT.

Dodson's Imperial

MOBILE, Ala., Oct. 29. - With ideal weather prevailing and an esti- Capable Truck Drivers, Electrician who can mated crowd of 2,000 on hand for the preview, Dodson's Imperial Shows got under way here Monday night (24) for the New Mobile County Fair at Chastain's Airport on Highway 45, north of this city. Location is about five miles from downtown but two bus lines provided ample transportation facilities from Mobile and Prichard. Tiny Wells, in town three weeks in advance of the show, arranged a creditable array of fireworks and free acts, and County Agent Brockway had an excellent display of agricultural products. Manager Mel Dodson is assisted by Herb Pickard, business manager; Jack Pugal, secretary, and Ed Breuer, special agent. Visitors opening night included Louis J. Berger, Walter B. Fox, Johnny Adams, Charles Nash, Victor Pharr and Mayor Dismukes and party, of Prichard.

James H. Drew

er early in the season.

All equipment ended in good condition, being new at the start of the Earl Backer, general agent and season. Two more rides are to be

Executive staff remained the same Drew Jr., owner manager; Harvey Hughes, concessions, and Harold

Mr. and Mrs. J. H. Drew Jr. and children are visiting in Georgia. Harvey (Doc) Arlington went to his house, and Banks Thomas, three home in Muncie, Ind.; Bill Hughes, concessions. Rochester, N. Y., and Harold Austin, Macon, Ga.

Siebrand Bros.

PHOENIX, Ariz., Oct. 29 .- Org closed the season last week at the Graham County Fair, Safford, Ariz., grosses being above expectations despite some cold nights A shower was held closing day at the bingo stand for Mrs. Alvis Tangen. Refreshments were served and Mrs. Tangen received many gifts. Jackpot prize went to Lillian Freeman and consolation prize to Polly Gallamore. Show went into quarters at Phoenix



All answers:

JOSEPH PRELL or MORRIS VIVONA

Georgetown, S. C., this week; Charleston, S. C., to follow.

PALMETTO EXPOSITION SHOWS

OUT UNTIL XMAS

Want for four weeks in Memphis, Ga., all city lots, starting Armistice week, Nov. 7 thru Dec. 3. Can place Mitt Camp, Custard, Apples, Popcorn, Coke, Ball Game, String Game, Clothes Pin or any other Stock Concession. Some P.C. open. Ted Meadows wants capable Agents for P.C. and other Concessions. Carolina and Johnnie Louellin, contact. All wires to

MILTON MCNEACE

Guyton, Ca., this week; then as per route.

BARNEY TASSELL UNIT SHOWS

Want for WINTER PARK, FLA., week November 7

Positively Right in Town

SHOWS-Monkey Show, Fun House, Colored Minstrel, Glass House and Penny Arcade. RIDES-Little Dipper, Tilt-a-Whirl or Caterpillar. CONCESSIONS-Photos, Jewelry, Basket Ball, Novelties or any other clean legitimate Concessions-no grift. Wire c/o Winter Park Hotel or Lions' Club, Winter Park, Fla.

P.S.: We close Dec. 10 in South Miami and open again Jan. 5 at 79th and Miami.

PEPPERS ALL STATES SHOWS

OUT ALL WINTER-LOUISIANA AND MISSISSIPPI

Want small Cookhouse or Grab Stand that serves meals. Concessions Wanted-Fish Pond, Blower, Bumper, String Game, Hi-Striker, Photos, Lead Gallery and Spindle. All Hanky Panks \$15 a week. Want Shows-Snake or Mechanical, 25% for office. Ride Boys, we can use you. Join on wire or come on.

VIRGLE DILLON, Mgr., Cleveland, Tex., this week

SIDE SHOW ACTS JACK KORIE WANTS

Outstanding Freak, no Annex, for Exposition International Park on Prince Halli, Nov. 15 thru May 1, 1950.

Acts leave Mlami Via clipper Nov. 7. Transportation, private home for entire personnel. State lowest. Followed by greatest route of Fairs in U. S. in 1950, Answer: JACK KORIE, Hotel Martinique, Miami Beach, Fla. Relax in the Tropics This Winter.

Virginia Greater

WADESBORO, N. C., Oct. 29 .-Ideal weather gave org a good week's play ending Saturday (22) under American Legion Post auspices. Nights were cool, but not enough so to hurt business. Shows have played this spot for several years,

New concessionaires include Leo Suggs, scales and duck pond; Oscar Nelson, ball games and fish pond; G. Long, ice cream waffles; Kirk Adams, educated dogs and pony ride.

T. Hitch, master mechanic, assisted by Bob Milligan and others, is overhauling rolling stock for the long haul to Suffolk, Va., quarters in about three weeks.

Visitors included Francis E. Liles, Mr. and Mrs. Morris Brown, Mr. and Mrs. L. Porter, Paul Overton, Jake Shapiro; Bill Sanders, Sanders Tent and Awning Company; Mr. and Mrs. L. Barry, G. L. Rogers; Steve Kolchak, Biller Bros. Circus advance crew; John Williams, Prell's Broadway Shows; L, Reeder, Jack J. Perry Shows; Mr. and Mrs. Harry Heller, Heller's Acme Shows, and Buddy Wagner, hell driver show operator.

Phone 36987. Baton Rouge, Louisiana.



National Showmen's Association 454 Broadway, New York

NEW YORK, Oct. 29 .- Wednesday night's (26) meeting was presided over by President Ross Manning and was well attended. On the dais were Secretary Phil Isser, Counselor Max Hofman, Vice-President Ross Manning and Dr. Jacob Cohen. Dais guests were Joseph Hughes, Joseph McKee and J. Harris, of England.

Nominating committee presented the following ticket: For president, Jack J. Perry; vice-presidents, Ross Manning (1st), Bucky Allen (2d), Joseph McKee (3d); secretary, Phil Isser: treasurer, Jerry Gottlieb; assistant treasurer, Ben Weiss. Board of governors nominees are listed in another section.

Eligibility committee approved the following for membership: Morris Mandell, Joseph Baker, Arthur Katz, Oliver A. Cletro, James McCormick, Charles Davidoff, Harold Goodman, neau and Margaret Fletcher. Joe Uknis and Nathan Faber.

Entertainment committee is completing plans for the joint testimonial dinner to honor President Frank Bergen and Past-President James E. Strates at Leon & Eddie's, November 21.

On the sick list are Louis Aarons, at Mother Cabrini Hospital, New York; Martin Ranno, Univer tv Heights Hospital, Bronx, and Harry Koretsky, Veterans Hospital, Saratoga Springs, N. Y. Harry Mirsky still in Boston's City Hospital, while Mack Harris is at Johns Hopkins Hospital, Baltimore.

Members extended their sympathy to Charles (Doc) and Jackie Morris in the death of Mrs. Charles Morris.

Contributions have been received from jamborees on Oscar C. Buck and the Ross Manning shows at Danbury, Conn., and I. T. Shows, from Mineola, N. Y.

Mr. and Mrs. Sidney Goodwalt left for Hot Springs. Al Katzen is motoring to Miami for the winter. Recent

CLUB ACTIVITIES

Show Folks of America 1191 Market Street San Francisco

SAN FRANCISCO, Oct. 29.-President Eddie Burke presided at the regular weekly session. Also on the rostrum were Al Hawkins and Betty Monette,

Elected to membership were Louise Costello, Sam Dabonovitch, John J. Reynolds, Vaughn Allan Lang, Ken Williamson, Richard B. DeWayne, Red Haskell, Lester Webb, Ray Holding, Raymond Crouch, Harry Berman, Ed Gosney, Edward Browning and Paul McCarthy.

Present after absences were Harry and Marie Baker, Phil and Rena Markowitz, Julia Arvey, Paul Bloom, June Munschull, Charles Handwerk, Mrs. Frances McCaffery, S. R. Ver-

Marie Baker, of the Golden West Shows, turned in \$65.50 for the cemetery fund, the result of a pot of gold contest on the Golden West org.

A moment of silent prayer was ob-

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, Oct. 29.-Past President Joe Steinberg presided at the Monday (24) meeting, with Vice-President Mickey Doolan and Secretary Lou Manley also on the rostrum.

A minute of silent tribute to Capt. Louis Roth, who died in Yakima, Wash., was observed. P. W. Madison, ride foreman with West Coast Shows, was elected to membership.

Sam Brown has been discharged from the hospital. Charles Soderberg still is on the sick list.

Hap Young contributed \$100 to the Christmas Dinner fund. Mickey Doolan donated \$1,000 to the Cemetery Fund. Earl Douglas, Douglas Greater Shows, raised \$1,400 for the benefit of the building fund recently at the Puyallup, Wash., fair. Much improved following his recent illness Douglas is on a hunting trip in the Northwest.

served in memory of Morris Dubowsky, known professionally as Moe Dubow, who died Monday (17). Betty Monette was named chair-

man of the ladies' bazaar which will be held November 14.

Jack Christenson, chairman of the show within a show, staged by the West Coast Shows, turned the event over to Fred Weidmann, who acted as emsee. Weidmann introduced Mike Krekos, general manager of the West Coast org; Louis Leos, secretarytreasurer; George E. Coe, business manager; Ted Levitt, general agent, all of whom were invited to the rostrum in addition to the following women of the West Coast org: Mrs. Lolo Krekos, Hazel Christenson, Lillian Schue, Josephine Leos, Mrs. Paul Trent, Betty Coe, Margaret Farmer, Marie Levitt, Ginger Grey, Lucille Dolman and Isabel Meyers, annual banquet and ball.

CARNIVALS 75

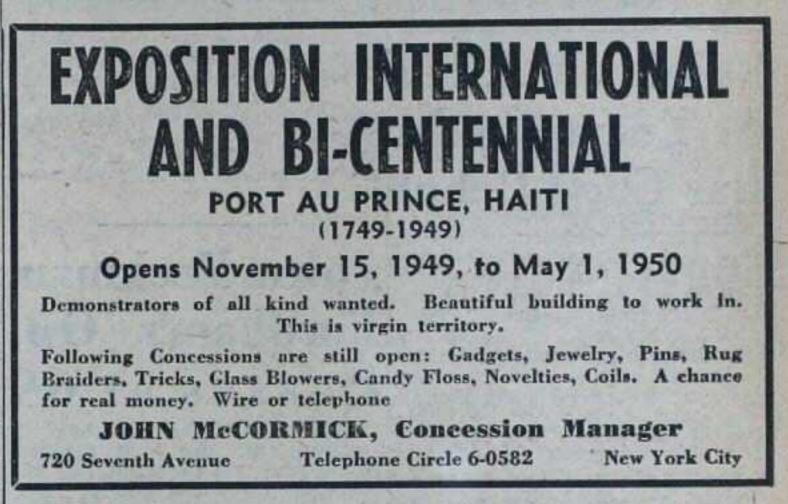
Heart of America Showmen's Club 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 29 .-Regular weekly meetings are being held Fridays at 8 p.m. in the renovated club rooms.

Ed (Blackie) Brown, of St. Louis, visited. Mr. and Mrs. Sammy Ansher will winter here. Mr. and Mrs. Buck Ray became grandparents September 25.

Mail is being held at the club rooms because of the lack of forwarding addresses. Membership cards for 1950 are available.

Mr. and Mrs. R. L. Sinderson closed the season with the L. B. Lamb Shows. Mr. and Mrs. Chester I. Levin and Mr. and Mrs. Vince Mc-Cabe attended the funeral of Mrs. Levin's brother-in-law in Marshalltown, Ia. Roger and Margaret Haney visited en route to the West Coast, They will return in time for the



visitors included Sam Peterson, Louis Weinstein, Steve Libitz, Morris Levi, Samuel Karp, Raymond A. Young, Charles Cingolo, Frank Miller, Aaron Hymes, Murray Spitzer, Harry Baum, Max Cooper, Jack Cherry, Al Burt, Ben Merson and William Dieckman.

Ladies' Auxiliary

The Halloween party in the clubrooms on Wednesday night (26) was a great success, for which Chairman Esther Eichel and her committee deserve credit. A large crowd turned out. Entertainment was provided by Mildred Ford, Helene Young and Esther Eichel.

On the sick list are Jennie Bruderlein, Leah Greenberg and Francis Fornier, who is still confined to City Hospital, Binghamton, N. Y. Our sympathy to the family of Agnes Morris, who died recently.

Burdick's Greater Shows WILL BOOK

Any Ride, 25 per cent. Want Count Store Agents, Skill Agent, also Mitt Camp. Small Cook House or Grab Joint.

Coolidge, Texas, Oct. 31 thru Nov. 8.



Visitors included Thad Work, amusement park operator from North Carolina, and Billy Ray.

Present after absences were Ray Holding, Douglas Greater Shows; S. L. Cronin, general manager of the Clyde Beatty Circus; Lee Smith, Foley & Burk Shows; Lonny Grieves, Ernie Bonner, Gus Linn, Benny Samuels, Jack Glassman and Ben Morrison. Drawing was won by Joe Steinberg.

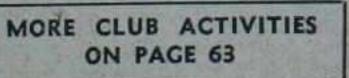
Michigan Showmen's Association 3153 Case Ave., Detroit

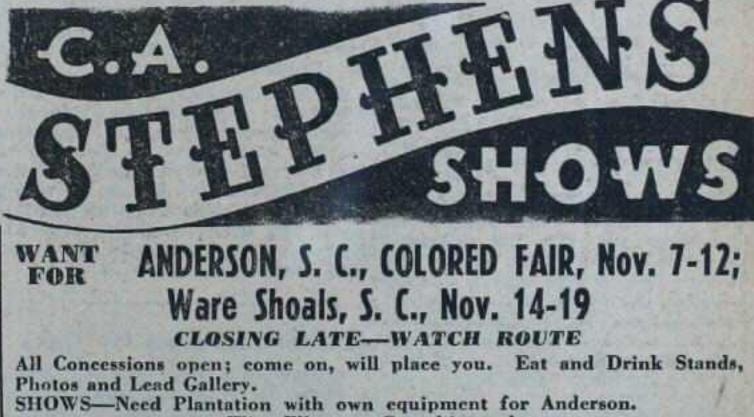
DETROIT, Oct. 29.-The first two fall meetings of the year, October 4 and 10, were well attended. President Jack Gallagher was in the chair. The treasury was enriched by a jamboree held for the club on the W. G. Wade Shows lot at Kalamazoo, Mich. Walter (Wingy) Schafer handled the publicity via window cards and local radio.

Plans have been completed for the annual Halloween party under the chairmanship of Max Kahn,

The recent membership drive netted 150 new members. George Harris alone brought in 50.

Visitors to the clubrooms included Past President Leo Lippa, Sam Soloff, Leo Small, Ray Williams, Ed-ward Parker, Sam Wilson, Mickie Goldie, Louie Maltin, Mike Balog, Bernard Robbins, Humpty Weeks, Ora Baker, Tommy (Paddles) Reisner, Clinton Taylor, Harry Stahl and Jack Dickstein.





Wire Elberton, Ga., this week.



Stock and Grind Concessions; small percentage. All Hanky Panks open. Want Shows with or without outfits except Minstrel and 10-in-1. This show booked until December 10. All contact

SHERMAN HUSTED, Mgr.

Andrews, S. C., Fair, this week; Tabor City, N. C., November 7-12.

JACK'S GREATER SHOWS

WANT FOR LONG COUNTY FAIR, LUDOWICI, GA., NOV. 7-12

With one more big Fair to follow. To be announced in next issue. Out all winter.

Can place Concessions of all kind: Photos, Novelties, Penny Pitch, Ball Games, Balloon Darts, Swinger, Roll Down, Skillo and Percentage, All Concessions open. Will book any Grind Show. All mail and wires to

FRANK HARRISON, Mgr.; TOMMY BUCHANAN, Bus. Mgr. SWAINSBORD, GA., THIS WEEK: THEN AS PER ROUTE.

Communications to 2160 Patterson St., Cincinnati 22, O.

Flint Cade Gets Over Hump Dexheimer Bows Lavish Rollery; With School, Church Dates Lights, Windows Catch the Eye

DETROIT, Oct. 29 .- Following | It supports a social skating club and up his recent comments on "remote has a completely stocked skate sales control" operation of rinks, Fred A. department for instant service. Dress Martin, secretary of the Roller Skat- rules prohibit men from skating in ing Rink Operators' Association, cites sweat shirts or overalls, and give the Flint Park (Mich.) Rollercade as women a choice of dress providing an example of active operator partici- | skirts reach finger tip length. pation.

Poor transportation to and from the rink was one of the main problems of operator Earl King, according to Martin, but by selling skating to school and church authorities an active business has been established. An outstanding personality plus hard work are the keys to King's success. Martin points out.

This rink operates nightly, except Monday, and features matinees on Saturday and Sunday, with dance classes on Tuesday and Friday nights.

Rainb'w Garden At Tonawanda Has Click Debut

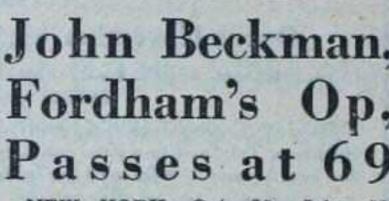
NORTH TONAWANDA, N. Y., Oct. 29.-Opening of the new Rainbow Gardens Roller Rink recently proved John Beckman. a gala affair, with fine contingent of skaters from New Skateland, Buffalo, as well as a turnout of city officials Fordham's Op, and business men to welcome the new amusement venture. The rink was opened by Mr. and Mrs. E. L. Batt and Mrs. H. J. Bale, who are members of the Roller Skating Rink Operators' Association (RSROA).

Opening was an invitational affair, arranged in co-operation with the New Skateland group, who presented a huge floal horseshoe to operators of the rink. The friendly spirit between the two ventures was especially noteworthy in that the rinks are close enough to be considered competitive. The Buffalo rink is operated by Mrs. E. J. Scott. Floral tributes were also sent by numerous other business and civic groups. An opening program of dance, free style, single, pairs, and group skating was presented, with the following skaters in the exhibition: Kathie Mc-Culloch, Arlene Wachowiak, Shirley Chapman, Kenneth Hawkin, Robert Mager, Arlene Wroblewski, William Cannon, Howard Kolbacher, Carol Boldt, Marcia Wroblewski, Chet and Virginia Brylinski and Steve and Florence Bucki. Refreshments were served after the formal program. An unusual feature, according to Fred A. Martin, RSROA secretary, who attended, was that a large proportion of older ska ers who had not been on wheels in years took advantage of the opportunity, indicating widespread community approval of the rink. floor 86 by 155 feet, housed in a tried to enter the building but was building 86 by 170.

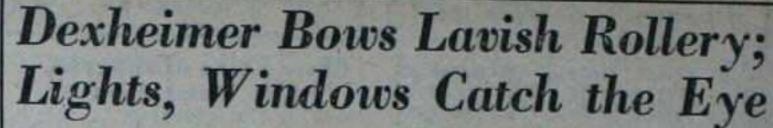
"News" Helps

One of the recent promotions of this rink is a 9 by 12-inch four-page paper, Rollercade News, which gives the highlights of activities and coming attractions. It is partially supported by nine small ads from local merchants. King has successfully placed an insertion of this newspaper in the Genesee County Scholar, a 28page magazine which is printed once each month under the sponsorship of 21 Genesee County schools within the Flint area.

Commenting on this venture, Martin said, "This promotion has proved to be very successful, particularly when you consider the small size of the rink, 70 feet by 100 feet-a handicap, according to most operators. The success of this operator proves that you get returns on what you work for."



NEW YORK, Oct. 29.-John H. Beckman, 69, who built Fordham Palace Rink, the Bronx, in 1931 and operated it since, died suddenly Tuesday (25) at his residence in the Riverdale section of New York. Services were held yesterday at Cooke Funeral Home, the Bronx, and interment was at Woodlawn Cometery.



SPRINGFIELD, Ill., Oct. 29 .- The | was unique, with half of the new new Moonlight Gardens Roller Rink, a structure 120 by 225 feet with a skating floor 80 by 180 feet, opened formally October 15 after losing only a week of business from the time-the old rink located on the same site was closed. Construction operation

Pueblo Skatel'd

Makes Pitch for

Beginner Trade

PUEBLO, Colo., Oct, 29 .- A bal-

anced program to interest beginning

skaters and advanced patrons has

been introduced at Skateland, under

the aegis of Fred J. Bergin, who

recently returned to active rink

operation as a partner here with

G. A. Sallee and J. W. Norcross,

leaders in the Roller Skating Rink.

Beginner's Night, and a frank letter

to patrons says: "We ask all good

skaters to go to the movies and leave

the rink completely to those who want to learn to learn to skate, but

who don't want the good skaters in

their hair while they are doing it."

course, welcome on any night, Bergin

suggests a steady advancement in

family support. The closing hour is

set at 10:30 p.m., with opening at

skating thru dancing.

Pointing out that beginners are, of

Policy of the rink is aimed at

Wednesday has been set aside as

Operators' Association (RSROA).

structure started 18 months ago, on the end of the old building. When this part was completed, skating sessions were moved into the new section, and removal of the old building and replacement of it by the second half of the new followed.

November 5, 1949

Builds Interest

The fact that skaters were able to watch construction for 18 months was a big factor in building and maintaining public interest, the management believes.

The new building has a dual Hammond organ installation, with units mounted on a half-moon-type stage directly opposite the main entrance, located in the center of the long side of the building. Ward Johnson and Arthur Walton are the organists. The two-unit music is well-liked by skaters.

Moonlight Gardens is designed to invite public attention. The structure has a 14-foot aisle constructed along one side and at both ends, flanked by large windows on the three sides, making it truly a daylight-style rink. People outside can see into the rink clearly, and are thus forced to pay attention to skating when passing. The glass sides can be opened during warm weather, allowing adequate natural ventilation. The exterior is surrounded by a sidewalk, covered with a canopy bordered with 10watt lights.

Lighting is a prominent feature with a multi-colored border on the roof; a large neon name sign on the front, and a large crescent, tying in with the rink name, above the sign.

Moonlight Gardens, a member of 7:30. This means that "we don't the Roller Skating Rink Operators' Association, is operated by Roy C. Dexheimer.

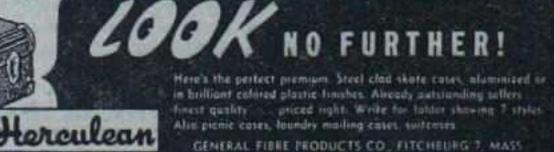
Beckman, whose affectionate nickname was the Fordham Road Billionaire, was a member of the Roller Skating Rink Operators' Association, the Bronx Board of Trade and the Bronx Real Estate Board. Surviving are three sons, John, Charles and Edward, and three daughters, Mrs. Alfred Jaeckel, Mrs. Lynn Ross and Mrs. Joseph V. Murray Jr.

\$3,800 Fire Loss for Oaks

PORTLAND, Ore., Oct. 29 .- Oaks Park Roller Rink equipment valued at \$3,800 was destroyed by fire Thursday (20) morning when a one-story wooden concession and storage building burned to the ground. The equipment included costumes, valued at \$2,000, and 600 empty skate boxes valued at \$1,800. The fire was discovered by Arthur (Pop) Richard, in charge of the skateroom at rink, Rainbow Gardens has a maple and his son. The younger Richard driven back by flames.

-RINK MEN WHO HAVE ONCE HAD A-





keep you out too late . . . That gives you time to get a good night's sleep."

Skateland has as its professional Arthur Russell, who was national RSROA champion in 1943 and 1944. Juvenile skaters get their innings Saturday mornings with a session for the Eager Beaver Club. Rink advertising suggest that "this is just about time mother wants to do her shopping-and we are the best baby sitters outside of "Mr. Belvedere." Saturday morning session is operated at 20 cents admission, as is the Saturday matinee. Regular admission nights, under a six-day operating policy (Monday closed), is 50 cents, including use of skates, while Sunday matinees are operating at 36 cents.

Stockton Debut Has 2,000 Gate

STOCKTON, Calif., Oct. 29. - A crowd estimated at 2,000 attended the October 15 opening of the new Rollatorium here, operated by Len Honey and Bill Honefeld, who also own the Fresno Rollatorium. The rink has an 82 by 167-foot skating surface and is modern in all details,

An added attraction was a 45minute skating show sanctioned by the United States Amateur Roller Skating Association and presented by the Del Monte Skating Club under the direction of Paul J. Gilbert, promanager of Del Monte Gardens, Monterey, Calif. The show featured Barbara Zeim, junior ladies figure champion and senior pairs titleholder.

Program: Free style, Barbara Zeim; Linda, Gary Bradley and Myrtle Espy; ladies pairs, Claudette Colbert and Virginia Spencer; bolo, Barbara Marshall; Del Monte Fliers, Bud and Mariorie Tomasini; free style. Gary Bradley; majorettes, Norma Hartsock, Alice Daniels, Barbara Marshall, Marlene Bradley, Dolores Cummings, Claudette Colbert and Virginia Spencer; ladies pairs, Barbara Marshall and Dolores Cummings, and St. Louis Blues, Barbara Zeim.

Premiere Huge

The grand opening was a colorful affair, with open house for all visitors except skaters. About 1,500 skaters were on the floor the first night, and there were about 2,000 spectators. Four long lines were necessary to admit guests.

Mayor Harry A. Eilson of Springfield and other civic officials were present. The Mayor cut a ribbon in the opening ceremony. The program was sparked by Bill Miller, of Station WTAX, who acted as emsee.

An unusual event was the presentation of a junior skating class by Roy Dexheimer Jr., of children from 2½ to 10 years. Each carried a bouquet of roses, and presented them to ladies along the rail, while Moonlight and Roses was sung by Dorine Boon.



The Billboard

RINKS AND SKATERS

(Continued from page 64) comedy bars; Camille and her dogs Molly, the Hollywood Horse; Matt Tuck, juggling, and Silver Condors, aerialists. Smittie's Band, official Cincinnati Reds band, headed by George Smith, played for the acts.

Credit Long Range Plan

Expecting a drop the fair board retrenched on its advertising, dropping all fence and tree signs. For many years a crew of billing agents had covered a radius of about 50 miles, but this year the outside billing was confined to 50 billboard locations on strategic highways in around 20 counties.

Leaders of Macon Exchange club, which operates the fair, believe the gain was due to the long-range development program started nine years ago.

"Our program of increasing the educational features and keeping the admission costs low has brought about a high degree of public confidence and is now paying off handsomely," commented George W. Adams, fair director in charge of advertising.

Under the Macon plan a small portion of the fair's net profits is placed in a sinking fund for permanent improvements of the fairgrounds in the city-owned Central City Park.

"Mardi Gras" at Ardon

ZION, III., Oct. 29 .- Come to the Mardi Gras was the title of this year's annual roller revue presented October 20 and 21 by the Silver Skaters' Club of Ardon Rink here, reports Don Lambrecht. The New Orleans holiday spirit was reflected in pageantry and costumes of 50 skaters comprising this year's enlarged cast. Novelty acts and dance specialties rounded out the night's entertain- for the class and the skating session ment.

Joe

Skeds Parties

PITTSBURGH, Oct. 29.-Apparently believing that where the gals go the boys will follow, Lexington Skating Palace is making a determined bid for feminine trade. Operator H D. Ruhlman recently inaugurated regular Wednesday ladies' nights, admitting two girls to the rink for the price of 70 cents,

Lexington has scheduled a number of holiday parties for the next few weeks. First on the calendar was a party celebrating the rink's eighth anniversary October 27. Added attractions were a special skating program and distribution of souvenirs. Next on the program are Hallowe'en parties to be held today. Three sessions will be offered, with prizes at each to be awarded for the prettiest, funniest and most original costumes. A morning session will go for 20 cents, a matinee for 33 cents and the evening program for 65 cents. Novelties will also be distributed.

Afternoon and night parties are scheduled for Armistice Day, November 11, and the same schedule holds true for Thanksgiving Day, November 24. Ruhlman will also offer a matinee the following day.

Lexington's regular schedule now includes a Saturday morning children's session for 20 cents; Thursday afternoon teen-age session for 25 cents; Wednesday afternoon children's dance classes offering as added features instructions in plain skating, figures, spinning and racing, and Tuesday dance classes for beginners who are taught the glide waltz. Membership fee is \$1.20 per year. The 65-cent gate charge pays that follows.

Macon Jumps 20%; Ruhlman Pitch Click New York TV Skating Show Attracts 120,000 For Fem Trade; Draws Favorable Press Comment

and surrounding areas were enter- speed of skating. tained Sunday evening (23), 9:55 to on the production were generally after seeing Sunday's opener. favorable.

This was the third time a roller revue was telecast from Eastern Parkway.

Free style and pair skating routines by Roller Skating Rink Operators' Association amateur champs, whose names, for some reason, were unannounced by emsee Art Wagner, were good. Wagner's chores were pleasingly professional, and the show had a fast pace due to number following number with only split second breaks. Most spectators considered a leap number by Ronnie Herrera, of Gay Blades Rink, the production's high spot. In it he cleared 16 girl skaters in a single jump

Negative points were the comedy and spinning routines which most viewers seemed to consider weak; lack of a backdrop and visible live

Pat Carroll Skates West

D'TROIT, Oct. 29 .- Patricia Carroll formerly with Queens Roller-drome, Elminurst, N. Y., has moved to Denver to attend college and will skate for Warnoco Roller Skating Club, Greeley, Colo. It is understood she will be a partner with Jay Norcross, who was for two years senior men's figure champion, but was forced to withdraw in 1949 because of injuries. Miss Carroll was 1947 World

NEW YORK, Oct. 29 .- Thousands | audience, and the fact that the TV of television viewers in New York cameras seemed to lose much of the

77

Altho previously announced as the 10:25, by the first WPIX-TV roller start of a 39-week series, no schedskating revue of the season from Emil ule for future shows has been re-Lence's Eastern Parkway Rink, leased. Several sponsors, however, Brooklyn. Press and other comment reportedly expressed keen interest



LETTER LIST

(Continued from page 55)

Waller, I. S. Wallace, Madge Ward, Geo. Williams, L. L. Williams, Maude Ward, J. Robt, & Julienne Williams, Soapy Chas, Wilson, Chuck Warburst, Chas. Warrner, Arkie Watkins, Mrs. Wilson, Erby Wilson, Flora Wilson, Ted Daddy Wilson, V. A. Weatherber, Harold Winegarner, G. Weaver, Walter B. Webb, L. D. Webster, Geo, H. Wise, Jr., J. Weiner, Sam & Wise, Miss Par Watkins, Wm. H. Wise, Jr., J. A. & Wise, Miss Pat Anna Wood, Roht. R. Woods, Margie Perry Woodson, D. L. Welch, Dennis Westmoreland, Woodward, Ted Melv n Wright, Chas. A. Wetnio, Walter Wright, John E. Wheelock, Harmond Wrish, Donald C. Wrutt, A. F. Yamada, Geo. Yates, Thurma White, Art. White, Richard, Mary, Marie Yulecia, Rene G. White, Robt. Yodar, Flord Whitmire, Otto B. Young, S. D. Whyte, Margaret Tuen, Kenneth Ann Wicks, Mrs. Nancy Zarlington, Mary J. Zerrice, Mike

Williams, Cornfield

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bidg., _St. Louis I, Mo ._

Adams, Harry J. Cumming, Chuck Allen, Res Allen, Wallie E. Commings. Anthony, Mr. & Dailey, Robert E. Netsler, Emil Mrs. Milo Davis, Mrs. Eather O'Hara, Mrs. Arnold, Wayne W. Davis, Texas Dolly Arnold, Wayne W. Davis, Texas Atkinson, Frank M. Dillin, Jack Bales, Dornthy Donovan, Bo Barr, E. E. – Dorrell, Jame Rateman, Charles Bell, Vern M. Bird, Curley Binck, Joe Blich, Francis J. Borchert, Mra. Helen

Helen Branson, John T. Briver, Ollie Jr. Bumgardner, Les Burns, W. C. Barns, M. C. Barns, C. Barns, M. C. Barns, John H. Barns, M. Bar Clark, Clarence General Shows, Inc. Clark, John II. Clark, John II. Claybrook, Miss Greater, Allen, II. Maris Greater, Allen, II. Cooper, John W. Conser, John W. Hall, Edward T. Schmidt, Correll, James D. Hallmark, Thrin Schmerkief, Handler, Mrz. Lou Schnitz, J Thelma

Harrington, Wil-liam Francis Silcox, Joe Small, Lynn Bett Heth, Mrs. Blanche Billy Heth, Bob L. Houssels, Robert E. Hinkle, Bill Holt, F. K. Hudson, D. D. Hunter, R. C. Impeduglia E. R. Johnson, Donald L. Terry, C. H. Johnson, James E Texas Sunbeam Johnson, Ray Johnson, Miss Ruby Verrell, Charles T. Kermeen, John J. Kerner, Mrs. Dorothy Ernest Wing, Wm. Percy Kinder, Bill King, Larry Knapp, G. W. Kopf, John M. Korman, Carroll

Korman, Carroll Kriner, F. Lamb, Mra. Eva Lampton, Lucky Lankeston, Paul R. Leitner, Carl Livaniore, Mr. & Mrs. Norman Lopez, Linda McBride, A. W. Anderson, Mary Haldridge, Dan Berry, F. Bruckner, John Cantrell, Harold McGonigal, Fera Lani Day, Andy Day, Mike Grace McLean, Ray McManus, T. J. McSparren, William Districh & Dians Dixon, Vernon Duane, Clyde Ford, Edw. Jr. Perry Malbin, Edward Hager, James Hardin, Wally " G. Mansur, Miss Howard. S.rdaret Marshfield, L. O. Martin, Jack Mayuard, Mrs. Kay Merk, Harold Huggett, Mrs. Keaton, Robert Mayer, W. B. Moore, Donald Miller, Harvey Mitchell, Tommy Harvey A.

Margaret Ann Mosley, Hermon N. Robert E. Netsler, Emil H. Grace Oliver, Pat Pagel, Wm. Palmer, Elsie Ned Pasternak, William Donovan, Robert (Bob) Dorrell, James V. Duffy, Roy T. Eagle, Chief Ed Edgar; Roger A. Finley, Homer Flanagen, Jim Parne, Fleming, Pearl Perton, Forster, Mr. and Pierce, Mrs. Gus Pilger, Robertson, flichard itorhwaks, Sermour Sandusks, A. D. Schmidt, John J. Schmidt, Stanley Hall, Edward T Schmidt, Stan Hallmark, Elvin Schmerkieth, Handler, Mrs. Lou Schultz, Leo Schneckieth; Harry Ana Scruggs, W. J.

Patrick, T. W. Aarsun, Michael F. Patterson, Mrs. Baker, Mrs. Bill Freda Barnett, Harry Calvis Pierce, Jessie Calos, Robert Livineston, Roy D Pilaer, Mrs. Wm. Cotton, Hay Poirier, Eddie Dahlstedt, Arsid Randoll, Mrs. Don Recses, Prof. Chet Fields, Mrs. Lillian Glanco, George Goldberg, Max Grant, Mra Jack Helman, Jimmy Horaley, E.

Hunter, Roy Keegan, Caroline P Kilbane, Harney Lange, Lew Lavern; Jack Lenx, Dr. A.

Shrader, Kenneth V Wadsworth, Harold Walker, Mrs. Betty Ward, Mrs. J. Robert Smith, Betty J. Robert Steinfeldt, Wells, B. L. Walter J. Wells, Mrs. Delno Smith, Betty Welter, Elmer E. Wilde, Mrs. Betty Wildrick, Elmo W. Wilson, Dixie Stewart, R. A. Stoneman, Joe Sugar, Henry Sweigart, Kenneth Tatum, Alice Terry, C. H. Wiltse, Cash Wolf, Fred M, Woods, Loren T. Trio Weuthrick, Mr. & Mrs. John

> MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III_

Amaral, Alberta Morris, Allen Amaral, David C. Robertson, Freddie Roe, Yogi Shainka, Lillian Smiles, Buck Stone, Lon Stone, Smaker Sylver, Jim Tate, Molly (Tate's Canines) Thomas, L. L. (Joyland Amuse) ments] Thornton, Richard Wanus, Walter Williams, H. J. "Lego" ((Telegrass)



Sam

Octopowitz, Lorraine Pierce, Jack. Mrs. Pam Roberts, Betty ack Sando, Edward Sahia, Nicholas Shill, Mildred Smith, Miss M. Surder, Men. C. E. Sobel, J. M. Tomanini, Auriello Wather, J. Warner, Victoria Warriner, Jesse Weiner, Mrs. M.



appointment resulted only from the lack of big patronage at the night grandstand show which was attempted on a full revue scale last year for the first time. The show, a George A. Hamid production, was praised by the press, fair officials and those patrons who witnessed it. However, special advertising and publicity, together with the nominal price scale of 75 cents for adults and 40 cents for children, failed to draw the anticipated crowds, even tho the grounds were jammed.

The premium list this year was boosted to \$4,500. Numerous inprovements have been made to the plant, and more are planned for the future. contingent on revenue, fair officials said.

Many sightless skaters, trained at New York City's Lighthouse, have graduated to public rinks around town. One group skates every Saturday morning at Gay Blades Rollerdrome. Herb Wilson, rink pro, assists.

1471 BOSTON ROAD

IRONX, NEW YORK

1100 pair Shoe Skates (Men's or Ladies'), \$7.50 pair, consists of new shoe, new wheels, 78 special fibre r. new runders—ALL SKATES GUARANTEED 700 pair Used Rink Skates, excellent condition, \$2.50 per pair 1700 pair Rink Skates, like new, 45° or 10°, all sizes, \$3.50 per pair I Hammond Organ Speaker, B-40, sacrifice for \$175.00 Nickel-plated detachable Parts, 60r a set. Grade AA Ball Bearings, \$1.00 a thousand Associated colored Laces, 54, 63 and 72, associed colors, 75c a dozen Fibre Wheels, 78 special r. 70c s set Red Bubbers \$2.00 hundred, 15 hole and 5/16 hole

THE ABOVE MERCHANDISE IS READY FOR IMMEDIATE DELIVERY 15 Down, Balance C.O.D. All merchandlise guaranteed if not satisfactory money will be returned in 10 days-Write For Complete Price Lists.

COIN MACHINES



November 5, 1949

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

LABOR LAYOFFS AFFECT OPS

Music, Amusement Machines **Income Hard Hit as Strikes Paralyze Steel and Coal Areas**

Vending Also Suffers as Spending Comes to Standstill

By Norman Weiser

CHICAGO, Oct. 29 .- While the coin machine manufacturing front is still comparatively unaffected by the steel strike, the story at the operator level is far different, and, as the week drew to a close, there were indications many locations, especially those with music machines, would be practically closed to operations within the next week to 10 days should the coal and steel strikes continue. Already seriously hit by the strikes are many industrial locations, basically vender outlets, which are strung out from coast to coast. And, following in a natural course, locations where amusement

games are placed in these areas, such as candy stores, are now practically at a standstill.

According to the latest statistics, some 2,000,000 workers were "temporarily unemployed," and labor experts offered forecasts indicating that the figure might well hit the 5,000,000 mark should the strikes continue over a protracted period.

Hardest hit by the forced unemployment which has swept the coal and steel regions thruout the country have been those locations which normally offer profitable operation to the music and amusement machine operators. These are the taverns, candy and cigar stores, and recreation centers which dot the in-(See Labor Layoffs on page 89)

Shuflepins Expanding Into Nat'l Field; Game Distrib

the rapidly expanding market for Salisbury, head of the manufacturing straight novelty games stressing a firm, jointly announced this week. combination of shuffleboard and bowl- Brown also announced that his firm ing action, Amusement Sales Corpo- would move its headquarters back to tional distributor of California Tuesday, November 1.

CHICAGO, Oct. 29 .- In line with | ment Sales president, and Winston ration here has been appointed na- 4047 West Fullerton Avenue, effective others in replacing stocks.

Official Pix

NEW YORK, Oct. 29.-Long

Island Railroad commuters, now required to attach their photographs to train tickets, can get

a refund on photo charges if

they have their pictures taken on coin-operated Photomatics, The railroad this week discon-

tinued its free photo service, but designated the Mutoscope machines as official "photo-

Mutoscope machines are op-

erated at both the Pennsylvania

and Flatbush Avenue stations.

Travelers may have photos taken

at other places, but for these the

railroad will make no refund.

graphers."

Strikes Still Continue; See **Possible Pinch**

Report From Washington

WASHINGTON, Oct. 29. - White House sources are hopeful of an early end of the steel and coal strikes. An early cessation, according to Commerce Department authorities, could be particularly good news for the coin machine industry. Altho suppliers of machines have reported sufficient steel on hand to last thru the end of the year (The Billboard, October 29), replacement of dwindling stocks could become a serious problem in the event of a prolonged tie-up by strikes, commerce officials said. The coin machine industry, one commerce spokesman said, would fare "quite well," as far as future machines are concerned, if the strikes are settled within the next fortnight. After that, said the spokesman, a "pinch" might start developing since the demand for steel is growing daily in all industries. Coin machine manufacturers would have to vie with

The Commerce Department re-Shuflepins, a game which pioneered California Shuflepins is available ported this week that output of steel for the first two weeks of October had dropped to 8 per cent of capacity (See Strikes Still on page 89)



Bond, Wolcher Preside

CHICAGO, Oct. 29 .- The first two in a series of regional conferences sponsored by the National Coin Machine Distributors' Association (NCMDA) were held this week in Boston and Chicago, NCMDA headquarters here announced. As outlined at the annual meet in September, the purpose of the regionals is to broaden the scope of NCMDA services in a particular area.

