DECEMBER 2, 1950

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (1880)

PRICE: 25 CENTS

NBC-TV Bloodless Surgery Lifts Brows at Peak Time

SOME ENCHANTED DEAL

125G Guarantee for Pinza an RCA Gamble

HOLLYWOOD, Nov. 25.—Tho motion pictures, with rare exceptions, have little effect in pushing tunes or artists on records, RCA Victor is apparently betting a subas a platter seller.

Munic Sacks gave Pinza's agent,
Paul Small, and attorney Harold

No. 2011 Small Smal Stern deal more than quadrupling imately 50 Pinza items, including, the basso's previous total guaran- of course, all his operatic works, tee while with Columbia Records. The RCA deal guarantees Pinza \$25,000 per year for five years, for a total of \$125,000. At the average retail price of 75 cents per record, Pinza consequently would have to

At Columbia, Pinza had a threeyear deal with a guarantee of \$10,000 per year, for a total of \$30,000. This deal, it is revealed here for the first time, actually wasn't scheduled to run out until November, 1951.

In the first two years as a Co-

Video Stacks A Hefty Roll In Tower Rent

NEW YORK, Nov. 25 .- The Empire State Building Corporation will be raking in about \$750,000 annually in rentals from broadcasters using its antenna structure, which will be completed in February. This figure derives from the take from the five TV sta-tions and the three FM stations which will use the 222-foot tower, plus rental of floor space in the

The video outlets all are paying the same amount annually-a reported \$135,008-for rental of their share of the tower. In addition, each rents a varying amount of additional space in the building. The video stations involved are WNBT, WCBS-TV, WJZ-TV,

End of an Era---Wm. Morris Moves

NEW YORK, Nov. 25,-William Marris office will move its main quarters to the newly built Mutual Life Bullding, Broadway and 55th Street, early in March, where it will occupy two floors.

The Morris office has been at mov (Continued on page 38) |

stantial pile of chips on an an- guarantee for that amount in his tipicated lift Mr. Imperium and first two years with Columbia.

Strictly Dishonorable (release dates not set) may give Ezio Pinza fore, made a deal with Small to pay off Pinza for the third year of

sell approximately 3,750,000 records at the standard 5 per cent Public Service 'The Thing'

NEW YORK, Nov. 25 .- NBC. Monday (27), will outline to all of its affiliated stations a major public service venture built around The Thing, novelty tune written by Charles Grean, Victor artists and repertoire chief. Ditty has been out about three weeks and already is a best-seller via the Phil Skelton will do his first vauders Harris Victor record.

With queries about The Thing assuming national proportions, NBC stations will develop the Loew's State, St. Louis, December thesis that The Thing actually represents the humanitarian, Christ- at the Chicago Theater, Chicago, mas urge to help the needy.

NEW YORK, Nov. 25.— Train wreck on the Long Island Railroad Wednesday night had its reverberations in the show business. Edward Dudley, 27, in NBC's spot sales division, was killed. Harvey Gannon, program man-ager of WNBC-WNBT, was badly shaken up. Joe Meyers, head of the NBC-AM newsroom, was injured. In the music field George Keane, sales manager of Varsity Records and Howard Ross, arranger for the Buddy Morris publishing firm, were injured. Harry Anger, of the theater and TV department of General Artists Corporation (GAC), was in the accident but escaped injury. Four Columbia Records engineers were scheduled to catch the fatal 6:09 out of Penn Station, but they missed the train when a call came from Bridgeport, Conn., requesting 10 additional masters on Guy Mitchells' My Heart Cries for You. The men, who grumbled about being held back on a holiday eye, are Vincent Liebler, George Knurr, "Chappy" Chapman and Glen Pickett.

Red Skelton Back To Loew Circuit

NEW YORK, Nov. 25.-Red east of California for the first time in about 10 years

The MGM comic will open at 28, and will follow with a week January 5. Skelton will come in Over a closed-circuit hook-up with a package, the none of the (Continued on page 38)

BIZNESS COUNTS Net Set To Spring Revolutionary Plan

Will Recapture Best Time for Programs On Education, Govt., Drama, Great Music

By Jerry Franken

tirely new concept of public service television programing, designed to air those shows at peak audience periods, in contrast to the almost universal radio practice of sluffing them off in Class C time, is nearing completion at NBC-TV.

President, who was "Lobe" in a public relations institute address:

At the same time, Weaver has set Davidson Taylor, who formerly was veeper in charge of public affairs and programs (separate nosts) at CBS, to head up the tirely new concept of public serv- president, who originated it.

ne working title of "Operation Frontal Lobe," will be revealed in

Actors Soften To Rival TVA Peace Moves

HOLLYWOOD, Nov. 25—Screen Last Coast Fun directors Wednesday (29) will listen to Television Authority's (TVA) peace proposals as pre-sented by George Heller and Ken Carpenter, John Dales Jr., Guild's executive secretary, wired its 4 board members postponing the regularly scheduled board meeting from Monday (27) to Wednesda, (29) to give Heller and the other TVA reps time to attend the SAG board meeting. SAG here refused to comment on the forthcoming meeting.

Earlier in the week, in response

detail next week by Sylvester L. NEW YORK, Nov. 24.-An en- (Pat) Weaver, NBC-TV vice-

NBC-TV public service function. Until "Lobe" is fully activated Taylor will have responsibility for hypoing pubsery on the present NBC schedule as his principal

"Operation Frontal Lobe" will require the co-operation of NBC's TV advertisers, since the web will have to have the right to reclaim each advertiser's time period once a year. This will be done so as to give NBC one solid hour at a time, and will enable the network

Spots Battered

NEW YORK, Nov. 25 .- One of the year's worst gales was raging thruout the coastal areas this morning, causing tremendous dam-

It has been impossible to contact most of the amusement resorts in this area, but apparently all beach resorts on Long Island, especially on the south or Atlantic Ocean side, are under water and being severely battered

Richard Geist, director of press relations at Rockaways' Playland, reports tremendous damage, not only to the amusement area at Rockaway Beach, but thruout the (Continued on page 16)

The 26 Abramson cruises repre- (Continued on page 38)

By Johnny Sippel CHICAGO, Nov. 25 .- A serious surplus of name and semi-name orks in the Midwest is knocking

Ballroom ops indicated at biz was pretty good until October 1 While they said they could not definitely pin down all factors With the outlets in Washington, which might account for the drop; (Continued on page 9)

Cruise Ship Bonanza Offers 1,000 Golden Opportunities NEW YORK, Nov. 25 .- Over Abramson, of the WOR Entertain- a special show for the crew But

The biggest talent buver, Nat ranean

Ballroom Men Worried by Tax

. CHICAGO, Nov. 25 .- Directors of the Nati Ball m Operators' Association (NBOA) will meet in emergency session here tomorrow (26) to deliberate the next move to be made in the critical Tossed by LeBlanc 270 Sixth Avenue since 1934, be- cabaret, tax, situation. Con-tave the RKO Building. At present it was occasioned by the legal set-Temples virtually the entire 28th back received by NBOA's attempt (Continued on page 10)

tional work this winter on cruise which include ships of some of the five days. ships which are skedded to start major lines. His trips run from plowing the seas just before 10 days to 54 days. The short Christmas and to run well into cruises go to Nassau and Bermuda. The 54-dayer goes to the Mediter-

Each of Abramson's trips will carry 10 to 12 performers, all of whom will get first-class accommodations. The number of shows per cruise is flexible

On a 10-day trip acts do usually two shows a day for the entire cruise. On an 18-dayer acts work three times. Occasionally performers will do a concert and put on

Box-Top Christmas

LAFAYETTE, La., Nov. 25 .-Sen Dudley J. Leblanc, who spent \$500,000 on his Hadacol good will chravan in August and September. (Continued on page 44)

1,000 performers will find addi- ment Bureau, will have 26 cruises, basically, its about one show every

Maybe 50G Per Hits 1-Nighters Wk. for Mrs. R.

NEW YORK, Nov 25.-Nartin the props out of one-nighter Jones and Elliott Roosevelt expect grosses, a check of ballroom opto gross approximately \$50,000 a crators and booking offices re-week from the syndication of The vealed While there has always Eleanor Roosevelt Show now airing on WNBC here across the board. The packagers will get \$2,400 alone from WTAM. Cleveland, where the program is to begin war's end. December 15. The WNBC gross is \$6,000 weekly, but this includes

Billboard Backstage

by Joe Caida

With three issues in the new format under our belts we're all beginning to unwind a little. Also we're in a little better position to make a report to any interested readers on how it's coming. 'The great majority of comment we have received to date is overwhelmingly favorable, but in all honesty we must say that some readers have told us and written us that they preferred the old magazine style format. This note (which we quote in part) from Mrs. Jerry Jones, wife of Jerry J., of Roy Thomas, distributors for Columbia Records,

is fairly typical. Says Mrs. Jones: "... Just read thru your November 11 issue in which all the well-known names of the entertainment business sing the praises of the new Billboard. Have you heard from anyone at all who doesn't like it? Well, if not, here are the first two, my husband and myself. . . . In the new format, The Billboard has lost the individuality it possessed in its previous form, with its eye-catching red cover. That (FCC) examiner on applications red cover meant Billboard. It could never be mistaken for another for renewal of license of Richards'

library of Billboards yearly, but who can keep a library of newspa- KMPC, Detroit; WJR, Detroit, and pers? . . Perhaps you will file this in the waste basket because it WGAR, Cleveland - opened in disagrees with important people's opinions. We are sorry to disagree, but felt we had to let you know

how we feel, too, even tho we are just two little fishes in the big pend of Billboard's readers."

Content or Looks?

On that last count Mrs. J. is wrong. Nobody who reads The Billboard is a little fish as far as we're concerned. Naturally we're sorry Mr. and Mrs. Jones, and some other readers don't like the paper as well in the newspaper format as in the old magazine style. We can only hope that those renders will learn to love us as they used to. And if there's anything we can do to make 'em love us, we'll do it.

Doesn't any paper, in the final analysis, stand or fall on its content, rather than its physical form? We know that content-wise the new Billboard is bigger and better than the old. For example, in the first three issues in the new format we carried fully 30 per cent more editorial material, news

Faces 3 More

NEW YORK, Nov. 25-Now that the first libel suit against Red Channels has been filed by actress Pert Kelton and her husband, actor Ralph Bell, at least three others are expected to be filed within the next two weeks.

These will be filed on behalf of show business clients by Attorney is representing Miss Kelton and dium, according to West Coast proately on behalf of others.

The Kelton suit was filed in operation in New York. Consultants, Inc. (ABC), publisher 1943, decided to switch to TV last of Red Channels and the weekly summer, when one Sunday night The Dean Simmons Advertising anti-Commie newsletter Counter- spot on KLAC-TV, Los Angeles, Agency, Los Angeles, will negoattack, and against Theodore Kirk- pulled in 1,064 orders for the \$1.98 tinte all time deals, and Steve Har-Keenan. These are named as in- tising completely, he introduced York office. Williams, a former patrick, Kenneth Bierly and John book. Dropping newspaper adverdividuals, and jointly as officers pass books to San Francisco last L.A. radio remote announcer, will

S&J Icer 201G At Cincy Arena

stad & Johnson's Ice Follies of 1951 own video pitchman Vince Wilracked up a hot \$201,042 gross in 12 performances at the Cincinnati Gardens, November 14-23, to come within 14G of its record set in the first of two appearances here last

In 1949 Ice Follies drew 94,022 patrons and grossed \$215,000 in nine performances, March 16-22 It returned for 11 performances, November 7-15, drawing 86,837 ticket buyers and grossing \$192,314.

This year's showing set a local attendance record for ice shows with 95,745 paid admissions, helped along by a tie-in the show had with a grocery chain by which halfprice tickets were sold. Regular tickets were scaled from \$3 to \$1.25. Last year the show played to 94,022 customers with tickets selling from \$3 to \$1.

On Wednesday (22) night, the biggest, 11,400 payees jammed their way into the arena. This included some seats behind the or-chestra which went for \$1. Mati-nees were given Sunday (19) and

Richards Case Hearings Open

Counsel Battles Mark First Phase Of Second Round

DETROIT, Nov. 25-Hearings in the G. A. Richards case before Hon. James D. Cunningham, Federal Communications Commission magazine, as it can now for another newspaper. We have kept a three clear-channel stations-

FEE INCREASE TO BLAME?

Song Copyrights Soar, Dramas Dip

number of musical pieces reg- went to a flat \$4, unpublished office in the 1950 fiscal year while the fee for published works showed a sizable increase while was \$2. Unpublished material deposits of dramatic works de- makes up the bulk of registrations. clined, according to figures just and official say a lot of junky stuff mission to Congress early next sons when the fee was too low-

A total of 52,309 pieces of music were registered with the Copyright Office as compared to 48,212 during the 1949 fiscal year, Registrations of dramatic works dropped to a post-war low of 4.384 after posting a mark of 5,123 in 1949.

Despite the music gain, totals The record for dramatic copy- lished rights was reached in 1947 when the total was 7,056.

counts for the subsequent declines with the increased fee.

compiled by the agency for sub- was copyrighted for prestige rea-

For the year ending June 30, 1950, there were 15,573 published and 36,736 unpublished songs registered for copyrights as compared with 13,524 published and 34,686 unpublished for the 1949 fiscal

There were 641 published and 3,743 unpublished plays and dramatic works registered in 1950. were still well below the record Totals for the 1949 fiscal year were of 85,359 set in the 1948 fiscal year. 764 published and 4,359 unpub-

The Copyright Office will inform Congress it took in more money in the 1950 fiscal year than Copyright officials say the in- in any other year because of an crease in fees in 1949 probably ac- over-all registration gain together

TV Rated Best Ad Medium By Pass Book Promoter

moter Harry Schooler, who ar- Zucca's Opera House, Culver City, attorneys may follow suit immedi- rived here this week to set up a Calif., until the nitery burned premium admission "pass book"

of ABC. It charges libel by in- August 27 and grossed \$91,080 via launch the initial TV pitch proand radio (\$8,000 in video and \$13,000 in radio).

During the 60-day drive, has peddled the books for \$1.98. Schooler says, plugs on KGO-TV The price boost, as compared to and KRON-TV brought in more orders than concurrent time on seven local radio stations. One KGO spot resulted in 860 sales.

On the basis of the Bay City coup, Schooler has brought his liams back here, to handle all his TV spot work in New York.

The Manhattan pass book is expected to be rolling by January 1 with a minimum budget of \$5,00

FRANK FOLSOM'S PRIDE AND JOY

NEW YORK, Nov. 25-Radio Corporation of America President Frank M. Folsom is known in many phases of the industry as a gent who takes a fierce pride in the eminently successful job he has done heading up the RCA interests Less well known is the facthat Prexy Folsom takes far greater pride in his family. It's a tight, happy clan, and still growing. As the RCA prexy puts it: "I've got 16 grandchildren-13 on the hoof, two is the cradle, and one in th

If the New York promotion New York Supreme Court last Schooler, who sinitiated pass clicks he plans to set up pass books week against American Business books in Los Angeles back in on a national basis, with continudin will head up Schooler's New

This is the first year Schooler

(Continued on page 44)

	The state of the s	41
31	Burlesque	5
3	Carnival	5
Ó	Circus	
	Classified Ads	5
8	or to Machines	6
a	Paire & Expos	123
)	triangle Cristain	4
	General Outdoor	10.9
	Honor Roll of Hits	103
	Honor Roll of Bills	14
	Legitimate	6
	Magic	8
	Transportion	-
	Music	
	north Manhitten	200.
	Night Clubs	
	to the said Donnie	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	The same that the same and the	-
1	Roadshow-Rep	
	Routes Salesboards	
٩		
1		
8		
	Vandeville Vending Machines	-

Washington Once-Over-

entertainment world in general it has abviously been inspired by and the TV broadcast industry in educator organizations united in particular will be hearing plenty the drive to get school-college TV from now on about a storm kicked channels, an inescapable refrain up by FCC Commissioner Frieda runs thru many letters from indi-S. Hennock over TV programing, vidual parents and teachers The biggest volume of mail on any issue in the Commission's history is piling up in Commissioner Hennock's office in support of her crusade for educational TV channels (nearly 1,000 pieces of mail tures of drinking, murders, all at the latest count, and sackloads more pouring in). Besides smashing precedent for sheer volume, the letters are establishing some life what they have seen sort of record for the number of rebukes against various prevailing entertainment vogues, not only in commercial TV but also in movies, worthwhile to the almighty radio and comie books. Most of the Commission itself

is still unaware of the size and nature of the response to Miss Hennock's single-handed campaign. But the lady commissioner will remedy that when she puts the mountainous heap of mail into the record of the current TV allocations hearing, possibly next week, when educators take the witness stand in their plea for reservation of non-commercial channels.

3 DISK SPEEDS CLEAR AS MUD

WASHINGTON, Nov. 25 .-Who said the confusion over three disk speeds was ended? Recently the Disk Shop here received a call from a cultured-sounding fem requesting a copy of Swan of Tuonela.

The clerk, of course, asked what speed she required, 33, 45, or 78? The pleasant voice responded-"Oh, any speed rehlly, but I would like it on FM if possible."

Paris Peek

By Art Rosett

Cleo De Merode, ex-Paris Opera ballerina of a half century ago, won a libel suit-against French authoress Simone De Beauvoir. Simone, in her book Le Deuxime Ser, referred to Cleo as a Hetere, which was defined by the plaintiff's lawyer as meaning a woman NEW YORK, Nov. 25.—TV is for TV and \$3,500 on radio for of "loose living in ancient Greece," easily the nation's No. 1 ad me- the first four weeks.

Cleo, who sued for 5,000,000 Cleo, who sued for 5,000,000 Schooler was a co-owner of francs, was awarded one franc.

Marx Bros. & Brandy

Traffic-stopper on the Champs-Elysees is a huge window display in a liquor store showing life-sized figures of three Marx Brothers sitting around a table drinking the house brandy.

G. L. Clown

Frank Billerbeck, A G.L art student from Philadelphia, on his off evenings, dresses as a clown, and goes from one sidewalk cafe to another entertaining the customers with terrific routines in pantomime (he doesn't speak French), which he has worked out himself. Fifty million Frenchmen can't be wrong, and they're crazy about his stuff. (Continued on page 44)

Electronic Biz Aids Defense

NEW YORK, Nov. 25-Despite large manufacturing and research problems brought about by parts w. p. Littleford; Gen. Mar. Eastern Divis.
shortages, materials, restrictions Phone: Plana 7-2800 shortages, materials, restrictions and color television, the electronies industry continues to make heavy contributions to the national defense effort.

Typical of the work being accomplished is the electric analog computer, unveiled publicly this week at the joint Navy Special Devices Center-Radio Corporation of America (RCA) demonstration held at Princeton, N. J. The new device evaluates the performance of guided missiles, ships, airplanes and submarines.

While large government contracts for military equipment have not been placed with electronics manufacturers to any great degree, many radio-phono-TV producers 8 actual production. Several TV dis2 tribs are already planning pro38 duction facilities to handle subcontract work.

WASHINGTON, Nov. 25 .- The lightly. For, altho a good deal of sional entertainment fair for children. A random sample follows:

The Critics Speak

"Our children see so many picsorts of crime, smoking, sensuality and so much gun play that it is no wonder some try out in real

"I realize that the American way is the commercial way, but need we sacrifice everything dollar? . . . "

"The fact remains that an educated or semi-educated person is getting a heck of a raw deal, with TV solely in the hands of the soapsellers, and it's becoming more unbearable every day. . . .

"The situation is clearly getting out of hand. . . .

"There has never been such a medium with raw and neglected potential in the American home before radio has been put up with; TV taking up where radio left off There'll probably be little in- just makes the low-level enter-WASHINGTON, Nov. 25.—The in registration, Before the rate clination to dismiss this mail tainment that much more serdid good entertainment does exist) . . .?

"My husband wants to buy a television set, but I suppose there are so few programs that are good for children, and it's the children at our house who would use the television. . . . "

Bite A.Coming

The next major action on a proposed excess profits tax on individuals, which would hit entertainers hard, is due right after the 82d Congress convenes in January, when the Joint Committee on Internal Revenue will report findings of a study now under way. Idea of the tax is similar to the corporate excess profits plan being shaped by the House Ways and Means Committee.

In addition to the usual income bite, a stiff tax would be levied on persons whose 1951 income is substantially higher than average earnings for 1946-'49. Altho aimed at grafters such as black market operators, the proposal would make hash out of the earnings of a performer who hits the big time after years on coffee and dough-

Chances right now are figured less than even that such a tax will be imposed, but this is the first time it has been under serious consideration since 1917, when it was in effect for a year. The Treasury Department backs the proposal in theory, but says it

Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson Publishers.

Reger S. Littleford Ir. William D. Littleford

screph G. Csida . Editor in Chief, New York E. R. Schreiber Coin Machine Editor, Chicago Herb Dotten Outdoor Editor, Chicago Ben Atlas Chief Washington Bureau Managers and Divisions

E. W. Evans, Gen. Mgr. Concessati Main Office & Printing Devision 2100 Patterson St., Concessanti 22, Obio Phone: Dunbar 6436

Sam Abbett, Gen. Mer. West Coast Division Spot Sunset Blvd., Hollywood 25, Cattle Phone: Hollywood 9-3531

F. S. Joerling, Gen. May. Southwest Division 390 Avende Hidz., St. Leuis 1, Mo. Phone: Chestant 942.



Communications to 1564 Broadway, New York 19, N. Y.

HERE ARE SCALES DRAWN UP IN RECENT TVA, WEB PACT

NEW YORK, Nov. 25 - Following are the scales set up for TV talent as a result of the settlement between the broadcasters and Television Authority (TVA). Rates are for commercial shows except where otherwise specified. Sustaining fees are 80 per cent of those below.

Actors, Announcers, Singers-Five lines or more 31 to 60 Min. 170 Actors-Less than five lines (including chorus and dance talent) 15 Min. \$70 00 30 Min. (2 50 31 to 60 Min. 75 00 Singles\$200 Rebearsal fime Inc ded

2 nets 275 5 hours 3 nets 375 within 2 days tor II ct. additional

Play-by-play-\$200 per event or \$550 per week if announcing the same sport. Assistant-\$125 per event or \$350 per week

Sportscasters-Class A events

Sportscasters-Class B events Play-by-play-\$150 per event or \$350 per week Assistant-\$100 per event or \$225 per week

Walkons Per Addit Relia al Hou-15\$20 45 Live signatures: \$40 including dress rehearsal. Extra rehearsal at \$3 per hour. Hitch-hikes, etc., \$50 per announcement.

VIDEO TEMPEST BREWS

TVA Unions Grumbling At Wage Scale Pact

wage scale ratification meeting still are proceeding on other TVA called by Television Authority demands not yet settled. (TVA) for Tuesday (28), seems | First sign of "rank and file" headed for some stormy debate, protest over the contract came The past week has seen evidence Tuesday (21), when a meeting of resentment against the terms called by word of mouth attracted negotiated with the TV broadcast- an overflow crowd of about 100. ers coming from members of A second meeting was called for Equity, American Federation of 11 p.m. the following day in a Radio Artists (AFRA). Chorus larger hall, to permit room for Equity and American Guild of the turnout. Heller was invited Variety Artists (AGVA).

However, it's regarded likely With about 300 present, strong that TVA topper, George Heller, language used reflected the strong will gain approval of results to

NEW YORK, Nov. 25 .- The date, especially since negotiations

to attend, but did not,

TV WEBS FIGURING NEW PRODUCTION COSTS

NEW YORK, Nov. 25 .- Followindications are that substantial budget hikes will undoubtedly take place. Claims, however, that pro-

The webs are still making cost studies of the various types of programs. It is a certainty that a new approach to dramatic shows will bring rigid scheduling and curtailment of rehearsal periods and rewritten scripts to cut out bit parts. Many producers believe dramatic stanzas may require new TV writing techniques to shorten casts.

The DuMont network claims that the new contract will cost it \$2,000,000 more a year to do the same shows as are now being teleeast. An estimate by one CBS-TV program exec was that average shows would rise \$600 to \$1,000 a

4-Star Gets Pet Milk

NEW YORK, Nov. 25 .- Pet Milk has signed to become the last of the three sponsors bankrolling NBC-TV's Wednesday night Four Star Revue. Motorola currently is hankrolling the show weekly, but will be joined by Norge and Pet come the new year.

Altho four comics rotate on the show (Durante, Wynn, Carson and Thomas), purpose in having only three sponsors is that no one bankroller becomes identified with a single comic. This system has a different comic under each sponsor's banner every time out.

The heavily budgeted hour draing agreement with Television Au- matic stanzas, it is expected, will thority (TVA) on wage scales, the be least effected. These shows alwebs this week were still figuring ready pay rates in line with the year's Greatest Story Ever Told revised program costs, altho initial new scales and considerably over scale to leads. The half-hour video dramas and variety shows, which at 5:30 p.m. Sundays. duction costs would double were operate on tight budgets, may be derided by responsible TV officials. in trouble. The squeeze will be be November 30. Agency was agers who may be forced to absorb with the sponsor up to the weekthe hiked costs.

TVA PRESSES FOR BAN ON AIRINGS TO THEATERS

Fringe Issue Talks Spurred After Webs Okay \$\$ Pact

on studio telecasts to theaters of TVA is seeking, among others, the performers, other than bit players. any kind is now being sought by Television Authority (TVA) in negotiations continuing with the video networks.

week agreed on wage scales, a to be included, and provisions for multitude of other working condi-tions remain to be settled, and the length of shows, to be arranged proposed theater ban is one of immediately prior to telecast; them.

wever, will not delay the effec- maintenance. ti e date of the wage scales, set for Friday (1).

that there be no remote pick-ups from niteries, etc., without written with TVA. permission of the performers involved and additional fees

Would Stymie Theater

One disgruntled network execstated this week that if the TVA proposal goes thru, it would at mie all theater TV other, perhaps, than sports events. The TVA demand is designed, it is believed, to stop TV from interfering with its members getting theater dates in other

AN HOUR GCES TO WASTE HERE

NEW YORK, Nov. 25 .- An old sidelight on reaction to the Television Authority (TVA)network wage scale was supplied this week by Anchor Hocking's hour-long telecast over NBC five nights a week The Jerry Lester show, under TVA regulations, is entitled to 22 hours rehearsal for each telecast -- if NBC and the sponsor want to exercise that right. (There are 168 hours

That means that five days a week they could rehearse 22 hours a day; go on the air for one-and sleep that whole big hour left over. Or they could rehearse 110 hours a week; air five hours weekly-and live like madmen the remaining 53

"Greatest Story" May Leave Air

NEW YORK, Nev. 25.-Kudner Agency this week was mulling the possible cancellation of Goodmany kudos as a purbserv-type religious dramatic airer. It's on

Last show of the cycle would especially tough on indie pack- holding last-minute conferences end to decide the show's fate.

following:

A limit of eight hours rehearsal in one day, with time and half for additional rehearsal in one day and double time after 12 hours of re-Altho TV and the networks last hearsal, provision for meal periods \$28.75 extra per day for location The protracted negotiations, work, plus transportation and

Also, payment within three days, direct to performer, full fees for TVA is also seeking a proviso auditions, production memos showing performers' names to be filed

> Two other demands meeting stiff resistance are TVA's demands for extra fees each time a filmed com-

'College Bowl' Eyes CBS Slot

NEW YORK, Nov. 25 .- American Safety Razor and Pharma-Craft, co-sponsors of College Bowl, now on ABC-TV, this week were negotiating for time on CBS-TV. The latter web will have the get the 6:30 to 6:45 p. m. slot on Tuesday 10:30-11 p.m., time open ABC the same days. Cavalcade after January 1, but the adver- moves into the 10 to 11 p.m. time tisers are hoping that a stronger time will open up.

In an effort to jack up the entertainment value of the show, megger, has been added as direcrauff & Rvan is the agency.

NEW YORK, Nov. 25 .- A ban | In addition to these demands, | mercial is used and credits for all

The first, say telecasters, is economically impossible; the second would result, when long casts are involved, either in cutting down playing time of programs or commercial time, or both, they

Space Cadet" Rockets From

NEW YORK, Nov. 25 .- ABC-TV has swiped its third program within a week from another vides web. Latest acquisition is Tom Corbet, Space Cadet, sponsored by Kellogg's, which moves over from CBS-TV Januar 1. Earlier pira-cies included Pepsi-Cola's Faye Emerson Show from CBS-TV, and

Cavalcade of Stars from DuMont. Space Cadet, which now airs from 6:45 to 7 p.m. Mondays, Wednesdays and Fridays on CBS, will Fridays, shifting Best Foods' Penthouse Party from the 10 to 10:30 slot to the 8:30 p. m. period.

Kellogg this week also signed Lester Fuller, a former Hollywood to sponsor Comedian Victor Borge in a five-minute radio series over tor on a two-show trial basis and Mutual, beginning January 1. The more writers have been hired, show will be aired full network First results have been good and from 5:55 to 6 p.m. Mondays, Wedthus the program is now in more nesdays and Fridays. Kenyon & solid with the bankrollers. Ruth- Eckhardt, New York, is the cereal outfit's agency.