New Member

CHICAGO, Oct. 29 .- In line with its policy of adding new firms which have met all requirements of eligibility, NCMDA headquarters announced this week that the Commercial Music Company, Inc., headed by Ray Williams, is now a fullfledged member.

At the Boston session Dave Bond, association vice-president and head of Trimount Coin, Boston, served as chairman and discussed the improvements which the distributors' group has brought about in the Boston trade and other large cities in the area.

At the Chicago meet President Lou Wolcher, who is also president of (See NCMDA Holds on page 100)

this new field, Harry Brown, Amuse- (See Shuflepins Spreads on page 92)

-Editorial-The Pendulum Swings

FEW short months ago the amusement phase of the coin machine industry was unquestionably in the doldrums. Most of the factories were producing equipment on a limited scale, and distributors were working hard to move the reduced quantities. The operator, upon whom the entire cycle hinged, just wasn't in a position to purchase new equipment. His grosses were off, in some cases alarmingly so, and aside from one or two products, there was nothing on the market to increase his play on location.

In some sections of the country there were rumblings-reports that operators felt game prices were too high, and that some planned to stop buying new equipment until prices were drastically reduced. In Philadelphia such a move was actually announced at a meeting between operators and manufacturers. At the time there was much talk about this move, then, quite suddenly, it died out. And before long it was found that new games were appearing on some locations -new games which had not been reduced in price, but which were attracting customers. By Labor Day the operators in the Quaker City were again customers, altho buying was still limited.

Business Upswing

A few weeks ago a new game was introduced by United Manufacturing. Called Shuffle Alley, this straight novelty piece caught on with operators and patrons rapidly and, as the firm pushed to get production up, a general upswing was noted in the amusement field. Other firms followed United with new games which also caught the public fancy, and the pendulum began its swing to renewed enthusiastic buying.

As important as this upswing in business is, one factor looms above all others. There has been no reduction in the price of these games. In some cases, increased costs have already meant increased list prices. Yet the operators are buying these games as they haven't displayed their buying power in many months.

What is the reason?

The answer is basic. The only fact the operator is interested in is "will this game make money?" If it will, the cost is a secondary consideration. If it will not, any price paid is too high (according to the ops).

The present conditions in the industry again prove this fact. And they should end the talk of "buyers' strikes" which periodically crop up. The manufacturer knows he will stand or fall on his product, and what that product will do for his one outlet-the operator. Therefore, he will not only try to give the operator a money winner with every new game, but he will continue to keep his prices in line.

Twin Gun Game, Silver Bullets In Production

CHICAGO, Oct. 29.-Silver Bullets, the competitive straight novelty gun game produced by Exhibit Supply Company, is now in production and first deliveries have started, Charles Pieri, sales manager, announced this week.

Tho simulating a hunting background which appears to be 50 feet from the shooter, Silver Bullets occupies only four square feet on location. It can be played by either one or two persons and can be set (See Twin Gun Game on page 100)

Central City, Colo., Seeks Bell Okay

DENVER, Oct. 29 .- Permission to operate bell machines during the summer is being sought by business men of Central City, a gold mining camp and summer tourist mecca near here.

The men claim that operation of the machines adds mining camp "color" to the town and is an additional tourist entertainment during the summer opera festival season. They pointed out that machines had been operated during previous summers. Operation of the machines was halted in midsummer this year by Justice of the Peace Lowell Griffith.

In seeking permission to operate machines, the merchants said they realized something must be done to enable them to obtain enough income during the summer months so that they could remain open during the winter months.



COIN MACHINES 79

Ouarterback New Williams **Novelty Game** Intros 6 for 25-Cent Play

Quarterback, a novelty game made by Williams Manufacturing Company, featuring football action thru five player-controlled flippers, have started, Vice-President Sam Stern announced this week. Set for nickel play, game is equipped with a coin chute which accepts nickels, dimes or quarters and introduces a plan whereby the game will permit six games for a quarter if the operator finds this operation feasible.

The five flippers around which the game is built are located near the bottom of the playing area. A goldcolored handle, shaped like a football, located at the right-hand side of cabinet front, facing the player, controls all five when actuated. After the player has inserted his coin, a ball arising from the center of the playfield rolls in the direction of the flippers, which are marked end, halfback, quarterback, halfback and end, respectively. Object of game is for player to score touchdowns and field goals by hitting balls with flippers into a center opening at the top of the playfield marked touchdown or into openings on both sides of the touchdown zone marked "completed pass" and "end run" which advance the ball 50 yards. Advances can also be made by guiding a ball in the upper part of the playfield marked "25-yard advance."

Animation

All gains made by getting a ball in these scoring areas are signified

State Tax Calendar

Alabama November 10-Tobacco stamp and use tax report and payment due. port and payment due. CHICAGO, Oct. 29 .- Deliveries on Tobacco wholesalers' and jobbers' report due.

November 20-Sales tax report and payment due.

Arkansas

November 20-Gross receipts tax report and payment due.

Colorado

and payment due.

November 15-Denver sales tax report and payment due.

District of Columbia November 20-Sales and use tax report and payment due.

Georgia

November 10-Cigar and cigarette wholesale dealers' report due.

Idaho

November 15-Cigarette wholesalers' drop shipment report due.

Illinois

November 15-Cigarette tax return due. Sales tax report and payment due.

Indiana

November 10-Cigarette distributors' interstate business report due. November 15-Cigarette distributors' drop shipment report due.

Kansas

November 20-Sales tax report 9,400,000 points. and payment due.

Kentucky

November 20-Cigarette wholesalers' report due. Louisiana

Michigan November 20-Cigarette tax re-

NAAPPB Show Sets Coin Award

report due.

Mississippi November 15-Occupation (sales) tax and report due.

Missouri

November 30-Soft drinks manu-November 14-Sales tax report facturers' report and payment due. New Jersey

November 20-Cigarette distributors' tax report and payment due. (See State Tax Calendar on page 97)

Stress Action In New 5-Ball **By J.H.Keeney**

CHICAGO, Oct. 29.-Band Leader, a new five-ball game manufactured by J. H. Keeney & Company, is on display in distributors' showrooms, General Manager John Conroe announced this week. Designed with sustained player interest in mind, the game features stepped up ball animation and has a maximum score of

Playfield of Band Leader includes five kickout holes, four action bumpers, a free game bumper, six rollover switches and flippers. Four of the kickouts are at the top of the action area and have a 10,000 point value; scores 50,000. All action bumpers score 10,000 points and if contacted when lit tally 100,000 points. The November 20-New Orleans sales free game bumper records a free play each time a ball caroms off it when lit. All six rollover switches light up and five record 10,000 points when energized, the other 50,000. The flippers are located in such a way as to permit players, who can properly time their flipper shots, to November 20-Tobacco tax report garner large blocks of additional points by keeping the ball in play.

Best Display Will Receive November 20-Cigarette tax and New Citation

List Committee, Rules

CHICAGO, Oct. 29 .- Pointing up the growing importance of coinoperated amusement machines in the outdoor show business picture is the announcement that an exhibit award, designed solely for firms displaying games and arcade equipment, will be made at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) annual trade show at the Palmer House here November 27-30. Known as the Fred W. Pearce Award it will be given to the firm "for the most meritorious exhibit dealing in games and/or arcade equipment."

Chairman of the committee judging the Pearce Award will be Edward S. Scheck, Summit Beach, Akron. Committee members are A. B. Gurtler Jr., Elitch Gardens, Denver; Fred McFalls, State Fair Park, Dallas; Fred W. Pearce Jr., Walled Lake Park, Detroit, and H. J. Terrill, Silver Beach, St. Joseph, Mich.

AREA Donor

The award is actually given by the American Recreational Equipment Association (AREA) and is named

by an animated football player advancing across the gridiron on the backglass. Thus when the patron hits the ball with the flippers and it goes in the touchdown area, the animated player moves all the way along the football field and crosses the goal for a touchdown. For a 50-yard advance the animated football player moves 50 yards for the first advance and the second time scores a touchdown. Field goals are scored by guiding balls in holes marked "field goal." A numbered marker advises how much yardage is needed to score a touchdown.

Game is played in four quarters and patron keeps playing until he has put four shots into holes and sections marked "quarter ended." During the 4th quarter only, there are three touchdown areas. The length of a game depends on how soon a player completes his four quarters, altho all action is swift enough to keep the playing time of one game (See New Novelty Game on page 97)

Auto Bell, Monarch Intro Five Jacks, New Counter Game

CHICAGO, Oct. 29 .- A new penny counter game, to be called Five Jacks, is being manufactured and distributed by Auto Bell Novelty Company in conjunction with Monarch Coin Machines Company, it was announced this week by Carl Hubbard, of Auto Bell, The game, which has been thoroly field-tested, was placed in limited production several months ago, Hubbard revealed, but quantity production and an immediate delivery schedule has just been instituted.

With the stepped-up production program, Hubbard said the addition of distributors thruout the country to handle Five Jacks would now be started. Games produced to date have been handled thru Auto Bell and Monarch, and most of the ouput has been used in field tests.

November 1-Soft drinks tax report due. Tobacco tax report due. November 15-Soft drinks tax report due. Tobacco tax report due. and use tax report and payment due. Sales and use tax report and payment due.

Maryland

November 15-Sales and use tax report and payment due.

Massachusetts

and payment due.

the other is near the center and for Fred W Pearce Sr., owner of Walled Lake Park, Detroit, and Excelsior Park, Excelsior, Minn., near Minneapolis.

> Rules for the Pearce Award specify that the committee shall judge the exhibits and select "the most elaborate, beautiful and meritorious exhibit, regardless of the character of the merchandise, device or equipment for the entertainment of individuals by paying a fare or coin for the privilege of playing the device including all coin-operated devices." The committee will be guided by the following credit system:

"Not to exceed 10 points for the originality of the products or equipment displayed.

"Not to exceed 25 points for the product or equipment measured by its usefulness and value to the industry on the basis of financial, moral, safety and entertainment possibilities.

"Not to exceed 30 points for the merit of the installation of the exhibit as to showmanship, novelty, ingenuity and beauty displayed and contributing to its value as a convention feature.

"Not to exceed 25 points for the actual value of the product shown and the skill, art and showmanship employed in its design, construction, finish, etc.

"Not to exceed 10 points for the newness of the products or equipment."

Opening Day

The award committee will judge the exhibits Sunday morning, November 27, opening day of the NAAPPB Trade Show. Its report will be announced at the first NAAPPB meeting the next day.

Among the firms eligible for the Pearce Award are:

Como Manufacturing Co., Coinometer Corp., H. C. Evans & Co., the Exhibit Supply Co., all of Chicago; Dale Engineering Co., Long Beach, Calif.; Philadelphia Toboggan Co., Philadelphia, and International Mutoscope Corp., Mike Munves Corp. and Perey Manufacturing Co., all of New York.

Calendar for Coinmen

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 7 and 22-Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

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 13-14-North Dakota Music Operators' Association, annual meeting and exhibit, Dakota Hotel, Grand Forks, N. D.

November 14-17-American Bottlers of Carbonated Beverages (ABCB), annual convention and exposition, Convention Hall, Detroit.

November 16-Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Houston Chamber of Commerce Building, Houston,

November 24 - Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

November 27-30-National Automatic Merchandising Association (NAMA), annual convention and exposition, Convention Hall, Atlantic City.

November 27-30-National Association of Amusement Parks, Pools and Beaches (NAPPB), annual trade show and outdoor convention, Hotel Sherman, Chicago.

November 29-Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

November 30-Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit,

(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.)

NAPM Confab Spotlights Venders

November 5, 1949

Round Table LOS ANGELES, Oct. 29.—Stand-ards for beverage vending vehicles

Stress High Food Values

(Continued from page 56) other important factors having a disturbing market influence."

Meeting Monday thre Wednesday (24-26) at Chicago's Palmer House, the popcorn trade got an opportunity to examine firsthand the latest in popping and dispensing equipment. both manual and coin-operated (see vending machines section for details on equipment shown). Delegates also gathered in general and special business sessions for discussion of industry problems ranging from dryweight packaging to vending machines, from theater sales (see separate story) to the crop outlook.

On the final day of the convention, Harry T. McNamara, vice-president of Blue Star Foods, Rockford, Ill., was re-elected president. Also reelected were W. W. Hawkins, Confections, Inc., Chicago, treasurer, and stages of completion, officials reported Thomas J. Sullivan, Chicago, executive secretary. New vice-president of stressed the importance of making NAPM is Nat Buchman, Standard Candies, Inc., Boston. Elected to the because of the usual Thanksgiving board of directors were Louise Wesson, Griffith Theaters, Oklahoma City; Leonard M. Japp, Special Foods, (See NAPM Names on page 82)

Name Officers Truck, Construction Standards Vender Exhibs For '50; Hold Head 2d L. A. Training Class Vie for Major

LOS ANGELES, Oct. 29.-Stand- Sanitation Section, William A. Schuland construction and equipment requirements for headquarter locations were given operators and servicemen attending the second of three sessions of the Cup Vending Training Course here Wednesday (26). The sessions were requested and sponsored by the industry's representatives and conducted by the Los Angeles Health Department, headed by Dr. George M. Uhl.

was Fred Ramsey, chief of the Food (See Truck, Construction on page 86)

Exhibit now less than one month

away, program plans are in the final

this week. Too, the association

train and hotel reservations early

travel rush, NAMA advised those

who plan to attend the Atlantic City

confab to be there not later than noon

enberg, specialist, Food Sanitation Section, gave the requirements for the building and equipping of headquarters of cup vending machines. Larry Granfield, president of the County Beverage Company, San Diego, spoke for the industry on "Headquarters and Trucking."

Ramsey's talk was illustrated with colored slides and pictures of trucks meeting the department's recommendations were shown. Speaking in-Outlining the vehicle requirements formally, Ramsey went into the mat-

NAMA Advises in Convention **Data; Doscher Heads Panel**

CHICAGO, Oct. 29. - With the 130 exhibitors will open their dis-National Automatic Merchandising plays at 1 p.m. that day. Association (NAMA) Convention and

Thru Trains

While train travelers usually must change from main line Pennsylvania trains in Philadelphia in order to reach the New Jersey resort center, the line plans to operate "thru" trains from Chicago and other large cities if the advance reservations warrant. Pennsy officials said the thru trains would leave Chicago and other cities Sunday, November 27. More than (See Doscher Heads on page 83)

Show Interest

Three Firms Intro New Units

CHICAGO, Oct. 29. - Automatic and manual popcorn vending equipment, occupying a prominent position on the exhibit floor of the Fifth Annual Popcorn Industries' Convention at the Palmer House here this week, was displayed by three coinoperated vender and five counter warmer dispenser manufacturers. Convention floor activity during the three-day meeting was heavier than in preceding years, with the coin and non-coin machine booths drawing a top share of interest.

First showings of new equipment, and equipment changes, were made by three firms, and consisted of a new method of popping (Minit-Pop), a new counter, manually operated popper-dispenser (Popperette) and a portable popping unit (Bonanza).

H. A. Bruntjen Company, Minneapolis, debuted a new automatic popping system in the Minit-Pop vender, manufactured by Viking Tool & Machine Corporation, Belleville, N. J. H. A. Bruntjen, head of Bruntjen Company, national sales outlet for Minit-Pop, announced the constant oil bath method of popping corn had been discarded in favor of a system of oil injection with each popping cycle. Oil is now brought down from a container (which is reduced to half the size of the former container) into the popping chamber in only sufficient quantity for the single operation. It is then allowed to flow into a container in the base of the machine. Both the oil and the raw corn containers provide for 225 servings without a refill. New system allows the oil to cool; formerly, the oil was retained in the popping unit and under constant heat. New method employs a two-phase heater; a 300-watt heater is functioning continually, while a 1,200watt heater goes into action when a coin is inserter' and the poppingvending cycle is started. Bruntjen announced the price of (See Vender Exhibs on page 84)

Campaign To Pakistan Venders? Machine Theft Include Cup, **Bottle Units**

New Models in Works

NEW YORK, Oct. 29.-Pepsi-Cola promotion plans for 1950 feature increased exploitation of automatic merchandising in both its bottle and sirup divisions, top company executives disclosed this week. They reported Pepsi-Cola policy definitely committed to the use of independent operators in the cup vender field. In its plans for upping bottle business, expanded use of automatic equipment is blueprinted.

Plans for the coming year have been in the works since Pepsi-Cola abandoned its vending department. some three months ago, and assigned its functions to two separate divisions. The new agencies are the bottle sales division, headed by H. E. Mc-Govern, and the sirup division, with Kenneth McAleenan as topper.

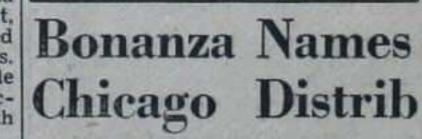
Out in Field

spend much of their time in the field, this week of Frank Burns as Chiit was said, searching out locations cago distributor for firm's popcorn for new cup vender routes and work- vender. Burns, who will set up a ing closely with franchised bottlers new firm here to handle sales, was to increase bottle machine coverage.

While the major market areas for cup units are already covered in tion. exclusive-territory agreements with the Canteen Company, McAleenan (See VENDER PUSH on page 85)

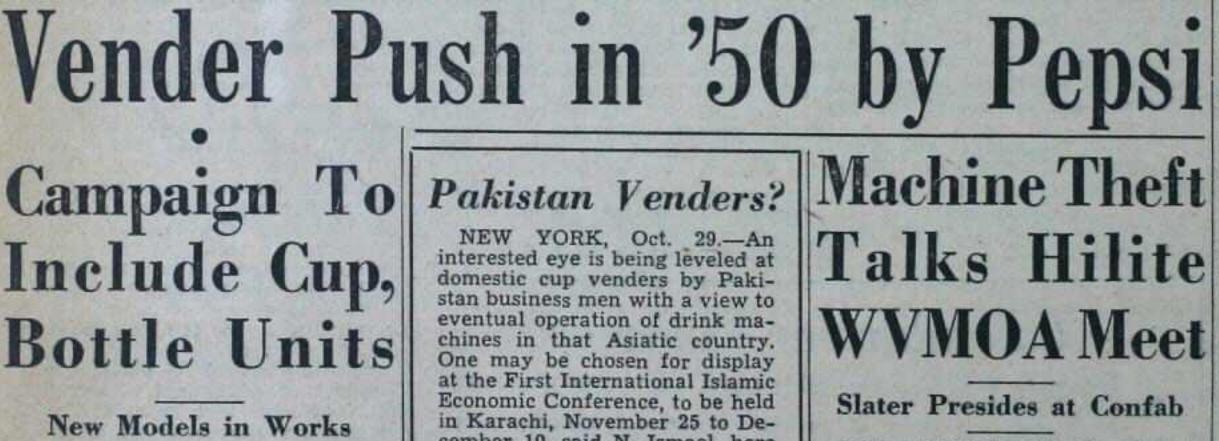
NEW YORK, Oct. 29.-An interested eye is being leveled at domestic cup venders by Pakistan business men with a view to eventual operation of drink machines in that Asiatic country. One may be chosen for display at the First International Islamic Economic Conference, to be held in Karachi, November 25 to December 10, said N. Ismael, here on a business trip.

If the project goes thru, special coin mechanisms may be required. Of the two Pakistan coins now used to buy single drink portions, one is square and the other is wavy, resembling somewhat an elongated "S." Consideration is also being given to the use of special round tokens. Ismael is associated with Inter - World Commerce, 111 Wall Street.



CHICAGO, Oct. 29.-E. C. Lorman, vice-president of Bonanza, Inc., Los Personnel of both divisions will Angeles, announced the appointment named distributor during the Fifth Annual Popcorn Industries Conven-

> Burns was formerly with the sales department of the Jack Nelson Company (now Logan Distributing).



LOS ANGELES, Oct. 29.-Reports of stolen bulk venders stirred the Western Vending Machine Operators' Association (WVMOA) to much discussion and action at the regular monthly meeting Tuesday (26). One operator said his losses so far this year totaled 31 machines and the information regarding these losses was turned over to the association. Following the informal talks, William E. Happel and Jack Leonard, of Badger Sales, were introduced.

With M. I. Slater, president, conducting the session, the regular business matters were given a quick once over. When the matter of stolen machines was brought up, other matters took second place. J. C. Pruner reported his losses, giving the names and types of equipment lost. Slater urged that all operators mark their machines for positive identification.

Happel and Leonard told the group that Badger Sales Company had recently been appointed distributors for the Northwestern line in this area. The firm now carries a complete line of machines and parts in addition to bulk merchandise. Operators were invited to visit the Badger company at any time.

distributing company.

Bradley Intros 1,000-Cup, Dual **Drink Machine**

CHICAGO, Oct. 29. - Bradley-Edlund Corporation, Syracuse (formerly C. C. Bradley & Son), introduced a new 1,000-cup, two-flavor drink vender during the Fifth Annual Popcorn Industries' Convention and Exposition at the Palmer House here this week. E. R. Mason, general manager, announced the price of the new machine, designated as Model D Junior, as \$895. Optional equipment, at \$50 additional, is an Electric Cashier coin changer.

Feature of the unit is its compact construction. Occupying floor space of 24 by 22 inches, it is 72 inches high. Both flavors are dispensed thru a single faucet.

Mason stated that the first 100 venders had been manufactured before Model D was formally introduced. A second production run of Also attending was Lew Feldman, 100 units is now in process. Proof Acme Vending Company, another duction on firm's larger Model C will be maintained.

The Billboard

VENDING MACHINES

Mercury Steel INDUSTRY WINS CHI VICTORY Reorganized;

Gorney Stays as Prez

DETROIT, Oct. 29 .- A major reorganization has been completed in the Mercury Steel Corporation, manufacturers of the Mercury Athletic Scale, and its subsidiary, the Continental Service & Equipment Company, which serves as its selling outlet, according to Edward A. Gorney, who continues as president of Continental. Gorney, inventor of the machines, has long been a manufacturer of coin-operated devices, developing such products as Holly Grip and Trushot Bang-a-Deer.

Under the new set-up, Walter Kanar, formerly owner of the Algonac Manufacturing Company, manufacturers of hardware, becomes secretary of both companies and will serve as active general manager.

Michael Ferguson, part owner of the King and Home theaters in Detroit, as well as a bowling alley, and vice-president of Brickote, Inc., is the new vice-president of both companies. Ferguson also will serve as sales manager of Continental.

the Hamtramck, Mich., school board, has been elected to the board of directors and becomes president of discriminations (but not differentials ous industires, including the candy Mercury. Stephen Szunliski, owner based on varying costs), discrimi- wholesalers. of the Council Wholesale Grocery, is treasurer of both companies. Under the reorganization, Chester Rozinski and Theodore Cymbal, who outlets thru the use of consignment was sales manager of Continental, distribution, misrepresentation, sellhave disposed of their interests in ing below cost, and a number of specific interpretations of the two the two firms, Gorney said.

Set Officials Theater Panel Talks Up Popcorn License Comm. Warmers; See "In" for Town Ops Approves New

was pointed up at the Theater Con- Theatres. cessionaire Operators panel discussion Tuesday (25) during the Fifth An- concessionaires eying warmers with nual Popcorn Industries Convention increasing favor, the smaller pophere.

Dunn, New England Theatres, Inc., in the non-metropolitan areas. By Boston, as moderator, featured a four stressing advantages of central popmember panel of popcorn sales experts ping to individual theater owners, he

CHICAGO, Oct. 29 .- A growing | were Herb Ebenstein, Pacific Candy trend favoring use of central popping Service Corporation, Los Angeles; facilities and counter warmers in Loyal Haight, Paramount Theatres of theater lobbies, as opposed to indi- New York; Marie Fry, Tri-States, vidual popping units in each house, Des Moines, and Abe Bloom, B & B

With theater owners and large corn operator may find a ready-made The two-hour session, led by L. A. location field opening up, especially assisting in the discussion. They See THEATER PANEL on page 88

FTC Issues Proposed Code For Candy Manufacturers

WASHINGTON, Oct. 29.-Federal lottery devices, price and service natory advertising or promotional allowances, commission or brol: rage minor illegalities.

Trade Commission (FTC) this week received by FTC thru November 17, Vincent Sadlowski, a member of manufacturing industry banning starting the same day, the agency such practices as marketing thru announced. The proposed code is similar to those in effect for numer-

> code that is not already banned by fees not actually earned, clogging the Clayton or Robinson-Patman tory, but it was also confiscatory. acts, the chief purpose of the code being to give candy manufacturers

Tax Schedule

81

Per-Machine Levy KO'd

By Dick Schreiber

CHICAGO, Oct. 29.-Automatic merchandising won a major victory against the discriminatory per-machine tax this week when the license subcommittee of Chicago's city council approved a new ordinance putting aside the city's per-machine law and substituting an operator's tax plus a tax on number of employees.

Altho the ordinance must be passed on by the full license committee and then by the council itself, observers here said the subcommittee's approval assured enactment of the proposal. Final action is expected within three weeks so that the new ordinance can Opinions on the new code will be be placed in effect January 1, 1950.

The subcommittee's action cliissued a proposed code for the candy and an oral hearing will be held maxed a fight against Chicago's permachine tax begun in November, 1947. At that time, the city council passed a graduated per-machine tax which, operators pointed out, would drive them out of business. Not only, There is nothing prohibited by the they argued in a series of hearings, was the tax unfair and discrimina-

Counter Proposal

In January, 1948, under the leadership of the National Automatic Mer-

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EXHIBIT & CONVENTION

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NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION

1949 ONVENTION AND EXHIBIT

Nov. 27-30 ATLANTIC CITY



November 5, 1949

Officers for '50

(Continued from page 80) Chicago, and Oliver Koeneman, Old Vienna Products, St. Louis.

In his convention keynote address Monday (24), McNamara declared that the American public bought enough popcorn to more than fill two and one-half billion dime-size popcorn boxes. Like most of the special sessions, McNamara's address stressed popcorn's place in American business and dwelt on popcorn's high food value-a point which the industry is expected to exploit during the coming year.

"A single pound of popcorn," Mc-Namara pointed out, "has twice as many food ene gy units as a pound of steak, two and one-half as many as a pound of eggs, and six times as many units as a pound of milk." These statistics McNamara credited to the U. S. Department of Agriculture. This year's convention for the first time offered members a special roundtable discussion on vending machines, at which the moderator was G. R. Schreiber, coin machine editor of The Billboard and editor of Vend, the monthly magazine of automatic merchandising. Participating in the round-table were representatives of equipment manufacturing firms, suppliers and operators.

All segments represented, agreed that, so far as vending popcorn- is concerned, two things are needed to stimulate sales: animation and a simulated aroma which will attract potential customers to the machines. For nearly a year now, manufacturers of popcorn dispensers present said, they have been working with chemists and chemical companies in an attempt to produce a simulated popcorn odor.

Simulated Odor

Roy Cresswell, president of Auto-Vend, Dallas firm making the "Pop"

NAPM Names Dr. Pepper Credits Venders for Hyped Sales at Fountains

> DALLAS, Oct. 29. - Automatic vending equipment is credited with sharply increasing Dr. Pepper Company's fountain sales the past year, according to Carl Boyle, sales manager of the fountain division.

> Officials state that, in order to follow thru on the new trend and stay as closely as possible to new developments in the automatic merchandising field, the company will exhibit during the 1949 NAMA convention and exhibit.

> American Chicle Earnings NEW YORK, Oct. 29.-American

> Chicle Company reported third-quarter operating profits of \$1,987,744 (\$2,034,136 in 1948) with a net profit of \$1,187,397 (\$1,236,304 in 1948). For the first nine months this year operating profit was \$5,386,843 (\$5,833,447 in 1948) and net profit \$3,252,530 (\$3,649,376 in 1948).



Corn Sez equipment, told the group his company has been working with DuPont on a simulated odor but has not yet succeeded in developing a product which will do the job. Richard M. Westbrook, of Emerson-Westbrook, Los Angeles, likewise revealed that his firm has been at work on a similar development. -

More important than the problem of on-location merchandising, manufacturers and operators agreed, is the need for quality product, properly handled. Too many vending machines operators, the round-table participants said, believe that they can cut corners by using an inferior corn and /or oil. Wherever inferior products have been used in venders, operators declared, all machines in the surrounding area have been adversely affected.

Operators of popcorn equipment, the discussion brought out, are adjusting the selling price of their product to fit the location. Machines in school areas, where youngsters are the prime consumer, are usually selling corn for a nickel, while machines in locations with a predominant adult patronage are dispensing dime bags.

To convert all of their equipment to the nickel price, operators agreed, would be impossible since sales volume would have to be doubled to maintain profit, and experience demonstrates that a 100 per cent increase cannot be expected.

Agreeing with McNamara that popcorn has a high food value, vending machine manufacturers and operators placed on record a suggestion that NAPM consider launching a national consumer advertising campaign designed to acquaint the public with popcorn's food qualities,

August Cigarette Sales

WASHINGTON, Oct. 29.-August cigarette sales hit the highest mark in more than a year, while cigar sales were the highest in nine months, Department has Commerce reported. Cigarette consumption totaled 35,347,000,000-an increase of nearly 12,000,000,000 over July. Cigar consumption amounted to 516,208,000 -up 88,000,000 from July.



VENDING MACHINES

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Campus Venders

COLUMBIA, S. C., Oct. 29.-Coin-operated vending machines are to be permanent installations on the University of South Carolina campus. President Norman M. Smith made the announcement to clear up rumors of a change after a Coca-Cola dispenser was moved out of one of the dormitories.

"We desperately needed the machine in the canteen," the president said. "All other dormitories have requested drink machines, but local operators have been unable to supply the demand."



Doscher Heads NAMA Panel

(Continued from page 80) in time to allow for noon arrival on either November 26 or 27. Scheduled trains would leave Chicago at 3:30 p.m.; Detroit, 5:40 p.m.; Cleveland, 8:40 p.m.; St. Louis, 12:30 p.m.; Louisville, 2 p.m.; Indianapolis, 4:50 p.m.; Louisville, via the Louisville and Nashville Railroad, 12:40 p.m., and Cincinnati, 5:15 p.m.

NAMA said airlines will provide special information on their schedules while those who wish to drive to Atlantic City may obtain road information by contacting the Gulf Tourguide Bureau, 1515 Locust Street, Philadelphia.

Concerning the actual convention program, NAMA revealed this week that Fen K. Doscher, vice-president in charge of sales for the Lily-Tulip Cup Corporation, New York, will conduct the opening salesmanship session at the 1949 meet. Doscher will keynote the convention's sales theme by discussing methods of selling vending machine locations, and keeping them sold.

Other speakers on the program with Doscher will be I. H. Houston, president, Spacarb, Inc., New York, and Zenn Kaufman, merchandising director, Philip Morris & Company, Ltd. The session, it was said, will be devoted exclusively to the sales problems of vending machine operators.

26 Added Starters

NAMA officials revealed also that 26 additional companies will exhibit at the show this year. The latest list augments 115 firms which were previously announced.

New exhibitors include (vending machines): Cedar Hill Farms, Inc., Cincinnati; Catalin Corporation of America, New York; Interstate Associates, Los Angeles; James H. Martin, Inc., Chicago; McQuay, Inc., Min-



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 Neptone Street Pittsburgh 20. Pa neapolis; Master Chef Automatic Machines, Inc., Kansas City, Mo.; Arctic Vendor Sales, Inc., Appleton, Wis.; Snively Vending Co., Newark, N. J.; T i m m Industries, Los Angeles; A. & A. Co., Inc., Plainfield, N. J.; Futuramic Machines, Inc., New York, and the Vending Company of America, New York.

Merchandise and supplies firms listed include S. J. Baron Corp., New York; the Harrison Company, New York; Gordon Foods, Inc., Atlanta; George Ziegler Co., Milwaukee; "Pop" Corn Sez, Inc., of Pennsylvania (Auto-Vend, Inc.), Upper Darby, Pa.; Dairy Maid Chocolate Co., Newark, N. J.; D. L. Clark Company, Pittsburgh; Leaf Brands, Inc., Chicago; Orange-Crush Co., Chicago; William Wrigley Jr. Co., Chicago, and Mission Dry Corporation, Los Angeles.

Additional firms listed were Chalex Corp., Chicago; Hultz & Meiers, Inc., Springfield, Ill., and Atlas Tool & Manufacturing Co., St. Louis.

Vending Blind Spot In Pkge. Research

NEW YORK, Oct. 29.—Top packaging experts are not yet concerned with the special problems of vending containers, if the activities of the Packaging Institute can be considered typical. While the organization numbers among its backers several manufacturers whose products are widely sold thru venders, no automatic merchandising research is on the experimental calendar of the Institute, it was learned this week.

In a three-day forum here, the 11th annual event of the Institute, the group concerned itself with making better sales tools of packages, selection of materials and processes, standardization and other technical matters.

L. V. Burton, executive director, explained that the Packaging Institute only tackles problems presented by its members. When enough of them ask the organization to delve into vending, the Institute will turn its technicians loose on the problem, he added.



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MONEY MAKER "HOT-POP" POPCORN MACHINE advance.

HOT-POP

ASTY POPCE

Non-Coin Operated OPERATOR MAKES \$4.20 Per Week on sale of 2 lbs. You Collect profits in \$47.50

VICTOR'S NEW

Plastic globes available for 50¢ additional per machine at time of machine purchase. Plastic globe replacements for any present Victor model is \$1.50 per globe, plus 50e additional for the square top.



Vender Exhibs Vie for Major IShow Interest at NAMP Meet

(Continued from page 80) the new model was \$487.50. With production now getting under way, and scheduled for over 200 units a month shortly, first deliveries of the new model will be started within five weeks, he stated.

Portable Popper

Bonanza, Inc., Los Angeles, displayed its Nugget popcorn vender, of the pre-pop warmer type, at \$149.50. E. C. Lorman, official, reported monthly production on the vender was toeing the 300-unit mark.

Firm also unveiled a new onepound portable electric popping unit at \$225, designed for operators who have limited space and wish to pop their own corn. Called the Golden West, it is also available in a gasheated, two-pound size at \$250. Unit, mounted on casters, can pop a pound of corn in three minutes. Both are complete popping units.

Lorman said both poppers were now in production, with initial deliveries commencing in two weeks.

Heavier Base

Stylon Corporation, Long Beach, Calif., exhibiting its Model D Popmaster vender, announced price unchanged at \$198. Base is now of steel, replacing former aluminum, so as to effect a 15-pound increase in base weight for greater stability.

K. F. Brown, general manager, declared that orders were being filled out of a 600-machine stock at present. Production has been temporarily halted until this stock has been reduced. Firm is planning a national sales campaign stressing its protected territory system of sales.

Counter Warmers

ABC Popcorn Company, Chicago, spotlighted its French Boy counter

ters the popping chamber and is carried off to a lower container after the corn is popped. The oil is then pumped back into the upper oil chamber for re-use. This allows the oil to cool between poppings. Three mercury tube switches control the popping cycle, amount of oil and corn used during each cycle.

Armoto stated that the unit, which has been under development for the past eight years, is now in production. With 250 test installations now in operation thru the Midwest, 250 additional machines are being built during the second production run.

Sales will be made on a franchise basis, thru State distributors, according to Armoto.





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> BETTER WRITE FOR TIME PAYMENT PLAN

> > ROY TORR LANSDOWNE, PA.

warmer at \$45. Quantity orders of 100 or more unit brings the per-unit price down to \$37.50, according to Sidney Chandler, city sales manager. Production is stated to be 100 warmers per day. ABC claims that over 12,000 warmers have been produced to date.

King Kernel, Inc., Chicago, featuring its warmer unit of the same name, announced steady production and immediate delivery on orders. New blue and yellow plastic top covers replace former metal type; yellow plastic handle replaces hooked wire on delivery control.

Korn-Krib Sales Company, Kansas City, showed its Korn-Krib warmer, priced at \$39.95. With production guaranteeing prompt delivery, firm's Rube Melcher reported brisk interest.

Pronto Popcorn Sales Corporation, Boston, presented its large capacity counter unit, holding two bushels of popped corn, at \$144.10. With a wood base cabinet added, unit sells for \$186.60 (\$42.50 for base). Warmer uses the forced air principal of heating, incorporating a blower in its base. Current production enables immediate delivery, according to Morris Ladge.

Manual Popper, Warmer

Popperette Corporation, Milwaukee, introduced a new non-coin counter type popping-dispensing unit, priced at \$250. Orders of 25 or more reduces price to \$185.50. Newly formed firm has Albert Armoto as president; Gayle Martin, vice-president, and Francis Kelley, secretarytreasurer.

Machine, which occupies a 14 by 16-inch counter space and is 31 inches high, pops a dime portion of corn within 11/2 to 2 minutes. Unit has a glass-fronted popping chamber, into which a measured portion of corn drops from a globe which tops the cabinet. Three gallons of popcorn can be obtained from the raw corn in the globe.

Unit operates on a.c. or d.c. and uses a ceramic element to pop the corn. Oil for individual batches en-

"Candy-King" and "Package-King", All are double locked, National Sing Protected. You'll find many other money makers in famous "Silver-King" Big 6 Line which in-

"Hunter" Ballgum Vendor "Target" Ballgum Vendor "Charm-King" Ballgum Vendor "Silver-King" le and 5e Bulk Vendors "Hot-Nut" le and 5e Bulk Vendors All are made to receive 14 and 54 U.S. or foreign coins. See your dealer or write for illustrated literature and full information to: SILVER-KING CORP. 622 Diversey Pkwy. Chicago 14, III,



GIVE TO THE RUNYON CANCER FUND

VENDING MACHINES 85

Vender Push in '50 by Pepsi; **Plans Include Bottle Units**

(Continued from page 80) pointed out that the pacts do not such, the use of cup venders by limit placement of such units as the Hupp console machine. These venders will be plugged in "Canteen territories," with other unassigned makers and route owners. Too, comareas slated to get many more largercapacity machines. He disclosed that Hupp will shortly introduce an improved model of its console machine.

McAleenan emphasised that Pepsi-Cola had no intention of getting into the cup-vender business thru the medium of equipment purchases. Sole function of his division is to

Hershey Net Profit **Rises; To Reclassify** Stock at Nov. Meet

HERSHEY, Pa., Oct. 29.-Hershey Chocolate Corporation this week reported that net earnings for nine months ended September 30 totaled \$10,020,520, or \$4.41 per share, compared with \$7,540,607 or \$3.20 a share, in the same period last year. The increase in net earnings during a period when sales declined 14 per cent was attributed to lower priced cocoa. Latter has been dropping over the past 16 months, and now sells for around 23 cents a pound against the 40 cents plus per pound a year ago.

P. A. Staples, president, also announced that the firm had scheduled a special meeting of stockholders for November 22 to vote on a plan to reclassify convertible preference stock into the following: One share \$50 par series "A" cumulative 41/4 per par 41/2 per cent cumulative series "B" preferred and one share of common. The total annual dividend from the three types of new shares would be \$6.371/2 per share compared with \$5 on the present preference stock.

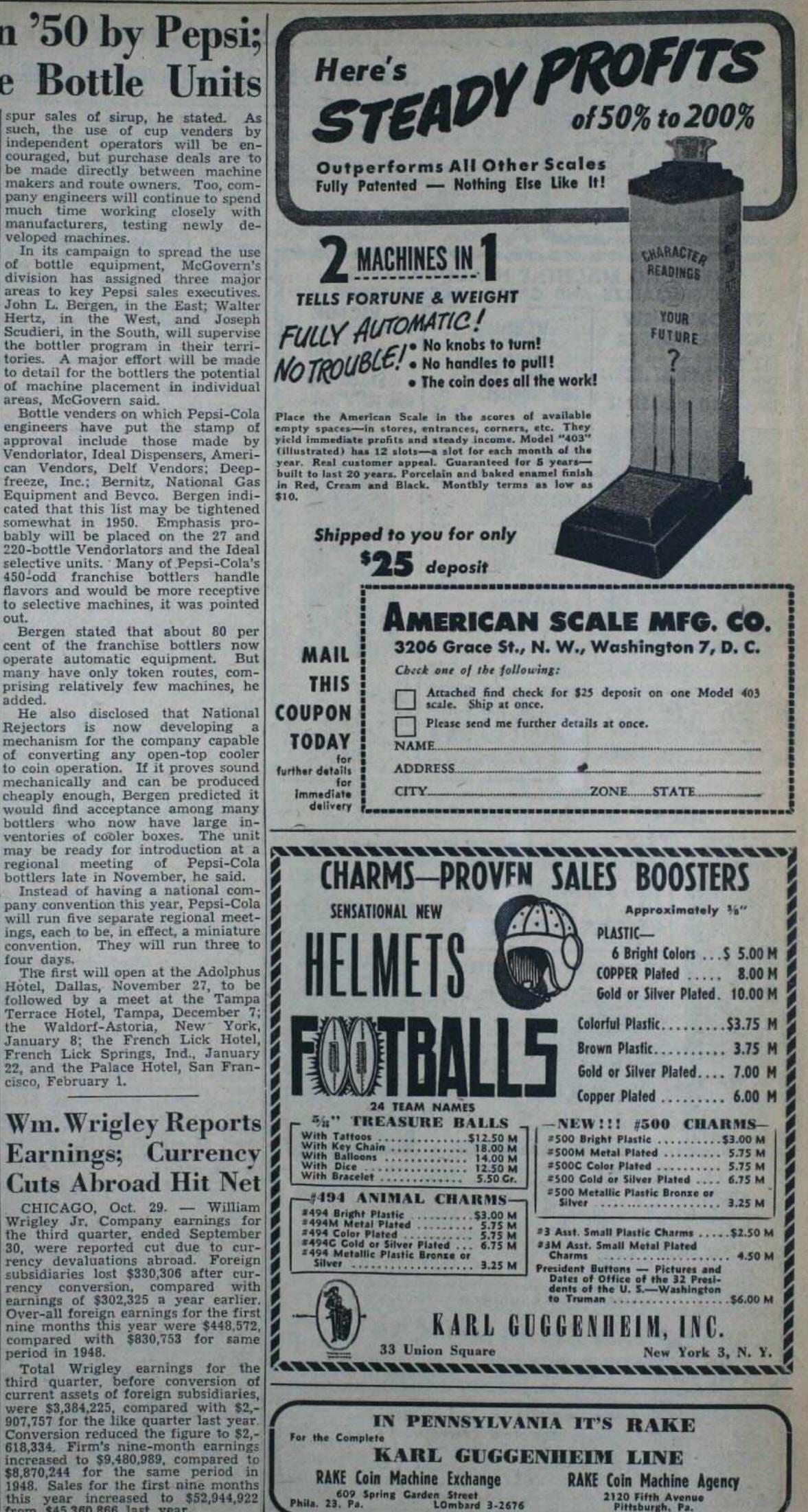
spur sales of sirup, he stated. As independent operators will be encouraged, but purchase deals are to be made directly between machine pany engineers will continue to spend much time working closely with manufacturers, testing newly developed machines.

In its campaign to spread the use of bottle equipment, McGovern's division has assigned three major areas to key Pepsi sales executives. John L. Bergen, in the East; Walter Hertz, in the West, and Joseph Scudieri, in the South, will supervise the bottler program in their territories. A major effort will be made to detail for the bottlers the potential of machine placement in individual areas, McGovern said.

Bottle venders on which Pepsi-Cola engineers have put the stamp of approval include those made by Vendorlator, Ideal Dispensers, American Vendors, Delf Vendors; Deepfreeze, Inc.; Bernitz, National Gas Equipment and Bevco. Bergen indicated that this list may be tightened somewhat in 1950. Emphasis probably will be placed on the 27 and 220-bottle Vendorlators and the Ideal selective units. Many of Pepsi-Cola's 450-odd franchise bottlers handle flavors and would be more receptive to selective machines, it was pointed out.

Bergen stated that about 80 per cent of the franchise bottlers now operate automatic equipment. But many have only token routes, comprising relatively few machines, he added.

He also disclosed that National cent preferred stock, one share \$50 Rejectors is now developing a



Hershey stockholders of record November 7 will be allowed to vote at the November 22 meeting.

ADVANCE and **OTHER SANITARY** MACHINES AVAILABLE 2 c NATION IMMEDIATE DELIVERY **Order Sample Today!** Write for Quantity Prices! LISTO SANITARY NAPKINS Sample and Prices on Request. Manufacturer and Distributor SCHOEN 1645 Bedford Ave., Brooklyn 25, N. Y BRAND NEW LUCKY BOY VENDORS Lots of 5, \$8.75. Lots of 23. \$7.75. MODEL Nut and Charm Vendors hold 5 ibs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D. BLOYD MFG. CO. VALLEY STATION, KY.

mechanism for the company capable of converting any open-top cooler to coin operation. If it proves sound mechanically and can be produced cheaply enough, Bergen predicted it would find acceptance among many bottlers who now have large inventories of cooler boxes. The unit regional meeting of Pepsi-Cola bottlers late in November, he said.

Instead of having a national company convention this year, Pepsi-Cola will run five separate regional meetings, each to be, in effect, a miniature convention. They will run three to four days.

The first will open at the Adolphus Hotel, Dallas, November 27, to be followed by a meet at the Tampa Terrace Hotel, Tampa, December 7; the Waldorf-Astoria, New York, January 8; the French Lick Hotel, French Lick Springs, Ind., January 22, and the Palace Hotel, San Francisco, February 1.

Wm. Wrigley Reports Earnings; Currency Cuts Abroad Hit Net

CHICAGO, Oct. 29. - William Wrigley Jr. Company earnings for the third quarter, ended September 30, were reported cut due to currency devaluations abroad. Foreign subsidiaries lost \$330,306 after currency conversion, compared with earnings of \$302,325 a year earlier. Over-all foreign earnings for the first nine months this year were \$448,572, compared with \$830,753 for same period in 1948.

Total Wrigley earnings for the third quarter, before conversion of current assets of foreign subsidiaries, were \$3,384,225, compared with \$2,-907,757 for the like quarter last year. Conversion reduced the figure to \$2,-618,334. Firm's nine-month earnings increased to \$9,480,989, compared to \$8,870,244 for the same period in 1948. Sales for the first nine months this year increased to \$52,944,922 from \$45,360,866 last year.

VENDING MACHINES

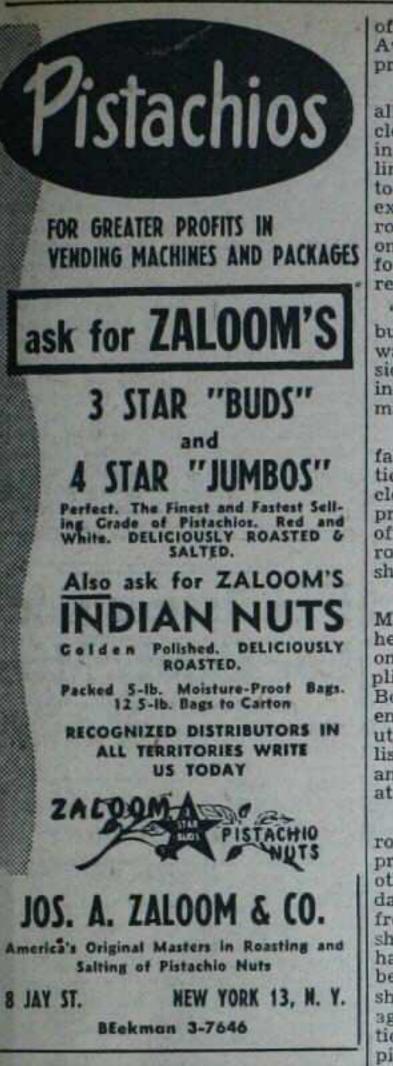
86



walls and ceilings of all food prepara-

VENDING MACHINES

87



of at least six feet is recommended. License Comm. provide harborage for roaches.

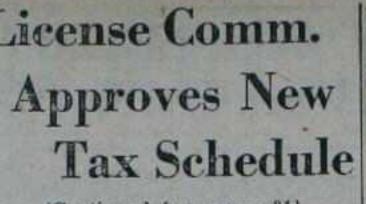
"DOORS: To exclude rats and mice all exterior doors should fit with a clearance of no more than one-fourth inch. The bottom should be metal lined to a height of at least six inches to prevent gnawing by rodents. All exterior doors to food preparation rooms should be screened. Fly screens on doors should be reinforced; onefourth inch mesh hardwared cloth reinforcing is recommended.

"FIXTURE INSTALLATION: Either build equipment and fixtures into walls with no dead spaces at the sides or back or keep them at least 15 inches from walls. Any dead space may become a rat or roach harborage.

"WORK TABLES: Wood work-surfaces accumulate dirt and food particles in cracks and are difficult to clean. Metal-topped tables should be provided instead. Work-table drawers often prove to be 'catch-alls' and roach breeding places. These drawers should be discarded.

"UTENSIL WASHING EQUIP-MENT: Every cup vending machine headquarters will require at least one double-compartment sink, supplied with hot and cold running water. Both sinks must be large and deep enough to accommodate the largest utensils to be cleaned in the establishment. All sinks should have ample-sized, corrugated drain boards at each end.

"STORAGE ROOMS: All storage rooms must be rat-proof and insectproof and well lighted. Cartons and vise its Chicago members to pay the other food containers that might be damaged or contaminated by water from flushing cr scrubbing floors should be stored on elevated racks having a clear space of 6 to 12 inches beneath. A void enclosed bottom shelves; they provide rodent harborage. Avoid food storage and preparation spaces beneath overhead sewer pipes; they may sweat or leak. Round



(Continued from page 81)

chandising Association, vending machine operators presented a counterproposal to the per-machine ordinance. The counter-proposal, modified by an increase in fees, was substantially the same as the ordinance approved this week.

Under terms of the new ordinance, penny machine operators would pay a \$50 annual tax; operators with nickel units, \$100, and operators with machines selling products for 10 cents or more, \$150. In addition, all three classes of operators would pay \$5 per employee. (In the original proposal made by the industry, the operator's fees were \$30, \$60 and \$100, respectively.)

As the fight to have the discriminatory ordinance erased from the books wore on, the industry brought suit to prevent the city from collecting the per-machine fees. Because of that court action, the city collected nothing under the per-machine law.

NAMA Advises Payment

Recognizing the city's pressing need for additional funds, the National Automatic Merchandising Association said yesterday (28) that it would ad-1949 tax under the contested per-machine law at the same time the operators apply for their 1950 licenses under the new law.

What effect, if any, this week's development in Chicago will have on other cities with discriminatory taxes remains to be seen. The legislative department of the National Automatic Merchandising Association has laid out an aggressive program to battle for the removal of per-machine taxes on all levels.

EPPY CHARA	
most for your mon	ey
FAMOUS /1 CHARMS P	ER M
Plastic—52 ass't charms \$ Metal-Plated—52 ass't charms	2.50 4.50
BIG FAMOUS /2 CHARMS	200
Plastic-another 52 ass's	3.00
Metal-Plated-another 52 ass't	5.75
BOXING GLOVE CHARMS	2000 1
Plastic—30 Engraved Champs Metal-Plated—30 Engraved	5.00
Champs	7.50
FOOTBALL CHARMS	
Plastic-30 Engraved Colleges Metal Plated-30 Engraved	3.75
Colleges	6.00
BASEBALL CHARMS	
Plastic-30 Engraved Names	6.00
Metal-Plated-30 Engraved	2. 7 7 23
Names	10.00
A-to-Z ALPHABET CHARMS	In the second
Plastic-Scientific ass't	2.00
FUNNY FACE CHARMS	
(Indians, Devil, Skull, Can- nibal, Clown & Pirate)	
Plastic	4.00
Metal-Plated	7.50
Plastic—with Rhinestone Eyes Metal-Plated—with Rhine-	8.50
stone Eyes	12.50
RINGS	
Plastic-20 Styles	2.50
Metal-Plated-20 Styles	6.00
JINGLE BELLS	
1/2"-Ass't Colors	5.00
%"-Ass' Colors	6.00
FORTUNE BALL PRIZES	
With Picture Buttons	10.00
With Lucky Elephants	10.00
With Skill Balls	10.00
With Jowels With Gold Peorls	10.00
With Dice	12.50
With Balleons	14.00
	and the second s



"The Magazine of Automatic Merchandising"

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ROY TORR World's Leading Mail Order House of Vending Machines

VEND . 11-5 2160 Patterson St. Cincinnati 22, Ohio
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off or slope window sills and ledges to prevent use as storage shelves.

Rest Rooms

"TOILET ROOMS: Water-closet rooms must be available on the premises for employees. Wherever there are five or more employees of mixed sexes, separate water-closet rooms are required for each sex.

"All toilet rooms should be arranged so the floors can be flushed to floor drains. Elongated front-type water-closet bowls with open front, self-rising seats, are recommended. Urinals are recommended for all men's toilet rooms and for all establishments employing five or more males. Floor-type urinals arranged so the floor also drains to the urinals are recommended. Automatic flush tanks for urinals are recommended. Hot water, soap and sanitary towels must be provided at wash basins. If soap dispensers are used they should be durable.

"DRESSING ROOMS: Well designed, lighted and ventilated dressing rooms should be provided for employees, Dressing rooms not immediately adjacent to toilet rooms should be equipped with washing facilities."

Granfield's talk was brief and he pointed out the wisdom of complying with health department regulations. He said that on one occasion an epidemic of dysentery had occurred at a military base. Every possible cause was checked. The beverage venders were given a clean bill of health. The operator said that the story was important for the reason that the whole industry could have received a black eye had his machines failed to pass examination.

The third and last meeting will be held Wednesday (2) at the Avalon Boulevard Health Center. Speakers and subjects will be: William J. Herrin, specialist, Food Sanitation Section, "Machine Installations," and H. Division, Coca-Cola Company, "Propsued to those completing the course.

But the job ahead is a big one. During 1948, the legislative department reported, per-machine taxes were enacted in 46 cities with a total population of 1,160,000. Per-machine ordinances were defeated in 27 cities of 1,950,000 and repealed or modified in 20 cities with a population of 987,-000. But 19 cities, with a total population of 1,339,000, had per-machine tax matters under consideration when the year ended.

Statistics for 1949 are available for only the first four and one-half months. During that period, eight cities with an aggregate population of 60,000 passed per-machine taxes. In that same period, per-machine taxes were defeated in four cities with 360,000 population and repealed or modified in five cities with 157,000.

Since it began its postwar fight against the per-machine tax on vending and service machines, the industry has continued to build its arguments against that form of tax by pointing out that a per-machine tax is a tax on a method of doing business. A vending machine, in itself, does not make a profit, the industry maintains. The machine is comparable to the shelves and counters of a retail store, since automatic merchandising is nothing more than a method of retailing.

If the industry is to be taxed, its members maintain, it should be taxed at the same rate and in the same manner as comparable retail businesses. To tax it otherwise is to discriminate against it,

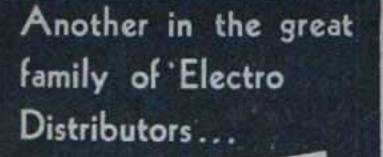
For their own part, State and city lawmakers are discovering a practical fallacy in the per-machine tax. If the tax is sufficiently high to return real revenue it drives operators out of business and thereby cuts off the J. Westfall, manager, Special Sales source of revenue. If the per-machine tax is low enough to permit operators er Cup Machine Operation." A quiz to stay in business, it produces no on subjects covered during the meet- revenue for the city since the cost ings will be held with certificates is- of enforcement and administration drain away the city's profit.

With Brocelets, per gross	5.50	1
METAL PICTURE BUTTONS	A. The	
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 CH/	RMS	
Series #1	5.75	
Series #2	6.75	

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America's Largest Charm M'I'g. EPPY Samuel Eppy & Co., Inc. 113-08 101st Ave., Richmond Hill 19, L. I., N. Y.





TRAVERS & COMPANY, INC. Boston, Mass. 665 Atlantic Ave. Distributors of Electro In Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and New York (less Metropolitan New York area).

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America's Finest All-Electric Cigarette Vending Machine

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EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG.

A PRODUCT OF C. & LABORATORIES

NEW YORK 19, NY.

Theater Panel Talks Up Popcorn Warmers; See "In" for Town Ops

(Continued from page 81). chain operations. Placement of warmers or venders, or a combination of the two, in high-sales movie installations materially boosts operator profits as theater spokesmen figure that popcorn sales average 31/2 cents per patron.

Why Warmers?

Among the reasons for increased use of warmers, according to findings aired during the theater panel was the greater uniformity and quality achieved when corn is popped at a central plant (thus greater repeat sales); assures enough popcorn on hand to meet demand (lobby operators sometimes cease popping too early in the evening to clean up and thus run short); lack of lobby space in small houses prohibits use of popper; also in small houses, popper noise interferes with picture sound for back row patrons.

Speakers declared, however, that the individual popper still dominates the theater lobby scene. They contended that there was a definite need for both types of equipment, the selection (by the large concessionaire) depending upon distance of the theater from central popping plant, availability of dependable "popper" employees, etc.

In the Chicago Loop area, for example, only warmers are used (the large first-run houses expressing preference for these over poppers). In Pennsylvania, because of State fire laws, warmers are used exclusively, it was declared.

Drive-in theaters, offering the will be following the path of most newest type of movie market, are also a good bet for warmer installation, it was stated. While many outdoor movies have individual popping facilities, they also use warmers to handle sales during the rush before nois counties of Cook, Dupage, Lake the show starts and during "refreshment intermissions." Thus, even those drive-ins that do pop their own corn must process enough ahead to supply demand during these peak periods when their normal popping volume could not hope to meet demand.

> Herb Ebenstein told attending concessionaires and operators that the major advantage his firm, Pacific Candy Service, gained thru warmers was a straight dollars and cents one. Compared with up to \$10 and \$12 variances on a 100-pound bag of corn when "location popped," the warmer sales were consistent for a given amount of pre-popped corn.

Popeorn Packaging

Solving the problem of loss thru (Continued from page 81) bag breakage during shipments of popped corn, Ebenstein said that his firm packed three or four bags in a carton. Too, to prevent possible dropping of bag staples in the corn, Pacific Candy Service sews each bag shut, using a special thread and machine. Lined bags are used to keep corn fresh.

Moderator L. A. Dunn, New England Theatres, Inc., struck the keynote of warmer discussion by declaring that when his firm installed this type of unit in its houses, popcorn business, on the average, tripled.

King&Company Named Distrib **By Northwestern**

MORRIS, III., Oct. 29 .- W. Bolen, president of the Northwestern Corporation, announced the appointment this week of King & Company, Chicago, as sole distributor for the Illiand Will, and Lake County in Indiana.

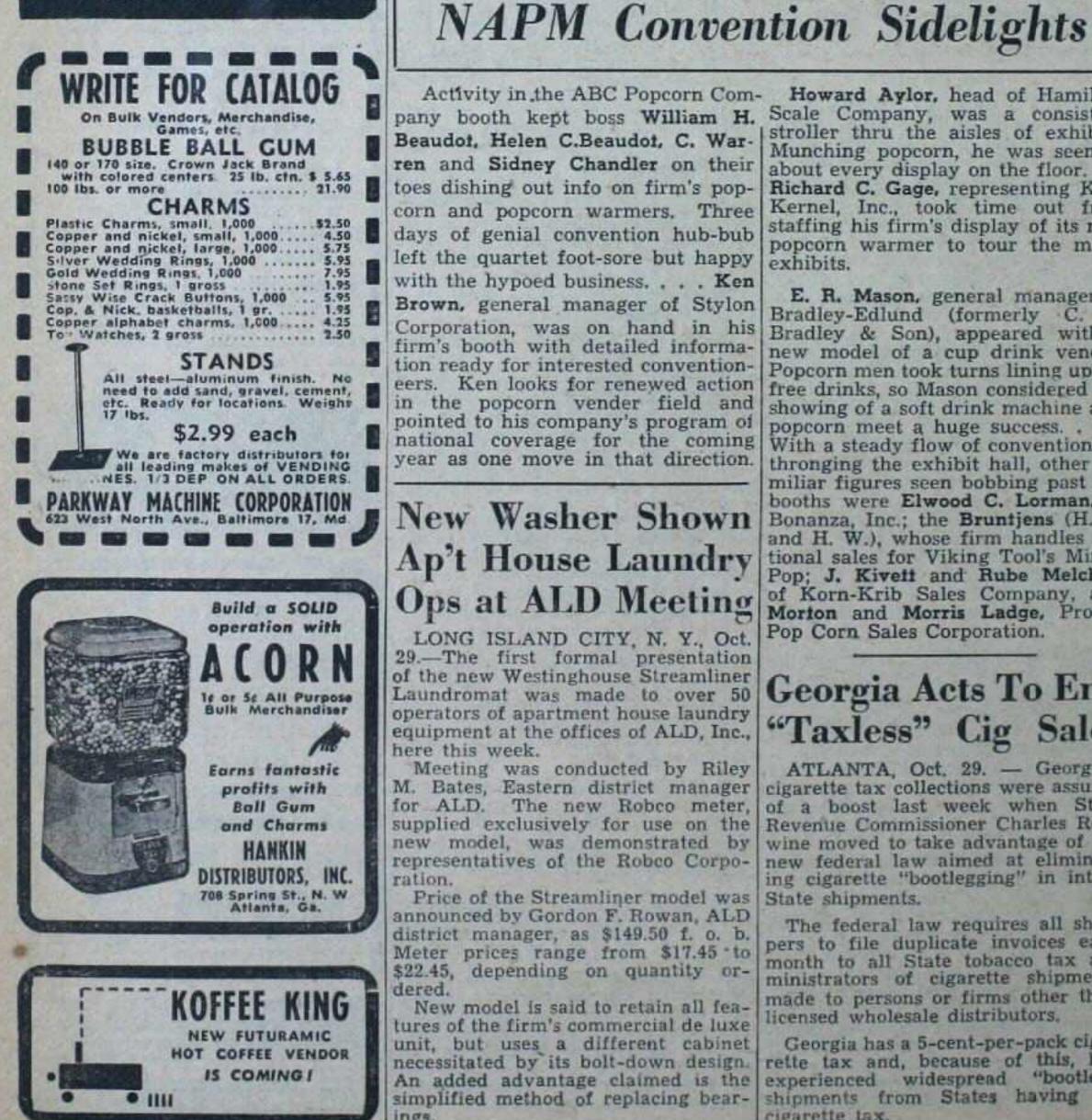
King & Company is staging an open house November 19-20 at its Lake Street headquarters to formally announce the distributorship. Refreshments will be on the house during the two-day event, Making up the fourman welcoming committee will be Bolen and Northwestern Sales Manager W. R. Greiner, with Paul Crisman and Tom King, of King & Company.



laws as they relate to the candy industry. The code will apply to the makers of "bulk candy, packaged candy, candy bars, and all other types and varieties with the exception of molded and solid chocolate products," FTC said.

Several of the practices prohibited under the code were alleged by FTC to have been engaged in by the 30odd candymakers cited by the agency for violations of the trade laws. The cases, however, were later dropped by FTC on the grounds that the various charges were improperly stated in complaints drawn up by FTC lawyers.

One new wrinkle is the clause on consignment distribution. Under the proposed code it is unlawful for a candymaker "to ship industry products on consignment or pretended consignment for the purpose and with the effec of artifically clogging trade outlets and unduly restricting competitors' use of said trade outlets in getting their products to consumers thru regular channels of distribution." FTC's code adds that it is lawful to "hip "in good faith" on consignment where suppression of competition, restraint of trade or "undue" interference with competitors is not effected. The proposed code contains 21 separate rules, many of which include several sub-rules. In addition the code proposes five rules, not enforceable in court, which are deemed to be good trade practices. These include approval of recording of trademarks, gathering of statistics, lawful dissemination of credit information, circulation of independently published price lists, and the inclusion in contracts of quality guarantees.



Activity in the ABC Popcorn Company booth kept boss William H. Beaudot, Helen C.Beaudot, C. Warren and Sidney Chandler on their toes dishing out info on firm's popcorn and popcorn warmers. Three days of genial convention hub-bub left the quartet foot-sore but happy with the hypoed business. . . . Ken Brown, general manager of Stylon Corporation, was on hand in his firm's booth with detailed information ready for interested conventioneers. Ken looks for renewed action in the popcorn vender field and pointed to his company's program of national coverage for the coming year as one move in that direction.

New Washer Shown Ap't House Laundry Ops at ALD Meeting

LONG ISLAND CITY, N. Y., Oct. 29.—The first formal presentation of the new Westinghouse Streamliner Laundromat was made to over 50 operators of apartment house laundry equipment at the offices of ALD, Inc., here this week.

Meeting was conducted by Riley M. Bates, Eastern district manager for ALD. The new Robco meter, supplied exclusively for use on the new model, was demonstrated by representatives of the Robco Corpo-

Price of the Streamliner model was State shipments. announced by Gordon F. Rowan, ALD district manager, as \$149.50 f. o. b. Meter prices range from \$17.45 to \$22.45, depending on quantity or-

New model is said to retain all features of the firm's commercial de luxe unit, but uses a different cabinet necessitated by its bolt-down design. An added advantage claimed is the simplified method of replacing bearings.

Howard Aylor, head of Hamilton Scale Company, was a consistent stroller thru the aisles of exhibits. Munching popcorn, he was seen in about every display on the floor. . . Richard C. Gage, representing King Kernel, Inc., took time out from staffing his firm's display of its new popcorn warmer to tour the many exhibits.

E. R. Mason, general manager of Bradley-Edlund (formerly C. C. Bradley & Son), appeared with a new model of a cup drink vender. Popcorn men took turns lining up for free drinks, so Mason considered the showing of a soft drink machine at a popcorn meet a huge success. . With a steady flow of conventionites thronging the exhibit hall, other familiar figures seen bobbing past the booths were Elwood C. Lorman, of Bonanza, Inc.; the Bruntjens (H. A. and H. W.), whose firm handles national sales for Viking Tool's Minit-Pop; J. Kivett and Rube Melcher, of Korn-Krib Sales Company, and Morton and Morris Ladge, Pronto Pop Corn Sales Corporation.

Georgia Acts To End **Taxless**" Cig Sales ATLANTA, Oct. 29. - Georgia's

cigarette tax collections were assured of a boost last week when State Revenue Commissioner Charles Redwine moved to take advantage of the new federal law aimed at eliminating cigarette "bootlegging" in inter-

The federal law requires all shippers to file duplicate invoices each month to all State tobacco tax administrators of cigarette shipments made to persons or firms other than licensed wholesale distributors.

Georgia has a 5-cent-per-pack cigarette tax and, because of this, has experienced widespread "bootleg" shipments from States having no cigarette lax.



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Strikes Still **Continue**; See **Possible Pinch**

Report From Washington

(Continued from page 78) in comparison with the 85 per cent rate the industry was operating on during September. Average coal stockpiles stood this week at 40 days for the rails, with some lines much worse off than others. The Interstate Commerce Commission (ICC) has ordered lines with less than a 25-day supply to cut traffic by onefourth. Continuation of the coal strike would force ICC to order more drastic rail cuts.

More indirect but possibly more severe is the effect on the economy of the nation, the loss of wages to workers engaged in the strikes and to those laid off because of work stoppages. Commerce Department's business experts are still optimistic about the future but are beginning

Regardless of whether the steel workers get their non-contributory pensions or if the miners get an increase in welfare fund royalties, the money lost in wages during the strikes cannot be replaced.

Possible Govt. Action

20th Cent. Service

The Billboard

LABOR LAYOFFS AFFECT OPS

WASHINGTON, Oct. 29. -Taking a tip from cabbies and police cars, Washington op Irving (Whitey) Sattler has installed a two-way radio system in his new Ford. Location owners call his service number and Sattler drives up, scarcely giving the owner time to hang up his phone.

Fellow coinmen have dubbed the system Whitey's Coin Machine Sudden Service. His record time to answer a call so far, Sattler says, is four minutes.

Altho he is the only radioequipped op in the area, Whitey claims his idea is a coming thing in the coin machine field. After about a month's trial, Sattler says the device enables him to handle service calls for three outfits, Keefe Coin Machine Company; Phillips Novelty Company, Inc., and Pioneer Novelty Company, owning a total of about 120 machines. He even has some spare time, he says.

Music, Amusement Machines Income Hard Hit as Strikes Paralyze Steel and Coal Areas

MUSIC MACHINDS

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Vending Also Suffers as Spending Comes to Standstill

(Continued from page 78) dustrial areas. Theaters, which offer usual, have reported that a store ofa heavy market to many vending fering a variety of merchandise machine operators, also have been (such as a department or dry goods hard hit, with admissions off upwards of 75 per cent, and vender grosses showing an even greater drop.

Indicative of the many areas hit by the strikes is Gary Ind, where the predominant heavy industry is steel. A few weeks ago a thriving community with spending above normal for the season, the city has, within the relative short time of 14 days, become almost a ghost town. Large

retail outlets, open for business as outlet) has gone thru an entire day without recording a single sale.

Tavern Biz

With most housewives finding it almost impossible to scrape together enough change to take care of their family's food needs, the taverns in Gary are finding business virtually at a standstill. Gilbert Gruenberg, secretary of the Gary Tavern Owners' Association, reflected the attitude and conditions of similar groups in all parts of the country, when he said this week:

"Business in Gary's 170 bars was off 30 per cent during the first two weeks of the strike, and now it's dropped another 50 per cent. The tavern owners are all going to church and praying for the strike to end."

Business in restaurants is also off anywhere from 60 to 90 per cent in Gary, with practically no customers norant Cowboy, a disk designed as bulk of the trade, with family groups part of a nationwide anti-syphilis in the neighborhoods where the steel workers reside, either closed or operating on limited hours. Many of Local music men have been re- these restaurants have been excellent music stops; today the machines cury No. 5319) on all their juke boxes. have not, in some cases, taken in a nickel in a week.





By declaring that the two strikes are in essential industries and that they affect the economy of the nation, the President could invoke the Taft-Hartley Act and order strikers back to work for two months while negotiations continue. However, the administration has fervently fought for repeal of the act and would doubtless lose face by invoking it.

No more can be done with factfinding boards as far as the steel strike is concerned. The board set up by the President made its recommendations and the steel industry refused to accept them as it had the right to do. Services of the Federal Mediation Board are available for both the coal and steel strikes and have been utilized. But the board lacks authority to set terms for ending the walkouts. As its name implies, all it can do is mediate.

AMI Appoints **Steel Distrib** For Carolinas

CHICAGO, Oct. 29 .- Steel Music Company, Durham, N. C., has been appointed distributor of AMI products in North and South Carolina, Jack Mitnick, Eastern regional representative, announced this week from AMI sales headquarters here.

Charles L. Steel III is head of the Durham firm. A Duke University graduate, he was a captain in the Marine Corps in World War II. Steel also is the son-in-law of W. R. Deaton, who has been on the sales staffs of two music machine manufacturers and a distributor in the past 22 years.

AMI's manager of general sales, Lyndon C. Force, points out that while Steel Music only has been in the trade five years, it already has built up a strong operator following in the Carolinas. The firm plans to open an office in Charlotte, N. C., soon.

STILLWATER, Minn., Oct. 29 .-Ken Ferguson, coin machine operator here, who has served as co-ordinator of the Five States phonograph convention the past two years, this week tendered his resignation as general chairman of the 1950 conclave. Ferguson, who was given much of the credit for the success of the 1948 and 1949 regional conventions, in his letter to association officers, said he was forced to resign because of pressure of his phonograph operation and also to the increasing time he was putting in on his newly organized Ken Ferguson Company, which handles the promotion of sports, travel and boat shows thruout the country.

Altho resigning as general man- city March 18-26, 1950, under sponager, Ferguson offered to serve in an sorship of the Omaha Fish and Wildadvisory capacity for the 1950 con- life Club, Inc. He will act as show vention, stating that "with my limited manager.

campaign, thru the co-operation with the Washington Music Guild (WMG).

quested to place the recording (Mer-Additional copies may be had at a minimum charge.

This is the first time music operators have been asked to take part in a public health campaign.

time (I) will continue to do my utmost to aid in making all future conventions outstanding successes."

Ferguson this week opened a drive for exhibitors for the Omaha Sports and Vacation Show, to be held in that

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:

DISK BIZ DIZZY OVER "MULE TRAIN." Diskeries go all-out for pressings of the new tune.

ARCO GETS SET FOR DISK BUSINESS. The new plattery signs artists, buys Disc masters and plans to hit the pop and blues and rhythm fields.

SHAW IN DANCE BIZ FOR GOOD. Artie Shaw decides to stick with pop music, will record disks for Columbia.

RECORDS HURT BY STEEL, COAL STRIKES. The disk industry begins to feel the pinch from the strikes; Christmas output may be damaged.

GRECO TO CUT LONDON SIDES. Buddy Greco has been signed to a London disk deal.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature-a page devoted to new merchandising and mechanical developments in the businessthe Radio-Phono-TV section.

Theaters Hit

Theater business in Gary is practically nil. One 700-seat house has failed to average 100 admissions per day since the strike started, even tho special gimmicks to attract customers have been tried. An attempt to stage a "grocery night" fell thru

(See Labor Layoffs on page 92)

North Dakota **Group To Hold Annual Meet**

To Elect Officers for '50

BISMARCK, N. D., Oct. 29 .- The North Dakota Music Operators' Association (NDMOA) will hold its annual meeting November 13-14 in Grand Forks. Fred F. Fixel, president, announced the agenda would include the election and installation of officers for the coming year, discussions on problems in the industry, and a showing of new equipment. Meetings will be held in the Dakota Hotel, Fixel said.

Serving at the present time, in addition to Fixel, are the following officers: Bob Westrum, secretary-treasurer; Thomas Kady, Jack Baccus, Glen Addington and Floyd Howell, members of the board of directors. Fixel is also a member of the board.

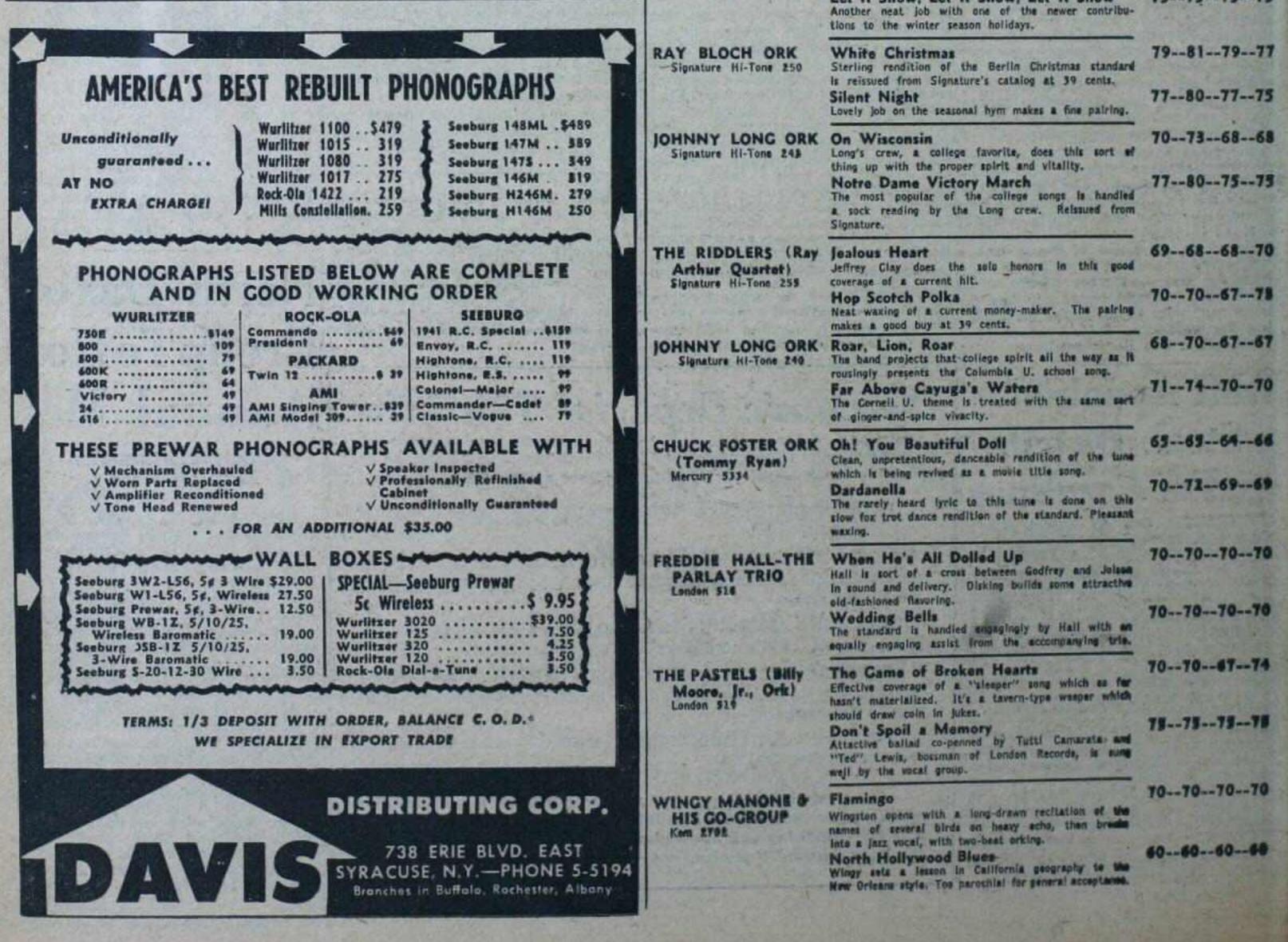
The association is one of those which participate in the annual Five-States convention held in Minneapolis, and has also been active on the local legal front.

MUSIC MACHINES

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		ntinued from page 37)	RATINGO PE
	ARTIST	TUNES	RA JO
	LABEL AND NO.		ALLER
	JOHNNY LONG ORK Signature Hi-Tone 251	POPULAR Jingle Bells Typical Long ensemble production makes the Christman fave sound a bit jazzy. Collegiate sets may like it. Winter Wonderland Neat job on a seasonal item which has been drawing more and more attention with each passing year.	70726770 70707070
	JOE CRAYDON (The Skylarks) Coral 60115	You're All I Want for Christmas Graydon and the Skylarks handle last year's Christmas ballad simoly and effectively. On This Christmas Eve Pretty new Christmas ballad is handled engagingly by Graydon and the group. Incidentally, tune was penned by Graydon.	69696870 72757071
Iron Man	BOB HANNON- JOHNNY RYAN Decce 24739	I Never See Maggie Alone Close harmony and a rousing vaude-type orking make merry with the current hit. Ain't She Sweet A recent revival hit is given the same vaude treat- ment but the disking may be a little late to cash in on the biz for the tune.	76767478 68706470
for	FRED WARING ORK Decca 24723	A Place in the Sun (Parts I & II) A stirring twin-side effort co-authored by Waring is done up in the highly effective and tasteful pro- duction method usual of the Waring org. Joe Marine delivers a good solo vocal on one side; glee club's on the other.	7575NS
Service!	BING CROSBY Decca 24721	I'll See You in My Dreams Relaxed Crosby as he tackles a real old favorite and does it up brown. The Meadows of Heaven Crosby and a chorus work over a pretty plug melody for attractive results.	78807877
AM Incorporated	AMES BROTHERS Coral 60113	Winter Wonderland This fine group rarely makes a bad side. Count this etching of a seasonal standard as another effective slicing for the boys. White Christmas	78797777 73747273
127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS		Simple reading of the Berlin standard with one of the Ameses contributing an effective solo should sell copies in spite of severe competition.	
	RAY BLOCH ORK Signature HI-Tone 252	Santa Claus Is Comin' to Town Reissued from the Signature catalog at 39 cents and it's a Christmas bargain. Fine production built around one of the catchier of the seasonal standards. Let it Snow, Let it Snow, Let it Snow	79807878



The Billboard

MUSIC MACHINES

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Reco	rd Reviews	CALL RET DISK
ARTIST	TUNES	R. JO
LABEL AND NO.	COMMENT	ALLER
JERRY MURAD'S HARMONICATS Mercury 5331	POPULAR Gallop of the Comedians The Cats return to wax with a most effective per- formance of an adaptation from Kabalevsky's "Comedians" ballet. Lotsa drive and a different "sound" could move this one into best-seller contention. At Dawn A pretty Shep Fields tune is done up brown by the profilcient harmonica group.	88898788 78807580
BOB CAMP Decca 48118	RHYTHM & BLUES When You Surrender To Me Note-bending warbler offers nothing special here. Between You and Me Modest production will have trouble finding a market.	61626260 58585858
DON Q Bullet 317	Thanksgiving What can be understood here sounds fine, but most at it can't be made out. Major Alteration Man shows fine style and impossible diction. Fine number too. The vocal group has Ravens-type basso.	59606058 69706868
WILD BILL MORE Savoy 717	Rocking With Leroy Apply a spot of frantic book-and-squeek Moore tenor to a rocking ork and "Sweet Georgia Brown" and this is what you d get Top and Battom Tempo and boat are the essence of this disking. The dancers should go for it. Jukes should benefit. Tune is routine-ish booker in minor.	68706570 727077
ROOSEVELT SYKES Builtet 319	Candy Man Blues Spirited blues disking at up tempo which doesn't Impress. Why Should I Cry Blues hollerer does a medium blues item which should find most of its market in the South.	53505060 64656265
MAXWELL DAVIS & THE ALL STARS Swing Beat 191	Hung Out Some potent tenoring leads the way on this medium jumper Th' Adams Bop Hop The same booting tenor shows the way on a typical, spirited jumper which has bop only in its title.	69726868 70726870
FELIX CROSS SEXTETTE Swing Beat 129	Leap Year Baby An untimely title on a rocking blues disking which could mean more in 1952 than it does now the leap year is only insidental tyrically.	65656565



Ask your nearest Shaffer office about the liberal trade-in allowance you can now get while there is heavy demand for late-model used phonographs.