SMOKE BUT NO FIRE

Staffers Get Jobs Back, TV Tiff Averted

NEW YORK, Nov. 25.-What | Robert Carrington and David could have developed into the first altercation between Television Authority and a TV network under the wage agreement set-up Sunday (19) was averted this week when DuMont reinstated two dismissed staffers.

The dismissals came while TVA on ABC. Show has received and the networks were still negotiating other points in dispute, with George Heller, TVA executive secretary, registering a strong beef at one of the union web meetings.

DuMont declared TVA inferences of unfair labor practices were completely wrong and that the web had considered releasing

Amsterdam, the announcers in question, for some time in the course of normal staff revisions.

Actually, DuMont claimed, the TVA agreement had brought about the addition of two more announcers to the web's staff. At the same time, the network restored the two announcers-one of whom it claims is a TVA organizer-to the staff, altho a DuMont exec said they would not be used until the situation could be clarified further.

SAG Softens; Now Is Willing To Talk Over TVA's Peace Bid

· Continued from page 1

via video of theatrical projection, effort to attend. The NLRB hear-At that time SAG also felt it ing at Los Angeles on the jurisceedings and a peace agreement possibly reconvene several days Reason for this is that SAG feels mony." it must again establish certification n the film field by an NLBR election, even if the election is uncontested.

Dale's Wire

Text of Dale's wire follows:

to SAG-TVA peace rumors, SAG Guild board meeting Monday Nov- 31. Reagan pointed out that proindicated no peace could be pos- ember 27, to Wednesday, Novemsible until TVA withdrew from ber 29, at 8:30 p. m. We have the National Labor Relations received requests from Television Board (NLRB) film proceedings, Authority to send a committee of currently underway in Los An- George Heller, Ken Carpenter and geles. Peace then also seemed others of our board to discuss a unlikely unless TVA agreed to possible settlement of our dispute. disclaim any authority over actors TVA believes their contract in the appearing in motion picture films, live field narrows issues between whether these films are exhibited us. Members will make every would have to go thru with the dictional dispute between SAG NLRB election even if TVA were and TVA which, Friday (24) was to withdraw from the local pro- recessed until December 4, may were reached between the orgs earlier for one final day of testi-

Speed-Up Imperative

ducers may refuse to negotiate new contracts until the Guild has Boren, veepee of Motion Picture thru attorney A. Walter Socolow. Producers Association, said would not enter into SAG contract negotiations until after NLRB elections and certification.

hassle, Don Fedderson, KLAC-TV CHICAGO, Nov. 25, - A halfauthorized postponement of the ture producers expire December TVA jurisdictional dispute.

Burr, Bodec Sue ANTA for \$100,000

NEW YORK, Nov. 25 .- Eugene Burr and Ben Bodec, both formerly with Kenyon & Eckhardt and later partners in packaging a dramatic show, have filed suit against the American National Theater and Academy (ANTA) for \$100,-000. They charge break of con-

Burr and Bodec claim they had a contract with ANTA for dragained its NLRB certification. In- that they sold the show to Celamatic rights to ANTA show and asmuch as SAG members would nese Corporation for approximatenot continue working sans a new ly \$22,500 weekly. Subsequently contract, delay in NLRB proceed- they allege, ANTA made a deal ings may cause a serious pic in- with Dodge Motors for the curdustry situation. Further empha- rently airing Showtime U. S. A. sizing the need for a speedy and by granting Dodge exclusive conclusion of NLRB elections, rights, forced the dramatic show SAG's Dales testified that Charles to be abandoned. Suit was filed

Burr is currently script editor on Ellery Queen.

Adding further to the SAG-TVA NBC Kines Guest

topper, said he intends to file with hour, show built around Edgar A. SAG Prexy Ronald Reagan told NLRB for certification of a single Guest, nationally syndicated news-NLRB that the proceedings must union of all TV talent, both live paper poet from Detroit, was kinebe speeded up to certify the Guild's and film. According to Fedderson, scoped Wednesday (22) by NBC existing status as the pic actors' this issue must be settled in the from Chicago studios. Kine now is bargaining agent, because the immediate future, for TV's future being shown to sponsors, with sev-"Our executive committee has Guild's contracts with motion pic- is being hampered by the SAG- eral good prospects reported by

NBC-TV "Operation Frontal Lobe" Will Give Highbrow Peak Time

fortuned from page |

of regularity and peak time.

be able to air every day, or every at night. night, if necessary, at different time periods. Present plans call

Eleanor Show May Gross

· Continued from page 1

interested in presenting the pro- feeding," thus, will be chocolate- tween the web and the play's program, the combo will be reaping covered. a heavy harvest of cabbage shortly. The packagers are finding that the with a major education institution terday (24). greatest demand for the program is is in the works, among small cities where local "Operation Frontal Lobe" is among small cities where local advertisers practically flog themselves for the privilege of sponsoring the show.

Roosevelt and Jones, too, have been able to present some of the stations with their New York advertisers, some of whom have indicated an interest in buying key

major outlets.

The packagers are also driving to sell Mrs. Roosevelt's Sunday afternoon TV show on WNBT. The program which has been sustaining but has been quite successful in getting press notices, is program isn't successful until it goes commercial and thus the several already interested.

ing group, rather than a limited tion, when he told the network's Weaver plans a rotating sched- audience segment, if the programs affiliates he believed the teleule, so that the service shows will were to air, for example, only late easter's responsibility was much

2 Costs Set

was necessitated by NBC's TV s.r.o. Inability to clear radio time, in its sellout days, was a major factor in fouling up the AM servicing programing. The TV operation the will impose two costs "Peter Pan" on NBC-one for pre-empting the time, and the other for program production costs.

Weaver expects to do programs avoid the so-called (and disputed)

to schedule its public service for nighttime shows only. This also in line with Weaver's recent video with the two-fold advantages means NBC will hit every view- address at NBC's annual convenmore than offering entertainment only. In times of crisis, as now, The rotation aspect of "Lobe" Weaver declared, a medium with the personal impact of video has a major responsibility as an educational force.

Deal Out

STEIN TO SNAP EM IN MIAMI

NEW YORK, Nov. 25, -Harold Stein, radio's first photographer and now the Mutual lens snapper, next will open a branch office at the Fleetwood, Miami Beach, He'll commute between the two, and maintain' staffs in both joints. Stein says he still loves radio but wants to see what a mike looks like in a bathing

P&G May Back Kate Smith

reported on the verge of buying sponsorship each half hour on an music, public health, etc., but will offer them under completely professional ministration so as to rect from the stage some time dur- cities, and this is said to be re- show, was almost exhausted, the public service stigma which ing Christmas week, has been garded as the major factor in- program was about to be canceled caused AM listeners to vamp this abandoned by NBC-TV. Nego- fluencing P&G. The soap firm is when General Mills entered the tically signed, and other stations kind of show. The TV force tiations have been going on be-

> bought participations in the hour- first refusal on TV rights. Reason for failure was under- long stanza: Durkee, American General Mills also locked up the

Lava To Divvy Web Show Tab With Gen. Mills

Sells Half Its "FBI" Time But Keeps Option

NEW YORK, Nov. 25 - A unique radio network deal was made firm this week when General Mills bought 15 minutes of FBI in Peace and War. Thursdays, 8-8:30 p.m., NEW YORK, Nov. 25.—Procter Gamble, the show's present spon-& Gamble (P&G) this week was sor, and General Mills will split

It is also reported that a tie-up few weeks and were dropped yes- yet. Three sponsors already have comes available. P. & G. also has

(Continued on page 8) Home Products and Minute-Maid. 9:30-10 p.m. alternate Friday slot on CBS-TV, beginning December 22. for a program as yet unselected. The first half has been bought by Wildroot for Charlie Wild, Private Detective. Knox Reeves is the General Mills agency.

"Bride" Deal In Jell Stage

NEW YORK, Nov. 25.-Hudson of market appealed to, consump-tion habits, and a trend toward ization of beer on, this has been the verge of locking up a half-

BEER-DRINKERS' SAGA

Radio, TV Keying Brewers' Drive For Take-Home Mart, Centralization NEW YORK, Nov. 25 .- The en- | These include the method of mer- | in at-home consumption is this

tire shape of one of America's chandising the product, the type increased advertising emphasis on figured by NBC as part of its major industries is being radically public service programing. Elliott changed, with radio and television Roosevelt, however, claims that a playing a key role in bringing total effect of radio in the past more pronounced. In 1934, over the TV version of Bride and Groom. about the alteration. The brewing team is after a bankroller, with industry has been going thru reshaping on all important levels.

lating these developments.

With more brewing firms still steadily moving into radio, and now leaping into TV as well, the drive is being accelerated. Already there are some 50 brewers sponsoring sports on TV, apart from those bankrolling regular shows and other events. Plans for 1951 show that several outfits not yet in TV will be forced in for competitive reasons.

According to Research Company of America, which specializes in research on the brewing industry, one of the biggest revolutions in consumers into buying their beer director of research for WOR, New to take home. There has been a York. steady increase in home-only consumption since heavy radio plugging began and a much more spectacular rise with TV. Thus, while 34 per cent of beer-drinkers sipped their brew only at home in 1940, the number had grown to 40.6 in 1948 and to 43 per cent by 1949, according to Research Company's 1950 survey. Similarly, the number drinking away from home only shrank from 15 per cent in 1940 to edge over video percentage-wise. 6.9 per cent last year.

sometimes pushing draught beer, usually emphasize the take-home York nighttime radio is delivering their own antenna deal. Macy's pitch. A corollary to the increase

centralization of the industry. The the trend, but it is becoming ever hour daytime slot on CBS-TV for few years and of TV now probably 75 per cent of beer sold was The afternoon time slot as yet never will be measured exactly, draught; as recently as 1944 only has not been selected for the Asterbut insiders in the field count them 61 per cent sold was packaged. son-Reddy-Nelson package. among the strongest factors stimu- By June 30 of this year, packaged | Duane Jones is the Hudson

Benny Has TV Guessing On When and How Long

NEW YORK, Nov. 25 .- Jack | some trouble. Not only is the client Benny will not be on CBS-TV De- slightly disappointed in the rating cember 10 for Lucky Strike as expected. The comedian, whose initial video show was October 28, was skedded to do his second show December 10, but time could not show, a three-quarter-hour show be found for him. The newest plan is to put Benny into the first three-quarter hour slot which can be worked free after December 10, shows a season, Batten, Barton, This also eliminates the same Durstine & Osborn, the advernight's airing of the Sam Levenson 15-minute Wildroot show, which is slotted after each Benny telecast.

Altho Benny's first show was on Saturday, and his second was to be on Sunday, Lucky Strike is Stark, Layton thinking about slotting him during the middle of the week. The client Split Agency has shows on Saturday, Sunday and Monday, and, in addition, the comic might encounter less opposition on a week night.

Indications are growing, too, that Benny is giving Lucky Strike

Educators Wait FCC Nod on Bid For TV Channels

WASHINGTON, Nov. 25 .- Federal Communications Commission TV, as well as the Kathi Norris to educators' demand for TV chan- WNBT, New York, and Jack Eigen, Chamberlain Lotion buy of 5:45nels as the allocations hearings doing his nightly deejay-chatter 6 p.m. Sundays beginning January turn to channel reservations start- show out of his own New York 7 for Eric Severeid and the News study shows that, despite a 20 per ing Monday (27).

There is little likelihood, however, that FCC will accept the proposal to be made by the Joint Committee on Educational Television (JCET) that a very-highfrequency (VHF) channel in each city be given to non-commercial educational stations.

FCC's own idea is that the educators be given a block of channels in the ultra-high-frequency (UHF) range and be permitted to compete on an equal basis with commercial application stations in

the VHF band. JCET, which is composed of most of the leading educator groups, also will ask that stations in cities where VHF channels are taken be required to give a portion of their time for school telecasts. In addition, JCET witnesses will request that 20 per cent of UHF channels be reserved for educational use.

he achieved on his first show, but the comic is said to vacillate between wanting to do a half-hour and an hour show. And because of his unusual video schedule, four tiser's agency, has had great difficulty in clearing time for him.

NEW YORK, Nov. 25 .- Wilbur Stark and Jerry Layton, indie packagers and agents, are setting up separate offices on their own, but will continue to split on packages and talent they now represent. The split becomes effective Sinatra Loses Friday (1). Any sales they make after that date will be individually 15 Air Minutes; controlled.

Stark and Layton now have several whodunits on both AM and TV Shave Looms (Mrs. Stark) daytime series on supper club.

TV POWERFUL

HOLLYWOOD, Nov. 25 .-Edgar Bergen, long intrigued by TV's potential, may again turn his back on AM radio for an all-out tele plunge. Bergen told The Billboard he would not consider undertaking a regular TV show while still straddling the AM airwayes, and that he would only move into video abandoning radio. According to Bergen, the switch in media may be next year. Bergen also indicated he would prefer to air his talents via film rather than live. No plans have as yet crystal-

15 minutes off the Frank Sinatra hour disk jockey stanza and was an indication that the crooner's honeymoon was over at the web. atra's hour TV program may be Sweeney & March shaved in half after January.

Altho Bulova's buy of five Sinbeginning of next year trade re- in the race for the 6:30 to 8:15 current share-the-pole deal.

This would leave CBS-TV with an hour of unsponsored prime Saturday time which costs more program execs at CBS-TV believe reach a decision some time next of that street and in Brooklyn, to sustain and that a number of Still in the running is Jimmy in December, with the others, inquiries have been received from Dunn. The ex-hoofer and film ing individually thru February, sponsors interested in the time, star will cut an audition record Total height will be 1,472 feet but not the Similar shows but not the Sinatra show.

agency. NIGHT RADIO CHEAPER 60% OVER VIDEO

NEW YORK, Nov. 25 .- Night- 1 per cent during the last 10 years, time radio here is delivering 1,000 while newspapers have upped homes at a cost 60 per cent lower than comparable early evening TV rates and 41 per cent lower than video in the 8 to 10 p.m. period, the field is the indoctrination of according to a study by Hoffman,

Hoffman's appraisal was made by applying Pulse reports on TV and AM sets in use in metropolitan New York to the nighttime rates of 10 local radio stations, WNEW, WOR, WINS, WCBS, WJZ, WMGM, WQXR and WAAT, WABD and WPIX. The FM out-Rates were figured on time cost lets operated by the first three only, since AM and TV talent costs firms also are renting antenna differ so widely that any compari- space. son would give radio a tremendous

Television commercials, while WOR's new ammunition kit for its carpet before toppers of the parent sales force, also reveals that New Macy's operation for setting up 1,000 homes at a cost 46 per cent this year has suffered a 5 per cent lower than average evening broad-casting rates in 11 other major TV due to the WOR-TV operation. The markets and 41 per cent lower station spent about \$2,500,000 to than those prevailing in the 10 buy land in North Bergen, N. 2. largest non-TV cities. On the same and to erect the tower, which costs cost-per-1,000 basis Hoffman notes about \$60,000 annually in taxes that the New York stations' 1950 alone besides maintenance costs. rates were 40 per cent lower than and delivers a signal regarded the average 1948 rates chalked up widely as inferior to that from NEW YORK, Nov. 25. - The by broadcasters in Philadelphia, the Empire State. Chicago, Boston and Cincinnati.

In relation to newspapers, the cent gain in the number of homes 1,250-foot structure. However, reached by nighttime radio, New when the lease ran out, the build-

Lead in DJ Race

ports are that the sponsor is on a disk jockey job at WJZ, New strict holiday kick and will not York, is the former CBS comedy wJZ-TV are operating from temteam, Bob Sweeney and Hall porary antenna on the building, March. All negotiations with with somewhat impaired signals Henry Morgan, who once was in some areas. They are utilizing regarded a candidate, are stone poles jutting out perpendicularly cold. No deal has been set yet, over 34th Street, causing possible but the station is expected to weakness in signal potency south

rates almost one and half times higher than their circulation gain over the same period of time.

Empire Tower

Only local TV station not to be on the Empire State is WOR-TV, The Hoffman study, part of execs of which are reported on the

Originally, WNBT had exclusive use of the building for TV and had a 60-foot antenna atop the York evening rates have declined ing is said to have demanded a 10-year lease at \$500,000 per year. WNBT was unwilling to go for the entire nut and ultimately decided it would be best for the industry as a whole if all local TV signals were improved by pooling NEW YORK, Nov. 25-Leading use of the antenna leading to the

Currently, only WNBT and when the structure is completed.

Copyrighted malerial

State-Lake Tele Smash; Another Grid Show Set

CHICAGO, Nov. 25 .- The State- | WBKB, Paramount station which Lake sold out its 2,600 seats for theater telecast of the Illinois-Northwestern game today, and the South Side Tivoli sold 1,986 Northwestern-Illinois game, and of its 3,400 capacity. All seats were \$1.20.

CHICAGO, Nov. 25 .- The theater-television showing of the IIlinois-Ohio State football game here was such a success that Balwestern's resistance and obtained rights to the Illinois-Northwestern (25) for showing at the State-Lake and Tivoli theaters here.

Every seat in the State-Lake was sold (at \$1.20 per) at 11:45 a.m. the day of the Ohio-State game. The picture was good, and the crowd shook the walls with to be shopping around for a new cheering. The overflow was advised by barkers to take subway to the South Side Tivoli, which ing Club bouts. also consequently sold out.

switch in policy.

had to split crews and equipment for an unprecedented handling of two games from two different stadiums simultaneously,

As Sportscaster

NEW YORK, Nov. 25 .- Indications are that Ted Husing will be dropped as sportscaster on the Wednesday nights 10-11 p.m. boxing show sponsored by Pabst on CBS-TV. The client's agency, Warwick & Legler, is now known boxing commentator to replace

Northwestern had originally rapped by critics for his handling been in on the theater-TV experi- of the Joe Louis-Ezzard Charles ment, but backed out under alumni fight and, in addition, has refused pressure. Public attendance of the to alter his mike style to suit the telecasts of the whole Illini home demands of the agency. Russ schedule brought a last-minute Hodges, however, will continue to sportscast the fights on radio.

Short Scannings

Brief but important video news

Saphier Back in Town

locate in Hollywood, is complet- the radio version switched from ing the circle and reopening it, as NBC too. Total gain for CBSof next month. Jules Green, new- about \$750,000. ly named a veepee in the Saphier organization, will head the New ABC-TV Eyes Days York operation. Reopening was occasioned by the start of an across-the-board half hour CBS-

More Time for Gabby

Quaker Oats will sponsor Gabby Hayes in three weekly TV shows on NBC, beginning December 11. The new series will air Monday, Wednesday and Friernoon show on NBC-TV, which is also backed by the cereal out-

Duncan Quits WPIX

Wally Duncan resigned as sales Keeps Hadacol manager of New York Daily News video outlet WPIX, last week, following a conflict on station policy with Ben Larson, WPIX's general manager. Duncan joined the station last February, succeeding Scott Donahue.

Circus Yarns on TV

"That Circus Man," a five-minute package featuring circus man Al Priddy spinning a short, authentic circus yarn, is being prepared by J. H. Suttner Produc-tions, Oconomowoc, Wis., for re-lease around January 1. The package will be seed to billing, adds Towner, approxi-mated \$500,000. package will be sold on an exclusive market basis.

Oops Dept.

reporters, last week went to work, and M. J. Rifkin, the new Frederic Ziv veepee, was inadvertently an out-of-court settlement. Sweemade head of sales by The Bill- ney, former program manager for board. His new position is head of Fletcher Wiley Productions, TV sales. Al Unger remains in charged he was to receive 10 per charge of sales for Ziv.

Store Into TV

Frank & Seder becomes the fourth Philadelphia department store to turn to video advertising on WCAU-TV, taking on a half hour weekly quizzer, "TV Spell-ing B." Placed thru the J. Cunting the effect of TV on children's ningham Cox Advertising Agency, homework. . . . Dorothy (Dee) it marks Frank & Seder's first TV Brothers and Snellenburg & Com- publicity, New York, pany are the other three Philadelphia department stores using Tuchman to McCreery station's video facilities.

in such healthy shape in TV. Be- ton Post promotion man.

cuse NBC-TV could not provide the sponsor with a time slot for James L. Saphier, indie pack-ager and agent, who closed his approached CBS-TV. That net New York office 13 years ago to agreed to take the business-if

ABC-TV will make its move into daytime network television TV series of Steve Allen, a Sa- January 1, according to a high phier property. Same office also web official. Exact time periods handles Bob Hope, Corlis Archer have not yet been set, and the and NBC-TV comics, among oth- entire operation is still in the blueprint stage. No programs have been set yet.

Petri Eyes Sinatra

Petri Wines has indicated a strong interest in buying the other half hour of the Frank Sinatra Saturday TV show. Bulday at 5:15 p.m. The Western ova recently purchased five half star will continue his Sunday afttation. Petri Wines would be new to big-time network video. The advertiser has been strong, however, in radio spots and network AM.

The Majestic Advertising Agency, Houston, will continue to handle the bulk of Hadacol's radio, newspaper, and billboard advertising, according to Hadacol prexy, Sen. Dudley J. LeBlanc. Altho Hadacol has given Ruthrauff & Ryan the go-ahead on a \$250,000 "test" campaign during December, L. H. Towner, a Majestic exec, avers that further orders for the New York agency will depend on the test's outcome.

Sweeney, Drake Settle

Lawsuit of Kevin Sweeney, general sales manager of KFI and The gremlins that bother tired KFI-TV, Hollywood, against radio porters, last week went to work, philosopher Galen Drake for \$8,500 was climaxed last week by Wiley Productions, cent of Drake's compensation from the 1947-'48 segs bankrolled by Kellog.

Gift to Xavier

Crosley Broadcasting Corpora-Day, ex-Earl Ferris Agency, sucventure. John Wannamaker, Lit ceeds Barbara Frost in WOR-TV

Ralph Tuchman, replaces Ken Too Prosperous

NBC's loss of the \$500,000 Wildroot radio billings for "Charlie
Wild," and half again as much for
the projected TV version, was the
Hollywood; news editor of Broad-

ALL QUIET TV COLOR FRONT

THE BILLBOARD

NEW YORK, Nov. 25-The public relations battle on color television has suddenly stilled, with both sides holding their fire. Neither CBS nor RCA, nor their respective public relations counsel, Ben Sonnenberg and Carl Byoir, are letting loose any new salvos.

Reason for the lull is the court action pending in Chicago. Both parties are withholding activity for fear of getting slapped with a contempt of court action.

Stations Face NPA Freeze

WASHINGTON, Nov. 25 .- National Production Authority (NPA) may eventually be forced Husing on the International Box- to stop all station power boosts and facilities shifts, as well as new Husing, it has been reported, was station construction, NPA-ers warned this week.

> The agency, however, will do everything possible to insure materials for maintaining stations, it was stated.

NPA is presently selecting an advisory committee to work with the agency on radio-TV problems. Acknowledging that shortages of station components are already occurring, NPA is ready to set up direct allocations of parts if necessary, but officials said they would rather let the industry solve its own distribution problems.

Networks Negotiating New Nielsen Deal

Nielsen & Company and the four major networks are currently renegotiating their contracts for Nielsen's Radio Index (NRI). The the U. S. present contract was signed five years ago.

The four webs pay Nielsen a total of around \$150,000, according to authoritative sources. CBS and NBC pay \$50,000 or so each; ABC pays around \$35,000, and Mutual \$25,000. This is exclusive of the Hooper TV service which Nielsen acquired earlier this year and which is said to run to \$1,000 per month, Despite increased TV service, Nielsen has not boosted the TV charges, altho the networks anticipate a boost the first of the

Since the existing contract was signed. Nielsen has increased his Audimeter homes to cover 97 per

BRASS

HOLLYWOOD, Nov. 25 .-Fast breaking developments in TV programing has forced Harry Ackerman, CBS Coast net program head, and Hub Robinson, CBS program chief, to set up a regular series of monthly meetings. Net pro-gram toppers will meet in Chicago, according to the plan. for in-person huddles.

NEW YORK, Nov. 25. - A. C. cent of the U. S. population, T. e company has no sample homes in the Mountain area, but, before expanding its sample to its present size, covered only 63 per cent of

Nielsen expects a total TV sample of 350 homes to be set up by

Big Ten To Insist On Video Revenue

DETROIT, Nov. 25.-Future TV pick-ups of Big Ten Conference football games probably will be either thru continued theater TV showings or via some other payas-you-go method such as Phonevision.

This was the opinion this week of H. O. (Fritz) Crisler, director of athletics at the University of Michigan. TV revenue is highly important, Crisler indicated, since no State funds are available for the extension of football operations at Michigan and some other conference schools.

The ultimate decision, said Crisler, will hinge on "ways and means to establish a box office for television." The Big Ten this season has had a theater TV deal with United Paramount. As to free home-TV showings, Crisler said pubsery responsibilities to shutins were being met via film showings 24 hours or more after the



Jack Carson

Reviewed Wednesday, 8-9 p.m., over NBC-TV network. Sponsored by Motorola via Ruthrauff & Ryan, NBC producer: Merritt Pete Barnum. Producer-director: Coby Ruskin, TV director: Garry Simpson. Technical director: Jack Irving. Script; Nat Hiken Sets: David Ffolkes, Music: Dean Williott. Cast: Jack Carson, Jack Gilford, Betty Keane, Honey Brothers, Jack Norton, Demay and Moore, the Pastels Quintet.

This was a funny show. Admittedly, it took a relatively flimsy idea and stretched it far beyond a relaxed Jack Carson, without a manifest fear of TV, and indications are the

show and Carson alike should develop. It has a major asset in its writer, Nat Hiken, and this will help galore.

The jump-off was based on Carson's attempt to get to the NBC studio in time for the show. A stranger in New York, he gets loused up in the subways and survive the see-and-hear medium. winds up in Brooklyn. Beat up But the report on the first of his as the idea was, enough gimmicks filmed Coca-Cola show is that in and business were added to pro- the main he has the situation and duce plenty of laughs.

son-made up extra heavily for mained as fetching a brat as ever, TV, with lipstick galore and long and dimension was added when eyelashes to match-got into the he appeared in several shots well subway. The assorted takes were away from Bergen's knee. Mortimilked to the point of mastitis, but mer Snerd, too, retained all his nevertheless stood up well.

effective drunk; the Honey Brothers and Demay and Moore. Gilford did his sleeping bit and scored a smash; the brothers (3) and Carson did a funny zoot suit pickpocket bit and Demay and Moore clicked equally well.

Latter bit had one of the team dressed as an old dame scrambling for a seat, with the other half yanking her out to go into a series of acro turns.

There were two items on the show which left a sour taste. One had Carson carrying Betty Keane's suitcase to the studio, dropping it and waving a brassiere all over the joint. The other was the Pastel (5) take-off of a policeman's lot, with lyrics done to the current investigation of Brooklyn police-bookie links.

Carson and producer-director Coby Ruskin apparently felt some qualms, too, for at the close Carson repeatedly deprecated the references to the Gowanus gendarmerie.

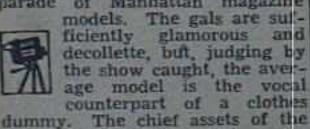
Betty Keane did okay on her song and dance number, but teamed up with Carson to score the boff of the show. This was a routine (straight out of burlesque) involving three phone booths, Miss Keane's attempts to put together a party and a bedlam of three-way phone conversations. The timing and sequencing, tho, were on the nose, and it was an antic 10 minutes.

television," got a pie in the face. Jerry Franken.

Meet Your Cover Girl

Reviewed Wednesday (22) 3:30-4 p.m. EST. Sustaining via CBS-TV New York. Producer, Stanley Poss Director, Herbert Sussan, Writer David Dekoven. Emsee, Robin Chandler,

Meet Your Cover Girl, as th title implies, features a pretty parade of Manhattan magazine



counterpart of a clothes dummy. The chief assets of the obviously gilded video lilies were visual. Personalitywise, they were nil.

Miss Chandler tossed some tense words back and forth with a Long a featured sidekick of over to the stadium. Same tech-service contest winner, Sgt. June Western movie stars, Gabby Hayes, ing the car driving off. Middle Lyons, and granted an obvious plug to a model's new "Grecian blond" top knot, courtesy Tintair. She also made a futile attempt to humanize a couple of glamour sisters and an Irish-born ad model.

Television—Radio Reviews

Edgar Bergen

Reviewed Thursday 4:30-5 p.m. Cica-Cola via D'Arcy Agency. Pro-duced by Bergen. Filmed at Jerry Eckhardt. Producer, Allen Ducovny. Fairbanks Studios. Klinker. Photography, Thomas Mor- Hayes, Mary Healy, Mary Wickes, ris. Art director, Oscar Yerg. Director, Alan Dinehart. Assistant diits worth, but it delivered rector, Robert Scrivner, Music, Ed-a carload of laughs. Even ward Paul and Ray Noble. Cast; more important, it revealed Edgar Bergen, Ray Noble, Pat Patrick, Jim Backus, Bill Baldwin, Melomen Quartet, Guest, Diana Lynn,

Edgar Bergen has been fiddling round with TV films for years, robably longer than any other performer. Certainly part if the personalities of his wonderful dummies are to

has it under control, amply so.