	Let's Get Together The idea is there but doesn't quite make it all the way. It's a next blues disking just the same and spots nome feroclous tenoring.	73737275	HISTORY REPEATS IT	CSELE for
HE GREAT GATES Selective 5-108	Race Track Blues Frantic up-tempo sumper, with a an-so shout lyric. Things get out of hand in the orking. Change Your Ways Slow blues is too incisely knit—singer even comes in with a line at the wrong time.	47474648	Operators of EVANS'	20 RECORD
Gothern G-201	Laughing Rag A curious laughing blues with southern gultar backing doesn't come off. Laughter is forced and mechanical, making for a dull, remetitious side. That's Grieving Me More conventional dime blues job here. Warbling and and dry, percussive guitaring combine effectively	434343 62626262	Ask the operator who	
ARRY DARNELL Regal 3236	I'll Get Along Somehow (Parts I & II) This unusual performance has "hit" written all over it. Darnell, a new young warbler, sings part one in a caressing, note-twisting fashion, then launches into a spoken recitation on part two. Drips with senti- ment, but in a convincing manner.	868686	bought Evans' Constella- tion. He'll tell you that he keeps buying more, because on location it	
King 4317	Don't Play Bad With My Love The sweet-singing warbler-guitarist lifts pleasantly thru an okay pop ballad. She's So Sweet Lonnie gets down to business here with one of his extra-fine blues jobs. Material is meaty, and it's sung and played with a compelling beat.	70707070 85858585	the most profitable! Com- prehensive surveys prove beyond a shadow of a	
SEXTET Salective 5-106	Memphis Hop Combo works up wattage on a boogle blues opening with a "Sent for You Yesterday" rifl. Myers's driving tenor swings the whole group. Forty-Nine-Fifty Myers solos on a pretty, live-tempo rifl figure, beautifully supported by rhythm—especially a chording guitar.	72727074	prefer Evans' Constella-	A REAL PROPERTY OF
ROY BROWN & HIS MIGHTY, MIGHTY MEN Deluxe 3300	Boogie at Midnight Brown rings the umpteenth change on "Good Rocking Tonight" in a frantic, shouting, handclapping job that sounds like cash in hand. The Blues Got Me Again Slow, gliding blues woral by the Mighty One. Up to	84858286	tion. See your Evans' distributor today or write factory direct.	
RALPH WILLIS & SPIDER SAM Abbry 3002	form; but doesn't sock like flip. Sportin' Life Unusual conception here has a Ilfelike, genuine feeling: A conversation between two city "cats" who decide to return south. Two guitars and bass weave into the story musically.	84848484	AVAILABLE NOW—Record Popularity Meter for Original Constellation.	GENUINE PARTS for Mills Throne of Music, Empress, Original Constellation.
	Cool That Thing Ralph Willis Warbler sings a "Fan It" kind of blues, with har- monizing on the refrain. Guitar backing makes a good beat.	787878	H. C. EVAN 1888 W. ADAMS ST. SHE OUR COIN MACHIN	CHICAGO 7, ILLINOIS

(Continued on page 92)

Contraction of

RATINGS **Record Reviews Coin Tax Report** 0 2 0 (Continued from page 91) ET 10 V ERATO m JOCKEY AILE WASHINGTON, Oct. 29 .- September collections from the coin 70 ARTIST TUNES machine tax were up slightly over the previous September, but . > receipts for the first quarter of the 1950 fiscal year still ran nearly -\$500,000 behind the same period last year, the Internal Revenue LABEL AND NO. COMMENT 70 = Bureau stated this week. September collections amounted to \$1,120,-698, as compared with \$1,071,144 in September, 1948. RHYTHM & BLUES For the July-September period receipts were \$15,051,108a drop of \$486,139 from the first quarter of the 1949 fiscal year. **BIG THREE TRIO** Get Her Off My Mind 30--30--30--30 The first quarter of a fiscal year regularly produces about three-Warbler does a polite, weak vocal on a run-of-the-Columbia 30174 mine ballad. Trio backing adds nothing. fourths of annual revenue from the coin machine levy. No One To Love Me 60--60--60--60 Okay mood blues job, with others in trio humming sustained chords behind vocalist. Piano and guitaring Shuflepins Spreads || Labor Layoffs enhance here. CALIFORNIA PLAY-65--62--65--68 Midnight Creep Into National Field **Affect Industry** Slow-drag, after-hours blues, with guitar carrying BOYS the melody Misses hitting the proper mood. Savoy 716 65-62--65--68 Double-Trouble Hop (Continued from page 89) Formuta honker, with a tenor sax preaching the (Continued from page 78) message. Orking is loose-knit, however. when neighboring grocers couldn't in either 9 or 12-foot lengths, All scorco-operate by offering free canned 82--82--81--83 VON STREETER & ing is comparable to bowling and, The Square Dance Hop goods, etc. They reported their busitherefore, strikes, spares and splits Slow, strong-beat rifler a la "Hucklebuck." Vocal ORK is amusing, and guitar and tenor talk it pretty. Savoy 712 are possible in the play of a game. ness was off approximately 75 per Each patron plays until 10 frames are 57--57--56--58 I'll Never Smile Again cent, and was falling daily. completed and as many as four may Slow, draggy tenor solo with uneven support. "Customers who formerly spent participate at one time. Pucks used 60--58--62--60 BIG BOY ELLIS Dices! Dices! \$20 a week on food in my store are as the center of activity are auto-Southern chant to the rolling bones, with boogle Lennox L-521 matically returned. Game is equipped now down to \$5 weekly, and they tell backing by guitar and plano. with a completely automatic scoring me that if the strike continues, they 58--56--60--58 I Love You, Baby unit which registers all points as don't know where they will get even Another blues, same tempo and beat as flip. frames are completed. that much money," was the report Brown pointed out that California 75--75--75--75 BETTI MAYS & HER Until the Real Thing Comes Along Unusual backing-strings and reeds-makes for In-Shuflepins, since it is a straight novfrom one grocer in the strike area. STRINGTET terest behind thrush's vocal, in which she teases elty game, should have wide ac-Abbey 3007 **Other Areas Suffer** the melody nicely. ceptance in all types of territories. While the story in Gary was 67--67--67--67 One of the reasons why the firm is The Nearness of You Same treatment applied here-but lacks warmth gathered first-hand, reports from moving to Fullerton Avenue is to of flip speed up its distribution. Actually, other areas thruout the country were the firm once occupied these same similar, some hit worse than others, 73--73--73--73 1 Still Love You WARREN EVANS & quarters a year and a half ago but Evans shows a rich bary voice in a caressing but all nearing the "crippling" stage SKIP HALL ORK when Brown knew he was to handle rendition of a likely torch ballad. as the workers continued their en-Jamboree 1003 California Shuflepins on a national 70--70--70--70 I'm So Deep in Love With You basis he decided to use his Grand forced unemployment. Song isn't up to flip, the Evans gives it a strong go. Avenue facilities as a warehouse ex-Operators who have long handled clusively, moving his sales head-COUNTRY & WESTERN profitable routes in the iron range quarters back to the offices and show-64--65--63--NS BUDDY STARCHER Isn't He Wonderful? area in the Northwest, reported to rooms at the Fullerton address. Starcher sings and recites some sacred material with Columbia 20634 Twin Cities distribs this week that even-tempo organ backing. Not too inspiring. their grosses were off "alarmingly," 68--68--NS I Planted a Rose and that purchases of new equip-Videograph To Sell

ment was now impossible until the strikes were settled, and workers had TOMMY DUNCA a month. These operators feel it will take the workers at least a month to get back on their feet before they can spend money on amusement and music machines.

300,000 Stock Shares been back on their jobs for at least

NEW YORK, Oct. 29.-An offering of 300,000 shares of stock will be made by Videograph, Inc., to raise capital for expansion of production facilities, Lou Forman, president, disclosed this week. The offering, at \$1 a share, will be made in "about six weeks," he said.

Videograph, which manufactures a coin-operated, combination television-juke box, occupies plant space at 226 William Street here. Executive offices are at 701 Seventh Avenue.



Established well - known phonograph manufacturer has a few choice territories open for aggressive, successful distributors.

> Address Reply Box 301, c/o Billboard,

188 W. Randolph St., Chicago, Ill.

Juke Op Makes More \$\$ With Systemized **Disk** - Removal Plan

CHICAGO, Oct. 29 .- Following thru on a record disposal system inaugurated last year, Floyd Pedone, of Little Amusement Company, finds that it continues to pay off by assuring only top condition disks are kept on his juke boxes and by making possible higher prices on used records.

Pedone, who operates a retail record store in conjunction with his music route, discovered the "more profit" system in 1948 when he began to remove records from jukes when the disks showed the first signs of wear. This, in turn, resulted in obtaining better prices for his used offerings, sometimes as much as 15 cents per disk. The natural benefit to his location, which received consistently better production from all records on the machine, also acted to invite higher play.

Even figuring that an average of 20 minutes more is spent at each FRED OLIVER'S stop, in order to closely examine the condition of each record, Pedone feels that it is a profitable action. Disks that are just starting to show wear, but which are still pulling high play, he replaces with a new record of the same song and artist.

In the case of a non-retail store operator, Pedone says that the system still has merit. In addition to guaranteeing high quality performance in each stop, it may bring better prices when disks are offered to used-record outlets if the latter are advised of the operator's "face-saving" removal program.

HIS WESTERN STARS Capitol 57-40247 ANN JONES

Capitol 57-40249

TEX RITTER Capitol 57-40248

BILLY STRICKL & HIS HILLB KINGS

Hill & Country C

BETSY GAY-AN PARKER & H PLAINSMEN Capitol 57-40250

BOB REID Bullet 1059

PRAIRIE PIOI Hart-Van HV 160

ZEKE CLEMENT Bullet 668

PETE PYLE Bullet 686

	Similar format, stronger material.	
AN &	You Put Me on My Feet Warbler Duncan and the band swap choruses on a light-weight 16-bar ditty. Nothing special happens. Just a Plain Old Country Boy Number lacks the potency of the original "Country Boy" smash.	67676668
	Post Office Fervent gal wants to play Post Office, but her pleat Isn't irresistible.	65656466
	Gal's heavy vibrato lends richness to her rendition of a bright catchy rural tune.	74757373
	Never Mind My Tears Ritter puts tongue-in-cheek flavor into a rapid- rhyming ditty. Fine steel guitar helps too.	77787777
	Some Sweet Day Ritter renders some wishful thoughts. In his usual virile style. Pleasant, but unexciting.	77787676
AND	Baby Doll, Please Come Home Outside of some slick talking steel guitar, there's little that stands out here.	62626262
C-2304	Lonely Sob-yodel tenor shows to better advantage in this throbber, but the production is generally lifeless.	65656565
NDY	That Ain't in Any Catalog Gal impresses on the corn novelty. A few smiles, but no solid yocks here.	72757070
	Whoa, Sailor Gal whoops it up on the Hank Williams novelty, with fine assistance from Parker. Tonky plano and give-and-take lines dress it up.	82848181
	Christmas Candles Crooner delivers the pleasant, sentimental song in easy- going pop style. Quiet side is unlikely to make	70737068
	much noise. Rogue River Valley Hoagy Carmichael's Western is delivered in Bing-ish style.	67686667
1224	Just You	62636262
NEERS	Solid boy-girl and ork rendition of nothing special. Till the End of the World Competition is too stiff for this late rendition of the rich Vaughn Horton tune.	52485059
TS	I Won't Be Here To Love You Any More	62626262
	A routine Western side. I Dreamed I Spent Christmas in Heaven Buyers of sacred material will like this one.	707070NS
	Lovin' Lies Pyle's pipes show a distinctive flavor in a heart- felt hill song. Harmonics, fiddle, and guitar are	77787676
	all in character too. I'm Walkin' Right Out of Your Life More of the same authentic flavor goes into a preachy	71727070

friendship song that doesn't fit the title.

(Continued on page 98)

The Billboard

COIN MACHINES 93

COINMEN YOU KNOW

New York:

Ops from all over town and points way to the Waldorf-Astoria tonight (29) to attend the annual dinner of the Automatic Music Operators' Association (AMOA). An added cause for celebration was the baby boy, Marc, born to Ruth Nussbaum, former AMOA office manager, last week at Jamaica Hospital.

Paul Zimmerman, new sales mannger for American National Dispensing, Lansdale, Pa., spent a few days here last week contacting ops. First formal showing of the firm's coffee vender was held in Lansdale last week as part of that city's celebration of Pennsylvania Week. Zimmerman was formerly associated with Rudd-Melikian, Philadelphia,

Larry Reiss, Statler chief, reports the special biscuit machines being assembled for placement in the subway will go on duty in about a week. Meanwhile Reiss is expanding his city operation. Recent visitors to Statler headquarters included Dan Holland, Washington, D. C., and Merle Robertson, Louisville, both operators of Statler Niks machines. Holland formerly had a drink vender route. Robertson is president of the Liberty National Bank in Louisville.

Max Levine, president of Scientific, is devoting 30,000 square feet of floor space in his large Brooklyn plant to the manufacture of Official Q-Ball tables for Bert Lane's Q-Ball Corporation. . . . Ed Sahagian, of Kwik Kafe Vending Service, was out of town on biz last week. His firm recently got the exclusive franchise to operate Rudd-Melikian combo coffee-soft drink machines in this area.

Los Angeles:

Paul Laymon, of the Paul A. Laynorth, south and west were on their mon Company, hosted 100 operators and mechanics at his Pico Street month's rest before undergoing a headquarters at the Bally School major operation. . . . Bernard Lichtheadquarters at the Bally School conducted by Henry F. Brown, Bally engineer. All Bally products including one-balls, consoles and the new Shuffle Bowler were discussed, Tur- hobby of C. Robert Burner, of Libkey sandwiches and coffee were erty Music Company in neighboring served the visitors. . . . Cecil Elli- Silver Spring, Md. son, Lancaster coinman, was in town looking over new equipment.

> Al Weymouth, of Weymouth Service, was visited by Norman Christ made its first collections from a baseand the missus, who drove in from Lompoc. Also seen at the Weymouth D. Kristall is manager. headquarters were Jack Christenssen, of College Vendors, Pasadena, and J. H. Candianicles, of B. C. Vendors, Ventura.

> William R. Happel Jr., of Badger Sales, was on hand at the last meeting of the Western Vending Machine pany, recently returned from a trip Operators' Association (WVMOA) at the Unique Cafe, plugging Northwestern equipment. Jack Leonard, (See LOS ANGELES on page 97)

Indianapolis:

Harold Meeker has acquired the Meeker Music Company, 224 North Meridian Street, from his brother, Floyd Meeker, and will continue to Tucin Cities: operate at the same location. Flovd Meeker has taken over the Automatic Hostess Company, a former subsidiary of the Meeker Music Company, which will be continued under separate management.

Mr. and Mrs. Sam Weinberger are planning a motor trip thru the South, and will be gone for at least two weeks. He is the head of Southern Automatic Music Company. Amos Ostot, a collector for the Meeker Music Company, has resigned his post and will enter the operator field on his own. Floyd Smith, another collector for Meeker, also plans to enter the operator field on his own, effective November 1. . . . John Hogan, of the La Fayette Distributing Company, La Fayette, Ind., and Phil (See INDIANAPOLIS on page 97)

Washington:

John Dick, Silent Sales, visiting his home in Pennsylvania for about a man, Kay Koin Machine Company, celebrated his birthday Friday (28). . . . Ukulele playing is the latest

October marks the fifth anniversary of Seaco Venders. The company, now located in Washington, ment shop in Arlington, Va. Albert

The monthly meeting of the Washington Music Guild (WMG) will be held November 3 in the Blue Room of the Hotel Hamilton. President Hirsh de la Viez, who is also president of the Hirsh Coin Machine Comto New England where he looked over conditions. He also talked with leading music ops in the major cities.

Albert Perretta, of A. & G. Novelty Company, reports business running about as usual. . . . Vic Damone's recording of "Why Was I Born?" on (See WASHINGTON on page 97)

Coin machine distributors here report business moving ahead with country operators while the Minneapolis operators are laying low for the time being. Music, five-balls and one-ball units are getting operator attention in increasing numbers, the jobbers indicate.

Andy Benna, Ironwood, Mich., was in the Twin Cities looking for equipment for his route. . . . Stan Woznak, of Little Falls, Minn., here to pick up some music machines, was complaining that a bad shoulder has kept him from pheasant and duck hunting this season. . . . Jonas Bessler, of Lieberman Music Company, was confined to his home for a couple of days by illness.

Chicago:

Game plants remained in heavy production as demand continued to grow. Among the newcomers was Exhibit Supply's Silver Bullets twin gun game, which firm officials believe will be even more successful than the Dale automatic shooting gallery game. Charlie Pieri, sales manager, made a brief trip East, Bradley's latest drink vender was on display last week at the Palmer House where the popcorn convention held sway. The Minit Pop machine was the only completely coin-operated popcorn unit on the convention exhibit floor.

Visitors at United Manufacturing's plant last week included Morrie Gisser and Sol Weiss, Cleveland Coin Machine Exchange, Cleveland; Norwood Veatch and Connie Confers, St. Louis, and Lou Wolcher, Advance Automatic, San Francisco. ... Over at Bally Manufacturing, the novelty game Shuffle-Bowler is receiving a lot of attention from operators in the field, Herb Jones reports. He added that the one balls, Champion and Kentucky, are also getting favorable reports.

Empire Coin's Gil Kitt reports the new and used game field is getting increased action these days. He says the new type novelty games have given the entire field a needed boost. Howie Freer had a busy week taking care of local and out of town customers.

Herman Paster, head of Mayflower Distributing, St. Paul, was in town last week visiting the various factories. Paster, after months of convalescing, is finally looking like his old self after the near-fatal auto accident early this year. Among his stops on this trip were Williams, United and Bally. He was one of the first out-of-town coinmen to see the new Williams plant, which, according to Sam Stern, vice-president, is now finally being completed. Firm's new entry, Quarterback, a football game with all the customer appeal of the popular Star Series, is rolling off the production lines at the new plant.

Mike Munves and Joe Young, coin machine distribs with local offices, are each handling different models of Edelco coin pool tables. Reports are that Young Distributing may move to 10th Avenue by January 1 . . H. F. (Denny) Dennison, who formerly was connected with the Bert Lane organization and now reps a West Coast manufacturer of a Belgian-type pool unit, was in town last week.

Bill Rabkin, International Mutoscope president, is recuperating from an illness. He spent only a few days

(See NEW YORK on page 97)

Detroit:

Jiro Shimoda is now affiliated with his brother-in-law, Tony Vance, in the operation of the National Coin Machine Company. . . . James P. Cobb is establishing the Clay Self-Service Launderette at 1142 Clay Avenue. . . Joseph J. Schermack, head of Schermack Products Company, has left for Florida for several weeks to recuperate from a recent illness.

Fred Mitchell, U. S. Postage Stamp Machine Sales, who has operated folder-type stamp venders for about five years, has taken over the Druggist Stamp Service, pioneer route of roll-type machines, and is merging It with his own operation. . . . Carl Hill, formerly an operator of cigarette and other machines, has gone into the distributing field under the firm name of Hill Vending Service. He will represent the Victor Vending Company, and handle nut, candy, and cigarette machines exclusively Headquarters are at 11240 Minden Venue.

Norman Laporter is sales manager of the newly formed Gaylord Manufacturing Company, located at 462 Michigan Avenue. Firm is now preparing dies for the manufacture of a new type ball gum machine. Harry the company.

Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular monthly board of directors meeting Tuesday (25) at the association headquarters. Attending the session were Charles Kanter, Nat Bartfield, Philip Ostand, William Hartford, Conn .: Strout, Bill Harris and Lawrence Kane,

Mr. and Mrs. Leonard Kanter, Atlas Music Company, accompanied by Mr. and Mrs. Jake Bartel, representing the Ace Sales Company, were in Chicago Saturday (29) to attend the American Guild of Variety Artists (AGVA) annual show, "Stars on Parade."

Charles Kanter, president of the APOA, has been huddling with the board of directors, both at the monthly meet and in informal sessions, on a record promotion deal The program, reports Kanter, will be conducted in behalf of APOA members, and will be designed primarily to hypo juke box play in this area. . . . Lawrence Kane, legal counsel for APOA, became a grandfather Sunday (23) when his daughter and son-in-law became the parents of a daughter. Newcomer has been tagged Sharon Eileen.

Albuquerque, N. M.s

Wilburn W. Maynard has opened a new coin machine office at 216 South Sixth in Albuquerque, Maynard is the manager for the Superior Distributing Company, whose headquarters are in Denver. . . . H. J. of a special committee of the Muni-Sullivan, of Denver, is the owner of tions Board Advisory Committee to Gaylord is founder and president of the company which handles all kinds study participation of small business of coin machines and shuffleboards. in military procurement.

In Chicago on one of his usual whirlwind visits last week was Herman Paster, of Mayflower Novelty Company, St. Paul distributor. Al Meirowitz, of S. L. London Music Company, said Seeburg phono sales have been good in recent weeks. .

(See TWIN CITIES on page 97)

Manny Leibert, head of Vending Machines, Inc., Hartford and New Haven, reports Harold Lowe, vicepresident, has been named general manager of the company. Lowe will assume duties formerly handled by Manny and the latter's brother, Herbert Leibert. Manny and Herbert are now associated in the scrap iron business and wrestling promotions in Hartford, but will retain their interests in the vending concern, which distributes popcorn yending machines in the Connecticut area. . . Jim Tolisano, owner of Superior Music Company, Hartford coin machine operator, was a recent New York visitor.

Philip B. Niles, who has been in sales promotion and advertising work in the past, has been named a vicepresident of Yale & Towne Manufacturing Company, Stamford, Conn., and New York. He will join the concern November 7 and will devote his attention to marketing and to development of executive personnel thruout the company.

Walter H. Wheeler Jr., president of Pitney-Bowes, Inc., Stamford, Conn., postage stamp vending machine concern, has been appointed a member

Al Stern, World Wide Distributors head, has installed a musicwhile-you-work policy in the firm's offices and shop. Wally Fink reports that the new set-up already has the okay of personnel. He adds that roadmen Monty West and Mike Sher are sending in quantity orders on Genco's Glider, United's Shuffle Alley, Bally's Shuffle Bowler and Keeney's Line Up. The staffers are

(See CHICAGO on page 97)

Denver:

Mrs. H. L. Quincy, wife of the owner and operator of the Denver Rifle Range, which includes an amusement machine section, inflicted a slight wound on herself this week as she practiced at the range with the Brisson Sight Company rifle team.

Attempting to brush some lint from the front sight of her .210 gasoperated target gun, she covered the mouth of the rifle with her left hand and inadvertently pulled the trigger. The blast tore off the fleshy part of her index finger and inflicted minor burns.

Vital Statistics Births

A son, Harry, to Mr. and Mrs. Jack J. Sapienza October 9 at Garfield Hospital, Washington. Father is an independent operator in Silver Spring, Md. The Sapienzas have three other children, two girls and a boy.

November 5, 1949

Shuffle Helps Other CM Grosses **Draws Patrons to Locations**

With League Play; Visitors **Up Income of All Machines**

Stress Difference Between Amusement Games and Boards

CHICAGO, Oct. 29 .- Shuffleboards have been a definite asset to operators of other types of coin machines a spot survey has revealed. This is especially true in the music field, and, to a lesser degree, in the amusement machine field. Not only has shuffleboard proven to be in no conflict with music units in the same location, but the increased patronage which has resulted from shuffle league play has actually helped the grosses in those jukes, ops reported this week. The advent of new types of amusement games, using the shuffleboard principles as their basis for operation, has offered

some competition to shuffleboards, ops reported, but after several weeks each unit is hitting its maximum gross without either being affected by the other. Ops are quick to point out that the games are not shuffleboard Thus, each has found a definite following within given locations, with the patronage frequently mixed, shufflers playing the amusement game while waiting their turn on the large boards, or trying the amusement game after completing their turn on the board.

Helps Venders

Shuffleboards have also proven a stimulator for vender sales in many locations, operators reported. Bulk (See Shuffle Helps on page 96)



DENVER, Oct. 29 .- Operation of code, tavern owners asked the secreshuffleboards in Colorado taverns tary of state, George J. Baker, if will be permitted providing customers are not charged to play the games. The ruling was made Monday (24) by State Attorney General charged the players. John W. Metzgar.

Following the recent State Supreme not believe the State liquor code was Court ruling that shuffleboards are a separate business when customers pay to play them, and as such are prohibited under the State liquor

WE RESURFACE

MAPLE TOPS FOR

OPERATORS IN THE

CHICAGO AREA



Individual Prize Set - Up Spurs Mero League Play

a series of Mero Industries-sponsored metropolitan leagues was launched here this week when Mero League 1 began its 18-week schedule. The 80 players will be shooting for a total of \$1,480 in team and individual prizes. Pete Rozgus, who handled several leagues in Chicago last season, is local league secretary for Mero.

The individual prize set-up is an innovation for this area. It will be based on player's average number of points per game during the 54 games each player will play during

CHICAGO, Oct. 29 .- The first of the season (three games each league night for 18 weeks). Individual prizes will be scaled as follows: (1) \$100, (2) \$50, (3) \$25, (4) \$20, (5) \$15, and 6 thru 10, \$10 each. The winning teams will receive \$500, \$300 for second, \$200 for third and \$100 for fourth. Other team awards include 5th, \$100; 6th, \$25; 7th, \$15, and 8th, 9th and 10th, \$10. To raise the prize money and also the expenses of league play, team sponsors have put up \$20. Players will pay \$1 each on tournament nights. While these funds will help to defray league costs, expenses not included in prize money and usually of some consequence will be paid by Mero.

Compact Area

The 10 locations involved are on the South Side in an area covering five square miles. It is bounded on the north by 55th Street, 69th Street on the south, Cottage Grove Avenue on the east and Western Avenue on the west. They are Ca-(See Individual Prize on page 96)



Manufacturers of All-Steel Shuffleboards with Stainless Steel

or Finest Eastern Maple Tops

Now Offers Their NEW 1950 STANDARD MODEL MERO WOOD SHUFFLEBOARD

Inexpensive price class; quality matches much more expensive boards.

- All natural wood finish. No painted parts or sections.
- Simple assembly. Sturdy construction.
- Finest 3/4-inch laminated maple top with heavy lacquer finish for long wear.
- Full accessory kit: Chrome weights, plastic T-square, scoresheets and holders, wax, house rule signs, etc.

MERO SCOREBOARDS, SHUFFLEBOARD ACCESSORIES AND SUPPLIES

MERO INDUSTRIES-

said, it wouldn't be any different than airing a radio program of a sports event without charge. Strictly interpreted, he said, the Supreme Court ruling could ban music machines from taverns.

Sun - Glo Intros **New All - Plastic** Shuffle Scorer

BELLEVILLE, N. J., Oct. 29 .- A new, all-plastic scoreboard will be marketed by Sun-Glo Shuffleboard Supplies, Inc., this season, according to Carmine Decepoli, president. While limited deliveries now are being made, shipments will not reach the quantity stage before the first of the year.

The board, manufactured for Sun-Glo by the Emeloid Company, Hillside, N. J., is manually operated and hands six years ago when he fell can be used to record a variety of (See Sun-Glo's Scorer on page 96)

Offers Sport for All

DENVER, Oct. 29 .- Proving once again that shuffleboard is a game that everyone can play and enjoy, a new shuffleboard league is about to get under way at Shuffleboard Lane here, limited to physically handicapped players.

Started by Mrs. Lucille Anderson, the idea behind the league is to get more people, who may have varying amounts of difficulty participating in other sports, to play shuffleboard. For, as Mrs. Anderson points out, the handicapped in this area who have had a reasonable amount of practice at the game have demonstrated they are a match for players who are not handicapped.

Instructor, Example

One of her best examples of the skill of handicapped players is Bill Longan, 22, who is the instructor at Shuffleboard Lane. Longan lost his from a building. His specialty is giv-(See Denver League on page 96)

Leagues Mean \$\$\$

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 .45 which can be adopted 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.

The Billboard

STUDIORDERDATEDS 95

Chicago:

Julian Crum, Shuffleboard Specialists, reports the reorder business is excellent, and that business in many locations, according to visiting ops, has picked up despite the steel strike. The firm, Crum says, is supplying some local manufacturers with cabinets, which include the new maple top recently developed by the firm's lumber mill. According to Crum, Shuffleboard Specialists will continue its policy of house sales only, thus keeping costs at an absolute minimum,

One of the by-products of league play this fall has been the growing numbers of spectators who enjoy watching top teams and star players in competition. Besides adding to the interest of the sport, the spectators have also added to the overall receipts of locations. Mero's first fall league is ideally located, Pete Rozgus reports. The 10 locations are relatively close to each other, which makes it easy for Rozgus to cover, and the players and rooting sections have a minimum of travel. McCabe's Tavern, league champ last year, is expected to have a hard time repeating this year, altho the team itself is improved. This, Rozgus explains, shows how closely matched the clubs are and should lead to some interesting matches.

PUCK PATTER

to be doing a steady business. The Nation Wide's distributor in Milwau-The shuffleboard is also busy practically all the time, staffers in the location claim. . . . Roy Bazelon, Indianapolis: Monarch, says the Detroit office is proving to be a good idea with steady shipments moving into Michigan territory. He adds that the local office had an unusual number of out-oftown business callers last week. The Berkey-Gay Company, Grand Rapids, Mich., furniture manufacturer for the past half century, is getting into the shuffleboard picture in a big way.

Firm has a top grade maple board coming off the production line. It is being handled thru its sports division. Firm officials say that if anyone can build a fine shuffleboard, a furniture producer should come under that classification. Berkey-Gay furniture is handled by leading department stores in principal cities. . . . Mero's Junior Model Scoreboard, in the low priced bracket, is getting a rousing reception, according to Col. L. Lewis, who is now on a Southern road trip.

Nation Wide Novelty's Fred Spen-Shuffleboard locations are proving cer says that leagues in Milwaukee to be good vender spots, too. At the are going full sway. The best thing Pall Mall, on Wacker Drive, they about them, he says, is that the have a cheese vender which appears teams appear to be evenly matched.

unit vends one ounce of cheese for a kee, Vic Manhardt, is backing sevdime of Wisconsin brick or cheddar. eral leagues. Charlie Gillard, Nation America. The unit is also equipped to handle Wide president, looks for a step up at least two more cheese selections. in interest in the South and Southeast within a couple of weeks.

Richard (Dick) Ickerson, Rock-Ola factory representative, in charge of shuffleboard league promotion in the (SEE PUCK PATTER on page 96)

Tri-State area, visited Peter Stone and Mrs. Stone and remained several days. Working on the National Shuffleboard League promotion, he will co-ordinate league promotions and activities in this area with the Standard Shuffleboard Congress of

Three new shuffleboard leagues have been organized and are now active in the Indianapolis area. They are Rock-Ola leagues with 12 teams participating. There are two women's leagues of 10 teams each, one on the east side, and another on the



SHUFLEP CALIFORNIA **New Table Model Bowling Alley Specially Designed for Your Smaller** Locations!

Location - tested for 5 months - the more it's played, the better they like it!

Come over and see it for yoursolf at our salesrooms . . .

A FEW CHOICE TERRITORIES OPEN FOR LIVE-WIRE DISTRIBUTORS

MADE IN 9-FOOT AND 12-FOOT SIZES 10 Frames for 10¢ - As many as 4 can play this at one time. LEGAL ANYWHERE

Completely automatic in operation. Scoring comparable to . regular bowling alley scoring-

Players enjoy all combinations such as strikes, spares and splits. Discs are returned automatically to the player after each frame by a button control on the cash box and automatically resets the alley for the next frame.

League and tournament promotion is a natural for this sensational new game.

Easily installed . . . pays for itself in a very short time. Increase your profits . . . Inquire TODAY!

NATIONAL DISTRIBUTORS USEMENT SALES CORPORATION 4047 WEST FULLERTON AVENUE, CHICAGO 39, ILLINOIS All Phones: HUmboldt 9-1323





DENVER LEAGUE

(Continued from page 94) (Continued from page 94) ing free instruction to physically venders have been especially popuhandicapped persons. One of his hob- lar, while a current field test of a new bles is inviting leading players to cheese vender in a shuffleboard lomatch play and not only does he cation here in Chicago has met with rarely lose a match, but he usually signal success. Most of the shufflesweeps all the games. Bill prefers to tell about the many handicapped pupils who have become outstanding ning, dropping in a dime for a servplayers after a thoro study of the ing between shots on the board. fine points of the game.

According to Mrs. Anderson, any individual interested in joining her league in this area can do so by making a personal visit to Shuffleboard Lane. Local merchants are to sponsor the teams. One of her aims is to get shuffleboard centers in other cities to set up similar organized play, thereby making it possible for more handicapped players to enjoy the game.

SUN-GLO'S SCORER

(Continued from page 94) scoring systems. It scores frames or points, said I. Howard Asen, Emeloid sales manager, who was associated in the development of the scoreboard. The board measures 8 by 26 inches and is molded of opaque creamcolored plastic.

PUCK PATTER

(Continued from page 95) west side of the city. There are now a total of 10 leagues each with a total compliment of 84 teams. The demand for new teams has doubled in the past year and they are being organized as quickly as possible, with the assistance of Stone and his wife, who have headed shuffleboard promotion in Indianapolis.

SHUFFLE HELPS

board patrons utilize the cheese vender at least once during an eve-

As league play gets under way full force, ops expect even greater help for their other equipment from the shuffleboards, they indicated. The more players for the boards, the more action there seems to be on the music and vending machines, as well as any amusement games which may be available.

INDIVIDUAL PRIZE

(Continued from page 94) hill's Tavern, Mel-Ray Tap, Crystal Tap, Sandy's Tavern, Les and Ruth's, B and J Tap, McCabe's Tavern, Sheehan's, Grove Inn and Joe's Tavern.

Rozgus stated that several visiting location owners who viewed this week's play have asked for admission in other Mero leagues now being formed and as a result the firm will probably enlarge its over-all league plans for this year.



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CALIFORNIA SHUFFLEPINS THE ORIGINAL SHUFFLE TYPE BOWLING GAME

"Copied by Many But Never Duplicated in Location Earnings"

Plays and Score Same as Bowling Proven on Location

Quiet and Efficient Operation

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Operators Report Increased Take Week After Week

Cash in on California Shufflepins

THE ONLY SHUFFLE GAME SUITABLE FOR LEAGUE PLAY-

1 to 4 Players Play at Once

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New York:

ų.,

52

84

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D.

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18

6

(Continued from page 93) in his office last week. Meanwhile, Herb Klein, Muto sales manager, is preparing a promotion drive on the firm's bowling game, due to be Chicago: bowed soon. . . . The fragrant aroma (Continued from page 93) (Continued from page 93) in Munves' outlet on the Avenue taking orders on Williams Quarter- of the firm's vending machine depicked them up in Chicago from a game manufacturer.

Dave Lowy reports consistent turnover in his vending, games and music departments. He is waiting for initial shipments of Keeney's new game, Line-Up. . . . Ed Barnett, of Cameo Vending, is hoping the city will hurry its paving job on 42d Street. With the pavement all broken up, vending customers can't find parking space near the outlet. . Horace Skelton, one of the oldest cigarette machine personalities still active in the biz, visited here last week for a few days before returning to his Los Angeles business. He will be back in the East for the NAMA convention the latter part of the month.

Indianapolis:

(Continued from page 93) Deering, of the same concern, visited coin row in the interests of business. . . . Russell Pennington, operator from Columbus, Ind., was in buying parts. . . . Victor Kilmer, of the Kilmer Music Company, Muncie, Ind., was in town buying parts and accessories. . . . Dan Brennan, district sales manager for Aireon, was a business visitor last week, en route to the Kentucky and the Tennessee territory in the interests of business.

The record section of the Janes Music Company reports Christmas record buying in full swing, increasing in volume every day, and an unusual demand for record albums. . . Mrs. Abe Fleig, wife of the treasurer of the Music Operators' Associa- supervising an office remodeling job. tion of Indiana, Inc., remains on the Roadman Jerry Bremner is in Michisick list. . . . The MOA of Indiana, Inc., will hold its regular monthly meeting November 1, in the Indianapolis Athletic Club. Several important matters are set for a discussion and if time warrants, there will be open discussions.

COINMEN YOU KNOW

The Billboard

early last week emanated from cus- back and Exhibit's Silver Bullets, partment, was also there to add his tom-made \$1 cigars given to Teddy altho both games were just placed voice to the discussion. . . Another (Champ Seidel by Al Simon, who in production. West was in the of- visitor at the WVMOA shindig was fice for a few days during the week to help Stern and Fink handle outof-town customers.

> eral sales, reports the firm is still gridiron this season, despite his intrying to get its production up to the juries. . . . Cecil Ellison was in from point where it can supply the demand. There has been much favor- check on some new games. . . able publicity recently about the Coinman William Anderson, who Model B, and distribs are sending in hails from the Hawaiian Islands, is their orders for new units regularly. still in town looking over the local John Haddock, AMI's president, has coin machine scene. returned to Grand Rapids, Mich., after a business trip here.

Harry Brown had a busy week rushing back and forth between his Grand Avenue warehouse and the Fullerton Avenue headquarters. But office manager Patti Hilborn reports he managed to squeeze in a visit to the dentist Thursday (27) afternoon and complete the deal for national distribution of California Shuflepins. Jack Mell, the youthful veteran who joined the road staff recently, is making a showing on his initial Western trip for the firm, Brown says.

AMI's Lindy Force made a round trip flight to the Grand Rapids, Mich., plant Thursday (27). Production based on immediate demand and a growing backlog continues in high gear on the Model B. . . . Gill Kitt, Empire Coin Machine Exchange, is working hard to keep up with operator orders on Shuffle Alley in the firm's three-State territory. His partner, Ralph Sheffield, has completed gan where he finds trade interest high. Howie Freer, who handles office details for the firm as well as executive sales duties, is enthusiastic over response to the Acorn vender and Universal's one ball, Photo-Finish.

Los Angeles:

Lew Feldman, of Acme.

Hugh McElheney, Inglewood coinman, is rooting for his football play-Lindy Force, AMI's manager, gen- ing son to repeat his success on the Lancaster in Antelope Valley to

> Pete Shupp returned from his hunting trip ready to do big things on his route this year. . . . A. Searles made the rounds on Pico Street last week. He operates in suburban Long Beach. . . . El Centro operator W. K. Volner toured coin machine row to get the latest dope on games coming out of the Midwest plants.

Andy Verbance, head mechanic for S. & A. Novelty Company, was in town. Incidentally, his boss, Stewart Metz, is now visiting New York on a combination business and pleasure trip. . . . Jud Lilley made one of his frequent jaunts into town from nearby Montebellow.

Twin Cities:

(Continued from page 93) Sid Levin, of Hy-G Music Company, reports trade holding up well for music and pin games. . . . Matt Engel, of Mayflower Novelty Company, said the miniature shuffleboard games are getting enthusiastic attention from operators.

Henry Krueger, Fairfax, Minn.

97 COIN MACHINES

Goldman received a letter containing a small metal mirror. The message read, "You are looking straight at the most important person in Business Unit II-the one who is going to get the money to keep the 102 Red Feather agencies at their job in 1950."



Best Offer

Chicago, III.

FELLCO AMUSEMENT CO.

Phones: Kildere 5-2246, PAlisade 5-3549.

4018 W. Patterson

State Tax Calendar

(Continued from page 79) North Carolina November 15-Sales tax report and payment due.

North Dakota November 10-Cigarette distributors' report due.

November 10-Cigarette wholesalers' report due.

November 15-Cigarette use tax and report due.

Oklahoma November 10-Cigarette wholesalers', retailers' and vending owners' report due.

and payment due. Tobacco wholesalers' jobbers' and warehousemen's report due.

Rhode Island November 20-Sales and use tax return and payment due.

Utah November 15-Sales tax return and payment due.

November 15-Sales tax report and payment due. Seattle occupation NEW NOVELTY GAME tax report and payment due. Wholesalers' cigarette drop shipment report due.

West Virginia November 15-Cigarette use tax ment. report and payment due. Sales tax report and payment due.

Wisconsin November 10-Cigarette wholemanufacturers' report alers' and due.

and payment due.