Best sequence was when Car- Via TV, Charlie McCarthy readdle-pated appeal-in fact, the Subway routines included Jack sight of the fang-toothed shnook added flavor radio lacks. Bergen introduce a fem dummy, (his Effie Klinker was a real clinker) -also introduced Podine Puffington, a full-length dummy who failed to impress, other than mechanically. Vocal characteristics are a Southern drawl version of McCarthy, and the material weak.

Back in Vaude Form

Bergen, who grew quite lax in durable characters, his lip work on radio, is back in Hayes and his frau are talented Aside from the sponsor's squeeze vaude form, and a neat additional and engaging people; more implay tho, the show lined up as one boost stems from the photography portant, this is the first of several of the better interview sessions angled off from the left so that as TV shows in which Hayes has on TV in the brief time alloted to Bergen talks to the dummies worked which indicates it may be guests. Once her affection was actoward his right, not enough of right for utilizing his agile comtoward his right, not enough of right for utilizing his agile comtrait, Miss Chase displayed a britlive up to the second part of the sive lip movement,

them and away from Bergen; this, The idea of the show is the United Nations. The latter was a material from a positive point of too, detracts from over-attention Hayeses at home, and friends poised, dimpled beauty and her view. on the ventriloquist's face.

night. This segued from Charlie's performance in Sunset Boulevard, that the UN's aim to mesh East own room (first shot of Charlie but the show will be better off if and West is both possible and ledano proved comparably pertaking a bubble bath was a it eschews dramatic guests and probable, corker) into a theater. The finale, goes for flashier guests. Leroy's Miss Pa a Thanksgiving routine, fell down dancing scored as always - a badly, and was especially weak in seemingly ageless performer. that many of the shots were too long for video.

Noble Is Sturdy

Ray Noble did his customarily sturdy boob Briton, and Diana Lynn was her effective self on the The final, a choral number to 88. Pat Patrick and Jim Backus Brooklyn Love Song, was weak, were practically lost in little and there was no need for the more than bit parts. Bergen himanti-climactic wind-up in which self, the, demonstrated his un-Carson, "to follow the style in matched skill as a voice thrower. His timing with Charlie is a marvel to watch.

Coca - Cola commercials are known for their brevity on radio and follow the same pattern on TV. However, shots showing a number of gals visiting a friend tion. There's the Emily Post angle, for one thing; there's that important angle that dames don't like to louse up their lipstick on bottles, and use drinking glasses instead, for another. Maybe if they show people drinking Coke from bottles they'll next show the burp that seemingly inevitably follows. Jerry Franken.

In pointed contrast to her over-ressed, doc-eyed guesta France p.m. Presented by Quaker Oats via dressed, doe-eyed guests, Emsee Robin Chandler was refreshingly natural and casually groomed. The blond ex-fashion editor had a rough time, tho, trying to break down the stylized attitudes of the stylized attitudes at the stylized attitudes attit down the stylized attitudes of keph. Costumes, Jocelyn, Choral di-her camera-conscious visitors.

An interview session with a Hayes, Young pals, Clifford Sales and pair of newlyweds went fairly Lee Graham, Cast, Harold McGee, well, but the rest of the show Tony Rivers, Harold Fischer, Frank De

The latter an ex-telephone oper- the beginning and the end of the Film of the game (Ohio State-(Continued on page 7)

Peter and Mary Show

Reviewed Thursday 1231 8:30-9 er CBS-TV network. Sponsored by p. m., over NBC-TV network. Spon-Script, Zeno Sets, Al Ostrander. Cast, Peter Lind Claude Stroud. Guests, Cloria Swan- Pamis, others. son, Hal Leroy.

> There are few tougher assignments in show business than to develop and carry out the sort of

musico-comedy show Borden's is essaying with Peter Lind Hayes and Mary Healy (Mrs. Hayes). The requirements are rigorous if success is to be achieved of his interest stems from in creating the necessary atmosthe fact that his show pre- phere, but producer Allen Dusents special TV problems covny, Hayes and company came especially close to doing it on their first show.

> an easy, but not too leisurely one wall; while framed smaller little in the way of brightness or pace, mixed with solid moments pictures of the same photo lined contrast. Premise for the various of entertainment. Indications are the other walls, adding a rather points up for discussion was a good for a click, provided the show is allowed to develop and, above all, time is granted the Hayeses to develop character and TV viewer identification.

The premiere was light on com-edy—the character played by complete with girdle girl. Claude Stroud (Stroud Twins) In addition to three lengthy failed to come off, and the idea- regular commercials, emsee Ilka that of a perennial guest-is too Chase and every other fem on old hat. That goes, too, for the the show made sure the viewers domineering cook's role, played always knew the part Playtex by Mary Wickes. The parts were played in shaping their own posalmost a waste for Stroud's fac- teriors, via several hip views of ulty for underplaying and Miss the models and confidential chit Wickes's deft comedy. With all chat between Miss Chase and her the time, effort and money going guests. The program also reflected into a show like this, certainly the same enigmatic thinking of some ingenuity could be applied the fashion ads, in that neither the to formulating more novel and syelte emsee nor her guests ap-

tations. He did two very brief the charm which came thru best show's announced purpose, it This, coupled with the reality mimicry bits, and the show cried when she interviewed dress de- might likewise take excerpts from

on the ventriloquist's face.

Continuity stemmed from BerHal Leroy on this occasion. The about her country, clothes and Swope, on the show caught, easily gen's invite to a group of kids to script handily tied in the film careers for women undoubtedly watch a show he was doing that star's skill in the fashion of her served to convince many viewers

Production is smooth and facile, and the set has just the right comfortable feeling. Commercials for Borden's Instant Coffee were dovetailed neatly-via a mooching neighbor and subsequently the

serving of demi tasses after dinner. The Peter and Mary Show needs sturdier scripting, tho, if it is to capitalize on its two major Jerry Franken.

All-American Game of the Week

Reviewed Tuesday (14), 8-8:30 p.m. EST, via ABC-TV, Sponsored by and swigging Coke out of the Pontiac Motor Car Co. Agency: Macbottles are certainly open to ques- Manus, John & Adams, Detroit. Producer-director, Sports-Vision, Inc. An-nouncer, Jack Drees. This game: Ohio State-Wisconsin,

This 30-minute film summary of a football game played the preceeding Saturday is, for the most part, extremely well done

technically, and altho the result of the game is known to the football afficionado before he sees the film, it nevertheless The Gabby Hayes Show is quite interesting. For one thing,

games not available for viewing via TV. Also, thru good judgment, the games selected have been contests with major national interest -and usually have turned out to be close contests as well. Stanza reviewed was no exception.

Commercials, too, are neatly in-tegrated fore and aft the grid play. Film opens with a Pontiac shown driving to the campus which is site of the game covered, with appropriate commentary; this leads into some shots of the campus, then bewhiskered veteran cowing the car driving off. Middle The mutt didn't have enough inboy, makes his video debut commercial featured John Daly dividuality and his mouth moved in a program slanted for looking out an office wind

Fashion Magic

Reviewed Friday (24) 3:30-4 p.m., EST, Monday and Friday. Sponsored by International Latex Corporation via CBS-TV, New York, Producer-director, Robert Mayberry, Emsee, Ilka Chase, Guests, Bill Shirley, Molly

Fashion Magic was chiefly distinguished by the International Latex Corporation's ability to

stretch a commercial until it practically encompassed the show. In what may be an effort to compensate for the fact that live foundation garment models

are verboten, on video, the firm had plastered still photo plugs basis, with the three panelists disaround until the sets looked like a cussing various statements culled larger-than-life blow-up of Play- in the Russian orbit. Altho the show's living room set.

around ceiling-high Greek columns, rigged out as giant replicas

peared to need the merchandise.

his characters have assumed thru for more. The duet treatment of signer Molly Parnis and the wife Voice of America or other official the years, focuses attention on You're Not Sick was first rate, too. of a Parkistan delegate to the U.S. propaganda and discuss this

Miss Parnis brought along several of her own designs, but the high-spot of the program, fashionwise, was the begum's display of her native garb. The elaborately embroidered saris, brocaded coats, and lavish jewelry were eminently telegenic.

Legit musical comedy singer Bill Shirely warbled a couple of pop tunes midway thru the telecast. Vocally he was fine, but his abrupt entrance, sans any buildup by Miss Chase, was awkward, and some attempt at smoother integration of musical numbers should be made on future shows.

Chester, the Pup

June Bundy.

Reviewed Saturday (4) 12-12:15 p.m. EST. Presented by Mason Au Magenheimer Company thru Turner, Leach & Company via the ABC web. Producer, Franklyn Dyson. Director, John D. Berg. Announcer-narrator, Cartoon creator, Art Whitfield. George O'Halloran, Illustrator, Sid

Chester, the Pup, presented cartoon style with the canine on hand to relate his adventures, has one

strong asset-its cartonnist. But otherwise it has a long difficult road to travel before it can rate as a kid audience magnet.

On the episode viewed the illustrator concentrated mainly on people and on a circus background. Chester's master, Drizzlepuss; the circus fat lady and midget, plus aerialists were firstrate cartooning. But the narrative, instead of being naturally charming, was full of obviously concocted malaprops. Drizzlepuss wanted to become a "detecative" and "dixapeared."

Even the artist, judging from over to the stadium. Same tech- his other drawing on the show, can do better than the Chester.

The commercials, the a bit too gender better fe

Leon Morse.

Our Secret Weapon

Reviewed Sunday (19), 6:30-7 p.m. EST, Sustaining via the DuMont network. Produced by DuMont and Freedom House, Inc.; director, Les Arries Ir.; writer, Aaron Levenstein; panelists. Leo Cheme and guests. Ralph de Toledano and Herbert Bayard

Designed to expose the "content and technique of international

Communist propaganda, as well as to "contrast affirmatively the practices of democracy," this show goes strong on the former and weak on the latter. In fact, on the stanza caught the balance

was all on taking apart Communist pronouncements, with any mention of the official American attitude getting in only under the table as by-product of the discus-

The show works on the panel king-sized girdle counter. A huge, from radio broadcasts originating tex's multi-imaged girdle girl do- show boasts a writer, it was over-The program had warmth and ing a spring dance leap dominated talky, moved very slowly and had incongruous boudoir note to the one, but used clumsily. The broadcast excerpts (on this show from The fashion models promenaded Moscow, Peking and Leipzig) were delivered in heavy pidgin-English using the various accents, and rendered by someone seen only in shadow-profile.

Akho the viewer was invited to listen to this broadcast picked up by our government monitors," and altho the set had a short-wave set prominently displayed and the panelists were earphones, the device appeared transparently contrived when the shadow voice came on with the mock delivery. Merely because a show is rated a pubservice sustainer is no excuse for such clumsy or obvious production. It would make far better sense to play transcribed excerpts from the actual broadcasts monitored, rather than resort to the ridiculous.

Same time, the show was entirely negative, since it was based

Leo Cherne was his usual dog-matic self, while Ralph de To-

Fight of the Week

Reviewed Monday (20), 10:04-10:45 p.m. EST. Co-op via Sports Broadcasting Network of Philadelphia; sponsored over WMCA, New York by S. M. Rose, Plymouth-DeSoto dealer; sportscaster, Del Parks; color, Larry Martin; this fight, Sonny Boy West vs. Eddie Giosa from Providence,

This Monday night fight series, aired for about a year via the Sports Broadcasting web of Phila-

delphia to stations which buy exclusive rights in each market, gained its ini-tial New York outlet couple of weeks ago when picked up by WMCA. Second battle heard

locally was Sonny Boy West against Eddie Giosa, originating at Rhode Island Auditorium, Providence. *

Sportscaster Del Parks, handling the blow-by-blow, is a standout fight caller who deserves a crack at bigger and more important events. Parks has a fluent, nonhysterical style which allows him to bring up the pitch when the action gets more heated. Unlike many of his contemporaries, he does not start off in high gear, making the battle flurries sound just this side of hysteria. His delivery was crisp and informative. Unfortunately, it's difficult to

assess the work of his mike partner, Larry Martin, who handled color. The commercial policy of WMCA calls for cut-outs after each round for a plug for the sponsor, a local auto dealer, and returned to the bout only in time for the last few seconds of Martin's descriptive material.

This is not only annoying, It is unfair to a listener who may no be familiar with the background of the fighters, which usually would be obtained in these inter-

round periods.

The sponsor probably would enkiddle consumption and cars and noting how the Pontiac's The commercials, the a bit too ing audience if he'd limit his honeyed, were straightforward explications of the positions of the virtues of the pltches to alternate rounds. Even positions of the various Mason products positions of the virtues of the various Mason products.

Lean Morse, heavily, some straightforward explicitles to alternate rounds. Even that razor company doesn't go this that razor company doesn't go this that razor company doesn't go this plant of the products.

Copyrighted material

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Lights Out

NBC-TV Network, Monday

An unusual production for Lights kidding-on-the-square heckling. Out, which usually specializes in the macabre or ghoulish, was the costume presentation of Dr. Burke, with Gene Lockhart taking a prominent part in the proceedings as Dr. Heidegger.

In its attempt to sidestep some of the horror items of the series,

pact in the script.

sults of aged folk regaining their only decasionally funny. youth thru drinking a secret elixir, was designed to prove that rising boy warblers around did Harold McGee, Harold Fischer and the status quo is best after all, his RCA Victor platter hit Think- Frank De Kova ably assisting. Miss Burke played a woman with a fixation for looking young whose husband suddenly has regained ning's most solid showstop, and thusiastic plugging. The cowboy the appearance he sported a few even Berle was nice to him. When also struck pay dirt when he talked decades back; another vignette was the kid acquires a little more poise about the fact that griddle cakes that of an elderly woman who, he'll be one of video's best song- are called "saddle blankets" in making the transition, was pur- seller bets, sued by her daughter's suitor who thought she was his beloved.

elixir were off.

honors, rendering a genuinely wardly into a navy spot, which moving performance as the wom- brought on the entire company for an jealous of her appearance, the finale, Martha Raye did a surprostrated by the quirk which prise walk-on. Sid Stone's wellmade her husband young

comparatively thin role of the repetitious at this date, tho they philosophical scientist. However, are still among the funnier gag the supporting players, generally, commercials in TV. Joe Cstda. delivered wooden performances and the omnipresent organ made far too much commotion at times. Admiral's commercials were satisfactory. Sam Chase.

Take a Chance

NBC-TV, Sunday (12)

by the Nestle Company for Nescafe, has brightened considerably sional stuff. since the last time out. The questions were more intriguing, and sided and serious to the point of the subject matter inherent in the questions was handled imaginatively whenever possible. An example was the query which had to do with characters of the Al Capp cartoon, Lil' Abner. In this sequence, the characters appeared on the screen as puppets, cleverly manipulated, and delivered sprightly dialog around the theme cord, they opened the West, they of Sadie Hawkins' day. It proved cavorted thru the Gay '90s, they from another camera position to a wonderful change of pace and

Don Ameche, as emsee and quizmaster, again proved his fitness for the spot. He has charm choregraphed. One bit had three the goal posts. In this particular and is telegenic. With him pacing the proceedings the show moved rapidly. Each of four contestants gets \$5 when appearing on the show and takes a chance of losing his five or possibly winning over \$3,000 in merchandise by taking a crack at the next three questions, plus a jackpot question.

The commercials for Nestle are brief but effective. Their brevity is necessitated by the fact that shots of the different giveaways such as refrigerators, washing ma-chines, etc., are counted as commercial time. This leaves only about three or four minutes for Nestle. In the event the packager, Premier Productions, is able to maintain the pace and imaginative approach exhibited by this show, and maintain the same high caliber of questions and contestants, Chance should do a job.

Paul Ackerman.

Texaco Star Theater

NBC Network, Tuesday

With the Berle Texaco stanza still comfortably out in front as video's No. 1 show, a reviewer hesitates to rap the one man on this one-man show. Against obvious appeal of Berle to the overwhelming majority of lay lookersin, however, it must be stated that to this ogler, at least, Uncle Militie's treatment of other talent creates a strong impulse toward

Maybe, for example, Carmen show, for example, could kill 'em Miranda is as had as Berle made with this one. J. C. ier seem on this show, but we loubt it. She came on, to begin with, in the spot traditionally re- Eddie Fisher erved for the acrobats, and to a spical Berle introduction: ", . .

half. In several bits later on she continually muffed her lines, and wasn't helped at all by Berle's

Similarly Milton's burlesque of the Martha Stewart-Blackburn Twing Thou Swell did nothing to Heidegger's Experiment, the old help this act. The Stewart gal and Nathaniel Hawthorne gambit, It her two male partners turn in a featured the video debut of Billie fast-moving job of vocalizing and terpsichore, which sells far better when left alone, as in their Shimmy Like My Sister Kate number later in the proceedings.

this edition went to the other ex- and Jack Durant contributed a of the program complete with in-treme, with little suspense or im- knockout comic bit with Berle dian dances, choral singing and a The yarn, dealing with the re- the-face tradition. Riotous, but very professional level.

a routine tap effort, but some gasp pancakes. All turned out well shortly, of provoking iron-jaw work, lifting course, when the effects of the three tables, mounted one atop the other, by his teeth. A Thanksgiving Miss Burke easily took acting pitch by Berle segued rather awkknown pitchman commercials for Lockhart made the most of the Texaco seem overly familiar and

The Paul Whiteman Review

as one of the best produced in coy winks at the camera. video, Sets, camera work, cos-This half-hour quiz, sponsored tumes, pacing-all the technical in-

> Content of this show was sober- | Christmas. being pontifical. The theme was Thanksgiving down thru the years, tackled from a grade-school history text point of view. Earl Wrightson, Anne Jeffreys and Bibi Wisconsin) incorporated shots Osterwald were the principals, and they covered considerable historical mileage in the half hour. They were Pilgrims, they were at Conlooked for silver linings during point out some particularly noteshowcased in dance frameworks, well costumed but rather heavily colonial maidens swooping and game, two of the five conversions ously ignoring the lassies.

> Except for Miss Osterwald's lively folk song routines, the goings on were conspicuously deficient in laughs and lightness. Between competent job, tending only rarely episodes Pops presided at a desk with the vice-presidential mien of a self-absorbed Buddha, preparing the way for the sketches with patriotic-type bromides. In sum, it's (apart from theaters) this show maiden aunt from Dubuque.

Jerry Wexler.

The Gabby Hayes Show

program have Hayes chatting with two admiring youngsters, a boy and a girl, his earthy Western dialog adds little to the content of the wellscripted story. In essence, his main job is to sell Quaker Oats and his enthusiasm for "giant of the cereals" is something to be-

program featured the story of how apparently effective. the holiday came into being. The Standish and the Indians over the stealing of the settlers' tools and dispute by the peace-loving Govwhich was strictly in the ple-in- Thanksgiving dinner was on a

Top stint was turned in by Tony Eddie Fisher, one of the fastest- Rivers as Chief Massagoit, with

Western vernacular and thereby An unbilled Negro contributed made his pitch for Aunt Jemima Leon Morse.

Meet Your Cover Girl · Continued from page 6.

ator, was introduced, via a misguided production gimmick which purported to dramatize a pre-America conversation between a the colleen.

The show's most embarrassing moment occurred with the advent of the sisters. The haughty blonde, known in the trade as a "high fashion model," confined her actions to blinking her lashes, but

when Miss Chandler and two spect due the position, can do no gredients are top drawer, profes- Dennison employees demonstrated more than tie together a few wispy

June Bundy.

All-American Game

· Continued from page 6

from field level as well as from above. Slow motion was utilized on some occasions when an especially brilliant play warranted it. Also, some plays were re-run the depression. Their songs were worthy play. Major criticism is that on only one kick for extra point was the camera used behind swooning around the three gents of were missed; they could very well The Spirit of '76, who tended to have spelled the difference betheir fife, drum and flag, decor- tween victory and defeat, but the only view one had was of the kicker and the referee indicated whether the kick succeeded or not.

Sportscaster Jack Drees did a to become overexcited about facts which already were in the viewer's Ten ban on live TV coverage single-wing plays. Sam Chase.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

CBS-AM, Tuesday (21)

acter to the matter of selling ciga- conductor, Fausto Cleva; rettes.

Well, we understand sales of Philip Morris are up. It could still be a good cigarette without the nose test. We like them ourselves and will continue smoking them despite the commercials, which give us a burning sensation, but not in the nose.

Ralph Edwards can and does go to the ends of the earth to put together his show. One contestant this trip was in Nairobi, Africa, whence he was getting a diamond for a ring for his fmancee.

Another phase of the show presented an elderly lady, flown here from Italy and interviewed by a Brooklyn-accented phone gal and here, but effective as a Thanksgiving piece. Paul Ackerman.

Mr. President

ABC, Wednesday (22)

Mr. President is an example of the brunette sister was the "cute" radio's genius for reducing the WJZ-TV, Sunday (19), 7-7:30 p.m. by warbling an off-tune ditty, Edward Arnold, the program, the The Whiteman show continues complete with wrinkled nose and purpose of which is to give warm, intimate details in the lives of for-The show picked up briefly mer presidents, because of the resustained interest.

Thanksgiving Day was originated, showed how Lincoln was pushed around by his son, Todd, henpecked by his wife and responsible for the marriage in the White House of a couple from Virginia. Since the program paints the lives of different presidents, but uses the same star, it does an injustice to both. Arnold is as different from Lincoln as Jefferson Davis

The program, of course, might take a different approach and use more realism and less Pablum. Presidents, after all are men, not statues, even if posterity sees them as such. Leon Morse.

Metropolitan Opera

ABC Network, Tuesday

A hardy veteran of radio, Metopera Auditions of the Air has hardly deviated from its morethan-a-decade-old formula Milton possession. Considering the Big Cross, the undying voice for the opera on the air waves, still imparts the dignified lacy frills to a safe, institutional show for offered the viewer an excellent the introduction of a pair of hope-American parlors, the kids and the chance to see Ohio State's amazing fulls bidding for the prize, a spot combination of T-formation and with the Metopera company. There's the weekly guest host to

Ever since Clarence Day detailed

the didoes of his dad and mom,

basis for countless books, films,

Fallon has just written a book

Truth or Consequences ring in Metopera nostalgia. Lawrence Tibbett did the turn on the show caught,

The the airer offers youngsters This standard airer continues in the longhair biz, these usually In honor of Thanksgiving, the stagey, corny and complicated, but are well developed talents with more than a touch of professional The Philip Morris commercials ability. Serving up two selections dramatization related the conflict merit special mention. They are apiece, the airer balances out between the hot-headed Miles punched over in a way which is nicely as an ear-caressing longundoubtedly irritating to some seg- hair seg. Contestants, baritone ments of the audience. The fa- Henry Lawrence and soprano the subsequent resolution of the miliar catch-phrase, "we dare them Margaret Peliciero, showed to be all" (meaning we dare them all a couple of gifted singers. They Veteran comics Frank Mitchell ernor Bradford. The production to make the Philip Morris nose were sympathetically supported by and Jack Durant contributed a of the program complete with In- test), is uttered in a sepulchral the Metopera Symphony under the voice which lends a ludicrous char- leadership of a standard house

One of the last strongholds for live longhair radio, this show, offering a contest gimmick and good music, should still manage to draw a fast audience of classic-minded listeners unless Uncle Milty . . . Berle, that is . . . starts popping off a couple of arias in the coming weeks. Hal Webman.

CBS To Alter

NEW YORK, Nov. 25 .- Beginning January 1, CBS-TV's 7-8 p. m. programing line-up will be man who proved to be her brother. They had not seen each other for goes into Tuesday and Thursday 33 years. Much corny sentiment evenings 7:45-8, sharing it with Perry Como, now sponsored by Chesterfields. Both smokes are made by Liggett & Myers.

Moving out of the current 7:45-8 Tuesday, Thursday and Satur-day night slot, will be Pepsi-Cola's Faye Emerson Show, This program goes to 7:15-7:30 p. m. Mondays, Wednesdays and Fritype, and insisted on proving it great to soap opera terms. Starring days. Space Cadet, now sponsored by Kellogg's in the 6:45-7 p. m. Monday, Wednesday and Friday time, is expected to be programed 15 minutes later.

In recent guest shots, notably with some fancy gift wrappings for incidents without conflict or any Berle, she's demonstrated the same kind of all-out exuberance, vital-Taking Abraham Lincoln as a ity and brash talent with which subject, the show told how Berle so successfully paces his weekly stanza.

Little Orphan Animals

An enterprising TV station could contribute considerable public service and build sponsor interest at the same time by telecasting a remote from the local pound with the pet prisoners as stars. With the right kind of promotion, video could prove invaluable by putting the finger on lost pets for their owners, and it certainly would make a perfect sales mart for foundlings. Programwise, a line-up of dogs and cats would certainly be telegenic as well as potent sponsor bait for a pet food concern. The format also could be switched by flashing pictures of lost pets on the screen, in case viewers had seen them. Civic tieups and promotion possibilities are endless.

Three Redheads

Even before color tele can show their matching mops, these three guys are sure to click on TV with their bright comedy song and dance routines. Lads are young, work fast and hard, and can keep home viewers yocking with zany fare. One of the brightest of the newcoming nitery acts on the Coast, Redheads could easily wash out some of their blue-tinged club routines to suit TV. Funniest is their Uranium 235, and they could possibly get away with their Li'l Abner bit with a little rewriting.

Harris and Radcliffe

Two Negro comics with timing family escapades have been the and delivery that makes them solid laugh pullers. Standard plays, radio and TV shows. Carlos comedy is built on the insult formula. Both boys can also sing, called A Variety of Fallons, which the Radcliff is the better of the recounts the adventures and mis- two. Latter actually has a readventures of as colorful a clan as markable voice, doing tenor and has ever seen print. Published by bass with equal skill. Harris now Little, Brown, it received virtually does the "Bill" on the Beulah TV unanimous critical raves, and show. Caught at the Palace, Friwould serve as the basis for a good day (24).

B. S.

Frank Conville

A short, wiry chap who does a Charite Chaplin plus some very If the slambang Berle emseeing funny bits. Boy has been around B. S.

Martha Raye

diss Miranda never seemed to be and building rapidly. Has had one tah's advice on how to get a man enough it does, some sponsor can and comedy hoofing bi able to get off the ground. She hit disk on RCA Victor (Thinking to propose was both tasteful and did four numbers, first time on, of You) and is likely to bust out with Berle busting into her last on several more in the next year an ad lib session.

J. M.

build himself the same kind of a budget isn't large. Caught at the package around Miss Raye, who is a sensational fem version of Berle.

B. S.

TV family series with proper adaptation. J. C.

TV Talent and Show Tips

The Thing

This one programers have to grab fast or not at all. It's the a 15-minute show of his own. latest wacky novelty tune to hit the country and, as recorded by Phil Harris on RCA Victor, it has already zoomed high up on bestseller and most-played charts. With its zany mystery gimmick, wherein identity of The Thing is never revealed, it lends itself to Cliff Norton on the Garroway

or so Will bear watching for male Fallon Family vocalist spot on a variety show (he's already done several) or for J. C.

Kate Murtah

One of the most vivacious, animated, glib and personable gals seen and heard on video is Kate myriad comic production ideas. A Murtah, ex-Murtah Sisters. Gal's ability as a comedienne is already well known from legit musical appearances. Her show business background makes her a good bet for plenty of spots. Tall and goodlooking, she could also put many a TV femsee to shame with her The not quite ready-needs lit- rapid-fire conversation and big we present a sick act . . er, ah tie more poise and general stage smile. Caught doing a guest inter-. . I mean a sock act." Whether presence—this boy is one of the view on the two-hour Zeke Man-. I mean a sock act." Whether presence—this boy is one of the view on the two-hour Zeke Mant was the spotting or the intro most exciting new singers around ners show on WJZ-TV, Miss MurTheater's No. 1 rating is proof shot at TV. Could do situation

DISK MFRS.'UNITY SEEN THRU PMA

Tie Between Phono Association And Record Manufacturers Cited

stated purposes of the newly will make recommendations to formed Phonograph Manufactur- standardize the types of phono ers' Association (PMA) are the needles used in record-playing discussion of common problems, equipment. At present, needle exchange of credit and technical makers are turning out as many information and the improvement as 80 different needles to fit the of distributor - dealer - manufacturer relations tradesters see the in the industry. group as creating an opportunity for eventual formation of a disk manufacturers' association, even tho previous attempts have failed.

Reasoning behind the trade thinking lies in the fact that PMA also intends to set up a program cers of the new group were Steelto increase consumer interest in record music, to standardize Sonic's Ben Firns, vice-president, further the manufacture of phonograph records, and to clarify for the consumer the advantages of the offices of PMA are at 40-05 21st the consumer the advantages of the three disk speeds. While the charter membership of PMA does not include any disk manufac-turers, such diskeries as Decca, Coral, RCA Victor, Columbia and Mercury either manufacture or sell phonographs under their own Eye Berth on names. A number of the PMA members are known to make the phonos being sold by disk firms.

Skedded for furture consideration by PMA are campaigns to pressure radio-TV manufacturers to include phono jacks on all sets and to convince dealers that phono- facilities. graphs should be merchandised as "major" appliances rather than

traffic items.



Made Clothes

Your Profession Demands Perfection!

Custom Made Clothes

Luxurious, hand-tailored, made-to-measure suits from imported and domestic materials for the same money as a ready-made suit.

We are reliable clothing manufac-turers with 200 tailors. Quality clothes, courteous treatment, prompt service—2 weeks' delivery. Visit our factory showroom (low overhead) to save real money. Also thousands of ready-made garments in stock at tremendous savings!

P.5.: Cirls: We are specialists in manufacturing custom man-tailored ladies' suits.

Royal Fashion Clothes New York City 915 Broadway (15th Floor at 21st St.) GRamercy 5-3325





NEW YORK, Nov. 25 .- Altho | It is also expected that PMA various record reproducers used

> Charter members of PMA are Steelman, Sonic, Dynavox, Tone Products, Electronic Creations, Herold, Hedco, Hudson, Portofonic, B. & R. Electronics, United Case, and Porto Case. Elected as offiand Dynavox's Joseph Dworken,

Phono Plants Defense Train

Street Long Island City, N. Y.

NEW YORK, Nov. 25.-Despite the ever tightening parts supply situation, phono manufacturers are Bros. in New York and Mandel continuing to expand production Bros. in Chicago. According to R.

pectation of government defense per cent ahead of last year. work or sub-contracts, a good portion of the additional production is expected to reach the consumer.

Products, Buffalo, doubled pro- work. duction facilities.

Within the last two months, both Hudson Electronics and Steelman Radio & Phonograph also doubled production facilities by the addition of new plants in New Rochelle, N. Y. Most manufacturers are continuing with plans to introduce new models in January.

Audio-Master Company, New York, this week introduced a new three-speed portable with single Private Label Switch needle to retail at \$24.95.

Video Tempest

Continued from page 3

feeling. Charges of sell-out were heard. It was stated that Heller inch table model and a 17-inch TV Service Battle had asked for and received a "floor" on scales, below which he was pledged not to go-but that Distrib Deals a situation in which they first had to "dicker with our own negoti-ator" and then with the broad-ers by Admiral and Sylvania, TV service companies to pay a licens-

guilds each had specific gripes, at "old prices," giving the dealers year contracts. The small serv-AFRA people charged that the free rehearsal time allowance was They noted that outrageous. musicians and stagehands gave no free time.

Equity members spoke against . Continued from page 4 gory, charging that some actors of all beer. would be typed as "five-liners"

and never graduate. Chorus Equity people spoke against splitting singers and dancers, with former going into "over five lines" and latter into "under five."

"Peter Pan"

· Continued from page

stood to be the high cost of tal- 40 per cent of all sales, within 10 Brewers currently sponsoring ent, stagehands and musicians, and years they may have 80 per cent network radio include Schlitz difficulty in getting time. Each of total beer sales, to receive a minimum of a week's the heavy ad campaigns being pay for the performance, which waged, the average annual sales welk). Brewers were network radio's fifth biggest customers in

would have been played before a specially invited audience in the specially invited audience in the St. James Theater.

Problem of clearing time also was involved, and with this unsettled, no firm deal could be made with the talent unions. A Christwith the talent unions. A Christ- Factors involved here are the in- go far beyond 1949. mas Day telecast would have meant a contradiction, for holiday performances involve double pay, altho Christmas falls on Monday, customarily a dark house day, when the unions are more lenient about scales for special events. Lawrence is continuing other negotiations for a TV pick-up, pre-sumably with DuMont.

RTMA ACTS TO SPUR FM SALES

WASHINGTON, Nov. 25 .-In a move to spur FM sales, the Radio-Television Manufacturers' Association (RTMA) this week set up an FM policy committee to review problems existing in connection with FM broadcasting and the production and distribution of sets.

H. C. Bonfig, Zenith Radio Corporation, was named chairman of the new group. Com-mittee members are Leonard F. Cramer, Allen B. DuMont Laboratories; J. B. Elliot, RCA Victor Division; Larry F. Hardy, Philco Corporation; H. L. Hoffman, Hoffman Radio Corporation; Glen W. Thompson, Arvin Industries, Inc., and H. E. Vogel, General Electric Company.

Smith, Franks Join Starrett

NEW YORK, Nov. 25 .- Starrett Television Corporation has made a strong bid for a larger share of the private label TV business in adding George Smith and Herb Franks to the sales department. on private label deals for the company which now services Allied Stores, Cavendish Trading, Gimbel D. Burnet, president, Starrett's While some expansion is in ex- private label business is now 200

New TV Fair Trade Code Arouses RTMA

Proposed FTC Ban on Exclusives and Tie-In Sales Creates Mfr. Committee

WASHINGTON, Nov. 25. - A June 22, 1939. code of fair trade practices for the TV set industry is in the works committee to the confab table for at Federal Trade Commission talks soon, but it is expected that (FTC). In line with current FTC the code-drafting will require policy, the agency wants to include months. in the code a ban on exclusive dealing-in which event the current radio code would be amended to add the ban.

Radio-Television Manufacturers' Association (RTMA) in anticipation of FTC's move appointed a committee yesterday (24) to con-fer with the FTC. RTMA said its for the radio manufacturing in- son Company. dustry to TV, without alteration. The radio code was promulgated

Credit Curbs **Anchor Prices**

WASHINGTON, Nov. 25. -Credit controls are helping to hold unlawful brokerage fees, dispar-Both were said to be concentrating down set prices, the Federal Re- agement of competitors or their serve Board (FRB) said this week products, simulation of trade in its first report on the effect of names, representing rectifiers as Regulation W. Demand for sets tubes in advertising sets, clogging and other durables under controls outlets with sets in an attempt to has declined, bringing supplies more nearly in line, FRB stated.

Replying to industry criticism that credit curbs are hurting busi-Smith was formerly radio-TV ness, FRB stated that, in the presbuyer for Affiliated Retailers and ent circumstances of capacity out-Associated Merchandising Corpo- put and increasing defense re-The Arthur Ansley Manufac- ration. Franks was with Video quirements, 1 i ber all credit "can turing Company this week com- Corporation of America. Burnet stimulate demand without a correpleted construction on a cabinet pleted construction on a cabinet also disclosed that Starrett plans sponding increase in supplies." factory adjoining the phono plant to increase production by 35 per This, the board said, would enn Doylestown, Pa., while Markel cent and take on subcontract courage price rises, but could not in good faith of oral as well as foster increased production.

The FTC will invite RTMA's

DECEMBER 2, 1950

RTMA Prexy Robert C. Sprague named Benjamin C. Abrams, Emerson Radio & Phonograph Corporation, as chairman of the conference committee with other members as follows: H. C. Bonfig, Zenith Radio Corporation; J. B. Elliott, RCA Victor division; Paul V. Galvin, Motorola, Inc.; Larry F. main objective will be to extend Hardy. Phileo Corporation, and and apply the trade practice rules Robert C. Tait, Stromberg-Carl-

There will be nothing prohibited in the code which FTC does not believe is already banned by the Clayton or Robinson-Patman acts. However, the question of exclusives has yet to receive a final court test.

Certain to be included in the commission code are bans on the following: Tie-in sales, payment of freeze out competitors, enticing away employees of competitors, maintaining discriminatory prices, offering discriminatory sales or advertising aids not available to all, joinin in with competitors to fix prices, and all forms of misrepresentation or deception.

The code will also contain a clause endorsing the gathering of industry statistics and fulfillment

People, Products and Prices

be restricted to two models, a 17open-faced console.

nsters,

Members of the various talent Philos was offering 12½-inch sets and liability insurance on one-

definite trend toward "concentra-

Research Company also notes a groups and women.

15 largest brewers accounted for for talent only,

tion of beer production in the (apart from sports) being bank-

hands of larger manufacturers . . . rolled by brauhouses are Schlitz's

who can finance the large adver-tising campaigns necessary to win TV) to the tune of \$1,800,000 an-

and hold brand acceptance." This nually (about six times the web

is particularly true, the survey TV expenditures of all brewers in

notes, to promote and stimulate 1949), and Anheuser-Busch's Ken

the trend toward packaged sales. Murray Show on CBS-TV, which

It estimates that while in 1948 the costs better than \$20,000 per show

As the result, in good part, of Riley), Hamm (part of Ed Mur-

Beer-Drinkers' Saga

The proposed bill to license TV servicing firms in New York City finds the independent service

creased plugging of beer as a

it wider among the younger age

an extra \$10 spread. General icers claim the evils attending trade talk has it that the distrib the servicing situation should be With Associated Merchandising discounts are only beginning. De- blamed on the large service con-Corporation (AMC) setting up a spite the bleak outlook for future private label deal with Olympic. Bendix production in that end of the TV business has apparently at the TV business has apparently stopped. The new AMC line will stopped. The new AMC line will and manufacturer, too.

Industry Items

Jackson Industries, Chicago, will make all Trans-Vue TV sets under a new agreement reached between the firms. . . . New York Vim stores chain named Ralph Schoen sales manager. The chain ran a large clearance sale last week, offering 10-inch sets at \$100, 16-inch table models at \$150 and \$170. Ad listed sets by brand name and model number. . . . Du-Mont scheduled another series of regional distributor sales meetings for Atlanta, New York, Chithe "more than five lines" cate- sales had leaped to 70.7 per cent "drink of moderation," spreading cago, Houston and Los Angeles, new TV sets will be equipped Among the top shows in TV with color adapter plugs.

THE HUMAN PRETZEL AND HIS MIDGET CAR Return Engagement

ED SULLIVAN Toust of the Town CBS-TV, Sunday, December 3

Booked by Mark Leddy

MOSS PHOTO STEVICE 153 W. 46, N.Y. 1

HOWARD PHOTO REPRODUCTIONS

Large Entargementamounted.

20x30, \$2.00; 30x40, \$3.00 Photo
post cards, \$2. 24 hour service.
Mail orders coast to coast
Write, Call. Free hample Kil.

QUANTITIES

Howard Photo Service, Dept. B

168 W. 46 St., New York 17, N. Y. LU 2-1468

Copyrighted material

FOR \$32.00 ELLIOTT TICKET CO. 1001 CHESTNUT ST. Phila.

SACEM-CAPAC PACT TO GET FRESH INK

TORONTO, Nov 25.—It can now be stated with some certainty that SACEM will re-sign with CAPAC for 1951, with the newly created FAC on the sidelines in the Canadian music licensing field for at least another year.

It is understood a condition of SACEM's re-signing with CAPAC is the reserving of four seats for French Canadians on the CAPAC board when elections are held later in December.

It was also learned that SACEM has no intentions of parting company with ASCAP in the United States in the immediate future, the such an eventuality could develop when it becomes clearly in SACEM's interest to pull out (The Billboard, November 25).

Canadian Picture

Here is the pattern of tensions and special interests which underlays the licensing Donnybrook here in Canada:

Jointly Controlled

CAPAC is controlled 50 per cent by ASCAP and 50 per cent by PRS, the British society. There has always been a hostility between the French and English speaking interests in Canadathe schism symbolized by Montreal on the one hand and Toronto.

on the other, with Ottawa the middle ground.

French-speaking cleffers feel that they don't get equitable treatment in the Canadian society, which is completely foreign dominated, and which they feel has maintained a typical British colonial attitude toward them.

SACEM, which is French and has prestige and strength as the original and "model" society has apparently entered the breach on the side of the French-speaking Canadians. What SACEM's connection with FAC really is may only be conjectured. It has been denied that FAC was either created or inspired by SACEM, but it is certain that SACEM is at least sympathetic to FAC's aspirations as an indigenous representative of French-speaking Canadian writers and composers.

Threat to CAPAC

Apparently it is not expedient at this point for SACEM to come out in the open for FAC. However, the mere fact of FAC as a possible nucleus for an autonomous Canadian bi-lingual society is at least a potential threat to CAPAC.

For the present, FAC will confine itself to operating as the representative of French-speaking playwrights, artists, writers, and possibly as a mechanical rights organization. Its place in the musical performance picture will depend on the jockeying between SACEM and CAPAC-with BMI more than an interested sideline spectator.

Meanwhile, it was learned that CAPAC will lose rights in the Peer international catalog. Peer has been with BMI in the United States since BMI's birth, but has given Canadian rights to CAPAC. On re-signing a long-term deal with BMI this month, however, Peer assigned Canadian rights to BMI, Ltd.

isk Pressers Ready To Jack Up Prices

Industry Feels It's Absorbed Hikes In Costs of Materials Long Enough

lar meeting of the Record Manu- disks. facturers' Association (RMA) last

It was felt, moreover, that the of pressing plants. indie labels wouldn't be too hard

Foley New

Foley will replace Harry Link as 11/2 cents. Break-resistant material this week in favor of the defen-professional manager for Leo Feist, has been holding temporarily. dants by Judge Isidor Wasservogel professional manager for Leo Feist, has been holding temporarily. Inc., when Link's resignation takes effect January 1.

sidiary of the Loew's pubberies. When he switches over, Lester Sims, now a contact man in Feist, will take over the professional managership of Miller.

Three since 1938, is going into business for himself, and is currently weighing offers.

4 Pubberies

NEW YORK, Nov. 25.—In an unusual move, the Music Publishers Holding Corporation (MPHC) his regularly-scheduled policy Operators' Association in Cedar has assigned all four of the War- dance nights immediately after the Rapids (see separate story in Music many name band dates, but even

NEW YORK, Nov. 25 .- Local hit by the increase in view of redisk pressers, feeling that they cent history. As one spokesman have absorbed rising costs as much pointed out, only three years ago as they can afford, are ready to indies were paying 22 cents for break the line on prices. The shellac pressings which they replant operators, informally dis- tailed for 75 cents. Now they pay cussing their problems at the regu- no more than 15 cents for the same

According to this spokesman, the week, were in general agreement labels have been getting the benethat they could not hold out any fit of a highly competitive condition caused by the current excess

> The cost of material is now being felt in all phases of the manufacturing operation. In the last four months boxes have gone up 25 per cent and are still rising. Sleeves have gone up from \$3.25 per thousand to \$5. Cardboard spacers are up to \$10 from \$5 per thousand. Machinery, and even oil and sandpaper, are up almost

able at 14 and 15 cents, are likely 16-cent average to about 19 cents.

BMI REPORTED WORKING ON DEAL WITH SACEM

ASCAP Consent Decree Opens Door To Rival's Chance at French Tunes

By Jerry Wexler

Communications to 1564 Broadway, New York 19, N. Y.

NEW YORK, Nov. 25 .- Broadcast Music, Inc. (BMI), is reportedly working out with SACEM, the French performing rights society, arrangements whereby BMI pubber affiliates may get the American rights to such tunes as members of SACEM may care to assign to them.

Prior to the consent decree between the government and the American Society of Composers, Authors and Publishers (ASCAP), BMI couldn't get a look-in at French tunes owned by SACEM members. The decree called on ASCAP to rewrite its contracts with foreign societies, banning the Love. single mutual pact in favor of separate, non-exclusive agreements, and limiting agreements to one year.

ASCAP tore up its five-year paper with SACEM in favor of sixmonth deals, with each signing separate contracts for the other's

SACEM's by-laws, however, still commit members' American rights to ASCAP-the consent decree obviously has no sway over the rules of foreign societies. In order to permit French pubbers to give BMI tunes, SACEM is reportedly considering writing in a proviso under which members may apply to the society for permission to dc business with the American licensing organization.

QUICK & DEAD"

NEW YORK, Nov. 25.-RCA Victor is planning an album release on NBC's sock pubserv show, The Quick and the Dead. The program, produced by NBC V.-P. Bill Brooks and starring Bob Hope, was a fourhour exposition of atomic science and atomic energy and is rated as the top web pubserv program of the year.

Since airing it originally, NBC did a repeat, trimming the program to an hour and a half, and it is this version which is to be plattered.

Peggy Lee Wins

NEW YORK, Nov. 25. - The long-standing suit against Peggy Lee and her husband, co-writer and co-publisher Dave Barbour, NEW YORK, Nov. 25.—Norman cent a pound, while vinyl-fill is up composition, Manana, was settled viously do not include sales of the Break-resistant pressings, avail- in the New York Supreme Court. Suit was instituted by Walter Foley is currently professional to hit an average of 17 in the im- C. McKay against Miss Lee and manager of the Miller Music sub- mediate future and will undoubt- Barbour and the several diskeries edly rise from there. Vinyl-filled which recorded the song. McKay. Columbia at the rate of about peak of popularity which his disks should rise from the current an itinerant minstret, claimed 150,000 records per year. If he South Pacific smash won for him.

tions for each.

nor has it been ascertained on practiced here. what point value such performances will be figured, but the mechanics of the procedure are reportedly under discussion now.

Opportunity to dip into SACEM is quality material. Interest is especially high in the Gallic reservoir at this time with the success of La Vie En Rose and All My

At the same time, the SACEM take here can be hiked by the additional revenue from BMI, SACEM, as reported here pre-viously (The Billboard, November 25), is not completely satisfied

ondon Kidisks

NEW YORK, Nov. 25 -- London Records' major splash in the children's record field has been definitely set for December 5. At that time the diskery will issue eight items on both 78 and 45 r.p.m. It is likely that French pubbers platters. Orders are already being solicited and, if the disks are ready earlier, they will be shipped ahead of schedule. Included in the listing are two new sets featuring Borden's Elsie the Cow character and a new, specially packed kidisk coupling of Al Morgan's Little Red Caboose and Rosie the Elephant.

issued based on the popular syndicated material.

supervising the kidisk activity.

will not be allowed to enter en- | with its take from ASCAP or tire catalogs in BMI, but specific CAPAC. The French performance single songs, on separate applica- philosophy is predicated on equal splits of one-third among pubber, Just how BMI will pay SACEM author and composer. SACEM has its share of American performance to be satisfied with the 50-50 divvy earnings is not clear at this point, between publisher and writers

Next question on the foreign agenda is will BMI try to effect a similar deal with PRS, the British society? Tradesters feel that there's not much present likelitunes should be a boon for BMI, hood of such a deal, because of whose big problem has been and the very close ties between PRS and ASCAP. The British and American societies are interlinked via strong pubber interests.

'The Thing" to The Rescue of

· Continued from page 1

Monday (27), Phil Harris, Alice Faye and Bill Brooks, NBC vicepresident in charge of public relations, will ask that the stations tie up with local charities and plan drives designed to take care of needy children on Christmas Eve. Stations will handle distribution of gifts. Stations will be given special spot announcements, recorded by Harris, with special lyries written by Grean.

Disk jocks on the NBC outlets will be asked to give the campaign heavy play.

Network will kick the promotion off Sunday (26) via the Hedda In order better to focus promo- Hopper show. Phil Harris, on his tional power, London is holding own show December 3, will give up release of its first Thornton a "clue" as to the meaning of The Burgess diskings until January. At Thing, and he'll continue to plug that time, two single disks will be the idea on the December 10 and 17 programs. Harris is slated to appear on a flock of shows to do Most of the disks in the moppet a marathon plug. He'll also work series are now being produced by in plugs on the CBS Jack Benny Tawny Nielson. London General program. Campaign will wind up Manager D. H. Toller-Bond is Christmas Eve on the Harris-Faye program.

SOME ENCHANTED DEAL

125G Guarantee for Pinza an RCA Gamble

· Continued from page 1

South Pacific album, which, as is well known, was one of the bestselling albums of any kind in recent years.

plus his pop singles such as Some | sell 750,000 in the next five years, Enchanted Evening, Bali Hai, Give leaving him about 3,000,000 records, or \$100,000 short of earning h's 125G guarantee.

Small, presumably, sold RCA Victor on the impact that the basso's two upcoming flickers In other words, Pinza sold for would have in holding him at the (Continued on page 27) continues at that pace he would If they do all may yet be well for RCA. If not it's another chunk of dough down the drain. Oh well, it's only money.

Valando Buys

NEW YORK, Nov. 25,-Tommy Valando this week bought a half interest in the Mark Warnow catalog. Valando will activate and operate the firm as Mark Warnow Music, along with his Valando and

Deal was a three-cornered nener Bros.' owned pubberies to first heavier deduction for income Section), ops said that promotions, more serious, booking agents, faced gotiation between Valando, the (Continued on page 37)

neighboring ballrooms playing too Laurel pubberies.

Continued from page I

they definitely felt that the extra vent and Christmas gift spending, bite in income tax hurt W. H. they have noticed that people are good biz has been the heavy in-Wenkstren, Danceland, Cedar starting to save their yuletide loot crease in the number of bands Rapids, Ia., said he noticed a drop a month earlier this year. Buring booked into the Midwest, ops ayer. off of about 16 per cer' on all the meeting of the lowa Ballroom They point out that not only are work on a single song, Christmas in Killarney. The four tirms—
Remick, Witmark, Advance and Harms—have been working on the song for the past week in conjunction with the individual dit—

work on a single song, Christmas Squeeze

Early Christmas Squeeze

Continued on page 27)

Section), ops said that promotions, such as Sadie Hawkins' Day dances, which have always boomed attendance in revious years, failed to do the job. Other ops said that this practice has been going outside regular ballrooms to get business. While the period from November to do the job. Other ops said that this practice has been going on the while the period from November to do the job. Other ops said that this practice has been going on the while the period from November to do the job. Other ops said that the pospect of getting more dates, are going outside regular ballrooms to get business. While this practice has been going on the while the period from November to do the job. Other ops said that the promotions, such as Sadie Hawkins' Day dances, which have always boomed attendance in revious years, failed to do the job. Other ops said that this practice has been going on the while the period from November to do the job. Other ops said that the promotions, such as Sadie Hawkins' Day dances, which have always boomed attendance in revious years, failed to do the job. Other ops said that the promotions, such as Sadie Hawkins' Day dances, with the prospect of getting more dates, are going outside regular ballrooms to get business. While the period from November to do the promotions, such as Sadie Hawkins' Day dances, with the prospect of getting more dates, are going outside regular ball to do the job. Other ops said that the promotions, the promotions to get business with the defunct of the constitution of the past with the promotions to get business. While the period from November to do the promotions to get business and the promotions to get business to do the promotions to get business to do the promotions to get business to do the promotio

Midwestern One-Nighters

But the greatest deterrent to

MUSIC

BALLROOM OPS HUDDLE OVER TAX SETBACK

Court Upholding of Cabaret Levy Leaves Several Choices--All Costly

· Continued from page 1

vember 18).

counsel, told a meeting of the Iowa Ballroom Operators' Association could attempt to gain a legislative nied. Roberts outlined several at Danceland Ballrom, Cedar Rapids, Ia., Monday (20), that Treasury Department ruling which the Supreme Court attempt and several alternatives face the ballroom men, but that I are exroom men, but that I are expensive. Directors' palayer will concession. Such an attempt

Tor Archer, chai man of

RCA Steps Up pensive. Directors' palaver will thus discuss the question not only of what to take, but also how to work to get Congress to pass a pro- tee, questioned a statement by raise funds. Roberts explained to vision which would provid that the membership that it would be necessary to call in additional leg_l help from Washington on some of the steps which must be taken. It was suggested that the board meeting discuss some type of voluntary contribution, based perhaps on what each op paid per yearently for cabaret tax.

Roberts said that NBOA could petition for a writ of certiorari to the Supreme Court, which, if okayed by the h gh tribunal, would mean that the Washington jurists would review the Judges Sherman Minton, Henry Gravens and the recent Circuit Court of Appeals decisions.

It was such a petition for certiorari which won NBOA a clean cut victory in the Bartels v. Birmingham case of 1946, when ball-

ASCAP EYES

Okay for Blanket Licensing Deal Releases \$300,000

NEW YORK, Nov. 25 .- With the release of approximately \$300,000 can run off a tune on the 88. which had been held in escrow, the American Society of Composers, Authors and Publishers (ASCAP) figures to take in about each with upright piano, with a \$1,000,000 in TV fees before the songplugger available to demonend of 1950, unless a per-program deal is approved by the stations, in each cubicle. In those days the which case the take will be considerably more.

Escrow chunk was released to ASCAP following the Society's acquisition of an 85 per cent membership okay on the blanket licensing deal with the webs (The Billboard, November 25).

The per-program deal, when it is reached, will be retroactive to January 1, 1950. Meanwhile, sta-(Continued on page 14)

MGM Signed Up With All Artists

NEW YORK, Nov. 25,-MGM Records settled its immediate artists' problem this week when the diskery completed a renewal deal with George Shearing and, at the same time, exercised a one-year option on warbler Johnny Des-

Diskery recently inked its topflight warbler, Billy Eckstine, to a five-year paper, and with the addition of Shearing and Desmond, as well as term papers held on MGM will have cleared up artist Mr. B. Booked

Price-Cut Suit Up for Ruling

Wednesday (29). At that time ters, a \$5,000 one-day Honolulu Milwaukee, November 12, Flana-put any such arrangement as the free Got the Time and the decision will be handed down concert, and will take six weeks of gan went out with \$3,837 for his American Federation of Musicians a Thousand Ways.

to exclude ballrooms from the room ops were relieved of the re- terperies were not meant to be cabaret tax payment classification sponsibility of making out and placed in the cabaret classification. when the Circuit Court of appeals paying Social Security and withof the seventh district ruled against holding taxes for ork sidemen. The proceedings are attempted, it the terp men (The Billboard, No- Supreme Court decision ruled that | would take approximately 60 to 90

> clarification of the controversial other steps, but emph sized that would mean that NBOA would NBOA's music licensing commit-

Roberts said that if certiorari bandleaders were responsible for days before he would be notified Tom Roberts, NBOA's legal these accountings and payments, by the Supreme Court whether the Roberts pointed out that NBOA petition had been okayed or de-

Video Taking Wraps Tour Artists Off Tin Pan Alley

Troupers Use Pubber Offices as They Did in Old Days of Vaude

Stem may be headed for a return tour around the circuit. to the old Tin Pan Alley days in It was suggested in these pages fact as well as in name as a result last week that TV as a milieu for

a growing influx of TV acts visiting their offices for rehearsals and to have material demonstrated.

Video, shaping up as an insatiable consumer of variety talthe acts. Neither can it adequately Many of today's top men, like schedule. select and filter all the song material needed by these acts.

Not Enough Pianos

Trend in video studios has been for hippodrome-size arenas, with plywood partitions for rehearsal "rooms." Further, there aren't enough pianes to go around.

Result is that performers have been turning to the publishers, where they can find a room, a piano and even an occasional professional manager or plugger who

The return to this practice recalls the halcyon days when every pubber office had a dozen cubicles, trate the firm's newest tunes in

Inks Mann To 3-Year Paper

CHICAGO, Nov. 25. - Dick Bradley, Tower recording chief here who lost Jack Owens, Benny Strong and Bill Snyder to rival diskeries after doing a build-up on each of the trio, has inked a three-year recording pact with Bernie Mann, following Bradley's first session with the orkster in New York this week. After cutting the 10 sides, Bradley also huddled with London recording execs and worked out a cash settlement on his end of the Bill Snyder deal. Originally, Bradley contracted to cut two more sides for London with Snyder in 1950, while he would do 12 more with the Bewitched maestro in 1951. Both sides agreed to a new deal, where Bradley will nate in Cuba and Puerto Ric eliminated completely from

To Easter '51

NEW YORK, Nov. 25. - Billy Billboard, November 4) wound up in Washington Sunday (12). has been booked solidly thru NEW YORK, Nov. 25.—Columbia's suit in New York State Su-breme Court against 11 alleged bler is skedded for a number of e-cutters is due for settlement class location engagements, thea-

NEW YORK, Nov. 25. - The he could "make" a song with one

plugging songs was in some re-Pubbers say that there has been spects analagous to the old vaude style plug system, where personal contact between the pubber and the singer or orkster was the impotrant link.

songplugger-keyboard thumper is Banjo Santly, Mickey Addy and Plan calls for each of the key

called upon.

PRESSING ISSUE

Disk Biz Spinning In Latin America

countries, coupled with a contin- gentine tangos lag far behind. ued heavy demand for disks there, has brought rapid changes in the a sizable market in the Southwest, here include Jascha Heifetz, Artur industry. First, exporting by Yan- but a good portion of the hybrid Rubinstein, Gregor Piatigorsky, kee manufacturers has virtually Tex-Mex items is cut north of the Ezio Pinza, Mario Lanza, Marina stopped, except to four countries- border. Paso dobles, straight Span- Koshetz, Lotte Lehmann, Jose and Puerto Rico. Second, disk pressing yet to register outside of native Donald, Pierre Moniteux and the plants have sprung up in almost all locales. On the other hand, Cubansouth-of-the-border lands.

rect disk traffic are Puerto Rico, tries. Since most of these are cut Bowl's summer concert season Cuba, the Dominion Republic and by Yankee-owned diskeries, such usually attracts a number of Victor Venezuela. Consequently, the other as Seeco, Coda, SMC, RCA Victor, artists to the Coast. This, in the countries have finally plunged into etc., the demand an only be satis- past, has the Red Seal recording their own manufacturing. Previ- fied by shipping masters there for sked here its heaviest during the ously, disk pressing was done only local pressing. in Mexico, Argentina, Brazil and Chile.

Deal in Masters

Local diskers active in Latin produce, cut off from the lucrative export field, have been able to salvage some portion of their business by entering into master-leasing deals with South American diskeries.

As far as reciprocal leasing is concerned, however, the locals have little to gain. So far, the Yankee predilection has been for rumbas and mambos, which origi-

Flanagan Ork In Big Coin

Eckstine, whose concert tour (The some fancy lettuce on a string of casts. one-nighter set by Bill Polk, of the local General Artists Corporation office. On all the dates Flanagan has been in at a \$1,000 guarantee, with a 60 per cent privilege.