Universal's vice-president, Bill Ryan, says Photo-Finish remains in high demand as evidenced by the quality and quantity of out-of-towners dropping in for reorders. Among callers last week were Dave Simon, Simon Sales, New York; Lou Wolcher, Advance Automatic Sales, San Francisco; Hymie Zorinsky, H. Z. Vending, Omaha, and local distributor Gil Kitt, of Empire.

Alco-Deree Company's converted candy vender, the refrigerated model, that has been used for selling cheddar cheese in dime packages is "wowing cocktail lounge patrons," according to Sales Manager Nick Angelus. Installed over a month ago, the initial reception was so good the firm put out several additional November 15-Sales tax report cheese venders to further explore public acceptance and reaction. Story now is that it is discovered to be a demand item that should be catered to. Cheese used is of the aged, not processed variety, and test installations to date have included a free cracker station next to the vender. Customers thus may place their cheddar between two cracker wafers.

(Continued from page 79)

down to the minimum despite the fact that the patron feels he is getting full satisfaction for his invest-

The game is adjustable to give either five or six plays for a quarter by moving one easily accessible contact just under the playfield. The operator can decide whether he wants chairman of the Business II unit, he to give five or six games for a quarter. is supervising solicitation of 18,000 November 15-Sales tax report Stern pointed out that this is the business and professional offices hav-first time that a manufacturer has ing fewer than 15 employees. Each offered this option on games.

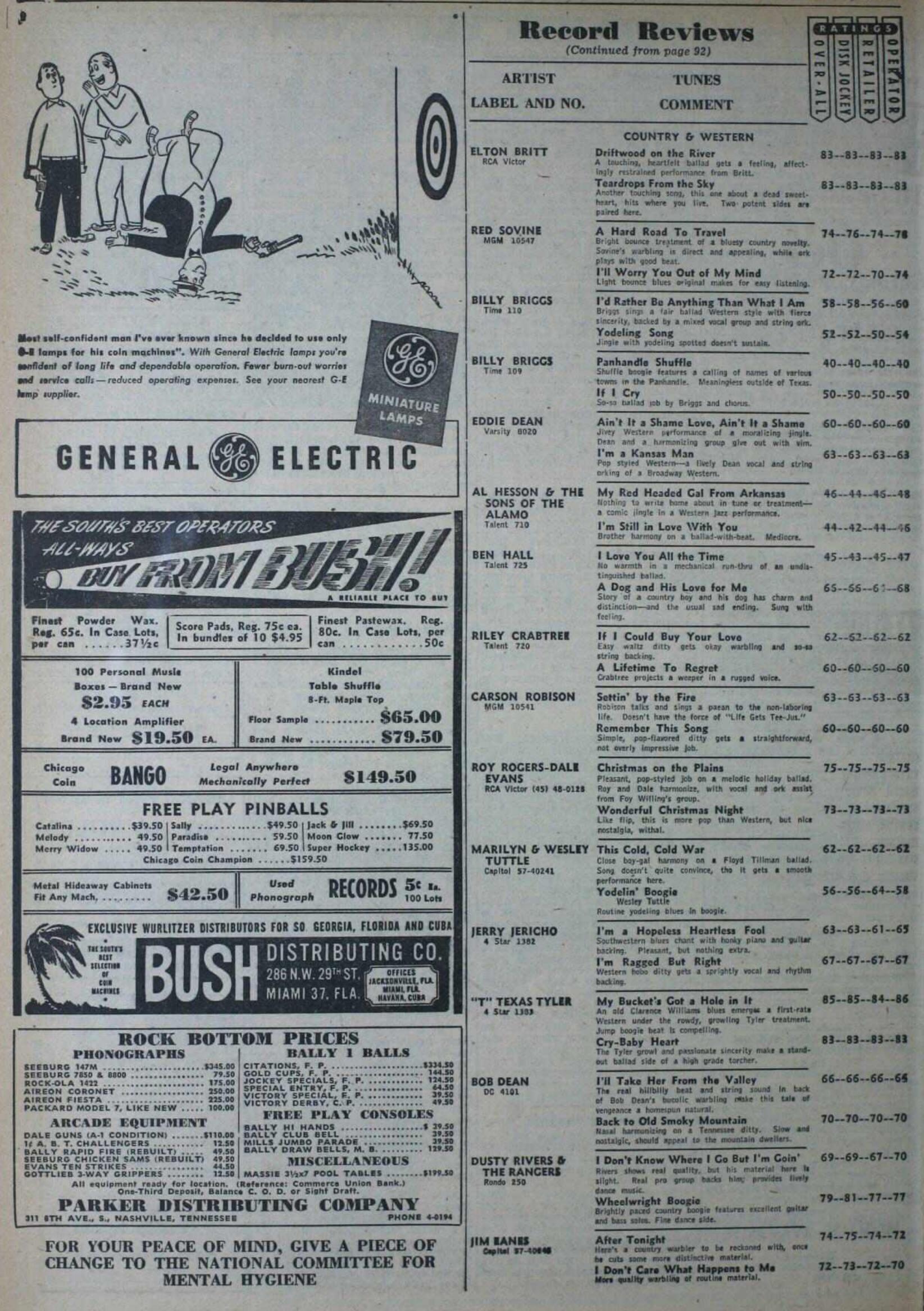
was in the Twin Cities picking up equipment for his route. . . . Doing the same thing was Don Ehmann, Winona, Minn., operator. . . . Here on a shopping trip was Cab Anderson, Hudson, Wis., operator. . . Nels Nelson, . London Music Company salesman, is back from a swing thru North and South Dakota and reports conditions in that area as very favorable. . . . Mayo Preibe, National Scale Company, Rochester, Minn., came to the Twin Cities last week on a buying trip. . . . Sample shipments of Genco's new five-ball nin game are expected shortly at London Music Company. . . . Archie LaBeau, of LaBeau Novelty Sales Company, is getting back to normal now that his distributing plant is just about thru with its remodeling work. Archie reports business holding up in good fashion.

Washington:

(Continued from page 93) Mercury label was selected as the Eddie Gallaher disk of the week, October 17-22. . . . Stan (Barclay) the Hired Man, WGAY deejay, is also plugging WMG. Stan recently put on a show even tho he was sick with pleurisy.

"Listen to Song Hits from 'Jolson Sings Again' now at the Metropolitan Theater (thru co-operation Washington Music Guild)," read stickers on juke boxes all over the District. Local jukes are featuring the tunes "Pretty Baby," "Baby Face," "After You're Gone," "I Only Have Eyes for You," and "Toot, Toot, Tootsie, Goodbye" from the film. . . . WMG is also supplying free title strips for Hit Parade songs to its members thru the courtesy of the country's major music publishing companies.

Aaron Goldman, of the G. B. Macke Corporation, is busy with the Community Chest campaign which got under way Monday (24). As of the 1,000 volunteers working with



Immediate

NEW MONEY MAKING SENSATION!

SIZE

23"x48"

TABLE IS 16x32"

WINDOW ENABLES PLAYER

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COIN MACHINES 99

Delivery : FROM STOCK shback Wire 18 or 20 Strand **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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COMPLETE YOUR GROETCHEN PROFIT LINE WITH THIS NEW LEGAL ALL MECHANICAL BILLIARD TABLE

- No Electrical Parts!
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- 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.

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at \$350.00 each
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In Excellent Condition. 1/3 Deposit.
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CITATIONS	289.50
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BOWLING CHAMP	
TELECARD	
STAR SERIES (Like Now)	199.50
SEEBURG 8800, RCES (Cut Down)	89.50
ALL MACHINES CLEAN, READY	FCR
1/3 DEPOSIT, BALANCE C. O.	. D.
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WARREN, OHIO



COIN MACHINES 100





Reconditioned SLOTS Repainted

AT NEW LOW BARGAIN PRICES! Mills 5c, 10c or 25c Blue Fronts. Ea. \$ 79.50 Mills Sc, 10c or 25c Brown Fronts, Ea. ... 79.50 Mills 5c, 10c or 25c Silver Chrome Bells, Mills 5c, 10c or 25c 1947 Black Cherry. Ea. 119.50 Mills Sc, 10c or 25c 1947 Golden Falls, H.L. Ea. 119.50 Mills 5c, 10c or 25c 1948 Jewel Bell. Ea. 159.50 Mills 5c, 10c or 25c 1948 Melon Bells. Ea. 159.50



TWIN GUN GAME

The Billboard

(Continued from page 78) for one or two nickel play as follows: Advance Automatic Sales, San Franone player-one nickel; two playerstwo nickels or two players-one nickel. With two realistic .45-caliber pistols to shoot when two play the patrons simultaneously aim at identical targets, player shooting the fastest getting credit for hitting the target. Pistols are designed to give recoil sensations. Game has two light-up scoreboards which register hits for each player. Scoreboards are adjustable for 15, 30 or 45 shots.

Background is actually a backwoods scene with eight targets (moonshine jugs and moonshiners). Game's Lighting on Silver Bullets is adequate wooden cabinet is chrome trimmed. for any type of location.

NCMDA HOLDS

(Continued from page 78) cisco, was in charge of the conference and listed the aims of the association for the remainder of year in Chicago trade circles. At both events S. L. Neiman, NCMDA public relations director, explained present plans for distribution of association information and gains achieved by the cooperation of all member firms. Both conferences endorsed the executive committee's enlarged scope of activities for 1950 which already had won approval at last month's annual conclave.



November 5, 1949

49

The Billboard

COIN MACHINES

101

EQUIPMENT READY FOR LOCATION 40 Postwar Pre-Flipper Games @ \$12.00 Each FLIPPER GAMES 2 Contacts \$30.00 3 Robin Hood \$35.00 1 Trinidad 30.00 30.00 35.00 35.00 2 Jack & Jill 45.00 45.00 30.00 35.00 4 Humpty Dumpty 35.00 35.00 36.00 35.00 3 Cinderella 40.00 2 Carnival 40.00 2 Major Leagues 25.00 Spinball 30.00 2 Wisconsin 30.00 Summertime 40.00 Virginia 30.00 Summertime 40.00 Monterrey 35.00 2 Cold Mine 35.00 2 Puddin' Head 45.00 2 Cold Mine 25.00 ARCADE EQUIPMENT 2 Chi Coin Hockeys, Ea. \$35.00 Spot Lite \$10.00 3 Gottlieb Crip Scales, Ea. 3.00 Evans Super Bomber 60.00 Daval Skill Thrill 5.00 2 Merchantman Diggers, Ea. 45.00 7 ABT Challengers, Ea. 15.00 Evans Tommy Gun 40.00 Keeney Texas Leaguer 30.00 Watling 1¢ Scale (Large Dial) 10.00 Chi Coin Goalee 75.00 Mutoscope Sky Fighter 65.00 Bowl-a-Game 30.00 6 Exhibit Card Vendors (3 to a 25.00 Bowl-a-Game 50.00 6 Exhibit Card Vendors (3, to a Tumbler 50.00 50.00 band). Ea. 25.00 Pop Up 7.50 Exhibit Foot Ease 35.00 Kicker & Catcher 12.50 2 Groetchen Pikes Peak 50.00 2 Seeburg Guns. Ea. 30.00 5miley 3.50 2 Drivemobiles. Ea. 60.00 Chi Coin Shutfleking 100.00 Love Tester 45.00 2 9' Midget Shutfles, Ea. 50.00 **USED SLOTS** 5¢ Jennings Standards & Tic Tac 10¢ Jennings Standards & Tie Tae Toes. Ea. 25¢ Jennings Standards & Tic Tae 25¢ Jennings Standards & Tic Tae 25¢ Coldon Falls 5¢ Jennings Deluxe 100.00 Prewar Jennings Chiefs, 10¢ Jennings Deluxe 105.00 5¢-10¢-25¢ @ 35.00 CONSOLES MUSIC Mills Throne \$40.00 1 Rock-Ola New Wall Box @\$22.50 Wurlitzer 600R 50.00 4 Seeburg WS-2Z @ 7.50 Rock-Ola Playmaster 75.00 10 Rock-Ola Dial-a-Tune @ 7.50 35 Seeburg D520-1Z @ 5.00 10 Rock-Ola Dial-a-Tune @ 2.00 3 Packard 30 Wire @ 15.00 20 New Solotone Boxes @ 2.50 TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT LEE SALES COMPANY, INC.

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BEST OFFER ACCEPTED ! STEEL ROLL DOWNS
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\$\$ SAVE \$\$ with COVEN
ALL EQUIPMENT IN A-1 SHAPE
CITATIONS, Very Clean \$349.50
GOLD CUPS, F.P. & P.O. Comb. 149.50 GOLD CUPS, F.P 129.50
JOCKEY SPECIAL 99.50
DELUXE DRAW BELLS 199.50 EVANS BANGTAILS, J.P., Late '46
EVANS BANGTAILS, J.P. Very Clean 49.50 EXH. DALE GUN, Like New 119.00
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HOUSE CLEANING CONSOLES (Flippers) ...\$ 19.50 KILROY 14.50 MARDI GRAS . 59.50 2 BALLY BIG TOP, P.O. Es. 24.50 12 JUMBO PARADES, P.O. Es. 39.50 MANHATTAN. 29.50 17.50 1 JUMBO PARADES, F.P. Es. 29.50 14.50 37.50 19.50 2 WATLING BIG GAME, F.P. Es. 29.50 RAMONA 109.50 ROBINHOOD .. 49.50 SHITTE SUNNY 44.50 SCREW BALL. 54.50 MILLS BLACK CHERRYS \$ 69.50 SUMMERTIME. 59.50 MILLS BLUE FRONTS 49.50 TRADE WINDS 49.50 MILLS JEWEL BELLS TOY.50 TRINIDAD 44.50 MILLS VEST POCKETS 34.50 DUMPTY ... 39.50 TELECARD ... 119.50 MILLS Q. T. 42.50 WATLING ROLATOPS 49.30 10 CITATIONS. Ea. \$309.50 5 SPECIAL ENTRY. Ea. 64.50 PACE BANTAM 254 29.50 PACE CHROMES 49.50 S VICTORY SPECIAL. Ea. 39.50 JENNINGS DIXIE BELL 54.50 JENNINGS BRONZE CHIEFS 64.50 JENNINGS SILVER CLUB 59.50 COLUMBIA CHROME 59.50 MILLS CLUB CONSOLE 25/ 99.50 PACE CLUB CONSOLE St 65.00 PACE CLUB CONSOLE 101 75.00 JENNINGS CLUB CONSOLE 104 59.50 MISCELLANEOUS 1 CHICAGO COIN PISTOL 119.50 en. 4 WATLING GUESSER SCALES .. 89.50 ma. 4 ROCKOLA LOBOY SCALES 39.50 ea. 4 UNEEDA CIG. MACH. 15 column. 79.50 ea. 2 NATIONAL 9-A 9 column 69.50 ea.

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64.50



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Exhibit StarLite Exhibit Tallyho Genco Broncho Gottlieb Lucky Star Williams Dynamite	15.00 Unite	d Manhatti	811		20.00
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Immediate Delivery on ALL NEW GAMESI Kindly Include One-Third Deposit in Cash, Cashler's Check, or Money-Order. Always Mention Method of Shipment Preferred.

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GENCO'S "GLIDER" UNITED'S "SHUFFLE ALLEY"

BUY WITH INSURANCE!

We will ship you either or both of the above sensational games on an "insured against loss" basis. If after installed in any average location for a period of 10 days and if you are not amazed at the sensational collections-YOU CAN SEND THE GAME BACK and your money will be REFUNDED IN FULL. MORE THAN THAT-we will pay freight BOTH WAYS! YOU CANNOT LOSE ON THIS OFFER!

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Sc counter size. Enormous earnings, Operator's dream for closed terri- tory. Ideal for a DEAL, Nothing like it to compete with County exclusive on quantity. FIRST ORDER LIMITED TO ONE SAM- PLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND, Sold direct and only to bona fide operators. No literature furnished. Only a week's test will convince. No replies to curiosity seekers, DON'T be SECOND in your terri- tory. \$99.50 1/3 dep., balance C. O. D.
W. E. KEENEY MFG. CO. 5818 WENTWORTH AVE. CHICAGO (21), ILL.
PROTECT YOUR PINBALL MACHINES from "wire artists." The Maste Genie pre- vents your feature last letters and free sames from being shorted out with wires. It also protects your points from dirt and lasts the life of your machine. Put a Magic Genie on each hole, because if the ball lights in the "L" or "R," by touching any light number with wire, it will automatically light a letter and cause losses. \$30.00 each. 30-day money-back guarantee if not 100% satisfactory. O. W. GRAY CO., 2275 Wast- minster Ava., Sait Lake City, Utah.
SEVEN MILLS GOLDEN FALLS Slot Machines, 5c to 50c. Used two weeks Will accept best offer. JESS WORT

Jackson Hole, Wyoming

Wort Hotel

The Billboard

COIN MACHINES 103





THE DIMOUNT

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More Frequent Payouts!

7-Coin Head-7 Plays-

- 7 Players... A Winner Every Time!
- * Fast Play-Profitable Returns-Brilliant Flash and Player Appeall
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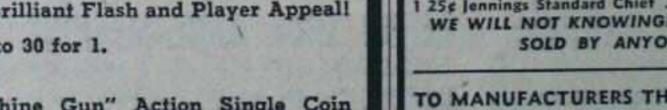
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★ Trouble-Free Mechanism—"Machine Gun" Action Single Coin Payout—All AC Operation—Continuous Belt Coin Conveyor and Many Other Features.

AUTOMATIC AWARD MODELS-REPLAY MODELS CHECK SEPARATOR MODELS-5c or 25c ORDER BANG TAILS FROM YOUR DISTRIBUTOR

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SEE EVANS' CONSTELLATION AD ON PAGE 91



1528 W. Adams St.

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SLAM BANG PRICES WILLIAMSPORT AMUSEMENT COMPANY

WISHES TO ANNOUNCE ITS REMOVAL SALE WITH THAT FAMOUS GUARANTEE THAT EVERY USED GAME MUST LOOK AND WORK LIKE NEW

Look at these smashing prices that can't be matched by anyone.

USED GAMES READY FOR LOCATIONS 1 Bally Carnival \$ 69.50 1 Swanee 109.50 1 Buttons & Bows 144.50 1 Major (49) 139.50 1 Double Shuffle 164.50 1 Chicago Coin Football 174.50 1 Genco Black Gold 149.50	NEW GAMES READY FOR DELIVERY Williams FRESHIE Chicago Coin TAHITI Exhibit TUMBLEWEED Gottlieb KING ARTHUR United SHUFFLE ALLEY Williams QUARTER BACK Bally CLOVER BELLS Genco RIP SNORTER IN STOCK READY FOR DELIVERY
USED MILLS SLOTS_CLEANED_CHECKED READY FOR LOCATION 3 5¢ lewel 3/5 Club \$120.00 3 10¢ lewel 3/5 Club 120.00 3 25¢ lewel 3/5 Club 120.00 1 25¢ Black Cherry, 2/5 85.00 1 25¢ Golden Falls, 2/5 85.00 1 25¢ Jennings Standard Chief 75.00 WE WILL NOT KNOWINGLY BE UNDER SOLD BY ANYONE	WE CARRY A LARGE STOCK OF MILLS MACHINES AND PARTS ALSO BUCKLEY MACHINES AND PARTS ALWAYS IN STOCK USED MUSIC 1946 Sceburgs 425.00 1947 Seeburgs 525.00 1948 Seeburgs 525.00 Wurlitzer 10-15 325.00

TO MANUFACTURERS THAT WE DO NOT REPRESENT NOW, IF YOU WANT REAL 100% COVERAGE IN CENTRAL PENNSYLVANIA, BY CENTRAL PENNSYLVANIA'S LARGEST COIN MACHINE DISTRIBUTOR—CONTACT US AT ONCE. EXCLUSIVE TERRITORIES ONLY.

WATCH FOR THE OPENING DATE OF THE MOST MODERN AND COMPLETE SHOW ROOM IN CENTRAL PENNSYLVANIA WITH THE BEST FACTORY TRAINED PERSONNEL.





323 HEPBURN STREET Phone 2-3326 or 2-1648

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The Billboard

COIN MACHINES 105



100	UIN MAR	HINUS
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TUB DIHOOALA

November 5, 1949

The second se	A
MEN! Concepts	<section-header></section-header>
A RIOT OF THE S-BALL	SLICHTLY USED WILCOX-GAY RECORDIO WITH BASE AND ENVELOPE DISPENSER
	WRITE TODAY FOR ANYTHING YOU NEED IN USED MACHINES! YOU CAN GET IT FROM SOUTHERN AUTOMATIC! Terms: 1/3 Deposit, Balance Order Notify
Jou can'l afford to pass up this	DISTRIBUTORS A.M.I. PHONOGRAPHS-WALL BOXES "The House that Confidence Built"
new winner	SOUTHERN AUTOMATIC
	Established 1923 624 S. Third St., Louisville 2, Ky. 240 Jetterson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind. 228 W. 7th St., Cincinnati 2, Ohio 603 Linden Ave., Dayton 3, Ohio 325 N. Illinois St., Indianapolis 4, Ind.

FLIPPER ACTION See KEENEY'S BAND LEADER PLAY IT! CASH IN ON THIS FASCINATING

5-BALL NOVELTY GAME WITHOUT DELAY 5 KICKOUT HOLES: 4 at top good for 10,000 each; one

at center of field good for 50,000.

4 ACTION BUMPERS count 10,000 each until lit, then

good for 100,000 each. ONE FREE GAME BUMPER when lit good for one free

2 FLIPPERS. 6 ROLL-OVER SWITCHES: 5 good for 10,000 each when lit, one good for 50,000 when lit. TOP SCORE: 9,400,000. It's Fast! Tremendous Appeal!

Write . WIRE . PHONE SEE YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC. 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

Converted from TRIPLE ACTION * FILM CAVALCADE Converted from Manhattan

NASCO'S CAVALCADE OF

- * CLEOPATRA Converted from Tropicana * MADAME BUTTERFLY Converted from
 - Singapore * BEACH CLUB Converted from Lucky Star * CENTERFIELD Converted from Playboy * LARIAT Converted from Nevada * ALOHA Converted from Hawaii

* BAZAAR Converted from Mexico

FEATURING

NASCO conversions are unsurpassed. They are proven HITS and MONEY-MAKERS because they are LOCATION TESTED and LOCATION ACCEPTED. Use any of these NASCO conversions. They put life into dead equipment-maintain the play-and Prove Themselves With Profits Comparable to New Games!

Two Bang Bumpers With New Bumper Caps Power Feather Touch Rebound Counters

Flippers Located at Bot-tom of Board Two Special "When Lit" Side Roll-Overs Multi-Colored Back Glass

Plastic Coated Playing Field Cabinet Repaired and Attractively Repainted New A. B. T. Ace Coin

Chute Legs Refinished New Live Rubber

Three New Score Cards

EG.

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

NATE SCHNELLER, INC.

1427 North Broad St., Philadelphia 22, Pa., STevenson 2-0242

FOR SALE

Crating extra-these machines have been thoroughly reconditioned and painted to look like new. Ready for location. Buy with confidence.

JOY NOVELTY CO., 8635 Linwood Ave., Detroit 6, Mich. Phone: TYlar 4-9460

Chicago Coin's

NEW AND ORIGINAL OLLOS EXTRA BONUS

FEATURE!

The Billboard

Another First! Our Newest 5-Ball Wonder!

NEW BONUS SCORE FOR EACH BALL PLAYED! 2 SUPER GRAND BONUS AT END OF GAME! NEW "SKILL TYPE" **SPOTTER BUMPER!**



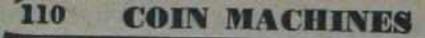




We are receiving daily—telegrams, letters, order blanks, phone calls—the country is wild about the "21" Bell! Not since the days of the old War Eagle has the operator been so enthused about a new Bell machine. "21" Bell is a machine that was the brain child of a well known Bell operator. It wasn't just a shot in the dark. It was the well thought out plan of an operator who made test after test under any and all conditions. It's the most successful new Bell idea fostered in many years. It is proving a huge boon in operation. Order your "21" Bell now. It is a proven success; no trial is necessary. It will go to work for you immediately. "21" is the Bell of the year!

Bell= O= Matic Corporation

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS . 4100 FULLERTON AVENUE, CHICAGO 19, ILLINOIS



The Billboard

November 5, 1949



A COMPETITIVE GAME 2 NICKELS and ONE NICKEL PLAY (ADJUSTABLE 15-30 or 45 SHOTS) ONE PLAYER 1 NICKEL • 2 PLAYERS 2 NICKELS ONE or TWO PLAYERS - 1 NICKEL

23

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21

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER...TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting.

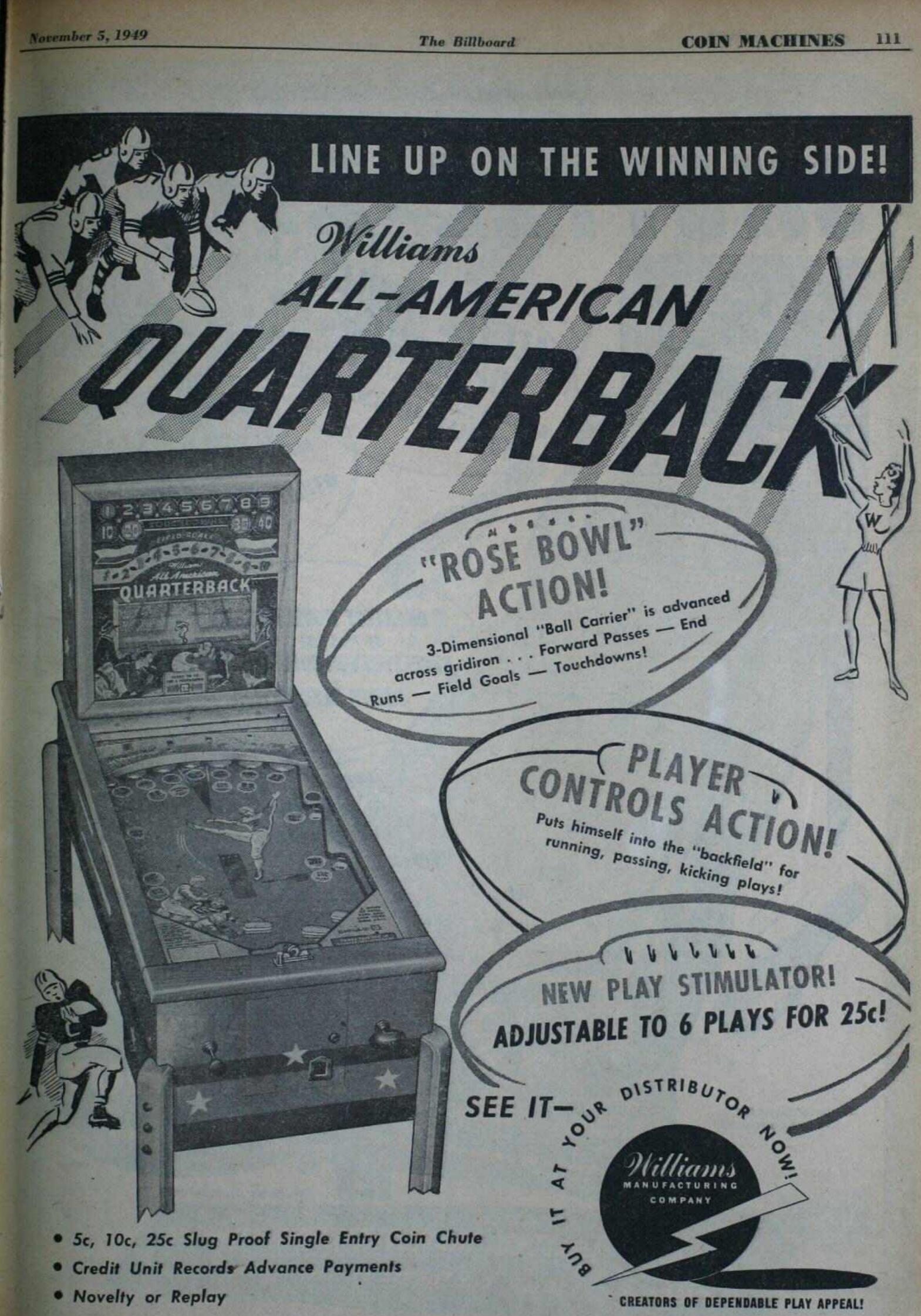
EIGHT TARGETS to AIM AT. MOONSHINE JUGS and MOONSHINERS Has all the exciting thrills in the sport of realistic hunting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

BEAUTIFUL QUIET TONE CABINET — CHROME TRIMMED befitting to any type location. Occupies approximately 4 square feet of floor space. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

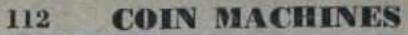


BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for BIG EARNINGS.

EXHIBIT SUPPLY CO. (ESTABLISHED) 4222-38 WEST LAKE STREET CHICAGO - 24, ILL.



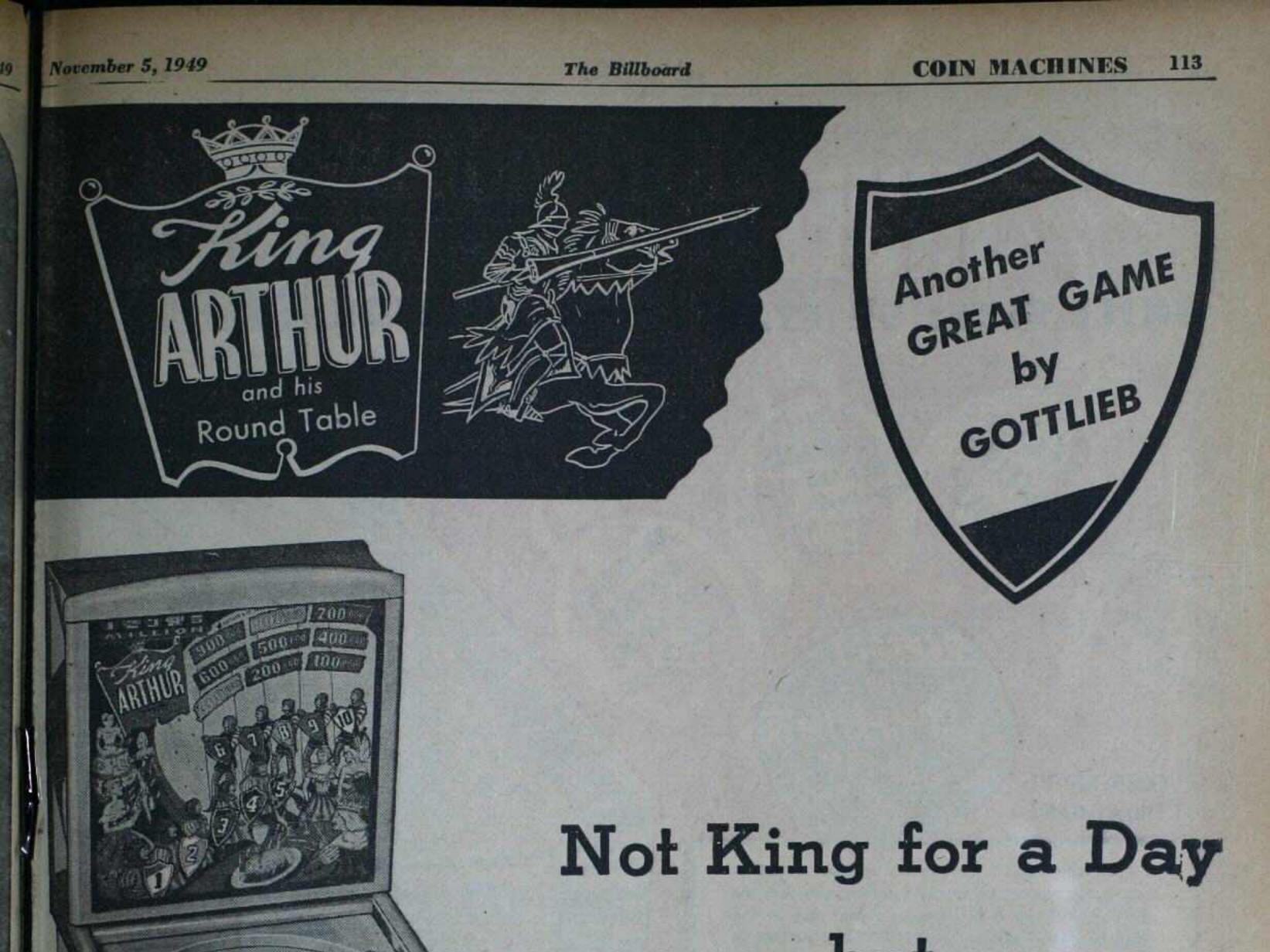
4242 W. FILLMORE ST., CHICAGO 24, ILLINOIS



The Billboard

November 5, 1949







TWENTY-TWO YEARS OF LEADERSHIP!

The Billboard

November 5, 1949



be biggest money-maker in shuffle class. Order today for quick delivery.





THE BIG GAME SEASON IS HERE!

WHEN PROTO-FINI

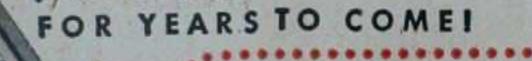
"CARRIES THE BALL" TO WIN

FOR OPERATORS!

It's a smart

SUBSTITUTION

A smart coach always substitutes a good player when another loses ground for his team. Alert operators are likewise able to spot the "weak links" in their location equipment. Like a star halfback—Universal's PHOTO-FINISH is crashing choice locations everywhere-scoring the HIGHEST MONEY WINNINGS in 1-ball history. Want to win? Replace WITH PHOTO-FINISH!



The Best

UNIVERSAL'S Arrow Bell

> REPLACE WITH THIS PROVEN WINNER!

F

TWIN MULTIPLE 54 and 254

COIN HEAD

- ★ "WILD" ARROWS make every symbol wild! * POSITIVE ADVANCING ODDS!
- ★ BIG JUMBO MOTOR-DRIVEN REELS sustain everlasting suspense!

INSTANTLY CONVERTIBLE AUTOMATIC or FREE PLAY

VERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY . Telephone UPtown 8-2345 . CHICAGO 40, ILLINOIS

ite - Wire - Phone See Your iversal Distributor

FREE PLAY

AUTOM

Convertible to

1 or 5 Ball Play.

Each Armor Plated

THE Select o matic

MECHANISM

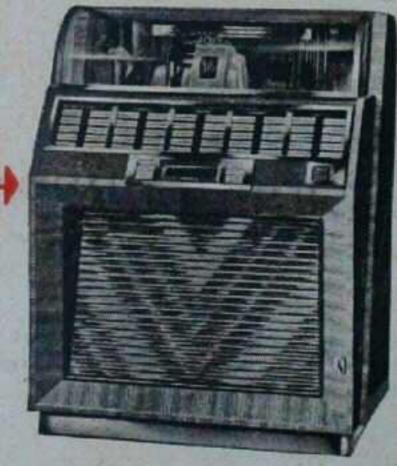
Tried, tested and proved in industrial-commercial music systems before being introduced to the coinoperated field. By any comparison the Select-O-Matic "100" mechanism is the most revolutionary development in the history of the coin-operated music industry.

ONLY SEEBURG OFFERS

THE MUSIC SYSTEM THAT PLAYS IOO SELECTIONS anywhere in the location

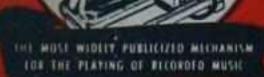
The Select-O-Matic "100". 100 selections-all visible at one time-cataloged under five musical classifications. Plays 10 and 12-inch records-no pre-setting. New sales appeal-magical operation of mechanical "brain" develops unprecedented public interest.

at the phonograph



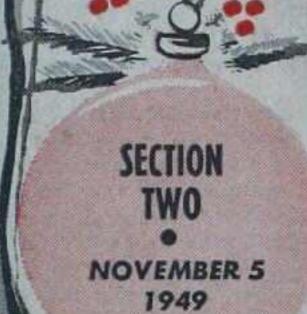
The Wall-O-Matic "100". The most remarkable remote selection system ever developed. 100 selections at the finger tips of the public-cataloged under five musical classifications-visible 20 at a time.

> YOUR SEEBURG DISTRIBUTOR WILL BE GLAD TO TELL YOU HOW SELECT-O-MATIC "100" MUSIC SYSTEMS OFFER GREATER OPPORTUNITY





Billboard Amas Merchandise Special





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"WHAT'S HOT IN XMAS MERCHANDISE"

A Pictorial and Descriptive Presentation of Low-Priced Fast-Selling Items

n

"WHERE TO GET IT" DIRECTORY

Popular Merchandise Alphabetically Listed by Trade Name

CHRISTMAS SALES LOOK BRIGHT

WHAT'S HOT IN CHRISTMAS MERCHANDISE

Fast-selling gift and novelty items for the Christmas trade. For convenience in ordering we have included the names and addresses of firms from which this merchandise may be purchased. We suggest, however, that you check the advertising in the Merchandise Section of The Billboard every week for many other fastselling items.

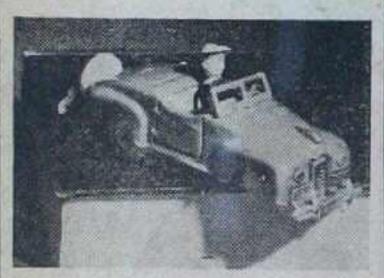
RECONDITIONED WRIST WATCHES

Alle a complete	
1 SOL	6

Genuine wrist watches, precision rebuilt and beautifully refinished. Sweep second hand, radium dial in assorted patterns, highly polished case. Leather strap included. Medium size. \$3.49 in lots 6 or more. Sample order, \$1 extra. Balance C.O.D.

CEL-MAX WHOLESALE JEWELERS 182 S. Main St. Memphis, Tenn.

TRICKY AUTOMOBILE



HOLIDAY PRODUCTS DEPICT PEACEFUL PURSUITS; MERCHANDISERS SEE WAVE OF BUYING TO MATCH 1948 SPENDING

REPORTS filtering thru the nation from the East to the effect that Santa Claus's bulging bag this year will be jam-packed with toys and items depicting peaceful pursuits in keeping with the real Christmas spirit—and in contrast to postwar features like miniature machine guns, soldiers and jet-propelled and atomic energy playthings—have sent users of merchandise and specialty items on an optimistic binge over the forthcoming holiday season. Underlying this optimism, too, is the fact that novelty stores, gift shops, pitchmen, demonstrators, door-to-door workers, bingo and salesboard operators and premium users of all kinds are pointing to recent Census Bureau reports which revealed that independent retailers' sales in September of this year ran 7 per cent higher than August, and were only off 4 per cent from the September, 1948, figures.

See Strike Solution

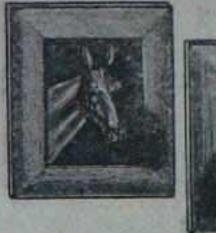
Cognizant of the paralyzing effect the current steel and coal strikes and numerous work stoppages, with their resultant furloughing of many thousands of labor personnel, can have upon the buying habits of a nation, they are confident that these conditions will reach a satisfactory solution in time to permit a pre-holiday spending spree that will aid them greatly in climaxing a fruitful 1949 with holiday results that may even surpass 1948's potent business figures. With material shortages and priority bugaboos practically negligible this year as compared with the war years and subsequent holiday seasons, merchandisers feel that buying items which fit each individual's interest will be much simpler than at any time since the great conflict.

In line with this trend of thinking on the part of merchandisers over the country, preparations are being made for a heavy shopping schedule on the part of the buying public. Merchandisers plan to meet this schedule by presenting almost every item known to the merchandising field, with numerous improvements and innovations over those items which made their appearances on shelves in former years. That all of these items will be in demand is evidenced from advance reports and queries being received daily. At the moment, however, no section of the country seems to favor a special item, altho toys and gift merchandise of all types again are expected to lead the holiday sales parade. It is also admitted that the varied improvements of this year's stock over those of former years will greatly enhance their otherwise potent sales pitches and will make a splendid addition to their already great stock in trade. This year merchandisers are prepared to garner a big share of the brass rings on an outstanding gift-buying holiday merry-go-round.

WHAT'S HOT IN CHRISTMAS MERCHANDISE

Fast-selling gift and novelty items for the Christmas trade. For convenience in ordering we have included the names and addresses of firms from which this merchandise may be purchased. We suggest, however, that you check the advertising in the Merchandise Section of The Billboard every week for many other fastselling items.

HORSE HEAD HANDSOMELY FRAMED





Authentic reproduction of a famous thorobred, highlight bronze finish, beautiful wood frame. Lifelike realism makes for instant appeal and fast profitable sales. Gift boxed. \$2.50 pair or \$1.25 each.

CARMODY PRODUCTS CO. 19 W. 44th St. New York 18, N. Y.



Pitchmen, here is the Hottest Xmas Toy on the market today. Priced for volume sales. Thousands sold this year at Western fairs. Wire, phone, write. \$4.50 dos. less than case lots; \$4 dos. case lots 40 dos. 13'5% deposit, balance C.O.D.