At George Devine's Ballroom,

"WINTERLAND" HITS MILLION

NEW YORK, Nov. 25. -Guy Lombardo, one of the most consistent disk sellers in the history of the record business, this week saw one of his disks climb to a sales mark of over 1,000,000. Etching is Winter Wonderland, backed by Christmas Island, which the maestro and the Andrews Sisters cut for Decca several years ago.

Lombardo has a flock of disks which have hit around the 700,000 sales mark, and a few, notably Humoresque, which have come close to 1,000,000

Decca is presenting Lombardo with a gold record.

Promotion of

NEW YORK, Nov. 25.-RCA Victor has developed a new promotion plan to centralize and coordinate exploitation for its Red Seal artists on tour. To assure the longhair performers of merchandise availability and of promotion for their concerts, the diskery has selected key dealers in key cities as the focal points of the new promotion scheme.

The Victor plan is geared to promote its artists in important longhair locales and with dealers who do the greatest amount of business with Red Seal. One hundred and twenty cities, covering the large population areas and ac-It might be that the old style tive college locales, and between 300 and 700 dealers will serve as commodations for rehearsals for all coming back in vogue as well, the foundation for the promotion

George Schottler, were proficient dealers to maintain continuing in-(Continued on page 14)

dollar shortage in South American here to a lesser degree, while Ar- to a Coast resident who will be

Mexican racheras have found including United States territory, ish vocals and other dances have Ampara Iturbi, Jeanette Macstyle rumbas and mambos are tra, among others. In addition to Today, the only markets for di- gaining heavy in all Latin coun-

BALLROOM 20% RULING

Eager for Supreme Court Test on Tax Law Loophole

WASHINGTON, Nov. 25 .- The Bureau of Internal Revenue will welcome a Supreme Court test on the application of the cabaret tax to ballrooms, officials said this week after noting their victory in an appeals court last week (The Billboard, November 25).

They said they feel confident that the high court will uphold the decision of the St. Louis Gircuit Court of Appeals that all ballrooms are liable for the 20 per cent tax on food, drink and service, as well as the 20 per cent admissions levy.

It was hinted that if the Supreme Court should reverse the decision, Internal Revenue will ask Congress to revise the tax statute to make it plain that ballrooms and cabarets are the same as far as the levy is concerned. "It was the clear intent of Congress to tax ballrooms, even the the term was not specifically mentioned," a spokesman said, adding: "I'm sure Congress would write in the word 'ballroom' if it should become necessary."

The agency, of course, will not seek further court approval of its interpretation of the tax laws, but will defend its views if the National Ballroom Operators' Association (NBOA) takes its case to the Supreme Court

Plan RCA Hwd.

HOLLYWOOD, Nov. 25 .- RCA demonstrators, and still are if ventories of the best-selling mer- Victor will name a Red Seal (classical) artist-repertoire rep for the Coast early next year. Heretofore, Victor's Red seal work was handled by its Coast a. and r. rep whose recording duties encompassed handling everything from classical to rhythm and blues. However, the increasing load of regular pop sessions, plus the fact that a number of Victor's Red Seal artists live here, necessitate a local NEW YORK, Nov. 25.—The Brazilian sambas have caught on longhair rep. Job will probably go hired on a part-time basis.

Victor's Red Seal artists living San Francisco Symphony Orchesartists residing here, Hollywood

SEE SLIM CHANCE AT FOREIGN COIN

tainers to receive any substantial performing rights thru an international treaty are at low ebb, as the International Labor Organization (ILO) is limiting pre-pact Still being examined by ILO's studies to rights in original per- Geneva office are the old data on formances only.

Any treaty to be drafted would be based on material covered in the studies, according to officials of the U. S. Labor Department. This procedure apparently bars any treaty provision for rights of Flanagan ork has been pulling performers in films, disks or broad- For Southern

Another point covered in early discussions - compulsory assignment of group rights to an established body—is likewise being by Judge Wasservogel.

Tradesters have been eying the proceedings anxiously because of the proceedings anxiously because of the Continued on page 27)

(Continued on page 27)

Wasservogel.

Vacation in between dates.

Own end. At the Nightingale (AFM) welfare fund under the protection of international law. In Ballroom, Kaukauna, Wis., No-protection of international law. In the view of U. S. officials, however, it is still possible that the Bulleit had a legitimate claim.

WASHINGTON, Nov. 25 .- | proposed treaty will endorse wel-Chances for musicians and enter- fare fund agreements when negotiated under the laws of individual nations.

Study Berne Data

Still being examined by ILO's performing rights gathered by the (Continued on page 14)

2 Tunes Clear

NEW YORK, Nov. 25 .- Southern Music this week cleared its copyright ownership of two tunes to which Jim Bulleit, one-time chief eliminated from studies. Thus, it of Bullet Records, had a claim appears unlikely that a pact will Tunes are If You've Got the Money

Copyrighted material

11

Available on 45 HPM -78 HPM

RECORD

DECCA 27336 (78 rpm) and DECCA 9-27336 (45 rpm)

SPECIALS

and His Royal Canadians

The Thing DANNY KAYE with KEN DARBY CHORUS The Little White Duck Decca 27350 and *9-27350 Christmas In Killarney MARY CARTON Did Santa Claus Come From Ireland? Decca 27348 and *9-27348 The One Finger Melody VICTOR YOUNG My Heart Cries For You Decca 27333 and *9-27333 The Roving Kind THE WEAVERS

(The Wreck Of The) John B Decca 27332 and *9-27332 5t. Louis Blues Mambo ALBERTO IZNAGA Mambo Pá Changó Deccu 21328

NEW RELEASES-SINGLES

Jing-A-Ling Jing-A-Ling Mambo SONNY BURKE Mambo Number Five Decca 27314 and *9-27314 Louisville Lodge Meeting LOUIS JORDAN and His Tympany Five Lemonade Decca 27315 and *9-27315 Fee-Fi-Fiddle-Ee-I-O MERVIN SHINER

Santa, Santa Don't Be Mad At Me How Long How Long Blues Since You've Been Gone

Decca 46280 and *9-46280 JAKE VAUGHAN Decca 48187 and *9-48187

*Indicates 45 RPM Version

NEW RELEASES-ALBUMS

AVAILABLE IN 78, 45 AND LONG PLAY

RICHARD RODGERS and OSCAR HAMMERSTEIN, II SONGS-VOLUME 1

FRED WARING and His Pennsylvanians (Glee Club, Orchestra and Soloists)

SELECTIONS INCLUDE: OKLAHOMA-THE SURREY WITH THE FRINGE ON TOP-YOUNGER THAN SPRINGTIME-THIS NEARLY WAS MINE-YOU'LL NEVER WALK ALONE-THIS WAS A REAL NICE CLAMBAKE-IF I LOVED YOU-WHAT'S THE USE OF WOND'RIN'.

DECCA A-798 • Four 10-inch 78 RPM Records • Price \$3.75 DECCA 9-99 • Four 45 RPM Unbreakable Records • Price \$3.35 DL 5292 • 10-inch Long Play Microgroove Unbreakable Record Price \$2.85

RICHARD RODGERS and OSCAR HAMMERSTEIN, II **50NGS-VOLUME 2**

FRED WARING and His Pennsylvanians (Glee Club, Orchestra and Soleists)

SELECTIONS INCLUDE: SOME ENCHANTED EVENING-BALL H'AL-PEOPLE WILL SAY WE'RE IN LOVE-A WONDERFUL GUY-OHI WHAT A BEAUTI-FUL MORNIN'-JUNE IS BUSTIN' OUT ALL OVER-IT MIGHT AS WELL BE SPRING-A FELLOW NEEDS A GIRL.

DECCA A-739 • Four 10 inch 78 RPM Records • Price \$3.75
DECCA 8-100 • Four 45 RPM Unbreakable Records • Price \$3.35
DL 5193 • 10-inch Long Play Microgroove Unbreakable Record
Price \$2.85

ALL ALBUM RECORDS AVAILABLE AS SINGLES

NOW AVAILABLE ON 45

THE SMALL ONE A Christmas Story by Charles Taxewell BING CROSBY

with Supporting Cast, Sound Effects and Music

CHILDREN'S SET 2-111 * Two 45 RPM Unbreukable Records Price \$1.90

BEST SELLERS

POPULAR

GORDON JENKINS and THE WEAVERS Goodnight Irene Decca 27077 and *9-27077 Treng Treng Treng Play A Simple Melody GARY CROSBY AND FRIEND Sam's Song Decca 27112 and *9-27112 Thirsty For Your Kisses MILLS BROTHERS Decca 27253 and *9-27253 Nevertheless **GUY LOMBARDO** Harbor Lights The Petite Waltz (La Petite Valse) Decca 27208 and *9-27208 DON CHERRY Thinking Of You Decta 27128 and *9-27128 Here In My Arms A Marshmallow World BING CROSBY with LEE GORDON SINGERS Looks Like A Cold, Cold Winter Decca 27230 and *9-27230 A Bushel And A Peck ANDREWS SISTERS

Detta 27252 and *9-27252 Guys And Dolls BING CROSSY Harbor Lights

Decca 27219 and *9-27219 Beyond The Reef Our Lady Ol Fatima RED FOLEY Decca 14526 and *9-14526 The Rosary

BING CROSBY I Cross My Fingers Decca 27111 and *9-27111 La Vie En Rose

COUNTRY

RED FOLLY and ERNEST TURB Texas vs. Kentucky ERNEST TUBB-RED FOLEY and MINNIE PEARL The Lovebug Itch Detta 45278 and *9-45278 (Remember Me) I'm The One Who Loves You ERNEST TUBB I Need Attention Bad Decca 46169 and *9-46269 I Won't Be Home

RED FOLEY with ANITA KERR SINGERS Dear Little Girls Decca 46277 and *9-46277 Our Lady Of Fatima RED FOLEY Decca 14526 and *9-14526 The Rosary

JIMMIE and LEON SHORT Long Gone Daddy Tennessee Walts Decca 46122 and *9-46122

SEPIA

Besame Mucho THE RAY-O-VACS You Gotta Love Me Baby Too Decco 48162 and *9-48162 LOUIS ARMSTRONG La Vie En Rose C'est Si Bon Decca 27113 and *9-27113 Everybody's Somebody's Fool LIONEL HAMPTON September In The Rain Decca 27176 and *9 27176

Going Back To Jesus SISTER ROSETTA THARPE with THE DEPENDABLE Little Boy "How Old Are You?" BOYS and SAM PRICE TRIO Decco 48177 and *9-48177

Can Anyone Explain? (No. No. No.)

ELLA FITZGERALD. LOUIS ARMSTRONG Dream & Little Dream Of Me Decca 27209 and *9-27209

*Indicates 45 RPM Version

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

COMING UP

Bill Kenny of THE INK SPOTS and It Is No Secret I Hear A Choir THE SONG SPINNERS Decca 27326 and *9-27326

I Don't Mind Being All Alone MILLS BROTHERS (When I'm All Alone With You) Decco 27267 and *9-27267 (I Get A) FUNNY FEELIN'

ETHEL MERMAN The Best Thing For You Decco 27316 and *9-27316 Marrying For Love

I'm In The Middle Of A Riddle EVELYN KNIGHT and GUY LOMBARDO Rosy Apples Decca 27279 and *9-27279 Marrying For Love BING CROSBY

The Best Thing For You Decca 27250 and *9-27250 Timeless RUSS MORGAN Longing Decca 27265 and *9-27265

You're Just In Love ETHEL MERMAN and DICK HAYMES Something To Dance About ETHEL MERMAN Decca 27317 and *9-27317

Green Grass And Peaceful Pastures GUY LOMBARDO The Sea Of The Moon Dects 27280 and *9-27280

Our Lady Of Fatima Bill Kenny of Stranger In The City THE INK SPOTS and GORDON JENKINS Decen 27256 and *9-27256

It's A Lovely Day Today

Once Upon A Time Today DICK HAYMES Deccq 27318 and *9-27318 Time Out For Tears INK SPOTS

DICK HAYMES and EILEEN WILSON

TOMMY DURIEY

Dream Awhile Decca 27259 and *9-27259 II I Were A Bell BING CROSBY and PATTY ANDREWS I'vo Never Been In Love Belore BING CROSSY

Decca 27232 and *9-27232 (Dance To The Music Of) The Ocarina GORDON JENKINS (1) It's A Lovely Day Today

(2) You're Just In Love DECCA 27319 and *9-27319

I See A Million People GLORIA DEHAVEN with THE SONG SPINNERS II I Were A Blackbird Decca 27328 and *9-27328

I Guess I'll Have To Dream The Rest DICK HAYMES and Everything Happens To Me TOMMY DORSEY

Decca 27312 and *9-27312 Long Belore I Knew You GUY LOMBARDO It's Raining Sundrops

Decca 27327 and *9-27327 Sleigh Ride -ANDREWS SISTERS WITH VIC SCHOEN ORCHESTRA

The Telephone Song Decca 27310 and *9-27310 Oh Babe!

LIONEL HAMPTON Who Cares Decta 27305 and *9-27305

Indian Love Call TOMMY DORSEY My Moonlight Madonna Decca 27266 and *9-27266

To Think You've Chesen Me! SY OLIVER Just The Way You Are Desca 27262 and *9-27262

So Long Sally You're Not In My Arms Tonight Decca 27210 and *9-27210

*Indicates 45 RPM Version

MUSIC

Saturation Plugging Brings 965 Plays And 10,000 Orders for 'Bells' Sheets

pubbery produced decidedly tangi- lowing the experimental stanza. ble results, according to General Professional Manager Eddie Wol- ders were in the vicinity of 10,000

Results of a full week crosscountry sweep of key deejay locales quintupled sheet music sales of the song, Silver Bells, which was the guinea pig of the extensive and expensive one-week drive. The drive accumulated an

33s and 45s Selling Equal

on a study of the sales of three MGM sound track albums which have been consistently in the top brackets of the best-selling charts Murray Luth went thru Memphis, in the past few months, it is re- Nashville and New Orleans; Bobby album sales.

and 45 sales are virtually equal, with the long-play medium attracting just a shade more orders than the doughnut diskings.

this study are the sound-trackings wood. for Aunie, Get Your Gun; Summer Stock and Three Little Words. These latest of the MGM original SOUTH OF BORDER REPORT movie cast albums have all topped mc track albums have hit marks of over 125,000 in sales.

In the cases of Annie and Words, the ratio worked out to two 78-r.p.m albums for every one 33 and one 45 package. Orders on the Annie and Words LP's are 1,000 more than those taken for the 45 equivalent. MGM diskery's general manager, Frank Walker, found that the 78 sales accumulated in the latter stages of the dustry in South America. Formerly merchandising of these sets. He executive vice president of London believes that the 78s are finding Records. Berne is a member of the their major market as the movie firm's board of directors and has showings bring the disk item to been touring South America reprethe attention of the hinterland senting the record-radio-TV-radar outposts.

MA Boosts

NEW YORK, Nov. 25. - The now, but LP and 45 r.p.m. records Record Manufacturers' Association (RMA), newly activated organization of record pressers, platers. printers and album manufacturers, held its regular meeting last week and increased its membership to reps of 17 companies. Several others sent wires indicating that they would join at the next meeting, scheduled for Monday night (27) at the Hotel Statler.

Next week RMA will make its bid for cross-country membership, with letters going out to all manufacturers and allied suppliers. According to president Jack Caiden dards is being drafted, to be served Pathe, European Odeon, German of dealers like Lyon & Healy, who often tied in with new disk alto all non-union recording studios. The pressers are also lining up a program for co-operative buying of materials.

Meanwhile, the RMA's creditexchange system-prime factor in the outfit's reorganization-is reportedly working to everyone's satisfaction. According to a spokesman, "We're saving thou- B. Marks publishers, thru its atsands of dollars by listing default-

Dial Returns To Jazz Disk

NEW YORK, Nov. 25. - Dial Lew Dreyer, Paxton's attorney, market the radio-phonograph Tu Ris De Me Records' catalog of modern jazz denies an infringement. Marks has in which the radio-phonograph Tu Ris De Me cent months, is being revived under the aegis of Robert S. Weinstock's Prestige Records set-up. (Continued on page 45) etching.

NEW YORK, Nov. 25 .- An ex- aggregate total of 965 plays of the periment in saturation song-plug- several recordings of the song and ging conducted in the disk jockey promised that at least an equal medium by the full professional number of spins will have been staff of the Famous - Paramount accrued this week, the week fol-

> Current week's sheet music orcopies. Previous week's ordersrunning thru the test periodbrought in orders for 2,100 copies.

> The song went into print three weeks ago. The sheet sales were traced by Wolpin to the areas where the Famous-Paramount exploitation hit. Wolpin also reports that in keeping as close tabs as possible on the record sales of the song he found that heaviest new orders for the ditty came from the experimental areas.

> Bells, a ditty with a Christmas season flavor, was a last-minute plug handed the pubbery in October. Song is featured in a Bob Hope movie, Lemon Drop Kid, a Paramount special, and required immediate and full plug action.

assigning his eight staffers to key cities to work on deejays primarily NEW YORK, Nov. 25.-Based and record dealers and distributors. Larry Shayne covered Dallas and Fort Worth; Tubby Garron hit Seattle and Portland, Ore.; went out to St. Louis.

Pluggers did the deejay effort in headquarter areas prior to and ings, other names headed this way following the tours. Offices are include Sophie Tucker, James Mel-

By D. R. Berne

articles concerning the record in-

interests of E. R. (Ted) Lewis's

BUENOS AIRES, Nov. 25 .- In

general, the disk business down

here revolves about three manufacturers, 1,000 retail shops and

a production capacity, by year-

end, of 1,000,000 records a month

It's all a 78 r.p.m. business right

should be pressed within a year,

While a good-selling disk hits the

15,000 mark, a few have reached

RCA Victor and Inter-Bas. The

RCA firm presses only the Victor

and HMV labels, Inter-Bas, a year

old, presses the T-K, French Decca,

Mexican Peerless, Italian Cetra,

Brazilian Continental, Ecuadorian

Orion and Uruguayan Sondor la-

40,000.

English Decca organizations.)

(This is the last in a series of

3 Big Firms Control

Argentine Disk Biz

BILL SIMON ---PAX VOBISCUM

NEW YORK, Nov. 25 .- Bill Simon, for the past two years reporter and critic with The Billboard's music department, leaves December 1 to join London Records, where he will be aid to Joe Delaney, a. and r. sales chief, Simon will do both a and r and promotion functions.

His post on The Billboard will be filled by Joe Martin, already a member of The Billboard staff.

Simon's departure from the journalistic ranks leaves the Newspaper Guild's art competition wide open for Bill Smith, night clubs-vaude editor, who is now feverishly wielding the brush.

To the personnel attached to obscure labels, to platters, pressers and other maligned heroes of the disk business, to a, and r, men in far off lands-all of whom Simon understood-to the Messrs. Lubinsky and Lapidus, to Sam Goody, to various groups and dolls and all the others recovering from the shock, we extend sympathies. Martin will carry on.

Mode of activity had Wolpin Canada Hypo: Name Acts

TORONTO, Dec. 2.-Hypo will be given music business here with weekly bookings of name acts by the Casino Theater. Already lined vealed that the aggregate sales of Kornheiser covered Columbus and up by Manager Murray Little are the newer speeds (33 and 45) are Dayton, O.; Mickey Addy cov- George Shearing, Richard Cannon, selling about equal with total 78 cred Kansas City, Mo.; Danny Billy Farrell, Dizzy Gillespie, Delta Winchell hit Des Moines; Sam Fox Rhythm Boys, Jan August, Kay The study also shows that 33 worker Pittsburgh, and Dick Stone Starr, Victor Borge and Artie

In addition to the Casino's book-The three albums employed for in New York, Chicago and Holly- ton, Ames Brothers and Hilde-

garde.

Import License Problem

ation will remain unchanged.

local Pampa label.

Aids Sidemen

Job Service

ployment listing service inaugurated by musicians' Local 47 is reportedly paying off with more jobs for sidemen. This marks the first time an American Federation of Musicians (AFM) local has attempted such a service, and if results continue to mount, locals elsewhere may set up a similar prophone, American Seeco and the

Musicians interested in employment are asked to fill out a form Ready to enter the disk business giving basic information on what is a firm formed by about 40 disk and how they play plus their backdealers and called Orpheo. Talk ground. This, plus the job-seekabout additional diskeries is rife, er's photo, is filed with the union. but little action has taken place. Batoners or band contractors Big problem is getting import looking for sidemen use the file (prexy). Phil Fischer (veepee), licenses for either finished disks, as a means of hiring men.

The import problem now prevents ice to both sidemen and leaders tary), is being opposed by Cliff local importers from bringing in and as a means of simplifying em- Webster, Van Gatewood, John De many new speed disks. Until the ployment, Local 47's recording sec- Rubertis and John Sewell for the Argentine government increases retary, Maury Paul, feels the L. A. respective offices. So far, opposits ratio of exports to imports or area is so widespread that this tion has charged present officeraises some dollars, the disk situ- method is needed to help bring holders with undue extravagance together sidemen and batoners, and lack of personal integrity, but The few LPs that have come in List already holds 200 names, out as campaign gains momentum, real here sell at fabulous prices. The of which a number of musicians dirt is expected to fly.

Cap Dropping Duets; Returns to Solo Wax

tol-Records, first to start the cur- partner to replace Jo Stafford, Unrent duet trend, will be the first less tune material is ideally suited to abandon it. Coast major started for duet treatment, Conkling feels the pairing movement with its Jo current market holds greater re-Stafford-Gordon MacRae cutting turns for solo sides. Duet disks of My Darling in 1949. This was have to sell better than double immediately followed by Columbia's click Doris Day-Buddy Clark tists to come out. Duet artists have teaming, and since then pairings to split royalties, plus the fact that have been used profitably by all an artist's stature is greater if he labels. Cap's own teams have paid doesn't have to share the glory of off handsomely, especially its a disk hit with a platter mate, series of Stafford-MacRae doubleheaders and the Margaret Whiting-Jimmy Wakely hits, Most recent FLOP PARADE coin-pulling Cap wax team has been Kay Starr and Tennessee

However, Capitol's artist-repertoire veepee, Jim Conkling, is currently mapping a gradual return to solo sellers. According to Conkling, twin name label billing has lest its original sales impact. Previously, number of buyers went for duets, because they could get two artists for the price of one Now, with other labels flooding the duet market, buyers are ignoring the two-for-one sales appeal and going back to buying platters on the basis of tunes and perfor- songs to be thankful for

only on those tunes which are publishers and record companies. written for or otherwise lend them- Block had asked them to name selves to two-voice treatment. But their greatest flops during the past Cap will avoid creating double 12 months. Pubs and diskeries said artist disks for the sake of having the turkeys included Tain, Tain, duets. MacRae, for example will Tran: Swamp Girl, Cincinnati be left to stand on his solo feet Dancing Pig, Bamboo, Stars and

HOLLYWOOD, Nov. 25.-Capi- rather than take on a new disk

Block Spins '50 Turkeys On Platters

NEW YORK, Nov. 25 .- Deejay Martin Block, on his Thanksgiving Day show, Thursday (23), 5:30-7:30 p.m. over WNEW, pulled a switch and gave the turkeys of the year a spin as well as the

The turkeys, according to Block's Conkling said he will wax duets office, were so designated by the Stripes Forever, Zither Screnade, Gone Fishing, Fairy Tales, Cherry Stones, The Answer She Is Yes-No? and The Greatest Inventor of Them All.

Songs to be thankful for, selected by Block, included Music, Music, Music: Chattanoogie Shoe Shine Boy, It's So Nice To Have a Man Around the House, Dearie, Third Man Theme, Hoop-Dec-Doo, 1 Wanna Be Loved, Simple Melody, Sam's Song, If I Knew You Were Coming I'd'ne Baked a Cake, Trena: Goodnight, Irene: Mona HOLLYWOOD, Nov. 12 .- Em- Lisa, All My Love, La Vie En Rose and Can Anyone Explain?

Expect Heat In Local 47 Campaigning

HOLLYWOOD, Nov. 25-Forthcoming musicians' Local 47 elections December 18 may well develop into a mud-slinging contest. Incumbent ticket of John te Groen Maury Paul (recording secretary), masters or pressing equipment. System was evolved as a serv- and Al C. Meyer (financial secre-

> Members of the te Groen ticket have refrained from making countercharges. However, as election date draws near, incumbents are expected to answer some of the charges. TeGroen, local's former veepee, is filling out the remainder of the late Spike Wallace's term. Fischer became veepee during the office shuffle.

Seeco Cuts 3 Speeds Ahead

NEW YORK, Nov. 25, Seeco Records, exclusively Latin-American diskery, is now producing on all three speeds. The company, headed by Sidney Siegel, is tapping several newly spliced foreign affiliates for reportoire in the

The diskery's first 45 r.p.m. al-TORONTO, Nov. 25 .- An ex- bums will debut next week, as will chased the Lina catalog. He's cur-First record to be cut by the rently the top band in Victor's

attorney, market is strictly a TV market, version of La Petite Waltz and Most of the material for the new This marks the first Canadian Argentine Pampa catalog with

Garynanted material

The manufacturers are Odeon, TV NO BOGY TO L&H

Firm Gives Radio-Phono Hyped Promotional Break

dealers, Lyon & Healy execs admit they got excited about TV. but unlike many dealers they Quality Promoting didn't stop advertising record playing equipment in favor of straight TV.

According to Evan Klock, ad di-

CHICAGO, Nov., 25 .- Not even director believes. The shops conits own label, English and Ameri- TV, the post-war wonder child, tinue to feature such combinacan Decca, English, American and can dampen people's interest in tions as the Scott "Kenilworth" in European Columbia, MGM, French music. At least that's the finding their window displays. Ads are Imperial, German Kristall, Parlo- have continued to promote radio- bums. Typical was an ad which phono combinations during the read, "So you're a record fan! You peak of the video furor. Like other haven't heard anything until (Continued on page 45).

Thrush Claire DeVal

torneys, Abeles & Bernstein, this rector of the chain with head- tensive promotion campaign is the fourth LP issue. The 45's inweek notified George Paxton, of quarters here, company execs rea-Paxton Music, that it regards the soned that radio-phono combina- to sell Claire DeVal, 18-year-old Perez Prado and sambas and Paxton tune Mr. Touchdown as tions deserved the bulk of their singer recently signed by firm for rumbas by Noro Morales. The infringing on Hot Time in the Old promotional efforts, particularly its Polydor label. The Polydor label Prado sides were obtained several

"The current theory that the gal couples the first French vocal Latin line-up.

ouchdown" NEW YORK, Nov. 25 .- The E

Town Tonight. Claim is that sev- since the chain has spent years is put out especially for French-eral measures toward the end of building itself as an important language consumption. Toughdown are a bodily lift from outlet for phonograph units. the Marks copyright



RCA VICTOR Records



FOR YOUR XMAS STOCK



The Tennessee Plowboy and His Guitar

FOUR BIG EDD) Y ARNOLD

WHITE CHRISTMAS

backed by

SANTA CLAUS IS COMIN' TO TOWN

ALSO

C-H-R-I-S-T-M-A-S

WILL SANTY COME TO SHANTY TOV



RCA VICTOR Records



THOMAS A. PARKER Box 417, Madison, Tenn.

Music As Written

Plug for Adventure

Ross's adventure diskings, "A Song Trip Around the World." It's in the form of an essay con-test on "What the United Nawill win a set of Ross's records.

To Disk the Bard

Polymusic, New York LP diskery which made its debut on the market last week, has skedded for recording.

Cap Building DeVol

Frank DeVol's success as a dance band batoner at the Holly-







BREAKING!! "LUCKY, LUCKY, LUCKY ME"

AS RECORDED BY EVELYN KNIGHT DICCA #27182

SANTLY-JOY, INC. New York 19, N. Y. 1619 Broadway



ery, is getting a hefty plug from eager to strengthen itself in the poration after obtaining his re-Eleanor Roosevelt via her daily dance field, will channel No. I lease from his Associated Book-WNBC show. Mrs. Roosevelt, in plug tunes to DeVol and speed up ing Corporation contract. the course of a recent interview his releases. Diskery follows a Orkster Buddy Morrow married with warbler Lanny Ross, hit on similar pattern in continuing model Claire Eggleston Sunday building the Ray Anthony ork in the dance field. To DeVol's disk Bermuda honeymoon Monday advantage is the use of Helen (27).... Gene Williams is record-O'Connell on vocals, as well as a ing for King Records. . . BMI test on "What the United Na-tions will do for the children of novelties. DeVol intends to take for a short visit.... Gospel thrush the future." The 10 best essays his dance ork on the road next Marie Knight is booked for the majority of the 25 Iowa ops pres- rently conducting a survey of 200 summer and fall, at which time Royal Theater in Baltimore beginthe disk build-up is expected to ning January 1, wind-up of a to orksters, before and during enpay off.

Grimes Acquires 3

David A. Grimes, in moving his Chicago: its next issue an all-star cast disk-its next issue an all-star cast disk-ing of Shakespeare's "The Temp-Philadelphia, from BMI to placed Rusty Fields, the cocktail est." The release, to be ready the ASCAP, announced the acquisi- planist-comic, with the Mae West second week in December, stars tion of three songs originally in- legiter, "Diamond Lil." Fields is Baymond Massey, along with troduced on the waxes. The takes contracted to work the entire run Margaret Phillips of "Cocktail on the copyrights for "Merry-Go- here and later on the Coast, which Party." Hurd Hatfield, Lionel Round Polka," written and re- should take him up to the sum-Stander, and Lee Grant, Special corded by maestro Jack Still on mer of 1951. . . . Kenny Roberts, songs have been written by Paul the Franwill label; "Today, To- the Coral warbler, is headlining Bowles. The musicomedy star morrow and Forever." written a new local one-hour semi-countions are paying a token fee on an Paula Lawrence sings them in the and waxed by Tommy Shelton try music jamboree, bankrolled by interim agreement. Actual payand the Melody Kings on Challar a rat poison firm, Saturdays, 10 ments, when a final settlement is lenge records, and "You'll Be p.m., which also features the Demade, will depend on the business There," written by Wallace C. Zurik Sisters and other WBBM done by the stations. Reed and introduced on Clover staff artists. Show is set to go to Expressions of sentiment in meeting was spent in discussing Records.

TV Chases Jinx

Illustrative of the TV possibilities for the music pubber is the excellent video use recently made of a pop novelty which laid a small orange-colored bomb when Imig, Yankton, S. D., juke op, has it came out on records some turned over four masters of Billy doesn't have to go to court on the Ops felt that machines would help months ago. Ditty is Duchess Dean and the Westernaires to Society's invitation. They can eliminate pilferage when cigarettes Music's "The Man With the Voo- Kermit Bierkamp, of Request Recdoo," which was done as a ords, Minneapolis. . . Carroll Antion if bargaining fails. TV has eries. Ops also discussed current the privilege of saying "no, thanks" liquor law legislation, which is betune, on Lester's TV show last room, Clear Lake, Ia. . . . Mercury to public domain and Broadcast the State unemployment compenweek. Tune had pancaked on a Records has inked Bobby Please, Music, Inc. (BMI) material. Mercury recording and dropped Coast newcomer. Art Talmadge However, it's more likely that terpalace owner. out of sight, to be resuscitated by sent a disking of Please's breathpubber Arnold Shaw for TV.

Ah-The Thing!

Newest in "The Thing" department is the sales contest being run by Times-Columbia locally on the Arthur Godfrey record. Dealer who does the best job will be in-vited to Godfrey's TV show to be presented with a prize, which will be "The Thing" unveiled. Flack Dick Linke is handling the contest for the distribbery.

Quality Ups McKim

Don McKim, formerly general sales manager, is now general manager of Quality Records, Ltd., Canadian distribs and manufacturers for MGM. Guy Herbert, Bays, credit and office manager; Frank Weaver, distribution manager, and W. Joseph, plant engi-

Throw Party for DJ's

New York free-lance, pu' ber and diskery deejay contact men threw a cocktail party for spin- o Continued from ners and trade press at the Park Sheraton Friday night (24). Bud- for his end. Electric Park, Waterties along the same lines.

New York:

disk artist, expects her first child failed to make percentage on only in March. She's married to Jack one of these dates. The miss oc-

warbler Bob Houston to a term Ballroom, Hollywood. pact as a single on the strength of his job for the label on the solo vocal on the Jack Pleis slicing of "It Is No Secret." . . . Hotel As-tor's Columbian Room resumes a dinner-dance policy December 4 when Ted Huston's five-piece crew opens. Spot has been serving up concert music since its signed an MCA management pact the artists' best-selling platters, last week. . . Florence Lowe has the diskery will automatically ork into the Paramount Theater on to the dealers in the area of a ing pacts in the labor field. here January 2 for two weeks and skedded concert appearance. The options on a show with Gracie kit consists of special displays, but consists of special displays, motion set-up thru Dave Finn, glossy photos, streamers, etc.

The Victor Camden, N. J., oftopper of RCA's record advertisfices will supervise the new pro-

Plug for Adventure

Wood Palladium is prompting to New York last week. . . . Bob
Capitol Records to push his inCapitol Records to push his inpaper with General Artists Cor-

nighter tour of the South.

Hilltoppers, WOWO, Fort Wayne, committee and throw the bassle which will be headed by Larry ind_ group.

Jan Garber set for a month at the Roosevelt Hotel, New Orleans, opening February 14. . . . Mike less style to distrib points. Let- broadcasting source said: "Sure

Vic Damone cuts in Hollywood this week, where he is in the midst of a three-month shooting of his first MGM flicker with Jane Powell. . . . Bob Broz, Mercury flack, has worked out a deal with Ford Motors of Detroit for 2,200 free 1951 miniature model cars. further Snyder sides. Bradley cut These cars will be sent to d. j.'s to himself out of the Snyder recordplug Tiny Hill's "Hot Rod Race," ing sessions, for he wants to conwhich mentions Ford cars five centrate on the Mann sides. times in its lyrics. . . King Rec-ords is releasing the first disks on three trumpets, three trombones, appointment is effective immediately. The following appointments have also been made: W. R. is starting a series of Saturday will devote full time to the Mann. r. and b. side. . . . Dan Goldberg Arnie Holop, arranger-pinnist, who midnight jam sessions at Orches-tra Hall. The past week-end bash Alan Dale TV shows and did piano Ducats go from \$1.25 to \$3.70.

Flanagan Coin

dy Friedlander was in charge of loo, Ia., on the 14th, netted the the arrangements, for which he ork leader \$1,395.79; Catao Balland the other disk pluggers room, Mankato, Minn. (15), picked up the tab. Plans are to 51,319.09; Gladys Ballroom, Montfollow with regular monthly par-Prom Ballroom, St. Paul (17), \$2,594.25.

.Flanagan continued to pull big thru the first 12 dates of his first Thrush Eve Young, a London whirl in Midwestern territory. He Banner Records has recorded Storm Lake, Ia., November 20.

RCA Steps Up

chandise of the important Red

Seal artists. Thus with the pre-selected points prepared with full stocks of

Ballroom Ops Huddle

Music Inc., (The Billboard, November 18) to the effect that ""he much talked about hassle between NBOA and BMI will be settled to the satisfaction of all parties and not by special deals'." Archer said he had not asked for nor had any NBOA member asked for a special deal. He said that since the stalemate between the terpmen and BMI had developed shortly after the first of the year, he had Leard paid to the American Society of nothing further from BML

As to the seriousness of the NBOA boycott of BMI tunes, the Archer said that NBOA is curent said they emphatically explain ballrooms in the country, from to orksters, before and during ento be played and that they stamp a mutually agreeable basis for astheir band contracts with the sessment of ASCAP fees. Archer special rider, concerning the band- said that both ASCAP and NBOA leader's liability, if BMI starts an are plugging for a fee, which would infringement suit. It was learned that BMI has in the midwest inked total take at the door. Archer and pacts with one Iowa p, one Ne-

ASCAP Eyes

two hours, it's reported, with ASCAP to close up the protracted the formation of a legislative com-WBBM execs dickering for the negotiations with the TV industry mittee for the Hawkeye ops' group, into court, as provided for in the Geer, Laramar, Fort Dodge, asconsent decree, might possibly be sisted by W. H. Wenkstern, Cedar pure propaganda aimed at nudg- Rapids, and Darlowe Oleson, Rid-

agree to go to settle the price ques- are sold over the counter in terp-Jack Adrian, co-cleffer of the dinger as manager of Surf Ball- to the ASCAP catalog and sticking fore the State legislators, as well as

> ters returned, either praising his TV wants the ASCAP catalog. style wildly or panning him. Be- and the committee is getting pretcause of the intense reaction, Mere ty tired of the wrangling. The is releasing his "The End of De- ASCAP boys have all year to neto run. Tide's in ASCAP's favor

Tower Waxery

The Mann band, when cut, had its Federal label December 1. five reeds and four rhythm, in-Jimmy Dale is out on a h. b. re- cluding orkster's trumpet. In adfeatured Stuff Smith, General work with Gordon Jenkins. The Morgan and the Floyd Smith Trio. first scorings by the Mann crew were done by Holop, Bradley and Mann, working as a unit. Ork will use Yankee Doodle as its theme and portions of this bit of Americana will be found in each of the band's scorings. Bradley also formed a five-voice harmony unit the Yankee Doodlers, for the session. Mann, besides leading the ork, which is slated for a buildup by MCA, as well as Tower (The Billboard, November 25,) is a 34-year old musician, who doubles as owner of the Riviera nitery, Port Washington, N. Y.

See Slim Chance

Berne Copyright Union (The Bill-"The Thing" in Yiddish with war- Gate was 1,492. Band is playing board, June 10). In addition, ILO bler Seymour Rechtzeit. It's due these dates en route for its first is looking over rights now being for release Wednesday (29). showing on the West Coast where granted by various countries. Pre-London Records has inked it is skedded to play the Palladium liminary studies are due to last another year, after which a special ILO committee on salaried performers and professional workers will decide on the prospects for

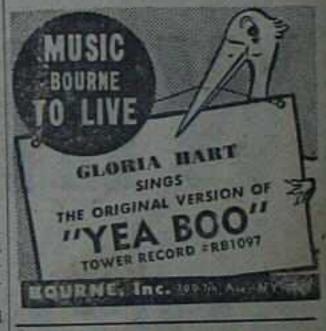
> A convention for drafting a performing rights pact is unlikely be-fore late 1952, and a couple of more years would probably elapse before it is ratified by a substantial number of countries.

> ILO is one of the oldest of existing world groups, being an off-

Harry P. Somerville, of Broadcast | brasks op and most of the Chicago dance ops. This represents about 3 per cent of the M dwest ops. Roberts urgad any op, when contacted by BMI or any of its reps. te notify him or Otto Weber, managing secretary, immediately,

> Archer urged all ballroom ops to send immediately to Roberts the gros seceipt reports f their terpalaces for each year from 1946 to 1950, together with the stipend Composers, Authors and Pub-lishers (ASCAP) for each year, which figures will be sent to ASCAP in an attempt to negotiate be based on a percentage of the Roberts emphasized that his material will be seen by only Roberts, who will code the information, thus eliminating the individual identity of the ballroom, for submission in the dealings with ASCAP, Ballrooms will be broken down into four categories, as to population of the town in which the terpery is

Remainder of the Cedar Rapids ing the broadcasters into a deal, dota, Group discussed taking steps It's known to the TV'ers as well to get a new law, which would okay as ASCAP that the video industry cigarette vending machines in Iowa. sation statutes, as they affect the

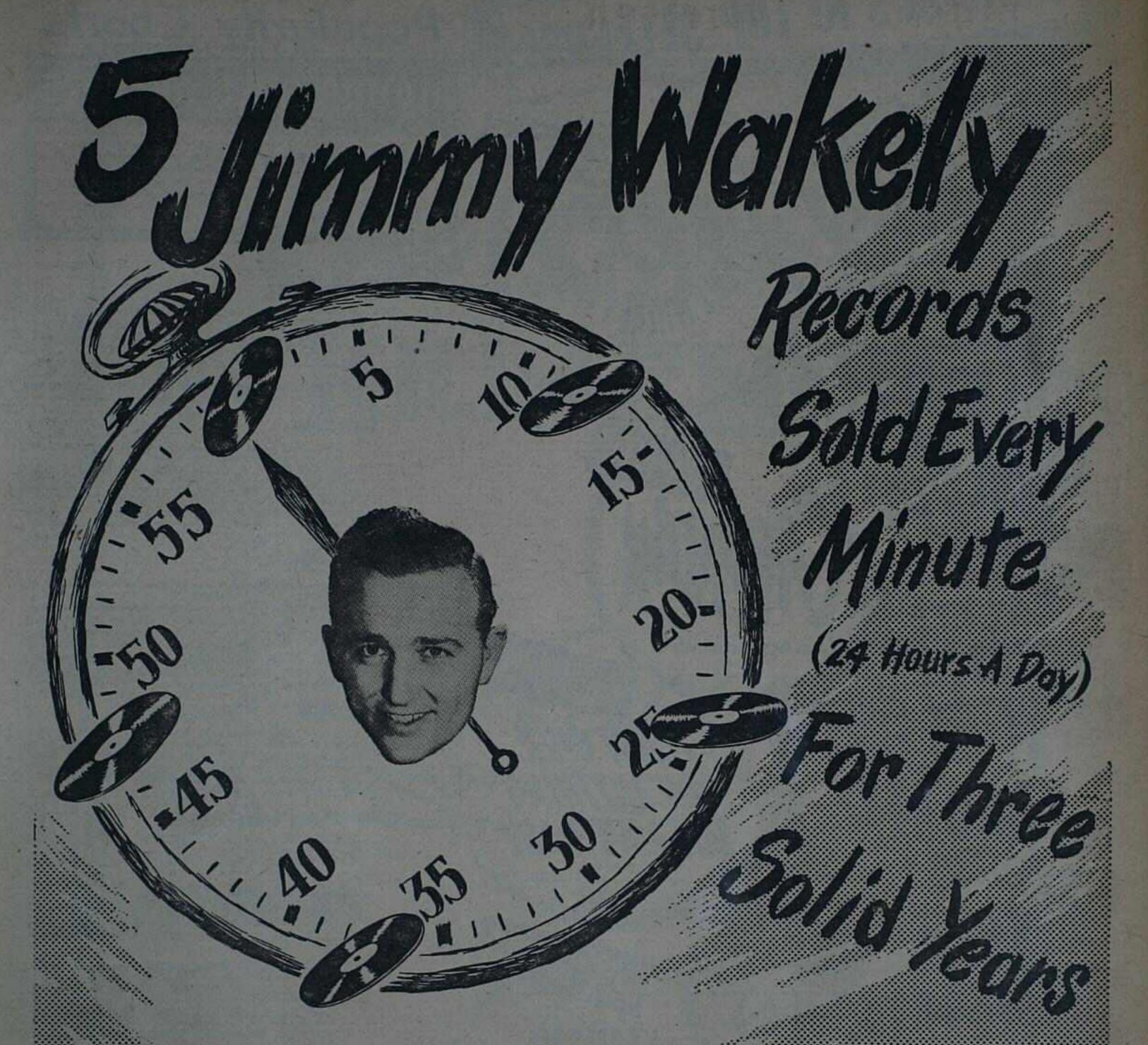








depropried material



Just Released 7wo Smash Songs

AUS G BY THE ANGE HEART CRIES FUR



Heard Monday thru Friday 5 p.m. ABC FULL NETWORK



Present Best Sellers

POT OF GOLD

BUSHEL AND A PECK BEYOND THE REEF

With Margaret Whiting

SILVER BELLS CHRISTMAS CANDY

Exclusive Management CHARLES WICK 41 West 58th Street, New York



RECORDS

THE BILLBOARD MUSIC Popularity Charts

HONOR ROLL OF

The matter's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's copularity at measured by survey features of the Billboard's Music Popularity Chart. Based on reports received November 22, 23 and 24

Week Week

Harbor Lights

RECORDS AVAILABLE: R. Anthony Cre. Cas 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Cre. V 20-5913; K. Griffin, Col. 18809; S. Kaje, Col. 38563, 14516-784, 13311-784; B. Creaty-L. Marray Crk. Dec 27219; G. Lorbasco, Dec 27208; L. Raine-C. Parmas Ork, London 781; D. Washington-J. Carroll Ork, Mer. 5488; T. Papa Ori, Toner 1488; Shep Fields Ors, MGM 10823; J. Caly-S. Fisher,

ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachelors, Standard.

2. Nevertheless

. . . By Harry Ruby and Bert Kalmer Published by Chappell (ASCAP) From the MGM film, "Three Little Words"

RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flamagan Ork, Vitaizo-3904, (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Maoney Ork, MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork, Chi 38982; F. Sinatra, Col 39044; The Embassy Trio, Mastertone 75-100-1; Anita Eiffis, MGM 30240.

ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Trody Powell, Lang-Worth: Phil Brite, Associated; Johnny Desmand-Hugo Winterhalter

. . By Paul Durand, Mitchell Parrish and Henri Contet-Published by Mills

RECORDS AVAILABLE: H. Bobbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27177; X. Cugat Ork, Col 38913; D. Day-C. Dant Ock, VITE126-3870, (45)47-3870; P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118 P. Page H. Geller Drb, Mer 5455; R. Case On, MGM 10792; J. Smith. Col 3900e; J. Francois, Polygor-Ven 560-095.

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Coryo, Assoclated; Betty Chappell, Thesaurus, Joe Welchman, Standard) Goy Limbards, Ziv. Ralph Norman, Muzak; Henry Jerome, Lang-Worth.

4. The Thing

RECORDS AVAILABLE: Ames Brothers R. Hoss Ock, Coral 60333; A. Gooffey-A. Bleyer Ork, Cal 39068; T. Brywer-H. Jerpme Ork, London 873; Phil Harris, V-20-3968.

the information on electrical transcription libraries available as The Ellipsard

5. Bushel and a Peck, .

By Frank Locater-Published by Susan (ASCAP) From the musical "Guys and Dolls"

RECORDS AVAILABLE: P. Como-E. HLT.co-M. Ayres Crk, V 25-3930; D. Day, Cal 37008; J. Desmond-T. Mottala Crk, MGM 10800; C. Haines, Coral 40309; Kitty Rallen-R. Hayes, Mer 5503; M. Whiting-L. Waxely, Can 1234; Antrens Sisters-V. Schoen Ork, Dec 27253

ELECTRICAL TRANSCRIPTION LIBRARIES; Courrence Welk, Standard, Johnny Desmand-Huge Winterhalter Ork, Thesauries Henry Jerome, Lang-Worth.

6. Tennessee Waltz

By Per Wee King and Redd Stewart-Published by Acuti-Rose (BM1) RECORDS AVAILABLE: Noy Acutr, Coll78/20551, 133/2-158; Course Coping, King 696: Funtame Sisters, V 20-3979; E. Hawkims Ork, Coral 60323; Warne King, V 20-3434; Pee Wee King, V 20-2680; Anita O'Day, London 567; P. Page, Mer 5534; Jimmy and Leon Short, Drc 4m122; Jo Stafford-P. Western Drs. Coll 190850; G. Lumbardo, Dec 27336; Les Paul, Cop 1316.

(No information on electrical transcription libraries available as The Billboard noes to press.)

7. Thinking of You

By Harry Ruby and Bert Kalmer-Published by Remick (ASCAP)

From the MGM film, "Three Little Words" RECORDS AVAILABLE: Bobbs Byone Urk, Corat 60298; D. Cherry, Dec 27120; A. Morton-P. Westen Ove, Capital \$100, M. Tilton, Caral 78/8023%, (45/9-8027%)

S. Vaughan, Col 38925, E. Friner, V 20-2901.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Satisfiers, Associated, Wichard Liebert, Thesaurus; Both Chaster Crk, Standard.

8. Goodnight, Irene ā.

By Huddle Leducter and John Lomax Published by Spencer (Shift)
RECORDS AVAILABLE: J. Allison, Cap 1122: Alexander Brattlers, Mer 5442; H.
Fuley E. Tuth, Dec. 46255; Sinter Lee Carr, Rec. 48167; J. Shook O. Brackey
Quintet, Coral 50201; G. Jerajha-The Weavers, Dec. 27877; F. Sinatra, CalifalishEq2,
133110718; D. Dip C. Dang, V(78)26-3679, (45)47-3670; L. Dre. Dec. 46236;
J. Statford, Cap 7147; C. Steward, Coral 60266; Leadhelly, Atlantic 917; M. Mui-

lican, King 856; G. Autry, Call75120736, (33)1-767; E. Grant, Capl7811158, (45)F-1158; Harmony Emils Crs. Dane 705; Mad Man Mannell, Discovery 524; ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Lang Worth, Clause

Gordon Ork, Capital; Phil Brito, Associated.

9. Orange Colored Sky

By Milton DeLung and William Stein-Published by Frank (ASCAP) RECORDS AVAILABLE: D. Hutton, V 20-3000, Nat "King" Cale-5. Kentur Drs., Cap 1184; Page Canadaugh Trin, Cal 38950; J. Brace, King 15061; E. Quinlaw-J. August Dry, Mer 5504; J. Lester, Caral 80325; C. Kaye-P. Andreas V. School

ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachrises, Standard.

10. Rudolph, the Red-Nosed Reindeer

By Johnny Marks-Published by St. Nicholas (ASCAP) RECORDS AVAILABLE: H. Bustont, Coral 90271; G. Antry, Col38610, (3911-375; S. Burnette-E. Scritt Ork, Cap 30227; B. Greshy, Dec 88090; W. Farry, Dec 46167; A. Gentry-Happy Tones, Hi-Tene 312; K. Grittin, Col 38381; E. Hamard, Mer 5360; E. Hamard Ork, Mer MMP-67; Se as Junes, V 20-1934; Montana 5(lin, V 21-6392; "Super Chile" Semiliston, Cap CAS-3865; P. Schie, Lander 740; Electrical Transcriptor Libraries: Junes, Guardieri, Therauma) 200

Gartier, Capital; Henry Jerotte, Ling-Warth; Chick Feater, Long-Worth; Foor Knights, Long-Worth; Sien Story, Muzaky Lowrence Welk, Standard; Solistiers,

WARNING: The title 'HONOR ROLL OF HITS," in a registered trade-mark and the time hits har been conveniented by The Billboard. Use of either may not be made without The Billboard's concent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

SHAMROCKS and HOLLY-BERRIES!

IT'S

"CHRISTMAS IN KILLARNEY"



PAIRED WITH
"NORAH"

PLAYED BY

PERCY FAITH

Vocal by the Shillelagh Singers

78 rpm 39048

331/3 rpm 1-899

45 rpm 6-899

BEST SELLERS!

	78	331/3	45
popular	RPM	RPM	RPM
"RUDOLPH, THE RED-NOSED REINDEER" and "IF IT DOESN'T SNOW ON CHRISTMAS" Gene Autry	38510	1-375	6-375
"HARBOR LIGHTS" and "SUGAR SWEET" Sammy Kaye	38963	1-784	5-784
"THE THING" and "YEA_BOO" Arthur Godfrey	39068	1-919	6-919
"MY HEART CRIES FOR YOU" and "THE ROVING KIND" Guy Mitchell	39067	1-918	
"TENNESSEE WALTZ" and "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" Jo Stafford	39065	1-916	6-916
folk			
"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME" and "I LOVE YOU A THOUSAND WAYS" Lefty Frizzell	20739	2-770	5-770
"I'LL FIND YOU" and "(REMEMBER ME) I'M THE ONE WHO LOVES YOU" Stuart Hamblen	20714	2-692	9-692
"HERE COMES SANTA CLAUS" and "AN OLD-FASHIONED TREE"	Janes .		

2-392

20761

2-898

NEW RELEASES!

Gene Autry

popular

"REMEMBER ME IN YOUR DREAMS" and "LET IT SNOW! LET	39069	1-924	6-92
IT SNOW! LET IT SNOW!" Frank Sinatra	23003	1-344	0-34
"IT IS NO SECRET" and "HOW NEAR TO MY HEART"			
The Mariners	39073	1-928	6-92
"TIMELESS" and "IF I HAD ONLY KNOWN" Alan Dale	39072	1-927	

folk

"I NEED	A GOOD	WOMAN	BAD"	and	"BUTANE	BLUES"	with
	Hicks						

"FROST IS ON THE TREES" and "I'LL NEVER GET YOU OUT OF MY MIND" with Lonie and Tomie Thompson

NEW RELEASES!

children	78 RPM	331/3 RPM	4 RP
"GENE AUTRY AT THE RODEO" A picture record book	Set MJY-90		
"PETER PAN"—Jean Arthur, Boris Karloff and original Broad- way cast	Set MJV-92		
"'TWAS THE NIGHT BEFORE CHRISTMAS" and "JINGLE BELLS" Arthur Godfrey	Set MJV-88		

BEST SELLERS!

BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT 1938"			
(2 Vals.)		SL-160	2.00
"TEA FOR TWO" Doris Day	C-215	CL 5149	B-215
"CHRISTMAS CAROLS" Ken Griffin	C-210	CL 6130	
"HARMONY TIME" The Chordettes	C-201	CL 6111	
"YOUNG MAN WITH A HORN" Harry James & Dorie Day			



18

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

. . . based on reports received November 22, 23 and 24

Records listed here in numerical order are played over the greatest number of record shows

List is based on replies from weekly survey among disk jockeys through the country. Unless shown in this

chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music

Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) Indicates tune is from a legit musical

Weeks | Last | This to date Week Week HARBOR LIGHTS S. Kaye Cm1(78)38963; (33)1-784; BUSHEL AND A PECK B. Hutton-P. Como V(78)20-3930; (45)47-3930—ASCAP ... Co((78)38982; (33)1-813-ASCAP TENNESSEE WALTZ P. PageMermry(78)5534; (45)5534X45-BM1 OH BABE K. Starr Cap(78)1278; (45)F-1278—ASCAP ORANGE COLORED SKY King Cole Trio-S. Kenton Cap(78)1184; (45)F-1184-ASCAP TO THINK YOU'VE CHOSEN ME . E. Howard Mercury(76)5517; (45)5517X45-ASCAP HARBOR LIGHTS R. Anthony Cap(78)1190; (45)F-1190-ASCAP 11. THINKING OF YOU D. Cherry Dec(78)27128; (45)9-27128-ASCAP HARBOR LIGHTS R. Flanagan V(78)20-3911; (45)47-3911-ASCAP ONE FINGER MELODYF. Sinatra Cal(78139014; (33)1-845-ASCAP 14. THINKING OF YOU E. Fisher-H. Winferhalter V(78)20-3901; (45)47-3901-ASCAP 14. TENNESSEE WALTZ J. Stafford-P. Weston Col(78)39065; (33)1-916; 16. NEVERTHELESS Mills Brothers Dec(78)27253; (45)9-27253-ASCAP 16. THINKING OF YOU S. Vaughn Col(78138925, 133)1-727-ASCAP 18. I'LL NEVER BE FREE K. Starr-Tennessee Ernie Cap(78)1124; (45)F-1124-ASCAP 6 13 19. NEVERTHELESS R. Flanagan V(78)20-3904; (45)47-3904—ASCAP 5 15 19. NEVERTHELESS R. Anthony Cap(78)1190; (45)F-1190-ASCAP 21. MEVERTHELESS F. Laine

22. GOODNIGHT, IRENEG. Jenkins-Weavers

25. NEVERTHELESS F. Sinafra

24 24. HARBOR LIGHTS G. Lombardo

11 21 25. ALL MY LOVE P. Faith

3 23 28. BUSHEL AND A PECK Doris Day

1 — 29. ORANGE COLORED SKY B. Hutton

Mercury (78)5495; (45)5495X45-ASCAP

..... Dec(78)27077; (45)9-27077-8M1

.... Cap(78)1010; (45)F-1010-ASCAP

Dec(78)27208; (45)9-27208-ASCAP

Col(78)38860: (33)1-752-ASCAP

..... Col(78)39008; (33)1-838-- ASCAP

V(78)20-3908; (45)47-3908-ASCAP

CALLES & STATE OF STA

(45)6-888---ASCAP

Col(78)39044; (33)1-888;

Songs With Greatest Radio Audiences (ACI)

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

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

The feature is copyrighted 1947 by the Office of Research, Inc., 1470 Becardway, New York 31, M. V. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio brenderst utilizing this information may be aired. Infringement will be prosecuted. (Beginning Friday, November 17, 8 a.m., and ending Friday, November 24, 8 a.m.)

	11 11 15 15000	D D
Accidents Will Happen (R)	Burke-Van Heusen-ASCAP	Kainhow Keco
All My Love (R)		Mainbow Meeo
Reloand Br Faithful (B)	PICKWICE ASCAP	CONTROL COMMENTS NOT IN
Bust Thing for You (M) (R)	BETTIM-ASLAP	NEW YORK, Nov. 2
Remanarte's Retreat (R)		and Boo Hener, pres
Bushel and a Pack A (M) (R)	E H. Murris-ASCAP	promotion manager, re
Can Anyone Explain? (R)	- Valando-ASCAF	of Rainbow Records,
Cast We Into It Over 180	A STATE OF THE PROPERTY OF THE	coast-to-coast motor tri
Freety the Commun (F)	Nett & Hande-Ball	
Goodnight Trene (R)	Spencer—BMI	the line. Eddie is
Confus (R)	Spencer—BMI Fest—ASCAP	distributors, while Bob
Harbor Lights (R)		centrate on deejays.
Hore Comes the Fattest Man in Town (R)	Life Music—BMI	out for a month.
I'll Always Love You (F) (R)	Famous—ASCAP	
Home Started To I may Many 1211	POSSIBLE - 6SEAR	Rainbow inked an exc
I'm in the Middle of a Riddle (R)		tract last week with
Just the Way You Are (83)	Walt Diney-ASCAP	warbler John Paree. I
La Vie En Rose (R)	Marin ASCAP	clefs tunes under the
Life Ic Se Peculiar (F) (R)		Stephan Weiss, was th
Looks Like a Cold Cold Winter (B)	Lambardo—ASCAP	The laboured Brid allie brid
Marshmallow World A (R)	Shapiro-Bernstein ASCAP	on Rainbow & nit diski
My Denam Christmas (R)	Life Music—BMI	sic. Music, Music, white
Heuertheims (F) (R)		THE RELEASE MEANINE TO A PROPERTY OF THE PERSON OF THE PER
Orange Colored Sky, An (R)	Fronti-ASCAP	eral sides for Corat. I
Patricia (R)	Bregman-Vocco-Conn—ASCAP	also acquired a Dick ?
Petite Waltz (R)	DuckersBMI	Warnow master of A
Rudolph, the Red-Nosed Reindeer (R)	St. Micholas—ASCAP	the Christmas Tree fron
Silver Bells (F) (B)	Paramount—ASCAP	A-1-1- Whomaker distances
Sometime (R)		stein's Varsity diskery
The Thing (A)		deal. Todd cut the
Thinking of You (Ft 197)	Hemite Actual	CILIIIDA III. MICH CARREST AF CORREST
You're Just in Low (M) (R)		now a Rainbow artist.
Sanda Sand Dilate Sanda	SE WITH THE SECOND SECO	

VOX JOX

Preems

George Buck Jr., WWOD, Lynchburg, Va., has extended his "After Hours" show from 10:35 to 11:55 p.m. . . . Jerry Kirby, long-time contributor to Vox Jox and one of our most literate d. j.'s has left WKBB. Dubuque, Ia., and joined the Chicago Tribune. Nick Pflepsen is taking over Jerry's platter spinning chores at WKBB. Keep in touch with us, Kirby. ... Norm Keller, WCNH, Quincy, Fla., moves into Hillbilly Bill Brown's daily afternoon wax spot. . . . Bill Wells is a new staff addition at KWAK, Stuttgart, Ark. . . . New Orleans d. j.'s have voted Buddy Mipro, WJMR, New Orleans, their "favorite engineer," according to WJMR's Clarence Hamann Jr.