M. WHITEY MONETTE 1013 Mission St. San Francisco 3, Calif.

ITCHY DOG



Hot mechanical item. Imported plastic wind-up toy with key. Individually boxed. A good number for street men! \$30 gr. in case lots (5 gr.); \$33 gr. in split shipments; 50% dep., bal. C.O.D.

HAMMER BROS.' NOVELTY CO. 114 Park Row New York 7, N. Y.



Louis Sobol, famed columnist, says; ". . . If there is a red-blooded man or woman within reading distance who will not confess that every Zito drawing of a dog is worth two volumes of snappy reading ... bet-ter you should be dead." For complete details see ad in this issue. \$36 gr.: \$4 sample

GOULD NOVELTIES, INC. 1657 Broadway New York 19, N. Y.

Favorable Trend

Altho they are not predicting that the dollar volume in the field will soar to new highs, current trends indicate that it will match 1948, which produced a highly lucrative year in the industry. They also are aware of the fact that with all stops pulled on previously limited stocks, this merchandise will contribute to heavy sales volume. Merchandisers also point out that the Christmas sayings clubs soon will release millions of dollars to their members thruout the country, which also should have a marked effect on sales in the holiday spending weeks in the offing. As pointed out above, few headaches will occur over selection of items. Merchandisers have long since learned that numbers which hit the popularity and sales jackpots are those that possess eye appeal and combine practicability with quality. The fact that this year's production will be more varied represents another plum in their already big pie.

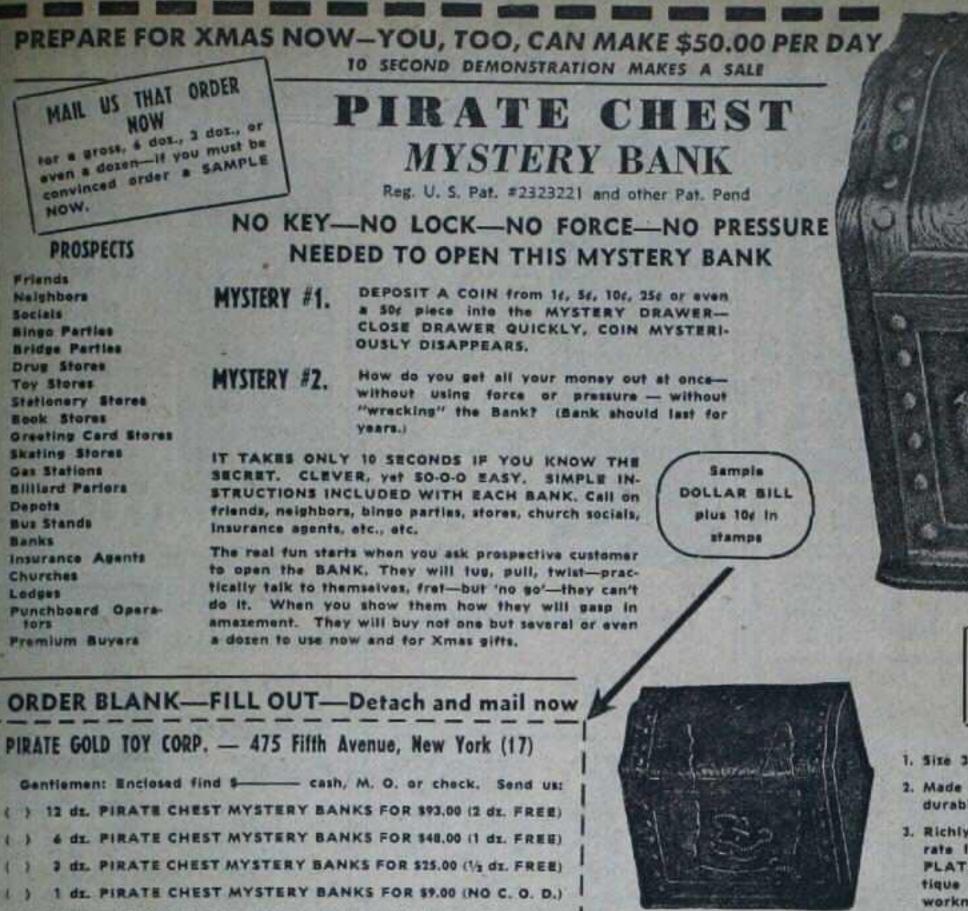
Vanguards of shoppers already on the streets in most cities, towns and hamlets over the country, with nearly two months to go before Christmas arrives, is another harbinger of joy to the smart merchandisers. They are anxiously eying these shopping and buying crowds and soon will reach the period when every day will prove a holiday from a standpoint of big sales. Once the Christmas spirit sets in among the buying public and yuletide bonuses and Christmas club pay-offs begin to make themselves felt in the market places, business should hit the pace of 1948, provided a protracted series of strikes doesn't take too heavy a toll.

Watch 'Em Closely

That crafty operators are closely watching these pages in *The Billboard* each week in the year for items that are readily sold is attested by reports received weekly from various jobbers who, thru ads in these columns, have racked up sock sales figures on varied gift pieces. Radio stations have picked smart items from these pages which they in turn have awarded to contestants on giveaway programs. Other firms report that they have successfully dispensed bales of stock thru agents working fairs and special events after contacting workers thru ads in these columns.

Space does not permit the mentioning of the divers items which are featured in this and other issues of *The Billboard* and sold by merchandisers and made available to them via these advertising columns. They do include, however, such readily dispensed features as radios, clocks, pen and pencil sets, wrist watches, statues, music boxes, stuffed dolls, jewelry, pandas, beadwork, buttons, pennants, flowers and leather goods of all types. Consulting these pages each week for items that are certain to capture the fancy of the American public is habit forming. It behooves the smart operator to acquire the habit!

November 5, 1949



() SEND (1) SAMPLE BANK FOR A DOLLAR BILL Plus 10¢ in stamps (do not anclose all stamps)

Avaid C. D. D. It means delay in filling orders and extra cost. All orders from dozen up sent express collect. (50% deposit on C. O. D.).

Name (PRINT)

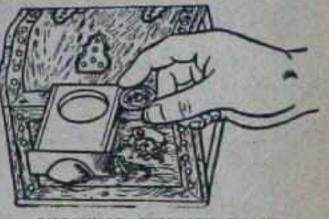
workmanship & detail



YOU CAN EASILY SELL THE PIRATE CHEST MYSTERY BANK AT TWICE YOUR COST

1. Size 3x4x3Va"

- 2. Made entirely of metal, durable and lasting.
- 3. Richly embossed with plrate lore and handsomely PLATED in a statuary antique finish (note f)ne workmanship, see front and rear view of Bank). Makes Ideal sift for boy and girl. Smart bingo and bridge prize. Unique nic nac for desk top, fireplace and radio,



SHOWING MYSTERY BANK WITH MYSTERY DRAWER **OPEN TO RECEIVE COIN**

Address (PRINT)

MONEY BACK ON DEMAND - MONEY BACK ON DEMAND - MONEY BACK ON DEMAND

Drug Stores Toy Stores Stationery Stores Book Stores Skating Stores Gas Stations Billlard Parlors

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POCKET NOVELTIES THAT SELL AT PRICES THAT GIVE YOU A GOOD PROFIT

REAR VIEW

note fine

WIND MACHINE

A brand new PARTY Novelty that will sell fast and give you a large profit. Illustration on outside will sell it. Write for quantity prices which are not available at time of going to press. Better yet, send a buck for sample dozen.

HALF POTTIE KEY CHAINS This is beyond doubt the fastest seller of the day. Doz., \$1.50, 2 Doz. on display card, \$2.50 Gross, \$12.00.

TROUBLES FOLDER A very Hot Folder. Dozen, 35¢. 100, \$2.50; 500, \$10.00. Envelopes, V2¢ each extra. KILROY'S VERSION OF A BUMPER CROP OF

STRANCE FRUIT 18 illustrations. A booklet, not a folder. 100, \$3.50; 500, \$15.00.

HAPPY LANDING FOLDER A Honey of a Folder you can't afford to pass up. 15 for a Dollar. 100 for \$5.50. Env included, ESKY COINS

Both Sides GOOD. Doz., \$1.20. Gross, \$10.00. Large Esky Ash Trays, \$8.00 Doz.

"THIX"

HAIRY-SCARY MEXICAN SPIDER Very large Lifelike Spider, spiral legs, real hair. A fast seller. Dozen, \$1.80; Gross, \$18.00, Order direct from ad. Quick service. Catalog with order.

Doz. \$5.00; Gross, \$48.00.

diff series.

TERMS: Cash in full on orders of lass than \$10.00, 1/4 deposit on larger orders. Prices are F. O. B. Chicago. Mail orders only. We have no show room.

Panty Handies 1.10

Magnetic Mummy 2.25 Magnetic King Tut 3.50 Rubber Razz. Gro. 2.50 Balloons, 3x15. Gro. 1.25

Balloons, 3x15, 010, 250 Balloons, 3x15,, 1.25 Balloons #7,, 1.75 Balloons #7,, 2.25

Balloons =9 3.25

Asst. #1 \$ 5.00 a 100 Asst. #2 7.50 a 100 Asst. #3 10.00 a 100 Asst. #4 15.00 a 100

Party Hats:

536-8 Collins Avenue

RALPH W. LEWIS 1108-B East 42d Place, Chicago, III. The House of 1000 Fast Selling Deposit with order or Jokes, Tricks, Toys, Novelties full amount save C. O. D. TIMELY SELLERS Dot. | COMIC XMAS GIFTS & JOKES

STARLET PHOTOS

TELESCOPE KUTIES

Small Telescope on a Key Chain. Hollywood's best Changeable films. Dozen Telescopes with one view, \$1.50, Gross, \$16.00, Extra

Films, 5 to envelope, Dor. Env., \$2.00. Four

QTvue 12-IN-ONE

Coin-Size Pocket Viewer on Key Chain, turn a click and a new girl appears. This is a honey.

COMIC THEATRE TICKETS

Not new but still a fast seller. Dos. sets of two in env., 50r. Gross, \$2.50.

A JOKES Dor. How To Catch Fish \$1.75 Bride & Groom Info. 1.75 To Deserving One 1.75 Calendar for Ladies 1.10 Real TOILET Water 3.75 Toilet Atomizer, Full 7.20 How To Raise a Dog 4.00 How To Raise a Dog 4.00 How to, Etc., Small 2.00 If's in the Bag for U 2.25 Lipstick Remover 1.75 Big Diamond for Xmas 1.50 Cower the Waterfront 2.40

Send for LIST of Hats, etc. Comic Xmas Cards, Folders, etc.

Miami Beach, Florida





FARMER BOY TRACTOR SALES CO. S04 First National Bank Bidg., Peorla, Illingia

November 5, 1949

BARBARA FRITCHIE CHOCOLATES

Frederick, Md.

Special Xmas Merchandise Supplement . The Billboard . Page 3



DEPT. B-50, 33 UNION SQUARE, NEW YORK 3, N. Y. GRamercy 7-6134 ____





DUTCH DOLL

will pep up your pre-Christmas sales program

Concessionaires, premium users, salesboard operators, wagon jobbers, write today for



November 5, 1949



November 5, 1949

Special Xmas Merchandise Supplement @ The Billboard @ Page 5



Page 6 . Special Xmas Merchandise Supplement . The Billboard

GOLD STAR GIVES YOU Another First!

will fascinate you and captivate the nation! But, more important, she'll create more sales for you . . . quicker . . . than anything you've ever promoted. \$56.00 per dozen. This beautiful, beautiful dancing doll, Individually Boxed. Write for

with MOVABLE HEAD AND ARMS, stands 101/2" high on a 51/2" Swiss Musical Box base (the finest music box made and guaranteed for two years). Wind her up . . . the music begins (many popular and walts tunes available) . . . and she starts her graceful dancing routine. Dancing and music are controlled by "on" and "off" lever.

Here is the hottest doll item to hit

the market in many a moon-a gorgeously dressed, plastic creation (available in twenty different costumes) that

Get you, order in today and make this Christmas a really BIG SALES Christmas for YOU!

1/3 Deposit With Order-Balance C.O.D., F.O.B. Philadelphia, Pa.

Quantity Prices!

Immediate

Delivery!

YOU'LL GET ACTION AND PROFITS GALORE

WITH THIS WONDERFUL, BEAUTIFUL

NUSICAL DANGING DOLL

SAMPLE

506-508 Commerce Street

Philadelphia 6, Pa. Phone: MArket 7-4733



November 5, 1949

Special Xmas Merchandise Supplement . The Billboard . Page 7



possible, when you give exciting, novel, entertaining, amusing Souvenir Novelties, Feature our Inexpensive souvenirs to make your cash register ring extra Profit Dollars. Make your parties real events your customers remember.

GLAMOUR GIRL COCKTAIL STIRRERS

"A Curvacious Hip With Every Sip" Eight personality glamour beauties with as-sorted, entertaining cocktail toasts in back. Inexpensive take-home souvenirs your pa-trons will keep and ask for more.

\$2000.... \$20.00

"MY LUCKY PENNY" **KEY CHAINS**

Carry one and we guarantee you never to be broke. Contains brand new copper U.S. penny inserted in aluminum or goldine good luck horseshoe. Fast 25# souvenir seller.

Aluminum Style **Goldine Bronze Style** \$14.40 gross

\$10.80 gross

4138 SHERIDAN ROAD

Per 1000 \$12.00

Available with your ad in back in 500 lots or more, prices quoted.

Prices guoted in all sizes, styles, with or without advertising.

Headquarters for Advertising Business Stimulators

H. MEINHARDT & CO.

S-T-R-E-T-C-H-I-N-G RUBBER MONEY

The eleverest low cost novelty ever created that stretches your entertainment dollar. Try them once and you will never be without Stretching Dollars to entertain your cus-tomers. Printed in back with your 5-line ad.

500 only \$20.00 1,000 only \$36.00

Prices include printing your ad on back.

HI-SKI NOVELTY BALLOONS

Make your parties a huge success by featuring free balloons. Greatest low cost business stimulator and brings customers back again and again, finest quality, and come in assorted colors.

6 inch Round \$1.80 8 inch round \$3.90 327 Spiral \$4.80 418 Air Ship \$2.80

CHICAGO, ILLINOIS

191/2" High, 1014" Wide, 21" Long. Mounted on strong steel chassis with rubber tired wheels. Choice of Horse, Dog. Goat, Elephant or Donkey. Colors: Brown, Black, Blue, Any Animal with Steerer, \$72 doz.; Sample, \$7; without Steerer, \$60 doz.; Sample, \$6. 25% deposit, balance C.O.D. MERCHANDISE DISTRIBUTING CO. 19 E. 16th St. New York, N. Y.

WHAT'S HOT IN

CHRISTMAS MERCHANDISE

Continued from page 6

PLUSH ANIMAL ON

WHEELS

MINIATURE CHARACTER DOLLS

7" Tall, human hair, stands alone. Beautifully colored costumes, heavy lace trimming. Seven different dolls, 5 color combinations, Individual display box with cellophane protective lining. \$12 dozen (asst'd), 25% deposit, bal-



merchandise opens up new markets for jobbers or distributors on an exclusive basis. Constant picture changes keep the line fresh from week to week. ART STUDIES, CHRISTMAS SCENES, EN-TERTAINMENT CELEBRITIES. BIRTHDAY, CONVALESCENCE and ANNIVERSARY GREETINGS. BIRTH ANNOUNCEMENTS, RE-LIGIOUS VIEWS, SCENIC. EASTER, VALENTINE. Also MANY OTHER NOVELTIES are included in this fast selling line. ALSO 212 Ansco color slides of the complete line. For samples, prices and information write























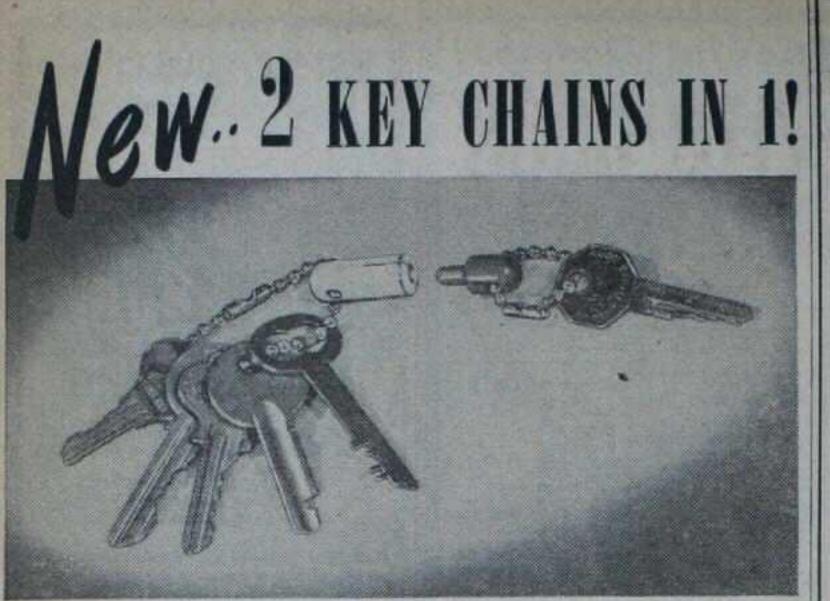


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November 5, 1949

Special Xmas Merchandise Supplement . The Billboard . Page 13



SNAPS APART INSTANTLY. IGNITION KEY ON ONE END ... TRUNK AND HOUSE KEYS ON THE OTHER!-

/ ERE'S a NEW fast seller . . a NEW profit maker! Now car 77 owners need no longer turn off ignition to open house or garage door. Only ignition key needs remain with car in parking lot. You can separate one batch of keys from the other instantly. Here's a double purpose Key Chain-revolutionary-different-new! SELLS ON SIGHT! A quality product-precision made by Santay for long dependable service. Order through your jobber or write us today!

ORDER NOW! - INDIVIDUALLY CARDED OR 12 TO EASEL-BACK DISPLAY!

SANTAY CORPORATION 351-359 NORTH CRAWFORD AVE. & CHICAGO 24, ILLINOIS

TOM



New Socko Sensation! "PERSONALIZED" CHRISTMAS STOCKINGS

All you need is a hot iron and you're in business for profit.

Cash in on the Ole Sock with the New Twist. Everybody wants a Sock from Santa with his own name on it. No machinery needed for putting on name transfer-Just a hot iron presses name on in a jiffy at point-of-sale. Profit-promoter for any traffic spot in dept., chain, drug r variety stores.

Red Duvetyne Stocking with White Cuff.

· 22" from toe to top-51/2" wide.

· Ample holding capacity.

· Hangs from Sturdy Tab.

· \$3.00 a dozen-25% Deposit-Balance C. O. D.

FREE Complete asst. of 5,000 boys' and girls' names furnished FREE with minimum order of 5 GROSS, Name prints in Green.

Suggested Retail 79c-when we say profit, WE MEAN IT!

Write, wire or phone-send 50c for sample

JAYSID MFG. & DISTG. CO., Inc. 403 Greenwich St., N. Y. C. 13 . Worth 2-7730



AIVIELA
Sensational new
laugh item. Put
both together
and watch the
result. Miniature
bfonze statues
finely made,
ornamental fin-
ish. Sample doz-
en available to
all our cus-
tomers, \$9 per
dozen pair. Usual
terms.



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K-A-BOO PHOTO KEY CHAIN, New	L
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Prices Per Daten	ł
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more Crystal Radio 6.00	I.
ree Lighters, Boxed 4.00	ł
ree Pens, Boxed 4.00	l
ce Pen Set, Boxed 9.00	
et Finn Hunt Knife 10.80	I
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ty, Midget, Buckaroo & Fish	ł
tives, Carded 4.00	ł
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o Windproof Lighters 21.60	
ling Pin or Beer Bottle	
ghters, Carded 3.00	l
or Flasks, Metal 24.00	ł
or Flasks, Leather 9.00	E
Holster Set, Leather 18.00	
Saxophone, Imported 12.00	
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ators, Large Size 3.00	Ľ
ette Game (Pocket) 3.00	ŀ
ble Reed Harmonicas 9.00	P
matic Harmonicas (Honer) 132.00	Ľ
ire Novelty Ash, Metal, Man	
Lady 6.00	I.
All-Leather Wallets, 4 Colors, pney-Back Guarantee	Ľ
ce Carving Set 15.00	L
ce Carving Set 21.00	
c Photo Horse Game or	
C Tease 7.20	
Prices Per Gross	L
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Cigarette Holders 7.20	h
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cing Bird, Best 18.00	L
of Hollywood 10.80	E
Mottled Balloons 7.00	L
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Cowboy Balloon Legs 15.00	
Point Pens 14.40	
oss Exploding Matches	
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ross Roll Caps	
0 Herkimer Miniature Air-	
ine Motor (Each) 10.00	
et Alarm Watch (Each) 8.50	
ece Cutlery Set (Each) 6.00	
rted Costume Jewelry in Iton Box	



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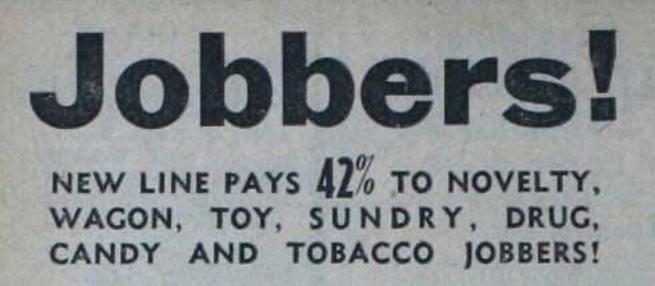


fastest selling Xmas cards pub-America! Our special Display

SAMPLE and details STATE

NOTHING SPECIAL!!! TOP NAT'L ADVERTISED WATCHES





JUST RELEASED FOR THE MARKET! New line of sales TESTED, sales PROVED children's items with national appeal. Pays jobbers 42%, pays retailer 97%. Comes on 4 color easeled card, protected with Kimpak, individually boxed and master cartoned for fast, easy handling. Attracts sales to children as well as parents, whether hung on wall or placed on counter. Jobbers wanted in the following States:

- Open Territories -

California — Oregon — Washington — Nevada — Colorado — Wyoming — Montana — North Dakota — South Dakota — Alabama — Mississippi — Louisiana — Georgia — Florida — North Carolina — Tennessee — Kentucky — Virginia — West Virginia — Massachusetts — Connecticut — Rhode Island — Vermont — Maine — New Hampshire — Wisconsin.

Partial Territories Open - Texas - Kansas - Nebraska - Iowa - Maryland.

Get in the Christmas market with these year 'round sellers! Write today for full color literature with complete information and price lists. Please state the coverage you can give.

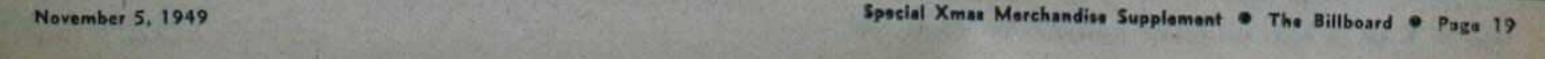
W. G. SIMPSON CO. (Rated in Dun & Bradstreet) 2351 E. VAN BUREN, PHOENIX, ARIZONA





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Special Xmas Merchandise Supplement
The Billboard









5.70 Two dozen	
ution	\$15.40





Page 20
Special Xmas Merchandise Supplement
The Billboard

Nevember 5, 1949



are you



FOLLOWING THRU?

DISPLAY ADVERTISEMENTS

featuring

Merchandise of All Types in This Special Xmas Merchandise Supplement

These ads will produce immediate orders and many inquiries. Some will pay out on immediate orders. Others will pay out over a period of weeks. . . . BUT to insure the maximum results the experienced and aggressive advertiser will follow thru with additional insertions in The Billboard.

Readers of The Billboard will need Xmas Merchandise until the very last day. Only thru weekly advertising in The Billboard can you keep the orders coming in day after day.

Here's Another Result-Producing Special Issue

Billboard Annual OUTDOOR REVIEW

CONVENTION ISSUE

featuring the CAVALCADE OF FAIRS

Distributed MONDAY, NOVEMBER 21 (A full month before Christmas)

Last Form Closes NOVEMBER 16 (Just 2 weeks from Wednesday)

Mail, Wire or Phone instructions to repeat your ad in the November 26 issue of The Billboard . . . or prepare an entirely different ad for that issue.

RUSH IT TODAY TO

THE BILLBOARD PUBLISHING COMPANY

188 W. Randolph St. CHICAGO 1, ILL.

6000 Sunset Blvd. HOLLYWOOD 28, CALIF. 1564 Broadway NEW YORK 1, N. Y.

390 Arcade Bidg. ST. LOUIS 1, MO. 2160 Patterson St. CINCINNATI 22, OHIO

DETROIT 1, MICH.





the Fishermen's Favorites

inherman Scotty's Assortnent: 10D Yds. Blackoreno ine, Chain Stringer, 3 ationally known Plugs, fastic Bobber, Lucky Lady V/Asstd. Flies, Colorado pinner, Package Hooks, ishing Book, Cello-wrapped itt Box. As above illusneted.



Another Scotty Assortment: 20 Yd. Gut Leader, Ind. and Colorado Spoons, 3 Plugs and Spinners, Lucky Lady and Asstd. Flies, Plastic Bobber, Stringer and Hooks, Fishing Book.

Only

\$5.25

Each

Beautiful Tackle Box

Nig 20-Inch Metal Box; Reel, Lines, Hooks, Plugs, Leaders, Fliss, Lucky Lady and Fishing Book, Trade-winning, \$6.15 popular items.







For Novelty Shops, Gift Shops, Canvassers, Pitchman, Premiums, Etc.



Money-back guarantee if not satisfied. 25% deposit, balance C.O.D. plus postage. We pay postage on full prepayment of order. Immediate shipment. Order now-Avoid Delay:

START 1950 WITH THE HOTTEST ITEM OUTI

Be the First in Your Territory to Handle this Fast-Selling Number!

Flastic plane that flies at end of flaxible wire which is twirled overhead. Propeller spins and simulates roar of the plane motor. Assorted color combinations. These are fast-selling demonstrators' items. Retail at 29c. One-half gross to shipment.









C	And and an other statements of the statement of the state	
	STREETMEN SPECIALS FOR CHRISTMAS	
The second		
Itchy Meet Large Small Craw	aing Scottie, Gr. \$36.0 Dog. Cr. 36.0 hanical Auto, Gr. 21.0 a Crawling Babies, Gr. 60.0 I Crawling Babies, Gr. 36.0 ling Turtle, Gr. 30.0 ing Couple, Gr. 39.0	00000
Infla	SPECIAL table 10" Footballs. Cr \$21.0	0
=9 K Worl	BALLOONS Kat, Santa Print. Gr	0

Nosey Mouse Balloons, Gr. 8.00 (Nose & Ears Inflate) WINNERS

#15 New Look Kat. Gr. 7.25

Multi Color Serp. Balloons. Gr. 8.00

Fur Dressed Plastic Santas on Climbing Santas on Steel Pole, with Bell. Gr. 21.00

- PLEASE NOTE:-We try to keep all items always in stock. However, some of these numbers are in such great demand that we sell out temporarily. A deposit will assure early delivery of your order.

1/3 deposit required on orders.

SCHATTUR NOVELTY CO.

WHERE TO GET IT DIRECTORY

An alphabetical index, by products, giving Christmas and year 'round fastselling items. For convenience in ordering we have included the names and addresses of firms from which this merchandise may be purchased. We suggest, however, that you check the advertising in the Merchandise Section of The Billboard every week for many other fast-selling items.

ACCRO WATCHES

Berg Sales Dist. Co., 309 Hennepin Ave., Minneapolls.

ACTION HULA LAMP S. R. Canterman, 1115 Oglethorpe St., Pittsburgh 1.

AIR GUNS, CARNIVAL Parris-Dunn, Clarinda, Ia.

ALL PLUSH JOCKEY GIRL DOLL Golden Novelty Co., 1547 N. Fairfield Ave., Chicago 22.

ALLIGATORS, RUBBER Parinian Art Froducts, 141 Fulton St., New York 7.

ANIMATED ELECTRIC CLOCK, MISS MAJORETTE Gold Star Distributing Co., 506-508 Commerce St., Philadelphia.

ART MODEL PHOTO KNIFE Rohde-Spencer Co., 223-225 W. Madison St., Chicago 6.

ART PHOTOS Border Novelty Co., 5 W. Jefferson Ave., Detroit 26.

AUCTIONEERS' ITEMS L. Thaler & Co., Inc., 141 Fifth Ave., New York 10.

AUTO GAS SAVING NEEDLES Narco, Hox 3097, Los Angeles 48.

BABY KAY DOLL Rojac Novelty Co., 33 Union Square, Dept. B-50, New York 2.

BACHELOR'S BATH MAT Bachelor's Bath Mat Co., P.O. Box 3097, Los Angeles 48.

BADGES Charles Shear, 150 Park Row, New York 7. BALL GUM

Barker Brands, Inc., Sea Bright, N. J. BALL PENS

O. Faust Co., 223 N. 8th St., Philadelphia 6. BASEBALL NOVELTIES R. Worton Novelties, 900-902 Gerard Ave.,

New York 52. BEADED BELTS

CAMERAS-REFLEX

Surplus Trading Co., Inc., 128 N. Third St., Philadelphia d.

CAMRA-LITER Golden Gate Merchandise Co., 830 Market St., San Francisco 2.

CANDY Barbara Fritchie Chocolates, Frederick, Md.

CANNON, TOY Silver Flame Sales, Inc., 12870 Woodward Ave., Detroit 11.

CARDED MDSE. Fan Blade Co., 32 Green St., Newark, N. J.

CARMEN EXPANSION SETS Jack Roseman Co., 307 Flith Avenue, New York 16.

CARNIVAL AIR GUNS Parris-Dunn, Clarinda, Ia.

CARNIVAL NOVELTIES Gordon Novelty Co., 933 Broadway, New York 10.

CARNIVAL SUPPLIES Amusement Industries, Box 2, Dayton 1, O. Midwest Merchandise Co., 1006 Broadway, Eansas City, Mo.

CHANNEL WALLETS M. Fox, 209 Ave, F. Brooklyn 18.

CHARACTER DOLLS Doll's Paradise, 2412 Jerome Ave., New York 53 Sigfrido Doll Mig. Co., 309 Fifth Ave., New York 16.

CHARM BRACELETS Dexter Engraving Jewelry Co., 191 South St., Providence J. R. I. Direct Mig. Co., P.O. Box 632, Pawtucket, R. I.

CHENILLE SANTA CLAUS CORSAGE Heck & Son, 8 W. 36th St., Reading, Pa. CHILDREN'S ITEMS

W. G. Simpson Co., 2351 E. Van Buren, Phoenix, Ariz.

CHINESE FIRECRACKERS Hurst-Jones Fireworks, Center Tex. Standard Specialty Co., Oosthurg, Wis.



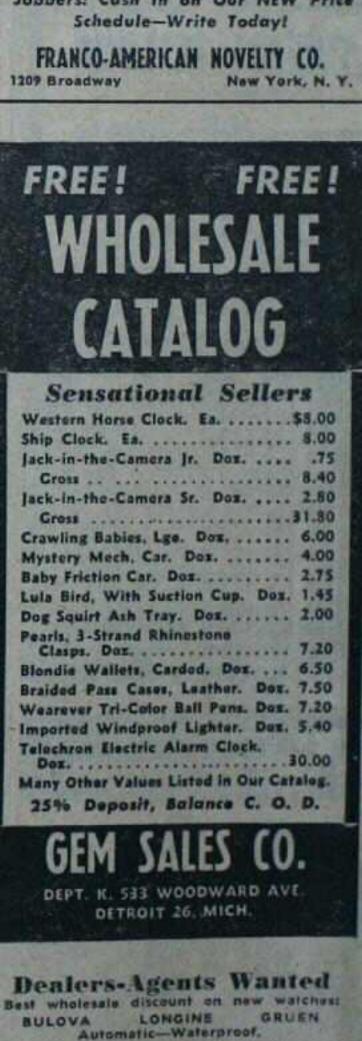
Jobbers: Cash in on Our NEW Price



KENDEX COMPANY BABYLON, 27, M.Y.

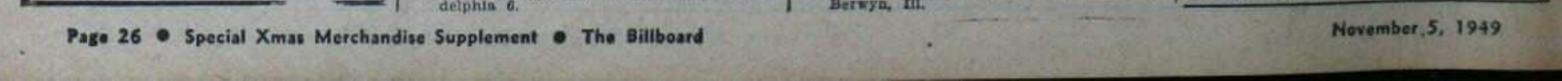
Thunderbird Products, 2122 Lincoln Ave., CHOCOLATES Chicago 14. BEAR BANK LIGHT Super Sales Co., 25 East 17th St., New York 3. BEDROOM UTILITY LICHT Super Sales Co., 25 East 17th St., New York BEDSPREADS Beauti-Craft Chenilles, Inc., Rome, Ga. 'BERT THE SQUIRT'' FROG Satisfactory Sales Co., 1036 South LaBrea Ave., Los Angeles 35. BEVERAGE MINIATURES Bill's Specialty Mfg. Co., 433 N. Second St., Milwaukee 3. BIG AND LITTLE MISS MAJORETTE DOLLS Gold Star Distributing Co., 505-508 Commerce St., Philadelphia. BINGO SUPPLIES John A. Roberts & Co., Inc., 817-823 Broadway, Newark 4, N. J. Amusement Industries, Box 2, Dayton, O. Midwest Merchandlae Co., 1006 Broadway, Kansas City, Mo. BIRD CALL (ENGLISH MADE) M. Whitey Monette, 1013 Mission St., San Francisco 3. BONITA MOCCASINS Groesbeeck Leather Co., 506 San Francisco St., El Paso, Tex. BOOKLET ON COLLECTIONS T. J .Surface, Pres., Dept. 303-K, Roanoke 13, Va. BOOT CIGARETTE LIGHTER Golden Gate Merchandise Co., 830 Market St., San Francisco 2. BOUNCING BIRD Bristow's Firewoorks, Box 403, Dept. 11, Owenshoro, Ky, Steinberg & Co., 105 W. Ninth, Kansas City, Mo. BRACELETS Saul De Saretz, 286 Fifth Ave., New York 1. Star Import Novelty Co., 535 Eighth Ave., New York 18. BRIDE & NUN DOLLS Doll's Paradise, 2412 Jerome Ave., New York 53. BRODI "15" PUZZLE Harrison-Herbert Products Co., 192 N. Clark St., Chicago 1. BUBBLE GUM PHONE Barker Brands Inc., Sea Bright, N. J. BULB SQUIRT RINGS Tee Jay Novelty Co., 413 E. Montgomery Ave., No. Wales, Pa. **BULOVA WATCHES** Berg Sales Dist. Co., 309 Hennepin Ave., Minneapolis. "BUST WITH HUMOR" Novel Art Picture Co., 1140 Broadway, New York I. CAMED EARRINGS & NECKLACES Superior Jewelry Co., 740 Samson St., Phila-

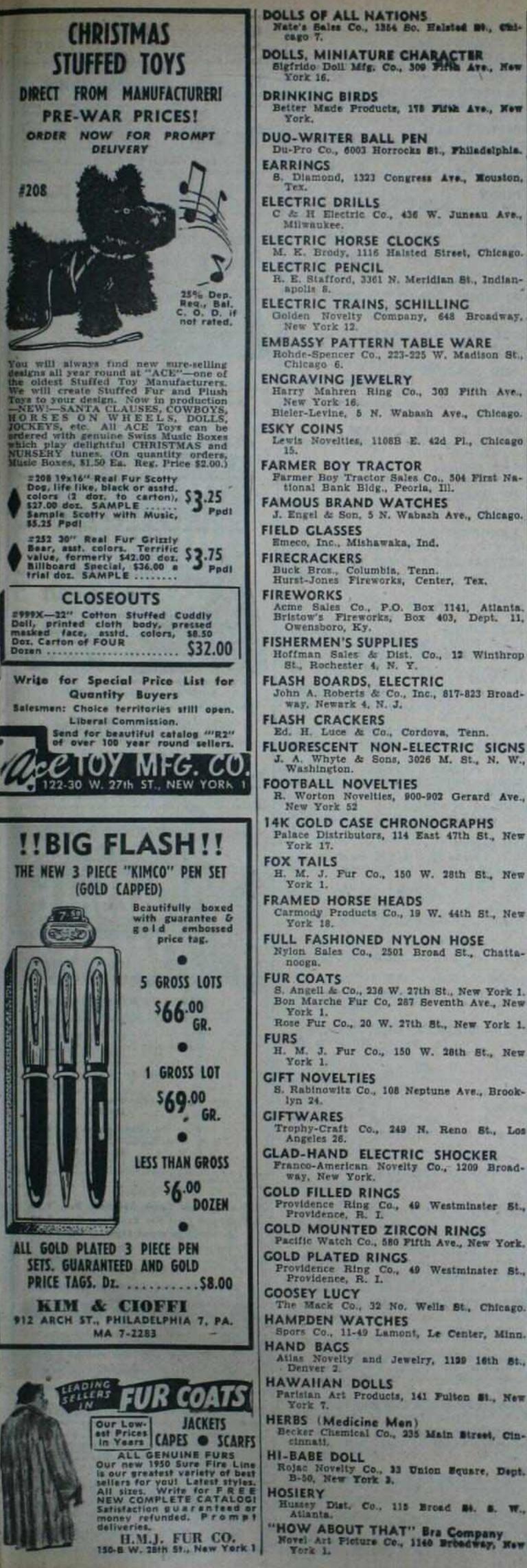
Barbara Fritchie Chocolates, Frederick, Md. CHRISTMAS DECORATIONS Kipp Bros., 240 S. Meridian, Indianapolis. Levine Bros., Terre Haute, Ind. CHRISTMAS TOYS Harry Kelner & Son, 50 Bowery, New York 13. CHRONOGRAPH WRIST WATCHES Dunhall Imports Co., 101 Cedar St., New York 6. Palace Distributors, 114 East 47th St., New York 17. Saro Watch, 1674 Broadway, New York 19, Edward A. Waldman Co., 55 W. 42d St., New York 18, CLOCKS Gem Sales Co., 533 Woodward, Detroit 26. CLOCKS, HORSE & NOVELTY Cuttler & Company, Inc., 928 Broadway, New York 10 COATS, FUR Rose Fur Co., 20 W. 27th St., New York 1. 'COLLECT AND GROW RICH" BOOK-LET T. J. Surface, Pres., Dept. 303-K, Roanoke 13, Va. COMB, PEN & CIGARETTE LIGHTER Du-Pro Co., 6003 Horrocks St., Philadelphia. COMIC GREETING CARDS Lewis Noveltles, 1108B E. 42d Pl., Chicago 15. Novo Products, 1757 N. Park Ave., Chicago 14. COSTUME JEWELRY Sher-Lee, 4707 Sheridan Ave., Chicago 40. Bieler-Levine, 5 N. Wabash Ave., Chicago. CRAVATS Empire Cravats, 648 Broadway, New York 12. Philip's Neckwear, 20 West 22d St., New York. CRAWLING BABIES Schattur Novelty Co., 143 Park Row, New York 7. CREW HATS Harris Novelty Co., 1102 Arch Bt., Philadelphia 7. Kim & Cioffi, 912 Arch St., Philadelphis T. DAILY DOUBLE PHOTO HANDICAP GAME Kristen-Browne, Inc., 551 Fifth Ave., New York 17. DANGLING SANTA CLAUS Kaye Novelty Co., Inc., 377 Hudson Ave., Brooklyn L. BULOVA DANGLE EARRINGS S. Diamond, 1323 Congress Ave., Houston, Tex. DESK WATCH Midwest Premium Service, 244 Plaza Hall Bidg., Kansas City 2, Mo. DOG CLOCK S. R. Canterman, 1115 Oglethorpe St., Pittaburgh 1. DOLLS Phyllen Distributors, 1426 S. Ciarence, 2501-2503 Broad St. Berwyn, Ill.



Also nationally advertised Silverware, Ronton Lighters (all models), Parker Pen Sets and Elain American Compacts, BOX 410, Billboard, 1564 Broadway, N. Y. C. 1

FULL FASHIONED NYLON HOSE S1-54 Gauge Packed 3 Pairs to bus New Fait and Winter Stades. Standard Sizes Our #1s, 86.50 dos : #2s, #2.50 doz.; #3s, \$1.50 doz. Sample order consisting of 3 Pair #3s, 3 Prir #2s, 12 Pair #3s, \$4.00. Full satisfaction guaranteed. NYLON SALES CO. 2501-2503 Broad SI. Chattanoogs, Tenn.