Ray Perkins, KFEL, Denver. appointed national chairman, disk jockey division, for 1951 March of Dimes campaign. . . . Bill Silbert, WXYZ, Detroit, is the new emsee on "Starlite Stairway," WXYZ-TV's amateur hour program. . . . Joe Rico has succeeded Sterling Campbell, at WWOL, Buffalo, N. Y. Former's new airer, a man-in-the-street platter pro-gram, is tagged "Rico's Out-door Record Session" . . . Robert Hawkins, KWJB, Globe, Ariz, has launched a new d. j. session for teen-agers, "Teen Tune Time," which pairs plat-ters with "strange noises and odd sounds." Sound effect records are clicking big with Globe's teen-age listeners. . . . Viennese-born Pen Brown, WTAG, Worcester, Mass., has added the station's "Sunday at the Sheraton" hotel remote to his regular d. j. duties.

Hans Felix, ex-program director at KLVL, Pasadena, Tex., has moved into the traffic manager post at KATL, Houston. . . . Beaming Billy Swanwick, WALL, Goshen, N. Y., celebrated the first anniversary of his "Breakfast With Beaming Billy" show last month. As a gift, WALL staff members handled the commercials on that day and P. J. DeVito. manager of the Home Appliance Center, produced a special anniversary program. . . . W. F. Crutchley, WPAQ, Mount Airy, N. C., recovered from a strep throat and is back spinnin' 'em after a three-week absence. . . . Tiny Fisher and Harry Birrell handle a twohour early morning platter show on new Station WEIR, Weirton, W. Va., which launched its first broadcast September 15. . . Art Preston, formerly with WPOR and WCSH, Portland, Me., has joined WCOU, Lewston, Me. . . . Dick Bing has moved from KAYL, Storm Lake, Ia., to WCEN, Mount Pleasant, Mich.

Hellers on Tour To Plug Line of Rainbow Records

NEW YORK, Nov. 25. - Eddie and Bob Heller, president and promotion manager, respectively, f Rainbow Records, left on a coast-to-coast motor trip to hypo the line. Eddie is contacting distributors, while Bob will concentrate on deejays. They'll be out for a month.

Rainbow inked an exclusive conract last week with continental warbler John Paree. Paree, who clefs tunes under the name of Stephan Weiss, was the vocalist on Rainbow's hit disking of Music, Music, Which he also wrote. More recently he cut sev-eral sides for Coral. The diskery also acquired a Dick Todd-Mark Warnow master of All Around he Christmas Tree from Eli Oberstein's Varsity diskery in a swap Set in the form of a variety show with Mirlam deal. Todd cut the wax for Krestyn serving at emice, this long-play disk is a Sonora several years back. He's potposite of transfers from 78s of recombings by some of the londing talents in the Yiddish saude

Best Selling Sheet Music

. . . based on reports received November 22, 23 and 24

Tunes listed are the national test sheet music sellers. List is based an reports received each neet from all the nation's sheet music jubbers. Songs are listed according to greatest number of sales; (F) indicates time it in a film; (M) indicates time is in legit musical; (N) indicates time is available

POSITION Weeks | Last | This . to date Week Week Publishers:

	9	1	1.	HARBOR LIGHTS (R)	Chappell
	8	3	2.	NEVERTHELESS (F) (R)	Chappell
	4	8	3.	RUDOLPH THE RED NOSED REINDEER (R)	St. Nicholas
	4	5	4.	FROSTY THE SNOWMAN (R)	Hill & Range
	13	3	5.	ALL MY LOVE (R)	Mills
	20	2	6.	GOODNIGHT, IRENE (R)	Spencer
	4	11	7.	A BUSHEL AND A PECK (M) (R)	Susan
	7	13	8.	AN ORANGE COLORED SKY (R)	
	.1	-	9.	TENNESSEE WALTZ (R)	
	11	7		THINKING OF YOU (F) (R)	
ì	18	6	0.001	LA VIE EN ROSE (R)	
	10	9	11.	OUR LADY OF FATIMA (R)	
ı	4	12	11.	WHITE CHRISTMAS (R)	
ı	2	20	14.	THE THING (R)	
ì	4	14		WINTER WONDERLAND (R)Br	
ı	4	115		HERE COMES SANTA CLAUS (R)	
ı	7	17	17.	PATRICIA (R)	
	2	18	18.	PETITE WALTZ (R)	
	2	19	19.	A MARSHMALLOW WORLD (R)	
	25	10	20.	MONA LISA (F) (R)	thank are are detired
		PARTY NAMED IN	Live to	THE PROPERTY OF THE PROPERTY O	ACCRECATE THE PARTY OF REAL PROPERTY.

England's Top Twenty

more than the usual 15 popular sangs.

		This		Emplist	American
9	1	1	GOODWIGHT, TREME	Leeds	Spencer
5	6	2	RUDOLPH, THE RED-NOSED REIN-	Chappell	St. Nicholas
1		- 11	DEER		
12	2	3.	MONA LISA	New World	Famous
16	3	4.	HAVE I TOLD YOU LATELY?	Leeds	Duchess
18	5	5.	SILVER DOLLAR	.Pic Music, Ltd	Hampshire-House
14	4	6.	SAM'S SONG	Sterling	Sam Writt
10	10	7.	TZENA, TZENA, TZENA	Lerds	Copyright in
				and the second	dispute
15	7	8.	IF I WERE A BLACKBIRD	.Box & Cox	Leeds
11	8	9.	ASHES OF HOSES	Campbell-Connelly	Laure
24	9	10.	BEWITCHED	Chappell	Сипррен
25	14	31.	DADDY'S LITTLE GIRL	. Yale	- Beacon
20	11	12.	IF I LOVED YOU	. Williamson	Miller
15	15	13.	ONCE IN A WHILE	Magna	and Miller
2 5 2 1	19	14.	WE'LL KEEP A WELCOME	Edward Cox, Lin	Dieses
5	12	15.	BIBBIDI-BOBBIDI-BOO	Manage	Accompany
2	20	16.	AUTUMN LEAVES	Maurice	Manager, Whitney
	-	17.	I ONLY SAW HIM ONCE.	Calderna	Semica
10	16	18.	I ONLY HAVE EVES FOR YOU	Marris	Frank
1	-	19.	GRANGE COLORED SKY	Clandrak	Knickerbacker
16	13	20.	st available as The Billhourd goes to p		

Album and LP Reviews

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

POPULAR

Marsh-John Percinal-Sally Sweetland-Martha Wright-Earl Wraghtons 44.7"). Victor (45) WK-23

Popular-priced package contains all of the important titles from the most popular of all Gil-bert-Sullivan operettas. What's more, they're very well sum and brightly resorded under Goodman's baton. Only competition is Lundon's excellent version of the complete work, which is much larger and more especiale. Should be a big holiday and year-round item, especially for

45-r.p.m. buyers. JUKES Plenty of middle-Not suitable. brow fodder bert.

PAT AND THE PINIES-Jerry Burtell 80 (2-10") MGM L-14-A

Here's a wonderful, thereby delightful little tale stemming from old Irish folk loce. All of its imaginative quality and archait charm are cap-tured on these disks thru the sessitive adoptation of Joyce Bartell and the wurm marration and singing of Jerry Bartell. The illustrations are in character, too. Bartell has some following thru hit ratio show, "Playtime for Children," but commercially speaking-he't no Hepaloug Cassidy. The story strongly emphasizes its moral-that honesty, and not greed, reaps the reward. The jipty

music is highly infectious, too. Class material with Met suitable. wide moppet appeal.

MUSICOMEDY REVUE NO. 1—Barry Site 50 tees Mentisha Skulnick-Michael Resulter Colon Azern Lebedoff-Michael Rosanberg (1-10") Banner (33) 050

Hope Prika; Getzel at a Buseball Game; Muchetalnista; Scotzhman From Orchard Street; Wedding

THE RESIDENCE OF THE PARTY OF T

GILBERT-SULLIVAN: THE MIKADO—Al 86 field. It's a next combination of gags and song Goodman Ork-Jimmy Carroll-Andrey which will have meaning only in Jewish homes. For this limited market, this first of a series should prove a handsome item with proper mor-

> POP CONCERT FAVORITES.—The Three 77 Sum (3-7")

Victor (45)WP-292 Infousie; Ritual Fire Dance; In a Persian Market; Fiddle Faddle) Malaguena; Hera Staccate.-Som have a way with light and semi-classical teens. With only three instruments, they get our mart arrangements that endow the performances

with a deal of substance and body. Six tunes listed above come off very well; the group's fam hould go strong for this puckage.

Good fill-in material Any side could go in 45-adapted jukes.

MUCHO MAMBO FOR DANCING Perez 75 Prade Ork (3-7") Victor (45) WP-302

Mambo No. N. Pachito E Che; Ob Caballe; Habarabativi: Membo No. 5; Planck.

Success of Prado's "El Mambo" as a pop simple has made him a contender in the pop field. Sides have the characteristic tamp and bite that first attracted litteners here. The rhythm and bracs sections are tops, we have no equivalent in Yangai music. Both mambo doncers and listeners—out to mention the box clique—are the potential market.

JUKES

JOCKS

Good for jazz and Any side good where L-A stanted terpers i pop segs.

MUSICOMEDY REVUE, No. 4 Molly Picco-Myron Cohen-Michel Rosentern; DU-Eddie Marshatt-Seymor Rechtzeit-Marlin Sixters-Loo Fuchs-Mas Wilser (1-10")

Canter (33) 053 Frailich Zein; Partners; Rachem; Chasese in Brownwiller Fun Mitrach Zeit; Getzel at a Fost-Fourth of a series of Yiddish society shows as was featuring some of the top names from Jewish

(Continued on page 73)

DEALERS! OPERATORS! DISC JOCKEYS!

apitol Buyers Guide

UP FAST!

"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY"	78 rpm	45 rpm
Les Paul	_1316_	_F1316
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE"		
Ray Anthony	1280	_F1280
"I YUST GO NUTS AT CHRISTMAS," "YINGLE BELLS" Yogi Yorgesson	_781 _	_F781

HOT SELLERS!

POPULAR

"THE SHOTGUN BOOGIE" Tennessee Ernie	1295F1295
"OH, BABE," "EVERYBODY'S SOMEBODY'S FOOL"	
Kay Starr	1278F1278
"I'LL NEVER BE FREE" Starr & Ernie	1124F1124
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE"	
Ray Anthony	1280F1280
"ORANGE COLORED SKY" Kenton-Cole	1184F1184
"TLL ALWAYS LOVE YOU" Dean Martin	1028F1028
"BEYOND THE REEF," "BUSHEL AND A PECK"	
Margaret Whiting & Jimmy Wakely	1234F1234
"TIME OUT FOR TEARS" Nat "King" Cole	1270F1270
"BONAPARTE'S RETREAT" Kay Starr	
"TO THINK YOU'VE CHOSEN ME," "HOLD ME,	
HOLD ME" Stafford, MacRae	1307F1307
"I YUST GO NUTS AT CHRISTMAS," "YINGLE	
BELLS" Yogi Yorgesson	
"GOOFUS," "SUGAR SWEET" Les Paul	F1192

TEX RITTER	
"Daddy's Last Letter"	1267F1267
JIMMY WAKELY	
"Pot o' Gold"	1240F1240
TEX WILLIAMS -	
"Alimony"	1286F1286
EDDIE KIRK	
"Blue Bonnet Blues"	1287F1287
HANK THOMPSON	
"Humply Dumply Boogie"	1198F1198
RAMBLIN' JIMMIE DOLAN	
"I'll Sail My Ship Alone"	952F952
TENNESSEE ERNIE, EDDIE KIRK, CLIFFIE STONE	
"Leetle Juan Pedro"	1275F1275



Week ending DEC. 2, 1950 Hot Sellers based on **Actual Sales Reports**

THE BIG ONE TO WATCH!

with the Les Baxter Chorus

My Heart Cries for You'

coupled with



(LYRICS BY THE LORD)'

CAPITOL RECORD NO. 1328 on 78 r.p.m. F-1328 on 45 r.p.m.

NEW RELEASES ON CA



JAN GARBER

"NOBODY'S CHASING ME" on the SC V. martial "On Or the Walls"

78 rpm No. 1325 45 rpm No. F1325

POPULAR

"MY HEART CRIES FOR YOU"

"MUSIC BY THE ANGELS

(Lyrics by the Lord)"

78 rpm No. 1328 45 rpm No. F1328

GORDON MacRAE

with the Ewing Sisters and Frank DaVal & his mith

BENNY STRONG

MARY MAYO

aid not used by Ray Wright PEE WEE HUNT

STEVE ADAMCZYK and his Hangry Free

"You Dyed Your Hair Chartreuse" ---"Honky Tonky Ten Cent Dance"

"Three Handed Woman" - "I Don't Care"

"Dancing In The Dark" ... "Molly Malone" 1318 "Copenhagen" - "Louella"

"Ballroom Polka" ... "Around And Around"

1320 F1320

78 rpm

1317

1326

1319

1327

1321

1322

1323

45 teams

F1317

F1326

F1318

F1319

F1327

F1321

F1322

F1323

"THE CHARLESTON" PEE WEE HUNT 673 F673

"A Broken Heart And A Glass Of Beer"

"Because You Love Me" __ "My Daddy"

"Hot Rod Race" - "Walkin' The Blues"

"The Sand Hills Of Old Nebraska"

"Gonna See My Sunday Baby Saturday Night"

MEZIERN & COUNTRY

HANK THOMPSON

and his Brazes Valley Bays.

LEON PAYNE

RAMBLIN' JIMMIE DOLAN

OLE RASMUSSEM

and his Nebrasia Combuckers

ST. PAUL CHURCH CHOIR EACRED MUSIC

"If I Cry"

1324 F1324



· THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

. . based on reports received November 22, 23 and 24

upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to rice of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed to date Week Week

Records listed are those selling best jet the nution's top volume retail record stores. List is based

a date	Market 1810	Week	The state of the s
2	5	1.	THING, THE
13	1	2.	HARBOR LIGHTS S. Kaye
3	8	3.	TENNESSEE WALTZ P. Page
14	2	4.	ALL MY LOVE
8	2	5.	HARBOR LIGHTS G. Lombardo Dec(78)27208; (45)9-27208—ASCAP
11	6	6.	THINKING OF YOU D. Cherry Here in My Arms Dec(78)27128; (45)9-27128 ASCAP
22	4	7.	GOODNIGHT, IRENE G. Jenkins-Weavers
15	7	8.	Ain't Nebody's Business But My Own Cap(78)1124; (45)F-1124—ASCAP
6	9	9.	NEVERTHELESS
5	10	10.	BUSHEL AND A PECK B. Hutton-P. Como
8	11	11.	THINKING OF YOU E. Fisher-H. Winterhalter V(78)20-3901; (45)47-3901—ASCAP
2	16	12.	OH BABE K. Starr K. Starr Cap(78)1278: (45)F-1278—ASCAP
5	28	13.	BUSHEL AND A PECK M. Whiting-J. Wakely Gap(78)1234; V45)F-1234 ASCAP
4	13	14.	NEVERTHELESS Mills Brothers Dec(78)27253; 145)9-27253 ASCAP
14	23	14.	FIL ALWAYS LOVE YOU D. Martin
26	12	16.	MONA LISA
6	19	16.	NEVERTHELESS
5	21	16.	NEVERTHELESS R. Anthony
8	16	19.	ALL MY LOVE
2	-	19.	HARBOR LIGHTS B. Crosby
10	14.	21.	colonto cuy Vina Colo Trio. Ventan
1	-	22.	RUDOLPH THE RED-NOSED REINDEER Of Col(78138610; (45)1-375—ASCAP Of Col(78138610; (45)1-375—ASCAP
	21	22	ALL MY LOVE P FAITH
		23.	This is the Time OH BABE L. Prima
3	16	24.	Weble Hebri
19	26	24.	SIMPLE MELODY
2	-	24.	PETITE WALTZ G. Lombardo
4	29	27.	HARDON LIGHTE D Flananan
6	19	28.	Nevertheless Cap(78)1190; (45)7-1190-4504
4	29	28.	UUK LAUT OF TATIFIA V/78120.3920- (45)47-3920-ASCAP
10	15	30.	PATRICIA
17	-	30.	A Martin
			The sale of the sa

• Best Selling Pop Albuns

ORANGE COLORED SKY . . .

Time Takes Care of Everything

6. VOICE OF THE XTABAY (Four Records)

B. Hutton-H. Keel.....

7. SUMMER STOCK (Foor Records)

4 . B. AMNIE GET YOUR GUN (Four Records).

8 10 STAN KENTON PRESENTS (Three

10 9. OKLAHOMA (Six Records)

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's top chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is on larger attempting to show comparative sales volume between 45 and 33 pop altume.

Cap(78)CD-244; (45)CDF-244

Deci781DA-359; (4519-6

****** \$ 44. *** Copt/PRIECD-240; \$451KCF-248

FRENCH STREET STREET, STREET,

J. Roberts-A. Drake-H. DaSilea-C. Holm-L. Dixon-J. Blackton, Director

Week Week

. Calling 221/2 R P M

		Best Selling a	
1	1.	THREE LITTLE WORDS	
		Original Cast	
2	2.	SOUTH PACIFIC	
3	-	TEA FOR TWO	
3		Doris Day	
7	4.	VOICE OF THE XTABAY	Сар(78)СD-244; (33)Н-244
		Yma Sumac	**************************************
4	5.	YOUNG MAN WITH A HORN	
Tell	1	Doris Day-H. James	The state of the s
9	3.	JOEDON DINGS WOMEN	n=-(76)734: (33)01 P-5006
5	7	AL JOLSON VOL. I	
		A. Johan	
8	8,	ANNIE GET YOUR GUN	
		B. Hutton-H. Kerl	
-	9.	STAN KENTON PRESENTS	
		S. Kenton	
	30	P Weston	
		Best Selling	45 R.P.M.
1		Prince Liver & Wonner (Page Barnet	
1	- 10	Original Cast	MGM(78193): (45)K-5
2	2	the same express account of the Burney's	
		A fatigue	Decision and the second
3	3:	AL JOESON, VOL. 1 (Four Records)	Der (7814-469) (45)9-5
	373	TOAST OF NEW ORLEANS (180 MIL	ords)
725		MERRY CHRISTMAS (Four Records)	
	8	Bing Crosts-Andrews Sisters	Des(78)A-550; (45)9-6;

DEALER DOINGS

Southern Slants

Pessimistic is the word for A. R. Ely. Ely's Music Store, Mobile, Ala. "Three-speed situation," says Ely, "has cut the throat of record dealers. I'm doing one-third the business I did with 78 records only. Half the dealers here have gone out of business. In days gone by, a \$10,000 inventory would do for a town of 250,000, now it requires a \$25,000 inventory. I turned over my inventory 16 times in 1948. This year I'll be lucky if it turns over twoand-a-half times." . . . On the other hand, Mrs. Ruth Mallette, manager of the Jesse French Company disk department in the same city, claims that 1950 will be a better record year than 1949 because dealers have more to offer. Claims charge accounts are going very well. . . . Another optimistic report in Mobile comes from Louwenia McKee, manager of the Rutz Music Company record department. Claims Decca and Capitol are fastest moving lines and that she can sell anything by Hank Williams or Guy Lombardo.

Special Delivery

A three-way promotion and advertising tie-up that is selling plenty of disks is reported by Arlene Howard, disk department manager, Kamp Music Shop, Danville, Ill. Shop sponsors weekly platter show, "Records C. O. D." on WDAN. Local Chevrolet dealer co-sponsors show which is emseed by Miss Howard. While being aired customers can call up for any records which will be delivered by local taxicab firm, Show is taped in advance. Miss Howard will make a tape of the show for any dealer willing to pay the cost of the tape

News and Chatter

Answering the call for recorded music wanted by the Valley Forge military hospital near Philadelphia, RCA Victor distributor Raymond Rosen & Company and Morris Sherman, Sherman's Record & Radio Shop, have contributed several hundred albums and singles to the wounded vets. . . . Taking a cue from fem deejay, Sally Starr, who operates a disk shop in Philadelphia in addition to her disk spinning on WJMJ, Ramon Bruce, WHAT disk jockey, has also opened a retail record shop in town. . . . Hank Snow made a personal appearance at Radio Center, Fort Worth, which included an appearance on the shop's deejay show broadcast from the front window. Shop also acted as ticket agency for the North Side Coliseum appearance by Snow and Lonzo and Oscar.

Trade Talk

"Business is very slow except for spiritual records. If it wasn't for the returns from my morning gospel hour disk jockey program, I might just as well take a vacation."-Archie Elkin, Archie's Record Shop, Richmond, Va. . . . "The 45 disks seem to be way out in front of the other speeds."-Carolina Sport Shop, Chapel Hill, N. C. . . "Should have one of our biggest winters this year, but we're still selling 78 records 50 to 1 over the two new speeds. Both 45 and 33 should be restricted to albums so that the problem of educating the customers would be much easier." - House of Music, Stockton, Calif. . . . "There is a definite need for a square dance catalog like the 45 and LP catalogs. There is a tremendous market for square dance disks, particularly here in the Midwest."—Mills Music Company, Topeka, Kun.

Best Selling Children's Records

. . . based on reports received November 22, 23 and 24

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

Weeks Last This to date Week week

42 1 1 CINDERELLA (Two Reconfi) 2 3. TWEETIE PIE (One Record) Cap(78)DBX-3076; (45)CBXF-3076 P. Colvig-B. May 6 5. FROSTY THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER

(One Record) Cn1(7B1MJV-75; (33)4-750 6 6. HOALONG CASSIDY AND THE SINGING BANDIT (Two Records) B. Boyd-A. Clyde-R. Brooks ... Cap(7B)CBX-3055; 45/CBXF-3056; (33)HX-3059 15 B 7. TREASURE ISLAND (Two Records)

V(78)Y-416; (45)WY-416 B. Driscoll 12 5 8. BUGS BUNNY MEETS HIAWATHA (One Record) M. Blanc-B. May Capi78)CAS-3072: (45)CASF-3072 8 10 10. DAFFY DUCK MEETS YOSEMITE SAM (One Record) (45)CBXF-3075

Alan Livingston-Vance "Pinto" Colvig. Cap 8BX-34; DBX-114; (45)CBXF-3030 1 - 11. RUDOLPH, THE RED-NOSED REINDEER (One Record) B. Crosby Dec(78)K-15; (45)1-123 9 13. HOWDY DOODY'S LAUGHING CIRCUS (Two Records)

2 15 13. BUGS BUNNY SINGS (Two Records) 128 12 15 LITTLE TOOT (One Record) Don Wilson-The Starlighters ... Cap(78)DAS-80; (45)CASF-3001; (33)HX-3065 - 15. BUGS BUNNY IN STORYLAND (Two Records)

Mel Blanc-A, Livingston 55 - 15. WOODY WOODPECKER AND HIS TALENT SHOW (Two Mecords) M. Blanc-B. May Cap(78)DBX-3032; (45)CBXF-3032; (33)HX-3060

Best Selling Classical Titles

. . . based on reports received November 22, 23 and 24

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

Lan This

Wask Week Rachmaninoff: Concerto for Pland and Ork, No. 2 in C millor, A. 3. Berlioz: Harold in Italy; Vienna Symphony Ork, R. Moralt, conductor, Vex-Polydor(33)6700

4. Verdi: Rigoletto (Complete Opera) Jan Peerce, Leonard Warren, Itala Tajo, Erna Berger, N. Merriman, R. Shaw, conductor-Charale RCA Victor Ork, R. Cellini, 5. Stokowski: Heart of the Ballet; L. Stokowski Symphony Ork, M. Rosenker, J. Baker,

Best Selling 45 R.P.M.

 Toust of New Orleans; M. Lanza, RCA Victor Ork, C. Callinicos, conductor. V(45)WDM1395
 Stokowski; Heart of the Ballet; L. Stokowski Symphony Ork, M. Rosenker, J. Baker, R. Bloom, D. Oppenheim, J. Corigliano, L. Vargo, I. Lawrence. V(45)WDM1394

3. Verdi: Highlights from Rigoletto; Erna Berger, Leonard Warren, Jan Peerce, Italo
Tajo, Robert Shaw, conductor-Chorale RCA Victor Ork. V(45)WDM1414 4. Adam: Ballet Music from Giselle; Royal Opera Ork, Covent Garden, R. Irving, con-2 - 5. Rimiky-Kortakov: Schehrrarade; San Francisco Symphony Ork, Pierre Monteux, con-

• Advance Classical Releases

Allan Jones-J. MacDonald-Jan Feerce-L. Stokowskil-First Piano Quartet-Boston Pops Ork 14-7") V(45)WDM-1438; Carry Me Back to Old Virginny, Jalounie: Rigoletto ILa Donna E. Mobilel; Liebestraum; Make Believe; Italian Street Song: Bluebled of Happiness; The Blue Danube

Anderson: Syncopated Glock-Boston Pope Ork-A. Fietier, cand. (Weiss-Baum; Eternical Juke Bux Mozarts Due for Violin and Viela, K 423 Album-(1-7") V(45)44-3044 Buch: Cantata No. 78 (Jesu Der Du Meine Seele)

Album: C. Schmidt-M. Ergelhardt; R. Brunner-E. Husse Baunelan Radio Chair & Chamber Ork-J. Kagler, cond. (1-10") Mer(331MG-15010 Beethoven: Plane Concerto No. 2 in 8 Flot Major

Op. 19, Album-Heinz Schroter-Begarian Radio Ork-Hars Altmann, confl. (1-10") MerMG-15013 Beethoven: Plans Concerto No. 5 in E Flat Cp. 73

"Emperer" Allum-Victor Schioler-Danish State Hadio Symphony Ork-Carl Garguly, cond. (1-12") Mer (33)MG-10060 Beethoven: Promethicus, Opus 45 Album-Winter-

thur Symphony Ork-Walter Goeter, cond. (2-12") Concert Hall (33)CHS 1063

leloved Religious Songs Album-Helen Traubel-RCA Victor Ork-Frank Black, sund. 13-7"1 V (451WDM-1453; Ave Maria: Lead Kindly Light; Silent Night; The Lord's Prayer; The Last Chied; The Palms

Brahmu: Trie in E Flat for Plano, Victin & French Horn Op 40 Attum-A. d'Arte G. Ales-J. Devemy (1-10") Mer(33)MG-15015 eates: Knightsbridge March-Botton Pops Ork-A.