IDENTIFICATION BRACELETS DOLLS OF ALL NATIONS Pritt Novelty Co., Inc., 12 W. 17th St. New Nate's Sales Co., 1856 Bo. Halsted Bb., Chi-York 1. Samson Novelty Co., 30-32 Rest Soth St., DOLLS, MINIATURE CHARACTER New York J. Sigfrido Doll Mfg. Co., 309 Fifth Ave., New IDENTS, ALUMINUM Sloan Jewelry Co., 41 Fulton St., New York 7. Better Made Products, 178 Firsh Ave., New IDENTS, PLATED Bloan Jewelry Co., 41 Fulton St., New York 7. IDENT. MASTER BRACELET The Salpro Company, 3834 W. Arthington Du-Pro Co., 6003 Horrocks St., Philadelphis. St., Chicago 24. S. Diamond, 1323 Congress Ave., Mousion, IMPORTED CELLULOID FLOWERS Frank Gallo, 1429 Locust St., St. Louis J. INDIAN DOLLS C & H Electric Co., 436 W. Juneau Ave., Thunderbird Products, 2122 N. Lincoin Ave., Chicago 14. ELECTRIC HORSE CLOCKS INFLATABLE PLASTIC TOYS M. K. Brody, 1116 Halsted Street, Chicago. David Rodes Co., Dept. L, 225 W. 34th St., New York 1. R. E. Stafford, 3361 N. Meridian St., Indian-INSTRUCTIONS, WIREWORK Lee Brandywyne, P. O. Box 87, Brocklyn 14. ELECTRIC TRAINS, SCHILLING Golden Novelty Company, 648 Broadway, ITCHY DOGS Schattur Novelty Co. 142 Park Row, New EMBASSY PATTERN TABLE WARE York 7. Rohde-Spencer Co., 223-225 W. Madison St., ACKETS, FUR S. Angell & Co., 236 W. 27th St., New York 1. Harry Mahren Ring Co., 303 Fifth Ave., JAPANESE MERCHANDISE L. Thaler & Co., Inc., 141 Fifth Ave., New Bieler-Levine, 5 N. Wabash Ave., Chicago. York 10. IEWELRY Lewis Novelties, 1108B E. 42d Pl., Chicago National Distributing Co., 416 Calumet Bldg., Miami. United Jewelry Co., Dept. 388, Wheeling, Parmer Boy Tractor Sales Co., 504 First Na-W. Va. tional Bank Bidg., Peoria, Ill. **JEWELRY GIFT BOXES** FAMOUS BRAND WATCHES Sterling Jewelers, 44 E. Long St., Columbus J. Engel & Son, 5 N. Wabash Ave., Chicago. 15, 0, JEWELRY, PLEXICLAS Emeco, Inc., Mishawaka, Ind. Royal Creations, 1133 Broadway, New York 10. Buck Bros., Columbia, Tenn. Hurst-Jones Fireworks, Center, Tex. JOBBERS' ITEMS W. G. Simpson Co., 2351 E. Van Buren, Phoenix, Ariz, Acme Sales Co., P.O. Box 1141, Atlanta. Bristow's Fireworks, Box 403, Dept. 11, **JOKES & TRICKS** Joker Novelties, 926 Broadway, New York 10. D. Robbins & Co., 131-B W. 42d St., New Hoffman Sales & Dist. Co., 12 Winthrop York 18. St., Rochester 4, N. Y. IOKERS NOVELTIES FLASH BOARDS, ELECTRIC Trix, 536-8 Collins Ave., Miami Beach, Fia. John A. Roberts & Co., Inc., 817-823 Broad-JUMBO PLUSH DOLLS way, Newark 4, N. J. Jerry Gottlieb, Inc., P. O. Box 356, Asbury Park, N J. Ed. H. Luce & Co., Cordova, Tenn. JUNGLE LIGHT LAMP FLUORESCENT NON-ELECTRIC SIGNS Tasson-Steiner Mfg. Co., 419 Mickle St., J. A. Whyte & Sons, 3026 M. St., N. W.,

10.

KWIKI-PI



LAYMON'S ASPIRIN GLAD-HAND ELECTRIC SHOCKER World's Products Co., Spencer, Ind. Franco-American Novelty Co., 1209 Broad-"LIFEWEAR" 3-PC. PEN SET Tempo Pen Mfg. Co., 21 W. 19th St., New GOLD FILLED RINGS York 11. Providence Ring Co., 49 Westminster St., "LI'L LIZZIE" Satinfactory Sales Co., 1036 South La Brea GOLD MOUNTED ZIRCON RINGS Ave., Los Angeles 35. Pacific Watch Co., 580 Fifth Ave., New York. LITTLE SQUIRT SIPHON BOTTLE TOP GOLD PLATED RINGS St. Pierre's Hollywood Magic Co., 6268 Holly-Providence Ring Co., 49 Westminater St., wood Blvd., Hollywood 28. LIVING PICTURES Robert N. Rosen, 907 Broadway, New York. The Mack Co., 32 No. Wells St., Chicago. LONG TOM CANNON HAMPDEN WATCHES Silver Flame Sales, Inc., 12870 Woodward Spors Co., 11-49 Lamont, Le Center, Minn. Ave., Detroit 3. LOWILL WATCHES Louis Perloff, 737 Walnut St., Philadelphia \$1.00 sellers direct from manufacturer. Atlas Novelty and Jewelry, 1139 16th St., only \$7.20 per doz, your cash profit \$4.80 per dor. Regular \$1,50 and up values. New designs, LUCKY PIN-UP BIRD Parisian Art Products, 141 Fulton #1., New manship. 100% wool interlining Money-making opportunity supreme. Act now! PHILIP'S NECKWEAR, 20 W. 22nd St., Dept. B-104, New York 10, N. Y. Premier Products Co., 124 Stuyvesant Ave., Brooklyn 21. HERBS (Medicine Men) LUX PENDULUM CLOCKS Becker Chemical Co., 235 Main Street, Cin-Eagle Sales Co., 232 S. Market St., Chicago MAGIC NOVELTIES Rojac Novelty Co., 33 Union Equare, Dept. St. Pierre's Hollywood Magic Co., 6268 Hollywood Blyd, Hollywood 28. MAGIC PHOTO DICE Hussey Dist. Co., 115 Broad Bt. S. W., Eristen-Browne, Inc., 551 Fifth Ave., New York 17. "HOW ABOUT THAT" Bra Company Novel Art Picture Co., 1140 Broadway, New MAGIC TRICKS 103 Degraw St. Brooklyn 2, N. Y. Dan Car Novelty Co., 402 Broad St., Newark 2, N. J. November 5, 1949 Special Xmas Merchandles Supplement . The Billboard . Page 27



MAGNETIC FIGURINES Pritt Novelty Co., Inc., 12 W. 37th St., New York 1. MANI-COMB Pyramid Sales, 2343 Scarff St., Los Angeles. MECHANICAL CRAWLING BABY Acms Novelty Co., 713 South Los Angeles St., Los Angeles 14. MECHANICAL DANCING COUPLE Acme Novelty Company, 712 South Los Angeles St., Los Angeles 14. MECHANICAL TOYS Levine Bros., Terre Haute, Ind. Harry Kelner & Son., 50 Bowery, New York 13, MEDICINES (Medicine Men) Becker Chemical Co., 235 Main St., Cincinnati. Celtonsa Medicine Co., 1016 Central Ave., Cincinnati 2. General Products Laboratories, 137 Boring St., Columbus 15, O. MEN'S HEAVY IDENTS A. Leonard Co., 51 Bassett, St., Providence 3, R. L. MEN'S WRIST WATCHES Joseph Bros., 59 K. Madison St., Chicago J. Midwest Watch Co., 5 S. Wabash Ave., Chicago 3. MERRY CHRISTMAS BALLOONS The Oak Rubber Co., Ravenna, O. METAL HORSES M. K. Brody, 1116 S. Halsted Street, Chicago. Nate's Sales Co., 1354 S. Halated St., Chi-Cago. Crystal Craft, Inc., 34 Exchange Place, Jersey City 2, N. J. METAL STAMPERS Bart Mfg. Co., 303 Degraw St., Brooklyn 1, MEXICAN NECKLACE & BRACELET E. E. Lowrey, 1607 Wadsworth Ave., Lakewood, Colo, MIGHTY MIDGET CAMERA Falco Novelty & Import Co., 2906 Los Felis Blvd., Los Angeles 26. MINIATURE BOTTLES Bill's Specialty Mfg. Co., 433 N. 2d Bt., Milwaukee 3. MISS '49er LAMP Trophy-Craft Co., 249 N. Reno St., Los Angeles 26. 'MISS TELEVISION" Universal Novelty Co., 7904 Santa Monica Blvd., Los Angeles 48. MODEL PHOTOGRAPHS Perry Klempner, 75 Henry St., Brooklyn 2. MONKEY-IN-HOUSE Better Made Products, 175 Fifth Ave., New York. MOUNTIE CAP PISTOL Standard Specialty Co., Oostburg, Wis. MOUSE, WONDER Emil Seibold, 97-36 63d Drive, Rego Park, PLEXIGLAS JEWELRY L. I., N. Y. NATIONALLY ADVERTISED SILVER-WARE Moses Wolff, 1996 Third Ave., New York, NATIONALLY ADVERTISED WATCHES Moses Wolff, 1996 Third Ave, New York. NECKLACE & BRACELET, MEXICAN E. E. Lowrey, 1607 Wadworths Ave., Lakewood, Colo. NECKLACES & BRACELETS Saul De Saretz, 286 Fifth Ave., New York 1. NECKPIECE & EARRING SETS Vitre, 180 Forsyth St., New York 2. NECKTIES Philip's Neckwear, 20 West 22d St., New York. NECKWARE Nu Deal Tie Company, 339 W. Schiller St., Chicago 10. NEO-LITE FLUORESCENT SIGNS J. A. Whyte & Sons, 3026 M. St., N. W., Washington. NEW YEAR SPECIALTIES Kipp Bros., 240 S. Meridian, Indianapolis. NOISEMAKERS Krieger Mfg. Co., Opa-Locks, Fla. NOVELTIES Acme Sales Co., P.O. Box 1141, Atlanta. Gellman Bros. Inc., 119 N. Fourth St., Minneapolis 1. Gordon Mig. Co., 110 E. 33d St., New York. 10. Mills Sales Co., 901 Broadway, New York J. NOVELTIES, TRICKS & JOKES Bengor Products Co., 119 Fifth Ave., New York 3. NOVELTY PENNANTS G. B. Feld Co., 2137 E. 90th St., Chicago 17. NOVELTY & RELIGIOUS JEWELRY S. Rabinowitz Co., 108 Neptune Ave., Brooklyn 24. NOVELTY WATCHES National Distributing Co., 416 Calumet Bldg., Miami. NYLON HOSE Kendex Company, Babylon 37, N. Y. Nylon Sales Co., 2501 Broad St., Chattanooga. OPAL EARRINGS & NECKLACES Superior Jewelry Co., 740 Samson St., Philadelphis. ORIENTAL DESIGN RUGS Lo-Us Trading Co., 20 W. 27th St., New York 1. PAPER HATS Tyrone Mfg. Co., Le Center, Minn. PARTY HATS Krieger Mfg. Co., Ops-Locks, Fis. PEARLS, PLASTIC Valerie Jewelry Co., 171 Madison Ave., New York 16,

PEEK-A-BOO ART STUDIES Western Plastics, Inc., 4107 San Fernando Rd., Olendale, Calif. PEEK-A-BOO GREETINGS Western Plastics, Inc., 4407 San Fernando Rd., Giendale, Calif.

PEEK-A-BOO KEY CHAINS Border Novelty Co., 5 West Jefferson Ave., Detroit 26.

PEN & PENCIL SETS Elin & Cioffi, 912 Arch St., Philadelphis 7,

PEN SETS, PLASTIC & COLD Tempo Pen Mig. Co., 21 W. 19th St., New York 11.

PENNANTS Charles Shear, 150 Park Row, New York 7, PERSONALIZED RUBBER DOOR MATS

R. L. Mitchell Rubber Co., 2120 San Pernando Road, Los Angeles 65.

PERSONALIZED XMAS STOCKINGS Jaysid Mfg. & Diat. Co., Inc., 403 Greenwich St., New York 13.

PHOTO MAGIC COMIC CARTOON Amusement Associates, 466 Santa Clara, Oakland, Callf.

PICTURE ZIPPER WALLETS M. Gerber, Inc., 505 Market St., Philadelphia 32.

PIN AND EARRING SETS Berkeley Mfg. Co., 178 Broadway, Long Branch, N. J. Clarlon Sales, Inc., 180 Porsyth St., New York 2.

PIN LIZZIE RUBBER LIZARDS Wallace-Slade Novelty Co., 1913 W. Ninth St., Los Angeles 6.

PINKING SHEARS Doval Sales Co., 2 East 46th St., New York.

PIN-UP MONKEYS Charles Brand Novelty Corp., 154 W. 27th St., New York 1.

PIN-UP PICTURES Perry Klempner, 75 Henry St., Brooklyn 2.

PIRATE TREASURE CHEST BANK Pirate Gold Toy Corp., 475 Fifth Ave., New York 17.

PLASTIC AIRPLANES Ogdin Mfg. Co., Dayton 6. O. PLASTIC BIRDS

Ogdin Mig. Co., Dayton 6, O.

PLASTIC INFLATABLE TOYS David Rodes Co., Dept. L, 225 W. 34th St., New York 1.

PLASTIC 5c KLEENEX TISSUE HOLDER Harrison-Herbert Products Co., 192 N. Clark St., Chicago 1.

PLASTIC XMAS DECORATION BALLS Eagle Sales Co., 232 S. Market St., Chicago

PLASTIC RAYON TOWELS Sunbeam Products, 701 Third St., South, St. Petersburg, Fis. Royal Creations, 1133 Broadway, New York 10. PLUSH DOLLS Golden Novelty Co., 1547 N. Fairfield Ave., Chicago 2. PLUSH TOYS Harris Novelty Co., 1102 Arch St., Philadelphia 7. Merchandise Distributing Co., 19 E. 16th St., New York 3. POCKET GAMES Amusement Associates, 466 Santa Clara Ave... Oakland 10, Calif. POCKET KNIVES Doval Sales Co., 2 East 36th St., New York, Thomas A. Wolfe, 1133 Broadway, New York 10. POCKET, PURSE 'N' DESK WATCH Midwest Premium Service, 244 Plaza Hall Bldg., Kansas City 2, Mo. POCKET WATCHES Plymouth Jewelry Co., 163 Canal St., New York 13. POTTERY F. L. DeArkos, 904 Scott St., Laredo, Tex. PREMIUM MERCHANDISE Gellman Bros., Inc., 119 N. Fourth St., Minneapolis 1. PUNCHBOARD PREMIUMS Cuttler & Co., Inc., 928 Broadway, New York 10. **RABBIT'S FOOT NOVELTIES** Chas, Brand Novelty Corp., 154 W. 27th St., New York 1. RADIOS (BED-LAMP) Al Hawkins & Co., Box 1285, Sloux City 7, Ia. RADIOS (TABLE-LAMP) Al Hawkins & Co., Box 1285, Sloux City 7, Ia. RAINCOATS, THROW-AWAY TYPE John Killgore, Drawer 467, Rosebud, Tex. RAZOR BLADES Fan Blade Co., J2 Green St., Newark, N. J. **RECONDITIONED WATCHES** Irving Berk, 145 W. 45th St., New York 19. Worldwide Watch Co., 181 Canal St., New York 13. REMINGTON ELECTRIC SHAVERS Spors Co., 11-49 Lamont, Le Center, Minn. RHINESTONE MEN'S WATCHES Worldwide Watch Co., 181 Canal St., New York 13. RINGS Cel-Max Wholesale Jewelers, 182 S. Main St., Memphis. Des Moines Ring Co., 1155 26th St., Des Moines, In. Harry Mahren Ring Co., 303 Fifth Ave., New York 16. Herbert Stehberg, 1104 Commerce St., Dallas, Sterling Jewelers, 44 E. Long St., Columbus 15, O.





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BOLL OVER CATS Dan Car Novelty Co., 492 Broad St., Newark 2. N. J.

RONSON LIGHTERS Louis Perioff, 737 Walnut St., Philadelphia 6.

ROPES, 6 6 8 MM Valerie Jewelry Co., 171 Madison Ave., New York 16.

ROY ROGERS STATUE LAMP Mallory Sales, 110 N. Franklin St., Chicago 6.

"ROYAL" WRITING SETS Modern Pen Mfg. Co., 395 Broadway, New YOTK.

RUBBER NOVELTY LIZARDS Franco-American Novelty Company, 1209 Broadway, New York.

RUBY RINGS Des Moines Ring Co., 1155 26th St., Des Moinez, In.

RUGS Beauti-Craft Chenilles, Inc., Rome, Ga.

RUCS, ORIENTAL DESIGN Lo-Us Trading Co., 20 W. 27th St., New York L

SADDLE HORSE ELECTRIC CLOCK Winconsin Deluxe Co., 1713 N. Third, Milwaukee.

SALPRO NICKEL SILVER SIGNET RINGS The Salpro Co., 3824 W. Arthington St., Chicago 24.

SALTILLO SERAPES F. L. De Arkus, 904 Scott St., Laredo, Tex.

SANTA CLAUS CORSAGE Heck & Son, 8 W. 36th St., Reading, Pa.

SANTA CLAUS MASK The Mack Co., 32 N. Wells St., Chicago.

SANTA CLAUS TOSS-UP BALLOONS The Oak Rubber Co., Ravenna, O.

SANTA CLAUS TOYS M. Gerber, Inc., 505 Market St., Philadelphis 32.

SANTA COMING DOWN CHIMNEY Knye Novelty Co., Inc., 377 Hudson Ave., Brooklyn 1.

SCARFS, FUR Bon Marche Fur Co., 287 Seventh Ave., New York 1.

CARF SLIDES Direct Mfg. Co., P. O. Box 632, Pawtucket, R. I.

SCATTER PINS Berkeley Mfg. Co., 176 Broadway, Long Branch, N. J.

3-PC. WRITING SETS SELECT SHAKER The Select Shaker Co., 5132 Shattuck, Oakland 9, Calif. York. SESSIONS HORSE CLOCKS Cash Sales Co., 608 Fifth Ave., Pittsburgh 19. 7-JEWEL ELGIN WATCHES TIES J. Engel & Son, 5 N. Wabash Ave., Chicago. SEWING MACHINES (Portable) Mitchie Goldman, 5 Brighton First Road, Brooklyn 24. TOYS SEWING MACHINE HEADS Mitchie Goldman, 5 Brighton First Road, Brooklyn 24. York 3. SHOE SHINING MITT 10. Kristee Co., 1567 Barr St., Akron, O. SHOOTING STAR SOFT SPONCE BALL SHOOTER King Novelty Co., 4512 Wabash, Detroit 8. SHOULDER BAGS Berwyn, Ill. Atlas Novelty and Jewelry, 1128 16th St., Denver 2. SHRINE CIRCUS FEZ TOYS, PLUSH G. B. Feld Co., 2137 E. 90th St., Chicago 17. 6-INCH BABY LIZARD Atlanta. Falco Novelty & Import Co., 2906 Los Feliz Blvd., Los Angeles 26, Park, N. J. SILVERWARE Herbert Stehberg, 1104 Commerce St., Dallas, SLOT MACHINE DICE Mail Sales Mart, 773 Willoughby Ave., Brooklyn 6. York 17. SLUM & PRIZE BOXES TRICK GOODS Merchandise Distributing Co., 19 E. 16th St., New York 3. SNAPPY SUZIE Steinherg & Co., 105 W. Ninth, Kansas City, Mo. York 10. BIG DRU York 18. Francisco 3. New revolu-VIBRO-GRAVER tionary process -"Furette" Finish (Simu-Chicago. lated Hairl on hand cast netal, BENGAL apolis 8. TIGER, natural colors. Yellow metal shade, Cincinnati 2. red base. A WALLETS HOT, HOT ITEM. DISTRIBUTORS JOBBERS, OPERATORS-New York 12. Send for FREE CATALOG of complete line WATCHES

November 5, 1949

SOAP General Products Laboratories, 107 Spring St., Columbus 15, O.

SOCIAL SECURITY PLATES C. Gameiser, Box 1324, Church St., Diation 8, New York.

SOUVENIR LOCKETS Samson Novelty Co., 30-32 Hast Soth Bi., New York 3.

SPARKLERS Ed. H. Luce & Co., Cordovs, Tens.

SPECIALTY NUMBERS Hammer Bros.' Novelty Co., 114 Park Row, New York 7.

SPICY HUMOR CARDS Gould Novelties, Inc., 1657 Broadway, New York 19.

SPRAY PINS A. Leonard & Co., 51 Bassett St., Providence J, R. I.

"SQUIRTIN' MERTON" RUBBER FROGS Wallace-Slade Novelty Co., 1913 W. Ninth St., Los Angeles 6.

STAMPERS, METAL Bart Mfg. Co., 303 Degraw St., Brooklyn 2.

STOCKINGS, NYLON Kendex Company, Babylon 27, N. Y.

STREETMAN'S SPECIALS Hammer Bros.' Novelty Co., 114 Park Row, New York 7.

STRENGTH METER Mail Sales Mart, 773 Willoughby Ave., Brooklyn 6.

STUFFED TOYS (PLUSH) Ace Toy Mfg. Co., 122 W. 27th St., New York 1.

STUFFED TOYS (REAL FUR) Ace Toy Mfg. Co., 122 W. 27th St., New York 1.

SUNDRIES Mills Sales Co., 901 Broadway, New York J.

SWISS WATCHES, NEW Irving Berk, 145 W. 45th Street, New York 19. Edward A. Waldman Co., 55 W. 42d St., New York 18.

TACKLE BOXES Hoffman Sales & Dist. Co., 12 Winthrop St., Rochester 4, N. Y.

TALKING GREETING CARDS Pyramid Sales, 2343 Scarff St., Los Anegles.

TELE-VISION CLOCKS Cash Sales Co., 608 Fifth Ave., Pittsburgh 19.

THREE-STAR WRITING SET Argo Pen-Pencil Co., 220 Broadway, New York 7.

H. Epstein, 27 East 22d St., New York 10.

Modern Pen Mfg. Co., 395 Broadway, New THROW-AWAY RAINCOATS John Killgore, Drawer 487, Rosebud, Tex. Empire Cravats, 648 Broadway, New York 12. TINSELED XMAS SIGNS L. Lowy, 8 W. Broadway, New York. Bengor Products Co., 119 Fifth Ave., New Gordon Mfg. Co., 110 E. 23d St., New York TOYS & NOVELTIES Joker Novelties, 926 Broadway, New York 10. TOY PERMANENT WAVE KIT Phyllen Distributors, 1426 S. Clarence, TOYS, MECHANICAL Gem Sales Co., 533 Woodward, Detroit 26. Hussey Dist. Co., 115 Broad St., S. W., Jerry Gottlieb, Inc., P. O. Box 356, Asbury TRACTOR, MINIATURE Farmer Boy Tractor Sales Co., First National Bank Bldg., Peoria, Ill., TREASURE CHEST BANK Pirate Gold Toy Corp., 475 Fifth Ave., New O. Faust Co., 223 N. Eighth St., Philadelphia Trix, 536-8 Collins Ave., Miami Beach, Fla. TRICK TABLEWARE Tee Jay Novelty Co., 413 E. Montgomery Ave., No. Wales, Pa. TRICKS & JOKES Gordon Novelty Co., 933 Broadway, New D. Robbins & Co., 131-B W. 42d St., New TRICKY AUTOMOBILE M. Whitey Monette, 1013 Mission St., San TWENTY GRAND RAZOR BLADES World's Products Co., Spencer, Ind. ULTRA-BLUE STOCK SIGNS L. Lowy, 8 W. Broadway, New York. Burgess Handicraft Stores, 180 N. Wabash, VIBRO-TOOL (for Metal Engraving) R. E. Stafford, 3360 N. Meridian St., Indian-VITAMINS (Medicine Men) Celtonsa Medicine Co., 1016 Central Ave., M. Fox, 209 Ave. F. Brooklyn 18. Golden Novelty Company, 648 Broadway, Cel-Max Wholesale Jewelers, 182 S. Main St. ASSON-STEINER MFG. LU. Memphis. Wholesale Specialty Co., 506 South Los Camden 3, N. 419 Mickle St. Angeles St., Los Angeles 12.

WATCHES, RHINESTONE

Saro Watch, 1674 Brondway, New York 19.

WATCHES, SWISS Dunhall Imports Co., 101 Cedar St., New York 6.

WAX PAPER DISPENSER J. C. Distributor Co., 13599 Lesure, Detroit 37.

WAXED ARTIFICIAL FLOWERS Frank Gallo, 1429 Locust St., St. Louis 3.

"WELCOME" RUBBER DOOR MAT R. L. Mitchell Rubber Co., 2120 Ban Fernando Rond, Los Angeles 65.

WESTERN HAND-TOOLED SANDALS Groesbeeck Leather Co., 506 San Francisco St., El Paso, Tex.

WESTERN SADDLE HORSE C. Gameiser, Box 1324, Church St., Station 8, New York. Wisconsin DeLuxe Co., 1713 N. Third, Milwaukee.

WINDSHIELD CLEANERS Kristee Co., 1587 Barr St., Akron, O.

WIRE-GOLD FILLED A. Holt & Co., Inc., 227 Eddy St., Providence 3, R. I. The Improved Seamless Wire Co., 775 Eddy St., Providence 5, R. I.

WIRE-ROLLED GOLD A. Holt & Co., Inc., 227 Eddy St., Providence 3, R. I. The Improved Seamless Wire Co., 775 Eddy St., Providence 5, R. I.

WIRE WORKERS SUPPLIES Dexter Engraving Jewelry Co., 191 South St., Providence 3, R. I.

WIREWORK INSTRUCTION Lee Brandywyne, P. O. Box 87, Brooklyn 14.

WINKING LADY Robert N. Rosen, 907 Broadway, New York.

WONDER MOUSE Emil Seibold, 97-36 63d Drive, Rego Park, L. I., N. Y.

WRIST WATCHES Plymouth Jewelry Co., 163 Canal St., New York 13.

WRITING SETS Argo Pen-Pencil Co., 220 Broadway, New York 7.

H. Epstein, 27 East 22d St., New York 10.

ZIRCON RINGS Pacific Watch Co., 580 Fifth Ave., New York. ZIRCONS

United Jewelry Co., Dept. 388, Wheeling, W.





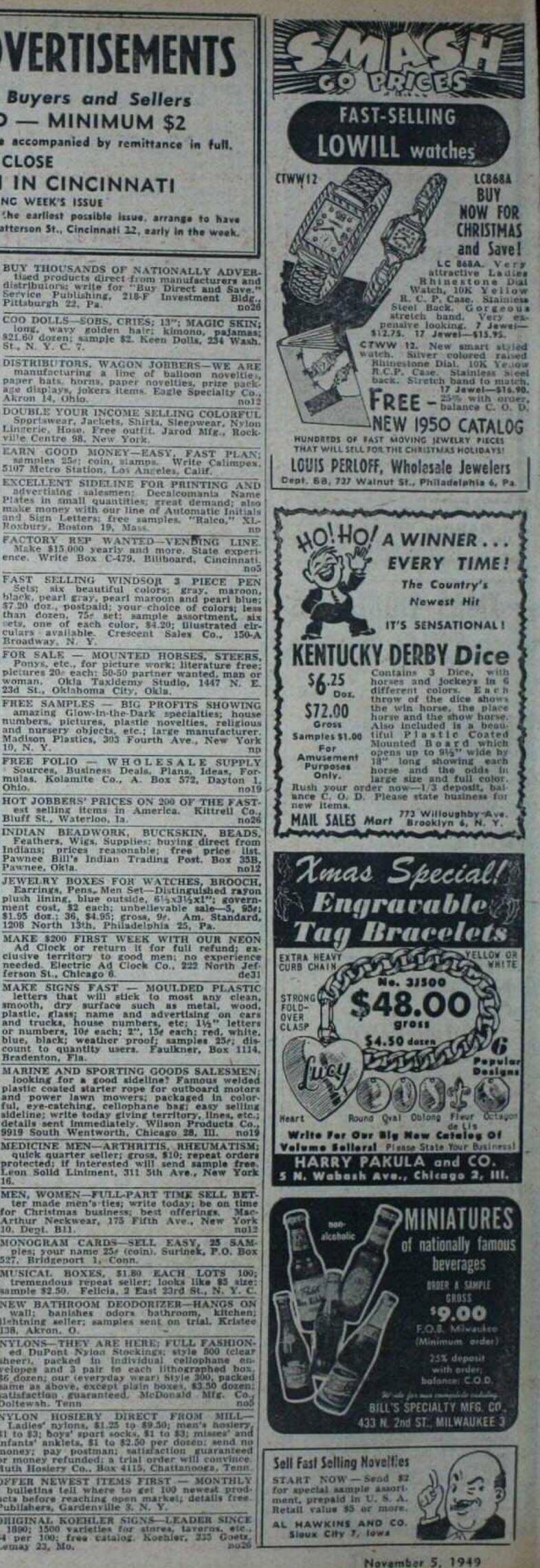
Special Xmas Merchandise Supplement @ The Billboard @ Page 29

Zone____

State_

City





GENUINE MINED ZIRCORS NEET TO THE DIAMOND -NATURE'S MOST BRILLIANT OFM

10 KT. Gold Mountings



Earn extra dollars with easy-to-sell exquisite, first quality gems from mystic Siam

SATISFY your customers ... EARN a big profit1 Set in distinctive hand made 10 Kt. precious gold mountings for ladies and gentlemen, these sparkling, fiery sems are a terrific value. Do not confuse these mountings and gems with Rhinestone and goldplated rings.

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A DIRECTIONAL SIGNAL LIGHT FOR BI-cycles; beautiful, practical, easily sold; retails \$2.50; cost salesman \$15 doz.; send 25% on C.O.D.'s. King Mfg. Co., Union City, Ind.

A NEW PRODUCT; SELL STORE TO STORE; easily earn \$5 per hour. Write Rowe Co., 152 King Ave., Columbus I, O.

A SENSATIONAL TALKING XMAS CARD-Pull tape and card will clearly say "Merry Christmas." Real money-maker; retails only 25e; send 25e for sample and prices; don't delay; representatives wanted everywhere. Minas Mfg., 2003 Main St., Santa Monica, Calif.

A SET OF 5 STAG JOKER CARDS \$1 PER DOZ. sets; samples 10#; retails 25#. Cundiff's, Bluford, Ill.

ABALONE PEARL SEA SHELL JEWELRY-Italian Sea Coral Jewelry, Italian Inlaid Mosaic Jewelry, Florentine Novelty Spoons from Italy; Tropical Souvenirs, Novelties. Jo-seph Fleischman, 1535 Broadway, Tampa, Fla. **no5**

AGENTS FOR AUTHENTIC ABRAHAM LINcoin License on parchment; big profit. J. P. Burger, 1813 Columbus Rd., Cleveland 13, O. Sample, 15c. no12

AGENTS, DEALERS-DO YOU WANT REAL fast service on highest quality, low priced wallets? We ship special delivery postpaid same day order is received; send for price list; special prices in quantity. Crescent Sales Co., 150-C Broadway, N.Y.C: no5

AGENTS - EVERY BUSINESS, LARGE OR small, is a natural for the Atlas Dally Cash Record System; a simplified system for recording all daily cash and charge transactions; excellent for neighborhood stores, gas stations, small businesses, etc.; sells for \$2.98; you collect 31 from customer (your commission); we send C.O.D. for balance; send for free details. Atlas Records, 112 Fullerton St., Pittsburgh 19, Pa.

AGENTS-COMIC XMAS CARDS, \$3 PER 100; 15 assorted samples, \$1 postbald; wholesale only. Walter B. Fox, Mobile 2, Ala.

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, 223 x71/2", printed in brilliant Day-Gio paint. Rain or shine, it is visible up to four times as for as the brightest of ordinary colors; 100 \$12.50; 250, \$24. Gill Studios, 906 Central, Kansas City 6, Mo no5

BIG XMAS EARNINGS FOR DISTRIBUTORS, crew managers, salesment quick, easy sales to merchants everywhere; act now, AdPro, Box 592-B, Springfield, Ill.

BIG XMAS PROFIT OPPORTUNITY-BEAUTI-fully packaged A-1 Toilet Waters as low as \$4 and \$5 per dozen delivered; samples assorted dozen \$5 postpaid; 4 oz. bottle sells retail up to \$1.75; order today from manufacturer. Delex Products, 30 West 15th St., New York 11, N. Y.

BILLFOLDS-3 WAY ZIPPER, HIGH COLORS: \$6 dozen, sample \$1. The Hobby Shop, 1541 Fifth Avenue, Pittsburgh 19, Pa. no5

BRAND NEW JOKER NOVELTY "GROOM'S Delight" directly from manufacturer list; sample 10c. Cirkel Service, 3439 So. Michigan, Chicago 16.

CLOSEDUTS AND JOB LOTS-NEW MER-chandlage at unbelievably low prices; set price list. Metro, 63 South Street, Boston 11, Mass.

est selling items in America. Kittrell Co., Bluff St., Waterloo, Ia. no26 INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post. Box 35B Pawnee, Okla. no12 JEWELRY BOXES FOR WATCHES, BROOCH, Earrings, Pens., Men Set-Distinguished rayon plush lining, blue outside, 615x315x1"; government cost, \$2 each; unbelievable sale-5, 95; \$1.95 doz.; 36, \$4.95; gross, 9c. Am. Standard, 1208 North 13th, Philadelphia 25, Pa.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; ex-clusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de31

1028

MAKE SIGNS FAST - MOULDED PLASTIC letters that will stick to most any clean, smooth, dry surface such as metal, wood, plastic, glass; name and advertising on cars and trucks, house numbers, etc: 11/2" letters or numbers, 10¢ each; 2", 15¢ each; red, white, blue, black; weather proof; samples 25¢; dis-count to quantity users. Faulkner, Box 1114, Bradenton, Fla.

MARINE AND SPORTING GOODS SALESMEN; looking for a good sideline? Famous welded plastic coated starter rope for outboard motors and power lawn mowers; packaged in color-ful, eye-catching, cellophane bag; easy selling sideline; write today giving territory, lines, etc.; details sent immediately. Wilson Products Co., 9919 South Wentworth, Chicago 28, III. no19

MEDICINE MEN-ARTHRITIS, RHEUMATISM; quick quarter seller; gross, \$10; repeat orders protected; if interested will send sample free, Leon Solid Liniment, 311 5th Ave., New York 16.

MEN, WOMEN-FULL-PART TIME SELL BET-

ter made men's ties; write today; be on time for Christmas business; best offerings, Mac-Arthur Neckwear, 175 Fifth Ave., New York 10. Dept. B11. no12

MONOGRAM CARDS-SELL EASY, 25 SAM-ples; your name 25¢ (coin). Surinek, P.O. Box 527, Bridgeport 1, Conn.

MUSICAL BOXES, \$1.80 EACH LOTS 100; tremendous repeat seller; looks like \$5 size; sample \$2.50. Fellcia, 2 East 23rd St., N. Y. C.

NEW BATHROOM DEODORIZER-HANGS ON wall; banishes odors bathroom, kitchen; lichtning seller; samples sent on trial. Kristee 138. Akron. O.

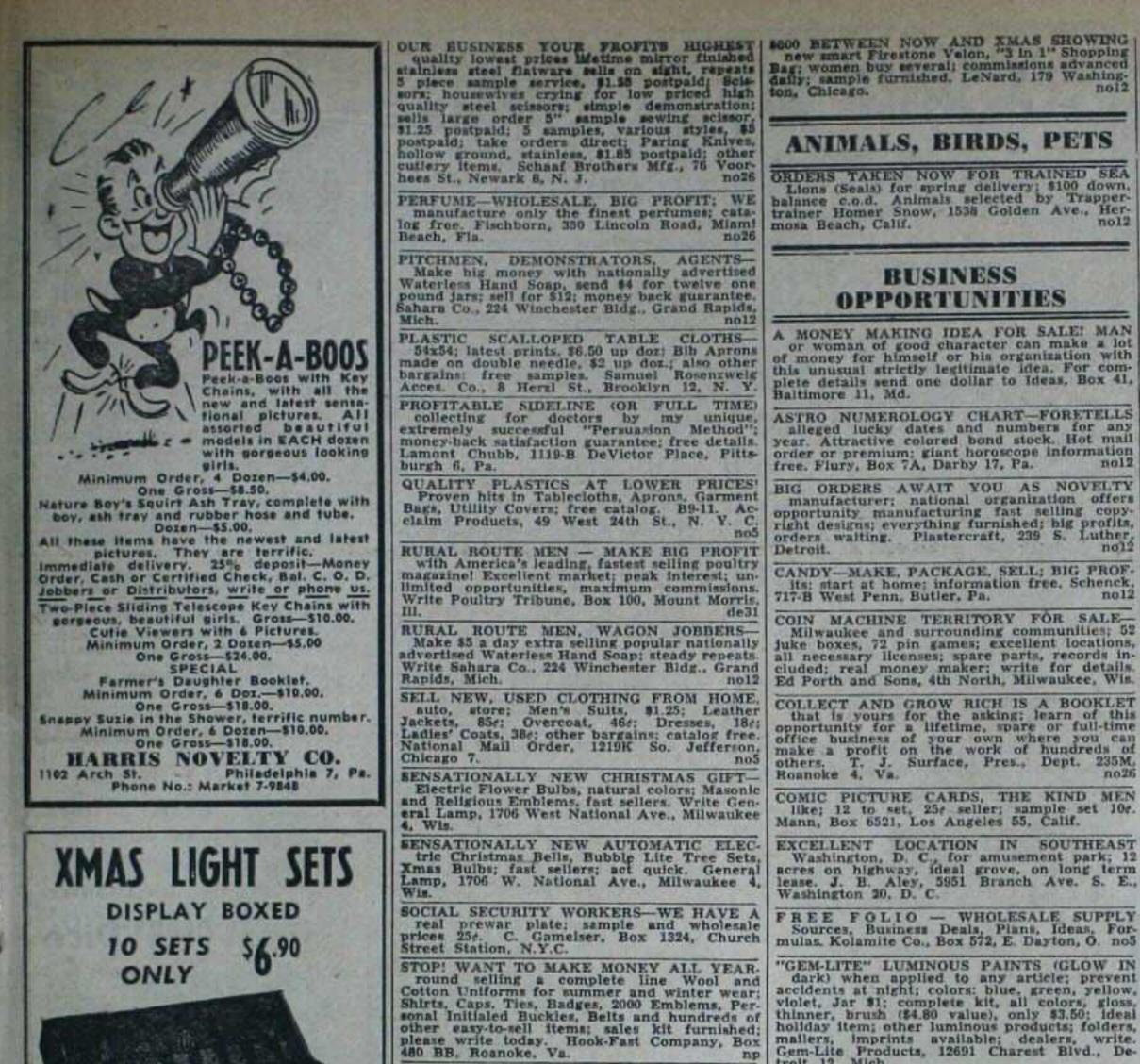
NYLONS-THEY ARE HERE; FULL FASHIONed DuPont Nyion Stockings; style 500 (clear sheer), packed in individual cellophane envelopes and 3 pair to each lithographed box. 36 doren; our (everyday wear) Style 300, packed same as above, except plain boxes, \$3.50 doren; satisfaction guaranteed, McDonald Mfg. Co., Doltewah, Tenn noo

NYLON HOSIERY DIRECT FROM MILL-Ladies' nylons, \$1.25 to \$9.50; men's hosiery, \$1 to \$3; boys' spart socks, \$1 to \$3; misses' and infants' anklets, \$1 to \$2.50 per dozen; send no money; pay postman; satisfaction guaranteed or money refunded; a trial order will convince Ruth Hosiery Co., Box 4115, Chattanoogs, Tenn. OFFER NEWEST ITEMS FIRST - MONTHLY

bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS-LEADER SINCE 1890; 1500 varieties for stores, tavoros, etc., 84 per 100; free catalog. Kochier, 235 Goetz, Lemay 23, Mo. no26

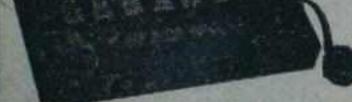
Page 30 . Special Xmas Marchandise Supplement . The Billboard



Lions (Seals) for spring delivery; \$100 down, balance c.o.d. Animals selected by Trapper-trainer Homer Snow, 1538 Golden Ave., Her-PERFUME-WHOLESALE, BIG PROFIT; WE manufacture only the finest perfumes; cata-log free, Fischborn, 350 Lincoln Road, Miami mosa Beach, Calif. 1020 PITCHMEN, DEMONSTRATORS, AGENTS-Make hig money with nationally advertised HUSI NDSS Waterless Hand Soap, send \$4 for twelve one pound jars; sell for \$12; money back guarantee. Sahara Co., 224 Winchester Bidg., Grand Rapids. **OPPORTUNITIES** no12 A MONEY MAKING IDEA FOR SALE: MAN PLASTIC SCALLOPED TABLE CLOTHS-54x54; latest prints, \$6.50 up doz; Bib Aprons or woman of good character can make a lot of money for himself or his organization with made on double needle, \$2 up doz.; also other this unusual strictly legitimate idea. For combargains: free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. plete details send one dollar to Ideas, Box 41, Baltimore 11, Md. PROFITABLE SIDELINE (OR FULL TIME) collecting for doctors by my unique, extremely successful "Persuasion Method": money-back satisfaction guarantee; free details. Lamont Chubb, 1119-B DeVictor Place, Pitts-ASTRO NUMEROLOGY CHART-FORETELLS alleged lucky dates and numbers for any year. Attractive colored bond stock. Hot mail order or premium; giant horoscope information free, Flury, Box 7A, Darby 17, Pa. QUALITY PLASTICS AT LOWER PRICES' Proven hits in Tablecloths, Aprons, Garment BIG ORDERS AWAIT YOU AS NOVELTY manufacturer; national organization offers Bags, Utility Covers; free catalog. B9-11. Ac-claim Products, 49 West 24th St., N. Y. C. opportunity manufacturing fast selling copyright designs; everything furnished; hig profits, no5 orders waiting. Plastercraft, 239 S. Luther, RUHAL BOUTE MEN - MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excelient market; peak interest; un-limited opportunities, maximum commissions. Detroit. CANDY-MAKE, PACKAGE, SELL; BIG PROFits; start at home; information free, Schenck, 717-B West Penn, Butler, Pa. Write Poultry Tribune, Box 100, Mount Morris, de31 COIN MACHINE TERRITORY FOR SALE-Milwaukee and surrounding communities; 52 RURAL ROUTE MEN, WAGON JOBBERS-Make \$5 a day extra selling popular nationally juke boxes, 72 pin games; excellent locations, all necessary licenses; spare parts, records in-cluded; real money maker; write for details. Ed Porth and Sons, 4th North, Milwaukee, Wis. advertised Waterless Hand Soap; steady repeats. Write Sahara Co., 224 Winchester Bldg., Grand no12 SELL NEW, USED CLOTHING FROM HOME COLLECT AND GROW RICH IS A BOOKLET that is yours for the asking: learn of this opportunity for a lifetime, spare or full-time office business of your own where you can make a profit on the work of hundreds of others. T. J. Surface, Pres., Dept. 235M, Roanoke 4, Va. auto, store; Men's Suits, \$1.25; Leather Jackets, 85c; Overcoat, 46c; Dresses, 18c; Ladies' Coats, 38c; other bargains; catalog free. National Mail Order, 1219K So. Jefferson, no5 SENSATIONALLY NEW CHRISTMAS GIFT-Electric Flower Bulbs, natural colors; Masonic and Religious Emblems, fast sellers. Write Gen-eral Lamp, 1706 West National Ave., Milwaukee COMIC PICTURE CARDS, THE KIND MEN like; 12 to set, 25¢ seller; sample set 10¢. Mann, Box 6521, Los Angeles 55, Calif. SENSATIONALLY NEW AUTOMATIC ELEC-tric Christmas Bells, Bubble Lite Tree Sets, Xmas Bulbs; fast sellers; act quick. General Lamp, 1706 W. National Ave., Milwaukee 4, EXCELLENT LOCATION IN SOUTHEAST Washington, D. C., for amusement park; 12 acres on highway, ideal grove, on long term lease. J. B. Aley, 5951 Branch Ave. S. E., Washington 20, D. C. SOCIAL SECURITY WORKERS-WE HAVE A FREE FOLIO - WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, For-mulas, Kolamite Co., Box 572, E. Dayton, O. no5 real prewar plate; sample and wholesale prices 25c. C. Gamelser, Box 1324, Church Street Station, N.Y.C. STOP! WANT TO MAKE MONEY ALL YEAR-'GEM-LITE" LUMINOUS PAINTS (GLOW IN dark) when applied to any article; prevent accidents at night; colors: blue, green, yellow, round selling a complete line Wool and Cotton Uniforms for summer and winter wear; Shirts, Caps. Ties, Badges, 2000 Emblems, Per-sonal Initialed Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Company, Box 480 BB, Roanoke, Va. np violet, Jar \$1; complete kit, all colors, gloss, thinner, brush (\$4.80 value), only \$3.50; ideal troit 12, Mich. STRANGE "DRY" WINDOW CLEANER-SELLS like wild; replaces messy rags, liquids; simply glide over glass; samples sent on trial. Kristee, 137, Akron, O. WANTED-MFG. WHOLESALERS, JOBBERS &

no26

They said . . . couldn't be done! ORDERS TAKEN NOW FOR TRAINED SEA HOLIDAY no12 SPECIALS 5 gross lots 65.00 Qr. Gross lots \$7.00 gr. nol2 Dozen lots **C**.00 no12 no12 PC. SET in GIFT BOX In 4 popular colors, gold finished caps, long lasting Ball Pen; custom built hooded Fountain Pen with 14K Gold Plated Point: Propel-Repel Pencil, Sample Set. 75c. SENSATIONAL VALUE * TREMENDOUS PROFITS * SELLS ON SIGHT ALL METAL GOLD TONE 3 PC SET Gift Boxed: Gross lots, \$7.20 doz.: dozen lots, \$7.80 dox, Sample, S0c ea. All prices F.O.B. N. Y. C. 25% deposit with order, balance C.O.D. HUBBARD PRODUCTS CO. Dept. XB New York 3, N. Y. 799 Broadway

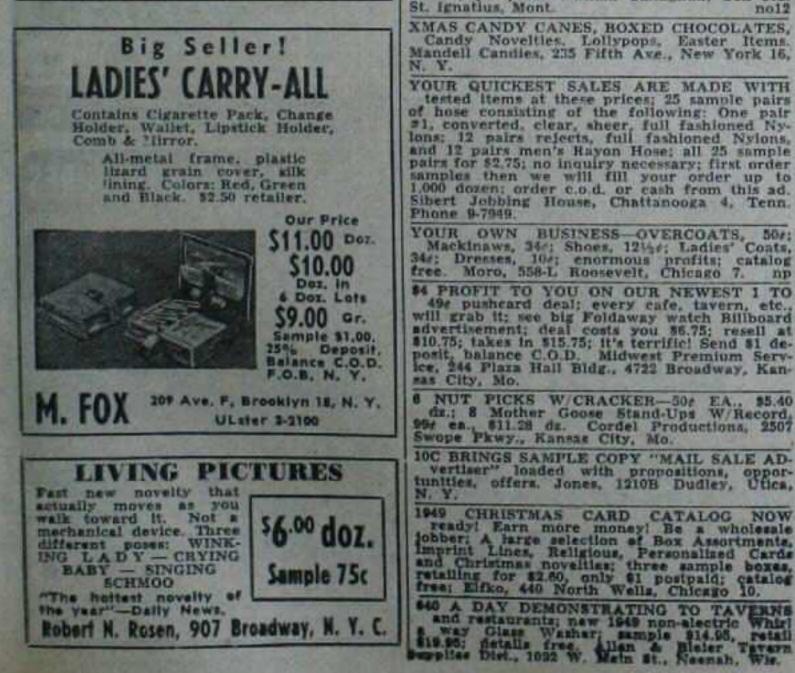


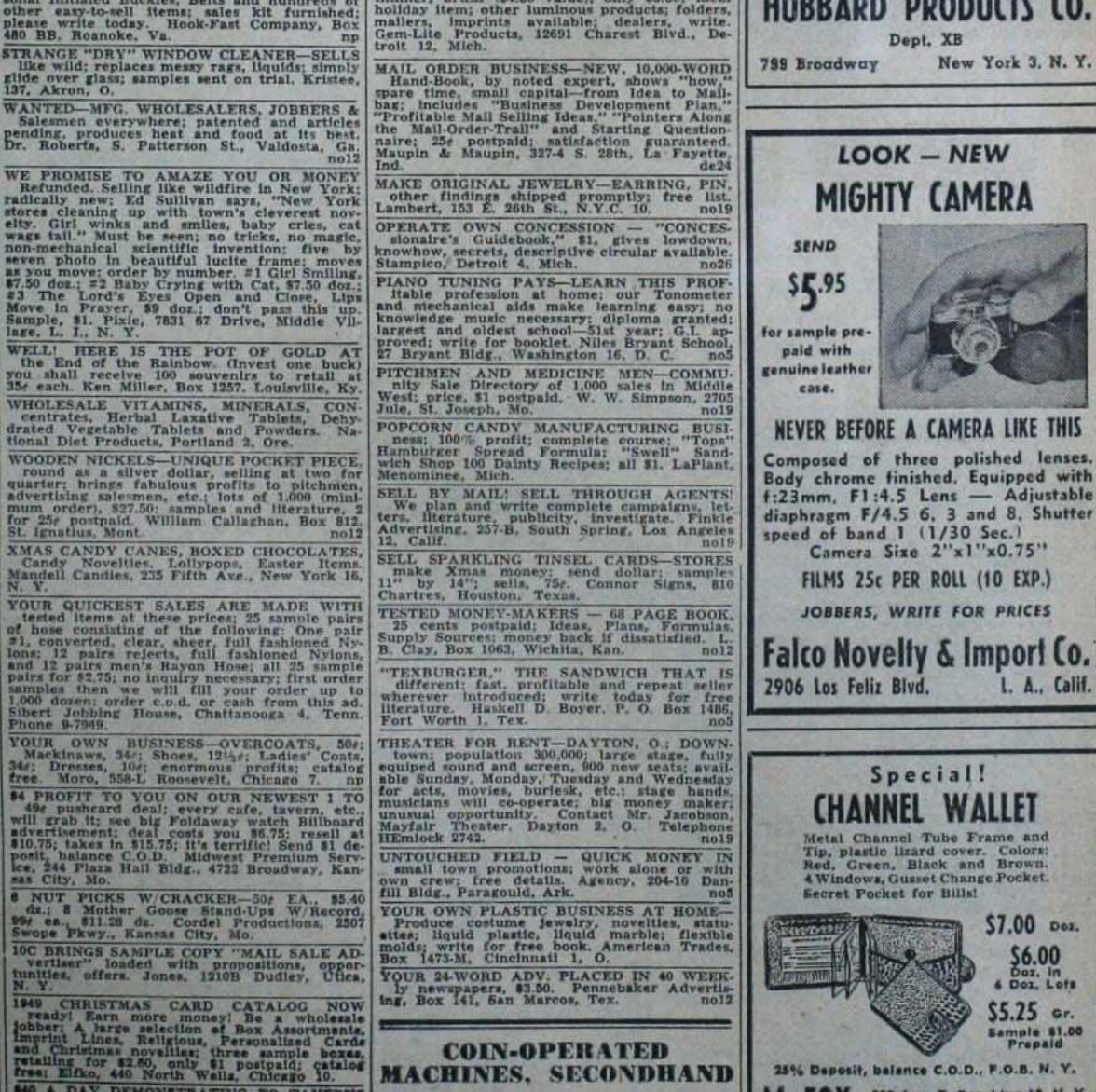
TRI-PLUG CONNECTION WITH OPEN OUTlet for attaching additional sets. Series type. Domestic manufacture with 8 Am. made 15V. C-6 lamps in asst. colors. Ship, wt, master ctn .- 50 sets-26 lbs. Sample \$1.00 postpaid. 741R28 ... 10 SETS, COMPLETE \$6.90 BULBS ONLY. C-6 type. Imported. 100 anet. to box. 741R7B, PER BOX, \$3.95.

Above prices F.O.B. Chicago. 2% dissount for cash. 25% deposit required on C.O.D. orders.

Dealers, write now for the 1950 Hagn Merchandiser, 584 pages of values!

JOSEPH HAGN CO. Wholesalers Since 1911 223 W. Madison St. Chicago 6, Ill.





A Large List of Second-Hand Coin Machine Bargains will be found on page 39 in this issue.

\$5.25 Gr. Sample \$1.00 Prepaid 25% Deposit, balance C.O.D., F.O.B. N. Y. 209 Ave. F. Brooklyn 18, N. Y. M. FOX ULster 3-2100

November 5, 1949 Special Xmas Merchandise Supplement . The Billboard . Page 31



PARTNERS WANTED

PARTNER WANTED-GIRL OR WOMAN UN incumbered to work magical act in vaude-ville; prefer one who does single act for her own, either acrobatic, singing or dancing; write all and if pessible photo. Address Magician, Box C-421, Billboard, Cincinnati.

PARTNER WANTED WITH \$2,000 TO INVEST in a traveling talk ag picture production unit; big money and fast return guaranteed. Write Arthur W. Hedge, Castle Court, Coeur d'Alene idaho.

PERSONALS

GLAMOUR GIRLS! - 4"x5"; DELIGHTFUL photos of curvaceous beauties; 12, \$1 post-paid. Marshall Steele, Box 4763-A, 'San Franciaco.

THE ORIGINAL STUFF - ADULT CARTOON Books, illustrated; old timers had 'em but they're rare now; super assortment, \$2, free enclosures with order; no c.o.d.; state age. V. E. Alberts, 6369B De Longpre, Hollywood 25, Calif. pol2

THRILLING, SENSATIONAL!-MEXICAN-CU-ban Art Pictures, Books, Miscellaneous; sam-pies, lists, 50c-51. Jordan, 135-A Brighton St., Joston, Mass.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS, BACKGROUNDS IN stock; quick service; photo novelties; photo supplies. Miller Supplies, 1535 Franklin, St. Louis, Mo.



QUALITY WATCHES___REDUCED PRICES

Tex.	irez and New E to Supply Co.,	CT POSITIVE Lasuman Paper. 2405 Elm St., Da	Lone allas, no19
DIME PH drop in real barg Cleveland	and see them; ains. P. D. Q. Ave., Chicago,	CHEAP-ALL SI Intest improvem Camera Co., 116 Ill. np	ents. 1 N.
supply e Eastman grounds, doors, co. formation	verything you ne D.P. Paper, Cher Comic Foregrou mplete Photo E and prices: we	COGRAPHERS — ed; reasonable pr micals, Frames, F nds; Cameras for looths, etc.; free are old and rel a Co., 1161 N. C . np	sack- in- in-
York Ci journals, research	ity by Bill Herri insurance compa- and club show	KEN AROUND Mes; suitable for t anies, writers, art ings. P.O. Box lew York City.	rade tists.
movies ask your	demand Filmette dealer or send 1	URLESQUE 6-16 es; they are the 1 for for list. Filme ation, No. Hollyw	dtes,
ture for	r new negative	plus 12 postcard rs. Curlophoto, 2.	CD-
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THE NEW rect Pos	I Cinema, 69 De V EASTMAN DO dtive Paper now	L: FREE CATAL y St., N.Y.C. 7. OUBLE WEIGHT available in all s Scio St., Rocheste	DI-
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6% Enve copy, \$2 1 5233 Cleve BEAUTIFU finest r Christmas Box 83-BB BUSINESS 1000 for Chicago 23 EMBOSSEI guarante printed co Co., 2512 HANDBILI \$4.50; 500 \$3; 5000, \$3 ville, Ind. "NEARGR Sparklin standing Tent Show	elopes, Hammer postpaid, sample and, Kansas Cit UL STATIONERY ipple bond in g gift, 52 postpaid 3. Darlington, M 5 CARDS AT 7 54.25. Allen, 3. III. D BUSINESS CA red; sample free opy; prompt de Prevost, Fort V LS-6x9, UP TC 00, 520; size 4x9, 12.50 prepaid. L & AVURE" EMBOS g! Dynamic! Dist Illustrations: M vs, Orchestras, F cians; samples 1	mill Bond, five 1 s. Dickover Print ty 4. Mo. W-NAME, ADDRI fift box; the per 1. The Page Print Id. THE RIGHT PRI 1424 South Hard ARDS-1,000 FOR tor send check livery. C-US Sup Vorth Tex. 0 300 WORDS, 1 up to 200 words, 1	Ines Ines



TELE-VISION HORSE Model JHTV Luminous video screen, night light, time set. Hend cest metal horse.



\$18.95

WESTERN HORSE Model WHC Ultre modern case with contresting louvres. Hand cast metal horse,



L INSERT DIMES HERE

WHEN 3 BARS

LINE UP ... JACK-POT PAYS OFF

phonei CEntral 0440

2. FUL

JACKPO

HANDL



Special Xmas Merchandise Supplement . The Billboard . Page \$3

The Latest Scientific Marvel

No Picture or Words Can Describe

The Radiant Beauty of NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

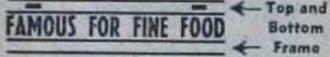
As New as Tomorrow

Reflect - Retract - Magnify - Day or Artificial Light. We make Neo-Lite Signs on order, any name or any wording-thus



This 10-letter sign in 6-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 6-inch letters made of Fluorescent Neolite retails for \$19.20, only \$1.92 a letter-your cost 96t per latter, including frame. 100% profit.

ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.



This 17-letter sign in 2-inch letters, made in Neon, retails for \$90.00. The same 17-In Neon, retails for \$90.00. The same friends of Fluorescent Neolite retails for \$16.53, Only 99; per letter. Your cost 491/3; per letter, including frame. 100% profit.

BORN 150 DAYS AGO

Tried and proven a tremendous success In Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million-dollar baby is only 5 months old and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salesrooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days.

In New York they are being used by such stores, firms and chains as Kresge, Philco, General Electric, 'General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nation-wide advertisers,

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes no upkeep, no breakdowns, no batteries. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents. Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented on such a sure-fire product. You can't miss, It sells on sight.

Pipes for Pitchmen

- By Bill Baker_

L. C. HILL . . .

his home in Cleveland and mulling the idea of entering Pitchdom either as a demonstrator or sheet writer.

The pitch profession is world wide.

BIG AL WILSON . . .

letters from Minneapolis that he's still clicking in chain stores there with combs and white mice. Working with Al is Roy Chaill, "From all indications, it should be a good Christmas here," Al opines. "The people are in a good mood and the Johnny-Come-Latelys all have left for home 40 miles away."

Come on, you delinquents, pipe in.

F. W. VOELCKER . . .

is still confined in Veterans' Administration Hospital, Lyon, N. J., and would like to read letters from friends.

LET'S HAVE . . .

some notes from the boys working the sheet in the South.

STILL PURVEYING . . .

trade papers around North Carolina towns and hamlets to lucrative business is Doc Charles Dale.

Where are all the old block and blade workers?

HOW WAS YOUR . . .

season? Great satisfaction can be derived from a year's work well done.

JACK CLEARY . . .

sheetwriter of note, is working Mars Hill, Me., where he's been dishing out a plethora of maps. With Jack is another ace exponent of the sheet, Tommy Curran, who recently returned from Canada, where he worked a number of fair dates to good returns.

Rosenbloom, Nat K. and Al Morris, veteran of the last war, is making George and Martha Barry, Louis E. (Roba) Collins, J. H. McCaskey, Doc Williams, M. J. P. Harris, Harry Prall, Dave Slott, Doc Bebee, Eddie Bennet, King LaMar, Joe Rubin, Mr. and Mrs. E. D. Wilson, Joe W. Keown, William G. Bernard, Lionel Hirsch, Barney Weiner, S. M. Shackelford, O. B. Redden, Allan Bryant, M. J. Lockey, Whitey Paine, Shifty Lewis, Phil Mullins, Chief Rolling Cloud and Al Lewis.

Don't argue if your side of a discussion isn't a sensible one.

REPORTS FROM . . .

the West Coast indicate that James (Kid) Carrigan is purveying a new health book there to sock returns.

W. F. McDONOUGH . . .

who is clicking off fancy returns for his efforts on the trades, scribes from Gardiner, Me., that he'd like to see some pipes here from Chet Greeley, Liberty, Me., and Arnold Chambers, of Fort Fairfield, Me.

Being a successful plichman is an art. not a lucky break.

FOR A NUMBER . . .

of weeks the conductor of this pillar has anxiously ogled each piece of mail to hit the pipes desk in the hope he'd get a complete rundown on the activities of Dr. Lushwell and Count Seldom Scoff, with Tom Kennedy doing the dissertations. Up to this writing the much-hoped for missile hasn't arrived. Come on, Tom let's let the column's readers in on some of the humorous anecdotes surrounding Pitchdom's two outstanding funsters.

The winter season had better be better than summer and spring were for some pitch stalwarts.

STILL WORKING



AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33 1/2 % and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory.

Letters come in 2, 4 & 6-inch & 8-inch sizes. All signs are completely assembled.

PRICE LIST

Above prices include luminous crystalclear plastic frame. Orders shipped same day received. Instant service.

SALESMEN'S SAMPLES

We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

SECURITY DEPOSIT \$10

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sam-ple 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now, Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25

This sample layout consists of one 10letter 6-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely, TELEVISION (6-inch letters), COFFEE SHOP (4-inch letters), and FA-MOUS FOR FINE FOOD (2-inch letters). This is by far the best sales producing sample layout. Your deposit is refundable any time.

TERMS:

SALESMEN'S SAMPLES, cash with the order. Remit by postal money order. Checks must be certified, We ship to agents only. You are in busi-

ness for yourself, put your telephone number on each sign for big repeat business. You make your own deliveries.

Money-back guarantee on all orders. Over 20,000 satisfied Billboard customers have bought our products with a money-back guarantee since 1940.

Manufactured by 3026 M. St., N. W., Washington, D. C.

Page 34 . Special Xmas Merchandise Supplement . The Billboard

never been termed scholars.

LET'S HAVE . . .

Andy Stenson, Harry Perkins, Joe have a promising one lined up? Lesser, Al Seresky, Dorothy Lewis, Dolly McCormick, Al Weisman, Professor Togi, Maxie Cohen, Moe



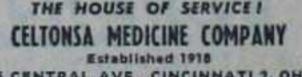
For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid

Celfonsa Trade Mark Ultamins and Powdered Vita-mins. We specialize in Private Label and Formula Work. Made by a Registered Manufacturing Phar-macist. Products Liability Insurance carried

on all our own brands as well as yours. 31 years of continuous service.

By serving we grow! We are now doubling and tripling the speed and efficiency of our service because we have now installed new machinery — have large, new floor space-new labeling ma-chinery-new filling machines - new and complete packing improvementa, insuring our customers one-day service.

We invite you to see our new plant when in Cincinnati. Write, wire or call us for prices.

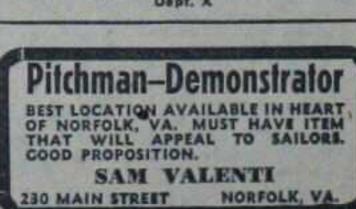


1016 CENTRAL AVE., CINCINNATI 2, OHIO



GENERAL PRODUCTS LABORATORIES, INC. Columbus 15, Ohio 137 E. Spring St.

Oept. X



Many successful business men have herbs to good results at Illinois auctions is Doc Fry.

WHAT ABOUT . . . some pipes from Joe Hess, Joe Reddy, your Armistice Day date? Do you

A good lecturer always gets the business.

HUMPHREY KING . . .

knife sharpener expert, is still working that item to good counts with the Texas Jack Wilson med show at North Carolina spots.

ANYBODY WORKING . . . vegetable knifes and graters in the North Carolina territory?

It pays to have a clean and flashy layout. More and more plichfolk are beginning to realize it.

WHAT HAS BECOME . . .

of Jack Young, transferene worker of note? -

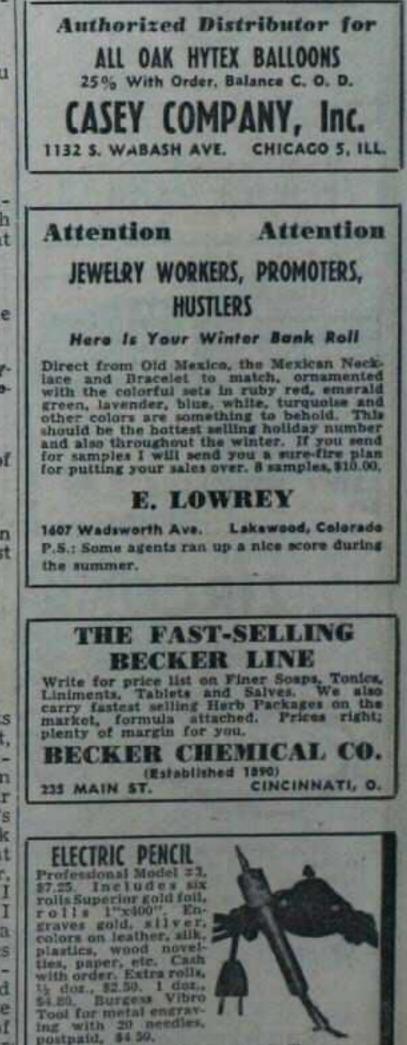
THE FELLOW . . .

who weeps the most is more than likely the person who has the least invested.

Haven't had much news from the various department store demonstrators lately. Pipe in, boys and girls.

"BUSINESS . . .

with me has been only fair," blasts George H. Brooks from Shreveport, La, "I went from Knoxville to Hutchinson, Kan., where I worked for Jim Burdick selling peanuts in the fair grandstand. Business at this year's Kansas State Fair was a total blank for me. From Hutchinson, I went to Oklahoma City for the State Fair, but didn't connect with a job, so I left for Muskogee, Okla., where I laid over a week at the Oklahoma Free State Fair. When Harry James arrived I went to work in the grandstand with peanuts and popcorn and it-proved a red one for me despite the fact that we struck three days of rain. From Muskogee I headed for Dallas and the State Fair of Texas. I didn't get to work the annual, so



Novembor 5, 1949

postpaid, \$4.59.

R. E. STAFFORD

3260 N. Meridian St., Indianapolis 8, Ind.

I headed for Columbus, Miss., where | Golden, Gene Fredette, H. M. (Duke) I went to work at the State Fair with popcorn and peanuts in the grandstand. It proved only fair, with rain the last two days of its run. At Oak Grove, La., there were no grandstand shows and, after talking to the custodian there and learning the score, I packed up and came in here, Plan to leave soon for Houston and the Shrine Circus there in November and then work the Fat Stock Show in February."

This is the time of the year that the smart worker forgets what he has done or what he should have done and goes out to get at least enough lucre to sustain him during the winter.

THIS COLUMN . . .

could use communications from such pitch stalwarts as H. S. Crown, Ken and Greta Reynolds, Jack Griffith, Doc H. J. Clayton, Lew Peters, Chief Silver Fox, John Francis Daley, Chief Gray Fox, Toby Adams, Tom Kennedy, Jay Hobson, Bennie Gross, Nate

BOUNCING SANIA

Colorful Santa Claus That's a Natural for the Holiday Season



Strong spring action, suction sup heids Santa to any flet surface, alightest move makes it bounce and rock. Order now for Immediate delivery.

> \$1.75 Der. 8.00 Gree Packed one dozen

to display card.

BOUNCING BIRD FOR AUTOMOBILES \$1.75 Dox.-\$18.00 **Gross.** Bouncing Bird

Doebbler, Leonard Rosen, Jerry Rus-George Haney, Art Nelson, Bob Roche, Duke Wilson, LeRoy Crandall, Marvin South, L. A. L. Castree, Let's Get Acquainted! sell, Bill Sherrick, Maxie Gelbstein, Whitey Christonson and Harry Lavan.

Recent reports indicate that business has been exceptionally good for novelty workers making the football stadia thruout the country.

JACK (BOTTLES) STOVER . . .

fogs thru the following from Staunton, Va.: "I made the Forest Festival at Elkins, W. Va., but that's about all I can say in reference to the event, Senator C. V. Ralston, a 30-year man of the sheet, received an SOS from home saying that some scoffing dough was needed, as the wolf was at the door. The Senator was last heard from en route home to barbecue the wolf. Any of the knights going by Cumberland, Md., will find the latch spring loose and the door open."

IS DOC MANSFIELD . . . still the proprietor of the Mansfield Cafe at Tidioute, Pa.?

What's cooking in the Hot Stove league? It should provide the column with plenty of pipes.

DAVE ROSE . . .

after a lengthy silence, comes thru with the following tribute to Joe Morris, widely known in pitch circles, who passed away recently in New York: "I was only recently informed of Joe's death," Rose pens, "and was deeply shocked after reading the sad news in a letter from Joe's widow. I am certain he will be missed very much by all who knew him. Joe gave up the road about seven years ago. The last time I saw him was here in New Orleans, Just before he left he told me that he was going home to New York to marry and settle down. He became a bondsman there and wrote to me often. We had been teamed up for a number of years and were good friends. Several months ago Mrs. Morris advised that Joe had undergone an operation and wasn't doing too well. I shall always remember him as a fair and square shooter and good sport. All who knew Joe always had a good word for him."

with Clip, \$2.00 Dex. -\$22.80 Gross

No. 600 GENUINE LEATHER BILLFOLD Alligator Finish, Asst'd Colors, Zipper all around. With plastic change holder, 5 Identification windows.

Samples, 75¢ Each-\$7.75 Doxen.

NO. 501 18" DOLL-CLOSEOUT \$11.50 Dox., \$10.80 in 2 dox. lots PLASTIC SET DISHES

4 Cups, 4 Saucers, 6 Knives and Forks, Napkins. Boxed. \$3.25 Dox., 35¢ Sample.

NO. F-51 10" FOOTBALL Leather Grained Rubber, Imported, \$4.80 Doz., 50¢ Sample.

SOAPSTONE OVAL WALL PLAQUES Dutch Boy & Girl, artificial flowers, Boxed, 50r Set, S4.00 Dox, Sets.

> WRITE FOR LIST ON CHRISTMAS SPECIALS

STAR MERCHANDISE CO. 26 S. Welle St. Chicago 6, Ill.

How are the Saturday sales days in Kentucky and the South generally treating you fellows working that territory?

IF REPORTS . . .

hitting the pipes desk are an indication, optimism for a banner Christmas season seems to permeate pitch and demonstrator field. With Christmas only eight weeks away, wide-awake pitcheroos are lining up locations to give themselves plenty of time for their deals and stock to turnover a number of times. They are convinced that altho spending has been budgeted in most areas, business in almost every town and hamlet will show a pick-up from now until the holidays are history. They are certain that more money will be in circulation during these eight weeks and are making their merchandise attrac-(See PIPES on page 38)

ZIRCONS LEAD THE PARADE! 11/2 Carat Zircon 11/2 Carat Lircon Sterling \$18.00 Doz. 1/20-10K. \$30.00 Der. 1 Carat Center with 5 small 1/30-14K. 19.20 Der. Storling 29.40 Des. Same Rings with White-Same Rings with Whitestones stones Sterling \$5.25 Dox. 1/20-10K.\$14.25 Dos. Set \$9.00. 1/30-14K. 7.20 Dos. Starling 11.25 Dex. goodrich wilkie



TRIAL

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1155

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Name	
Address	
City	
Type of business	
	-

November 5, 1949

220 SOUTH STATE STREET

special Anne mersonnene aupprement o The Dioboare

CHICAGO 4, ILLINOIS





Pitchdom 10 Years Ago

Mo., after putting in a sock eight a store in Dallas for the winter. days at the American Royal Show, Kansas City, Mo. . . . J. F. Sullivan's Wild Life Exhibit was holding down a spot in Indianapolis in the theatrical district. . . . Madaline E. Ragan had just completed a successful tour of farm sales in Pennsylvania. . . . Walker & Cozy's Hava-Laf Show was playing halls in Indiana. . . . Jack Burley was working pens to a fare-the-well in Delaware, O. . . . Bernie Isom, with photos; H. Long, novelties, and R. B. Smith, peelers, made the American Royal Show, Kansas City, Mo., to big tips and good business. . . . Stanley Naldrett closed his chain store spot in Houston and opened at the South Texas Exposition at the Coliseum there. . . . Ike and Mike opened a pitch store in New York. . . . Joe Blue found Norfolk closed, with dough there as scarce as a hen's teeth. . . . Joe Carrol was making Newark, N. J., to huge passouts. . . Milton Botwen and Moci Anveed streets, Philadelphia, and transwere managers of a new pitch store in Newark, N. J. . . I. W. Hightower was corraling plenty of longgreen working Ohio territory with

Be the first with the "Miss '49or Lump," write, wire or phone your orders now!

PRICE COMPLET

Jim Gay headed for Higginsville, | vacuum pens. . . . Chic Denton set up Jack (Bottles) Stover was in Southern Maryland collecting folding money for the winter bank roll, Charles Blankenship was working fairs in Idaho and Montana with sheet and ink sticks to good returns, . . . Joe Ackerman, Ray Marks and George E. Purdue successfully purveyed their stock at the Dallas Fair. ... Tripod workers Chief Red Feather, Luther Fryer and George Grooms worked Corydon, Ind., with each getting fair passouts. . . . James F. Wells rambled into Chicago after making all the fall sales without accruing a crying dime. . . . Ethel and Paul Miller were in St. Louis preparing to leave for the South for the winter. . . . Sighted working Chicago were Charlie Gow, Tom and Kenny McNally, Jack Levy, Everett Beckman; Mrs. Mina Sackett and son, Bruce; Fred Allen and George Thurman. . . . Eddie Ross rented a store on the corner of 10th and Market formed it into a little theater. . . . High Street, Columbus, O., was still proving a haven for the pitch boys. . . . Johnny McLane was working Philadelphia with tricks and novelties to good business. . . . B. A. Tobin was finding that people in Sunbury, Pa,, were too tight to spend a dime. ... George Thurman was clicking on oil in the Neisner five and dimer. Fort Wayne, Ind. . . . Art Robinson was called to Detroit from Chicago because of the death of his youngest of infantile paralysis. . . . The death of Harry (Calculator) Williams marked the passing of one of Pitch-

SHE'S THE RIP SNORTINEST **COW-GAL YOU EVER SAW AND SHE'S** A CINCH TO ... Trope in the profits saddle you with sales ... E corral plenty of customers.

Yep, the crowds will gather to watch this brand new "Miss 49er Lamp" as she spins her lariat and moves her hips in perfect and natural rhythm. They'll go for the genuine two-tone leather fringed skirt that is part of her authentic cow girl dress. The lamp body is in beautiful twotone bronze finish and the electric motor is 110 volts, 60 cycle, 3 watts.



'49er

LAMP

Overall height 27 inches, diameter of shade 19 inches. Shipped simply in one package, just plug in to operate.



Premium Sales Division 249 N. Reno St., Les Angeles, California

DEALER'S

qualified jobbers write for discounts

in conjunction with Joe Colby. . . Larry Freedman was cutting it up with glass-cutters on a Ninth Street lot, Philadelphia. . . , Harold (Tommy) Thompson worked tie forms in the Exhibition hall at the Hagerstown, Md., Fair to okay results.

dom's most capable exponents of the tripes and keister art and was a sad blow to his many friends. . . . Sam

Huttman, eye-glass cleaner worker, was celebrating the birth of a son. . . . Speed Hascal and wife were working streets in Charlotte, N. C.,





Page 36 . Special Xmas Marchandise Supplement . The Billsoard

November 5, 1949

SALESBOARDS

versal

in Philadelphia it's RAKE FOR THE COMPLETE UNIVERSAL "JAR-0-D0" LINE

dence from the Southwest territory.

Harlich Corporation, Chicago, is

Harold Boex, vice-president of Chicago, is back in town after a seare perking for new take-offs. . . . Muncie, Ind., reports steady activity in the production, sales and shipping departments. Firm is following a early last summer. Wert's line of McNabb relates.





SALESBOARDS



ace blackface team of Sam' and Sammy? Doc Witherspoon's new utility car with the pronounced lettering is a sharp outfit. Altho it's been a bit cool, the weather has been swell here. Let's hear how Paul House is doing with his supply house."

You can determine the amount of your success by consulting your second re-Series - 4

Approximately 5 lbs. One wide red stripe, 6 red pin stripes, one green stripe. Beautifully made. Ribboned. 6 to case, safely packed -18c per lb. 1/2 Cash, Balance C. O. D. Freight paid on 4 or

FISHER BROWN 2218 S. Harwood Dallas 1, Tenas



Page 38 Special Xmas Merchandise Supplement . The Billboard

November 5, 1940

1.446

· SALESBOARDS







GIVE TO THE DAMON RUNYON CANCER FUND

Speciel Xmas Merchandise Supplement . The Billboard . Page 39



SCOTTY

Finest rayon plush. Rolling movable eyes. Hand embroidered nose with red tongue. Ribbon tied in bow around neck.

No.	Min. Quan.	Size	Price Per Dr.	Sample Postp'd
1223	1 dz.	11"x12"	\$14.40	\$2.50
2501	1/2 dz.	25"	33.00	4.50



PLUSH SCOTTY DOG

Finest plush. Duvetyne bottom piece. Oil cloth eyes, hand embroidered nose. Ribbon tled in bow around neck.

No.	Min. Quan.	Size	Price Per Dz.	Sample Postp'd
623	3 dz.	71/2"	\$ 6.25	\$2.00
100	2 dz.	8"x9"	10.80	2.00

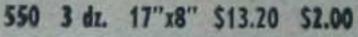


DRUM MAJOR

Finest plush. Cotton stuffed. Cute, washable face. Trimmed with gold braid, gold buttons and a paulettes with gold stars on them. Color combinations are Red & White, Blue & Gold, Black & Gold, Green & Gold.

No.	Min. Quan.	Size	Price Per Dx.	Sample
565	1/2 dz.	30"	\$39.00	\$5.50
580			45.00	
293	(Toy has en	tirely sep	arate hea	d)
555 (Toy	1/2 dr.	and the second second second	36.00	5.00

SMALL DRUM MAJOR Two colors in plush with washable face. Asst'd combinations.



PLUSH BEAR

Appealing plush cuddly bear with Inserts in feet. Rolling movable eyes. Hand embroidered nose. Ribbon tied in bow around neck.

í b

No.	Name	Min. Quan.	-	Price Par Da.	Sampla Potta'd
405	Cuddly Bear			\$10.80	
406	Panda Bear Cuddly Bear		14"	10.80	2.00
800	Euddly Bear	1 dt.	17"	15.00	1.50
1000	Cuddly Beer	1 str.	20"	21.00	3.00



	red tongue.		ribbon aroun	
No.	Min. Quan.	Size		Samp Postp
922	3 dr.	10"	\$12.00	\$2.0
2200	1/2 dz.	30"	37.50	5.0





AIREDALE

Beautiful white rayon plush with ears and tail of black plush. Movable eyes. Hand embroidered nose and red tongue. Bow ribbon tied around neck.

L. H	Min.		Price	Sample
No.	Quan.	Size	Per Dz.	Postp'd
101 2401	and a second	8½"x7½" 26½"x12"	and the second sec	\$2.00 4.00



JUMBO PANDA MAR

All Plush Jumbo Panda Bear. Rolling movable eyes. Hand embroidered nose with red tongue. Ribbon tied in bow around neck.

No,	Color	Quan		Price Per Dz.	Sample Postp'd
2005	Bik. & Wh.	1/2 d	. 29"	\$37.51	\$5.00
2006	Assi'd	1/2 01	. 29"	37.50	5.00
2000	Asst'd	1/2 di	. 28"	33.00	4.50
2001	Bik. & Wh.	1/2 di	. 28"	33.00	4.50

ALTER & REAL PROPERTY AND A REAL PROPERTY AND

	IMRO	DUTC d fashianed Du	H D(ML
Washal	ble face. Ol	d fashianed Du	tch hat is r	movable.
No.	Min. Quan.	Size	Price Par Dz.	Sample Postpaid
690	1/2 dz.	27"x13"	\$42.00	\$6.00

Something different to complete ass't of stuffed toys. Plush outfit with felt hat and apron to match. 990 3 dz. 15x91/2" \$13.20 \$2.00

52

52 52

52 51

57



NFANT TOYS

Artistically shaped stuffed toys especially suited to infant trade. Individually boxed in acetate containers. Colors: Lamb --Pastel Shades; Horse and Scotty-Black; Tiger-Black and White Tiger Cloth; Bear-Assorted Colors.

15	Name	Min. Quan.	Sixe	Price Per Dx.	Sampla Postpaid
0	Bear	2 dz.	8x61/2"	\$10.80	\$2.00
1	Horse	2 dz.	8x61/2"	\$10.80	\$2.00
2	Tiger	2 dz.	8x61/4"	\$10.80	\$2.00
3	Scotty	2 dz.	51/2"x6"	\$10.80	\$2.00
9	Lamb	2 dz	61/2"x4"	\$10.80	\$2.00
4	Asst'd	Animals, 3	dz.	\$10.80	\$2.00

Send for our catalog. Order by number. 25% deposit, balance C. O. D. All merchandise F. O. B. Asbury Park, N. J., or factory, Easton, Pa.

JERRY GOTTLIEB, INC

Mailing Address: P. O. Box 356, Asbury Park, N. J.



Made of percals and flease. An act

buy.	Min.	Price	Inmake
No.	Quan.	Size Par Di	100 million - South Private (2010)
630	and the second second	14"x101/2" 57.	08 \$2.00



Large b	lack and w	hite plu	Itob dat	with manua
face. R	ibbon tied	in bow	around	nesk. Two
	an chast.			

No. Name	Min. Quan.	-	Print Per DL	Bample Posta'd
680 Character 670 Plush	1/2 dz.		\$39.00	\$\$.50 5.50