Fielder, cond. Meacham; American Putrol) (1-2113 V145149-3043 ering: Plane Concerts in a Minus Op. 16 Album-

Victor Schialer-Danish State Radio Sympholy Ork; Erik Turen, cond. (1-10") MeridalMGfahn: Les Cygnes - G. Smarthmit-fichner King

(Massacet: Elegie) (3-17") V(45)49-3042 Haydo: Tay Symphony (Parts 1 & 2) Beston Sym phory Dek-Serge Koussevitsky, com. (2-77) V

charies Ivent The Music of Charles Iven, Val 1. Album - Side 1 - Palyman Charact OrkeV. Chernizatky, cond. Side 2. E. Magaziner-F. 1001; Over the Parements The Underwered Question Hallawe'en; Central Park in the track; Senata No. 2: Trin Large

Massemet: Elegie C. Swarthout-G. King-L. Ruse (Letanno Les Cypnes) (1-7") V(45)49-3942

All Time Pavorites-M. Anderson-Enrice Caruse- | Meachant: American Patrol Marchi-Boston Pops Ork-A. Fieding, cond. (Coates) Knightshridge March) (1-7") V(45)49-3043

Mendelsaahm: Quartet No. 1 in E Flat Major, Op. 12 Album-Fine Arts Quartet (Amer. Brdestg. Ce.J L. Sarkin-J. Stepansay-S. Lefmhoff-E. Supkin (Schubert: Quartet No. 13) (1-12") Mer

Louis and Rolf Persinger (Prokofieff) Sonata for Two Violim) Stradisari (3315LP1001(1-10") Mezirti Idomeres (Complete Opera) Album-Franc Klafwein-G. Riedner-M. Schech-M. Cunits-H. M. Lins-K. Messerschmidt-M. Einel-Basarian Radia Chorus and Ork-Ham Altmann, cond. (3-12") Merissimgles -

Muzartz Impresario (Comedy With Music in 3 Act K 486) Album-E. Garden-L. Hunt-L. Vellucci-M. Bauman-Chambar Ork-H. Herz, cond. (1-10") Meri331MG-15025

Mirrarti Veinerus Safennes de Carriessore K 33% Albort - Valerie Bak-H. Munch-R. Bronner-H. M. Lim-Bavarian Radio Choir & Dre-3. Kuyler, cond. (1-10") Mer(3))MG-15014 My Favorites Album-Glasps Swarthout-RCA Vic-

tor Dik-Mitten Katims, cond. (4-7-) V(457WDM-1440; At Dawning: Extrellita; Blest This Hunte; Finicult, Finicula, I Wormer At 1 Warder, Ob-Promise Me; One Night of Love, Lord's Prayer Prokofeff: Quartet No. 2 to F Malies, Oc. 92 Al-burn-Fice Arts Quartet (Amer. Decadearing

Ca.) (Shortzanyles, Tric in E Micor (1-22") Mer(13)MG-10045 Prokefieff: Schata for 2 Visiting Op. 55 Album-Louis Persimper-Arnuld Endon (Magart: Due for Visits & Visits & 423) Streethart (23) 51P-1002 Raint: Schata for Victin & Plant and Trie for

Violin, Cello & Piana Album - Armold Edica-Bronks Smith-G. Ricci (1-12") Strudwark(33)

tunert: Quartet No. 23 In A Minor, Sp. 29 Albam-Fine Arts Quartet (Amer. Organicanting Co.l.L. Sartin-2 Stepassey-S. Leterfoff-G. Sep-Min-Mandrissahm, Quartet No. 1 in E. Flats (1-12") Mercasing 100es

Schumann: Francellebe Unit Leben, Op. 42 Alben -- Marian Angerson-Franz E-pp . . . 12-3"3

ber 11-12") Polyminic (33)PRLP- Shottaktylcht Quartet No. 3, Co. 23 Allion-

(1-12-) Mer (3)/MS-10049 Shertakavith: Trie in & Miner, Opt 67 Album-D. Shostakavith-D. Ontrakt-M. Sadio-chrobs-nerf Quartet No. 23 (1-127) Marcaning-10019

TRIBUTE TO GREATNESS

There is every indication that Phil Spitalny's recording of "OUR LADY OF FATIMA" will be one of the big records of 1950-'51. To say this record is destined to become a standard and probably the Number 1 "Peace of Mind" song of the last fifty years would not be an overstatement. The public acceptance of RCA Victor's record which actually appeared on the market after several competitive versions had been released is truly the finest tribute that can be bestowed on Spitalny's inspired arrangement . . . RCA Victor is proud to have brought it to the public.

as played and sung by

Phil Spitalny and His Hour of Charm All Girl Orchestra and Chorus

78 rpm-20-3920 45 rpm-47-3920

both sides

The swing is to 45 with coin

operators, now. On November 1st, the J. P. Seeburg Corp. introduced the first commercial

coin-operated mechanism designed exclusively for the play-

ing of 45 RPM records. This

new machine - the Select-O-Matic "100"-plays 50 records,

45 RPM Notes: Over 50 record companies, including every

major company, are now man-

ufacturing 45 rpm records! ...

Over 75 million 45 rpm records

will be manufactured and sold

by these companies this year!

stop holding its breath and

waiting-the original CALL ME MADAM Show Album will

be released by RCA Victor. Starring Dinah Shore and the

Original Broadway Company.

this is the only album which

contains all the songs from the

Watch this one take: Tony

Martin has cut a romantic bal-

lad for RCA Victor that may

well repeat the success of THERE'S NO TOMORROW.

The song is TELL ME TO-

NIGHT, and Tony tells tell-

We'd like to tell you about

Phil Harris and THE THING,

but, frankly, our typewriter

goes out of commission every

time we try to write about

The whole trade's going to

be talking about the big Perry

Como Contest which offers a

free trip to Paris via Pan-

American Airways as a prize. Contest is being run to pro-

mote Perry's recording of

YOU'RE JUST IN LOVE. Per-

ry has an assist from the Fon-

tane Sisters on this big record.

/ Mario Lanza, the RCA Victor

tenor, is scoring mightily with

BE MY LOVE, the ballad from

his hit movie, THE TOAST

OF NEW ORLEANS. It's a

definitely different type of hit.

Girl Hour of Charm Orchestra

are singing their way into the

heart of America with the

moving religious hit, OUR LADY OF FATIMA.

see on the sweaters of the most.

beautiful young ladies in the country will read COMO FOR ME. Deejays all over will be

passing out these buttons to their listeners. The button

is mentioned loudly in the

Perry Como-Betty Hutton

recording of A BUSHEL AND A PECK.

Those buttons you're due to

Phil Spitalny and His All

THE T'&\$%?HIN**(G!

great Irving Berlin score.

Next week, the country can

This week's

New Releases

Reiense 30-48

Ships Coast to Coast, Week of December 3

POPULAR

FRANKIE CARLE and His Orchestra

Powder Blue I'm Afraid To Love You ('Fraid 1 Might Like It) 20-3980-(47-3980)*

BOB DEWEY and His Orchestra

(If You) Smile, Smile, Smile 20-3981-(47-3981)* Narcissus

SONS OF THE PIONEERS with Full Orchestra and Chorus

Little White Cross (An Invocation) America Forever 20-3983-(47-3983)*

STEVE GIBSON'S ORIGINAL RED CAPS

The Thing

Am I To Blame

20-3986-(47-3986)*

TONY MARTIN with Henri Rene and His Orchestra

Tell Me Tonight The Sea of the Moon 20-3987-(47-3987)*

COUNTRY

ELTON BRITT and the Skytoppers

Lost and Found Blues My Dearest, My Darling 21-0408-(48-0408)*

CECIL CAMPBELL'S TENNESSEE RAMBLERS

Steel Guitar Dig Spookie Boogie 21-0409--(48-0409)*

JUNE CARTER and Her Bashful Rascals

The Thing Winkin' and A-Blinkin'

21-0411-(48-0411)*

WESTERN

BILL BOYD and His Cowboy Ramblers

Mean, Mean, Mean (Clean Theu) Cuckoo Waltz 21-0410-(48-0410)*

POP SPECIALTY

SIX FAT DUTCHMEN

Baroyard Polka (Folk Dance) Slip Horn-Landler 25-1181-(51-1181)*

are on

#45 rpm Nos.

going Strong...

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

The Thing

Phil Harris and His Orchestra20-3968-(47-3968)* Mommy, Won't You Buy a Baby Brother?

The Golden Rocket

Hank Snow and His Rainbow Ranch Boys 21-0400-(48-0400)* Christmas in Killarney

A Bushel and a Peck

I'm Moving On

Hank Snow and His Rainbow Ranch Boys 21-0328-(48-0328)*

Thinking of You Eddie Fisher with Hugo Winterhalter's Ork 20-3901-(47-3901)*

Our Lady of Fatima Phil Spitalny, Hour of Charm All-Girl Ork 20-3920-(47-3920)*

You're Just in Love

Babe

The Lovebug Itch Eddy Arnold . . One Finger Melody

Rainy Day Refrain

Coming Up...

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

Nobody's Chasing Me
Dinah Shore Victor 20-3978—(47-3978)*

"Breezy Cale Porter Novelty from his
"Out of This World' store has a lift and
infectious quality which could catch."

The Billboard Picks Billboard, Nov. 25

Johannesburg Tony Martin Victor 20-3941-(47-3941) No. 4, The Dink Jockeys Pick, Billboard,

It's a Marshmallow World Vaughn Monroe Victor 20-3942-(47-No. 4, The Retailers Pick, Billionard, Nov. 25, No. 2, The Operators Pick, Billionard, Nov. 25,

Be My Love Mario Lanza Victor 10-1551 No. 8. The Betailers Pick, Billiboard, No-

Marrying for Love Perry Como Victor 20-3923--(47-3922)* No. 6, The Operators Pick, Billboard, No-K. P. Blues

Montana Slim Victor 21-0397-148-No. 9. The Country and Western Disk Jockeys Pick, Billhoard, November 25.

PERRY COMO'S 20-3933-47-3933*

TELL ME TONIGHT TONY MARTIN 20-3987-147-39871"

The stars who make the hits

FIFT RECORDS

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

Copyrig

Hank's "MOVING ON" to another Hit!





Colden



RCA-VICTOR RECORD No. 21-0400

ALREADY CLIMBING THE BILLBOARD'S POP CHARTS . . .

No. 9. GOLDEN ROCKET ... Hank Snow ... V(78)21-0400 The Billbourd-Nov. 25, 1950





THE SNOW BUSINESS EXPRESSO



Copyrighted material



STANDARDS

"I'm Gonna Bid My Blues Goodbye" "Brand on My Heart" "Nobody" Child" "Marriage Vow"

"Hank Snow Favorites" Album RCA-VICTOR ALBUM WP-295 (45)



Contact NORM RILEY

WSM, NASHVILLE, TENN.

THE THE PARTY

Featured Star on GRAND OLE OPRY and WSM-TV



the "Singing Ranger" and his Rainbow Ranch Boys

FOR HILL & RANGE SONGS Under The Exclusive Management of NORM RILEY NASHVILLE, TENN. WSM

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

. . . based on reports received November 22, 23 and 24

Records fixted here in mimerical urder are those played most by the nation's leading Country and Western disk potkeys. List is hazed an replies from weekly survey among a select list of over 400 disk jetkeys specializing in Country and Western Junes.

	POSIT	IDN s 5-This	
		1 Week	
23	. 1	1.	I'M MOVIN' ON
10	4	2.	LOVE BUG ITCH E. Arnold
18	2	-	WHO LOVES YOUS. Hamblen
12	3	4.	I'LL NEVER BE FREE K. Starr-Tennessee Ernie
4	5	5.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME Lefty Frittell Col(78)20793: (45)8-770; (33)2-770—8MI
3	6	6.	PIDAMIN THE DEUES H. WIIIIAMS
5		7.	I LOVE YOU A THOUSAND WAYS L. Frizzell
2	9	8.	GOLDEN ROCKET H. Snow
4	8	9.	FADED LOVEB. Wills
2	-	10.	NOBODY'S LONESOME FOR ME. H. Williams
33	-		I'LL SAIL MY SHIP ALONE M. Mullican
TO.		1	

Most Played Juke Box Folk (Country & Western) Records

. . . based on reports received November 22, 23 and 24 d. j. and band leader, has inker

Records listed are Country and Western records most played in just boxes according to The have left WPAQ, Mount Airy Billbeard's special weekly survey among a selected group of juke box operators whose locations require N. C., for WGAC, Augusta, Ga Country and Western records.

	POSITI	08	
	a Une	17his (Week	
20	1	1.	I'M MOVIN' ON Hank Snow
9	2	2.	LOVEBUG ITCH F Arnold
8	3	3.	I'LL NEVER BE FREE K. Starr-Tannesse Ernie
4	4	4.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME Lefty Frizzell
2	6	5.	PROMINE THE DEUES IL WILLIAMS
12	4	6.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU
3	6	7.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU E, Tubb
35	9	8.	I'M SAIL MY SHIP ALONE M. Mullican
			I LOVE YOU A THOUSAND WAYS Lefty Frizzell
			GOLDEN ROCKET H. Snow

• Best Selling Retail Folk (Country & Western) Records

. . . based on reports received November 22, 23 and 24

-----V 21-0400

Records listed as Country and Western records that sold best in stores according to The Billhoard's special weekly survey among a selected group of retail stores, the majority of whose customers poschase.

	CA STURE			ı
P	OSITIO	4		ı
	Last			ľ
	e[Wesk]			Ì
22	1	1.	I'M MOVIN' DN H. Snow	i
			With This Ring I The: Wed V(78)21-0328: (45)48-0326 BMI	i
6	4	2.	IF YOU'VE GOT THE MONEY	i
			I'VE GOT THE TIME L. Frizzell	ı
			I Lave You a Thousand Wars Col(78)20739; (33)2-770; (45)8-770	þ
14	3	3.	(REMEMBER ME) I'M THE ONE	
			WHO LOVES YOUS. Hamblen	l
		82	I'll Find Ymu	į
2	. 5	4.	MOANIN' THE BLUES H. Williams	į
40	-		Nobody's Lonesome for Me	Į
10	2	5.	LOVEBUG ITCH E Arnold	ł
1	-16	6.	GOLDEN ROCKET H. Snow	l
10.0			Paying the Highway With Tears	į
4	7	7.	(REMEMBER ME) I'M THE ONE	į
			WHO LOVES YOUE. Tubb	ě
1			I Need Attention Had Dec(78)46269; (45)9-46269-BMI	į
_11	6	8.	I'LL NEVER BE FREE	ı
30			Ain's Nobady's Business But. My Dwn Cept7871124; (45)F-1124-ASCAP	ě
30	-	9.	I'LL SAIL MY SHIP ALONE	ł
- 1		10	LIOVE VOIL & THOUSEAUD INAVEL Friend	1
		10.	I LOVE YOU A THOUSAND WAYS L. Frizzell	-
612	11		Times	i
1014	10 10		· 自己自己是可以可以是这些是是不是是不是不是不是一个,但是他们的一个,他们就是一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个	

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES:

Gene Evans moved fro KROS, Clinton, Ia., to WMM Fairmont, W. Va. . . Gene John son, who formerly booked out of Wheeling, W. Va., is now locate in Des Moines. He is managing Cowboy Phil and the Golden We Girls. They are working at WH daily. Johnson may open a fo music park in Des Moines. I plans to sell his park in the Eas WLOK, Lima, O., is disking for the Cozy label. He joins the state of the Renfro Valley Barn Dance soon. . . . Curly King and the Ter nessee Hilltoppers of WCYB, Brit tol, Tenn., added Sonny Burnette steel, and Chubby Collier, fiddle

Patsy Montana moved from Li tle Rock to WQAM, Miami. Sh is working on a new barn dance show. Others in the cast are Mai colm Clair and Guy Colby. Patsy daughters, Beverly and Judy, an working two shows weekly wit her. . . . Jimmy Wakely will gue on Bob Hope's TV show ove NBC in New York Thanksgiving . . Lester Flatt, Earl Scruggs an the Foggy Mountain Boys, WDAI Tampa, cut their 1951 releases three sessions recently. Grou added Chuck Johnson, bassma and comedian according to Mer cury's Murray Nash. . . . Maggi und Scotty, of WEAU, Eau Claire Wis., entertained at the Pure Mill Co-Op national convention i Fond du Lac. Wis.

Rocky Rauch, KTLN, Denver with Mutual label of Bassett, Va . Fred and Dewey Murphy The brothers have inked writing acts with Valley Hill Music. Elmer Snodgrass, has switched from WFBC to WAKE, both Greenville, S. C., outlets, . . . Con ton Gaylon, steel man with Car. Story at WNOX, Knoxville, cu two sides for Mercury. . . . Montana Slim, who also is known a Wilf Carler, has been guesting a WNOX for the past month. . Red River Dave (MCM) report that a Texas TV web is now doing a one-hour show weekly, featur ing 20 minutes each by Red River Dave and his gang, from San An tonio; Bob Wills, from Dallas, and Curly Fox and Texas Ruby, from

DISK JOCKEY DOINGS:

Houston.

Ted Jones, KNUZ, Houston, has added another half hour daily to his "1-2-3 Ranch" morning shows, making a total of 21/2 hours each WSGW, Saginaw, Mich., has added a 21/2-hour show Saturday mornings. . . . Ray Thomas reports that WHAN, Charleston, C., has added a live show daily. featuring the Range Riders. . . Clyde Chester, KCLW, Hamilton, Tex., is doing the emseeing and one d. j. show at KTEM, Temple, Tex., for the new Central Texas "Hillbilly Hayride," a Saturday night feature from the Municipal Auditorium, Temple. Show features a traveling name each week. Promoter is Murl Alexander. . . . Red Kerce, WTNT, Tallahassee, Fla., reports that he helped promote the appearance of the Statesmen Quartet, the Homeland Harmony Quartet and the Harmoneers November 11 at Leon High School, Tallahassee, thru his daily "Camp Meeting" disk show, on which he features gospel music. L. Loy McCormick, Blakely, Ga., promoted the one-

Pat Cook, KSTL, St. Louis, reports he is now promoting a it is No Secret-Ernie Lee (In the) Mer 6204 square dance night every Satur- Left With Just a Memory of You-G. Simmons day at the Lindy Ballroom, Music furnished by Cook and his Rhythm Buddies. They are also working occasional name dates at the ballroom, with Jimmie Dickens set for December 3. Cook operated a folk music park in the St. Louis area during the summer. . . Sally Starr, WJMJ, Philadelphia, has added an hour program bankrolled by merchants of Darby, Pa. Jesse Rogers and his 49'ers (Victor) are starting on subs-Louis limit lMy Dreambast) Mes 6295 ive shows on the station. . . . orion Lloyd is handling the rustic music spinning at WSIX, Santa, Santa Dun't Be Mas at Me-M. Shiner ashville.

Country & Western (Folk) Record Reviews

based on reports received Novemb	or	12, 2	J an	1 2
ARTIST TUNES LABEL AND NO. COMMENT	MI-III	TIME THE	SILVILLE	COLUMNICO
EDDIE CROSBY Tears of St. Ann DECCA 99279—Country tune with agreed flavoring hasn't happened, the it has been around. Fair-remugh alicing here. Feelin' Sorry Well-constructed country opus has so so impact here.			74	
REX ALLEN Driftwood on the River MERCURY 6275—Cowboy balled gets a warm treatment from Allen That Little Boy of Mine First Alles vocal on an above average balled.			73 76	
ERNEST TUBB-RED FOLEY-MINNIE PEARL The Lovebug Itch DECOA 46278—Training three hig guns on the Acnold hit disk pays off as the trip socks it across all the way. Texas Vs. Kentucky Taking turns touting the two States makes for a fine disk full of spirit and humar. Should hit big	85		84	
CASEY SIMMONS I'll Give You Back Your Kisses CRYSTAL 302—Unimpressive disking of a routine country ballad. Slown Down, Slow Freight, Slow Down More of the same.	-		60	
RAY SMITH It's No Secret LONDON 16051—Smith packs a had of feeling into his excellent cover job on the Stu Hamblen moraliter. All Alone 'Neath the Blue Grass Smith makes a good pitch for tears on this waits weeper to a dead sweetheart.	73		78	-17
TOMMY LLOYD (The Strollin' Cowboys) Juke Box Blues HART-VAN 16022—Good country bary rendition of a Copus nevelty boogle blues Honky Tonk Swing	66		60	
Another country jump blues lingle, projected with more drive and animation than flip. CASEY SIMMONS Tears Won't Bring You Back CRYSTAL 309—Simmons displays a warm, rich bary on a routine torcher in medium dance temps.	67	67	67-	6
My Rancho Serenade Text-Men tune lan't much, Simmons and mean as convincing as on flin. KENNY ROBERTS If You've Got the Money I've Got the Time CORAL 64064—Roberts and a very flow corrate turn out a sack cover job	00	110	53	
Molasses. Molasses Onubtful if the inverty will stir country interest als this rather punderum treatment.	60	68	68	6
CHARLIE "PEANUT" FAIRCLOTH Mississippi River Blues DECCA 40271—A Jammie Rodyers blues is handed a rather coloriess reading by Faircloth Coffee Circustus and Tono			67	
Coffee, Cigarettes and Tears Lightneight country neverty ditty fails to came a stir. RED KIRK Teardrops From My Eyes MERCURY 6288—Kirk socks home a strong country treatment of the	82		64-	
bass figure on the guitar. Can't Understand a Woman Country taken with a catchy retrain gets a heartfest sob.		74-	-74-	-7
When That Love Bug Bites You VICTOR (45) 48-0397-51m projects appealingly on a good server like	75	-75-	-74-	-7

Advance Folk (Country & Western) Record Releases

COWBOY CR-3701-Bill Haley chants a zippy Western rhythm tune

with presence and projection likely combs underneath.

Browsy Eyes - Coffman Sisters (Moonlight In) Crystal 313

on a promising new country rhythm unsetty.

Forced blies item about k. p. duty.

My Sweet Little Girl From Nevada

Houtine clippely-chapper item.

The K P Blues

My Palomino and I

RENO BROWNE

Ouds Ranch Cowboy-C. Simmons & His Night Riders (Left With) Crystal 308 Fee-FuFidale-EE - 1 - 0 - M. Shiner-The Sumshine Trin (Santa, Santa) Dec 46280

Flying Eagle Putks-H. "Sugarfoot" Garland-(It Is) Dec 46281 Hot. Rod Race-Tiny Hill Ork (Lovebug Itch).

Mer 5547 In the Land Where the Angels Sing-Ernie Lee fit is Mer 6294 It is No Secret-H. "Superfact" Garland (Flying

& His Night Riders, Crystal 303

Eagles Dec 46281

Losebur Itch-Ting Hill Dek 1988 Sad! Mer 5547. Lover's Lane - Glen Thompson (Troubles Keep) Athenian DDI Mains the Boys Are Here - P. Rollin (Alphine

Honeymoon) Crystal 298 Mean and Evil Blues-J. White Ork-Skeet's Mc-Donald (The Tationed) Fortune 145

Mean Mean Woman-S. Bennett (Walting for) Crystal 296 Moonlight in Kentucky-Coffman Sisters (Drowly

Eyest Crystal 310 My Breammost Struck a Snag-Look Innis (Oh

One Way Street-V. Banks (Worth) Crystal 301 (Fer-Fi-Fidale--EE-1-01 Dec 26200

Alphine Honeymoon-P. Rollin (Marris the) Crystal | Spenish Fire Salls-Earl Songer (Whole Naughry)

55--55--55

72--72--72

60--60--60--60

Fortune 184 Tattoaed Lady, The Skeet's McDonald (Mean and) Fortune 145

Troubles Seep Hanging Argund My Door-Glen Thompson (Lover's Laire) Athenian 001 Twin Guitar Boogle - Corby Edminister (Don't Cry)

Cormac CRS-1151 Two Sweethearts-H. Daltan-The Buckeye Boys (If You've? London 16050

U. S. A .- Walt McCoy (You Must) Crystal 292 Waiting For My Daddy-5, Bennett (Mean Mean)

Wakeup, Susan-Sheldon Gintt (Chinese Brnatdown) Smart 1001 Walking With the Blues-E. Crouby-M. Shines (Beloved) Decca 46273

Watthington & Lee Swing-Buckeye Bers (Buckeye Polkal Landon 798

When I Was Just Thietern - B. Scott (Dear Danty). Det 1014

Who'll Pray for Me When Mother's Cone-Oran Commine (The Tears) Mauriay M-103

Whose Naughty Baby Art You-Earl Songer (Spanish Fire! Fortune 144 Worshiess Decoms-V. Danks (One Way) Crystal

Worried ('Cause I'm Losing You)-R. Stewart

(Take Back) King 907. Weargler Boogle-Oklahoma Wranglers (Open Up)

You Must Be From Heaven-Walt McCoy (U. S. A.) D. Exams (No Brd) V 21-0399

Yat Put Me On My Feet-Smiley Surnette (Retie, the) Cap 1504



THE BILLBOARD MUSIC Popularity Charts

Most Played Juke Box Records

. . . based on reports received November 22, 23 and 24

Wetcords fished are those receiving the greatest play in the nation's juke boses. List is bused 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 exceedings of the same time. Helest

howet 4	m stris	chart e	other available recerds of turns listed here will be found in the Honor Built on History, Fort 1.
PO Veeks o date	Last	This	
13	1	1.	Harbor Lights
14	2	2.	ALL MY LOVE P. Page
21	3	3.	GOODNIGHT, IRENE G. Jenkins-Weavers
2	12	4.	TENNESSEE WALTZP. Page
8	4	5.	HARBOR LIGHTS G. Lombardo
2	17	6.	THING, THE
4	7	7.	NEVERTHELESS
4	18	8.	BUSHEL AND A PECK B. Hutton-P. Como
15	6	9,	I'LL NEVER BE FREE K. Starr-Tennessee Ernie
			IE Fitzgerate-L. Joedan Dec 27200; J. Indig-J. Pleis Ork, Lendon 654; P. Gayten Ork, Pepal 3258; D. Washington, Mer 8187; B. Braties, Coral 60293; L. Hampton Ork, Dec 24911; L. Millinder Ork, V 20-5622; Art Moorey Ork-Skyloris, MGM 10829)
6	10	10.	THINKING OF YOU D. Cherry Dec(78)27128; (45)9-27128 - A5CA
5	9	11.	THINKING OF YOU D. Cherry
9	11	12.	ALL MY LOVE
25	5	13.	MONA LISA
			Alexander Erss., Mer 5447; D. Dag-H. Rene Drs., V 25-3753; F. Colley Ork, Atlantic 918; B. Cole, Cap(78)1104, (45)F-1104; Stat Javarra)-Harmony Bells Ork, Dana 706; C. Spirak Ork, London 619; R. Pistogan, V 26-3868; L. Noble, Carol 60250; H. Javans Ork, Coll78138768; ISSI 588; The Texas Tyler, 4 Star 1514; A. Lund-L. Hornes Ork, MC44 10689; M. Mullican, King 886; J. Wakely, Cap 1353; V. Young Ork, Dec 27048)
5	20	14.	BUSHEL AND A PECK M. Whiting-J. Wakely
8	14	15.	ALL MY LOVE
6	14	16.	NEVERTHELESS
9	19	17.	ORANGE COLORED SKY King Cole-S, Kenton
			HARBOR LIGHTS
4	21	19.	OH BABE L. Prima Rabin Hood 101—ASC
			LJ. Preston-B. Examp. Derby 748; K. Starr-F. Devot Ork, Cap 1778; B. Williams, Rainbow 30033; R. Fianagan, V20-3954; B. Goodman, Col 39045; Kay Brown, Mer 5538; L. Harraton Grk, Dec 27365; Larry Holmes, McM 108583
2	23	20.	OH BABE Ames Brothers
17	8	21.	CAN ANYONE EXPLAIN? Ames Brothers
			S. Chirchill, Area 1259; R. Anthony Gri, Caip 1131; V. Damoner Wert 5474; L. Green Honeygreamers, V. 20-3702; D. Haymer, Die 27161; H. Rarch Ork, MGM 10777; Soft Notes, Mer 5464; A. Murgan, Laurent 766; E. Fitzgerand-L. Armstrony, Dec 27209; O. Shore H. Zimmerstan, Cell 78/385427, (3311-759)
			OH BABE
			NEVERTHELESS
100			THINKING OF YOU H. Winterhalter E. Fisher
4	29	24.	TO THINK YOU'VE CHOSEN ME. E. Howard Mercury (78) 5517; (45) 5517 X45 ASC. 15. Kaje Ork, Cut 19034; A. Mooney Dra-B. Marning-Stylands, Archael 10839; S. Oliver Dra-R. Young, Dec 27202; J. Stafford Gordon Mac-
10	23	26	SIMPLE MELODY Gary-Bing Crosby

27 14 28. BONAPARTE'S RETREAT K. Starr Cap(78)936; (45)F-936-881 IE Grant, Capi7611158, (4511158; Termy Jackson, Mer 4780; P. Napoleon, Oct 38891; L. McAuliffe, Colcratation, 13312 644; G. Noba, Vi78129-3766; (45147-5766)

6 26 28. HARBOR LIGHTS R. Anthony Capt7811190, (451F-1190 ASCAP

... VI78120-3905; (45147-3905-ASCAP (D. Jurgens Crk, Col 38965; E. Howard Crk, Mrr 5491; Russ Morgan, Dec 27250; S. Kaye-Kaydets, Chl 39030; C. Varghar Ork, Corat 60316; L. Lawretce, London 8213

i.i. Stafford Starlighters P. Weston's Disir R. Cap 105% D. Shore-H.
Zimmerman Ork Catt70138637, 23312-656; J. Cortex Ork R. Page R.
Charles Quartet, Admiral 1016; G. Gista-B. Crashy Ork, Caral 60227;
P. Harris-W. Schart Ork, V(AS)47-37827

RECORD



Dealers are finding this is the BIGGEST Record of the season

IT'S ON ITS WAY TO A MILLION I DO THE SINGING

The Best SPIKE JONES coupling ever . . .



45 rpm-47-3934

78 rpm-20-3934

KCA VICIOR Records



DANNY SCHOLL'S ORIGINAL HIT 9119

MUSIC

9122

"FOREVER PAUTHFUL!

AMERICA'S SINGING SWEETHEART

IS FIRST AGAIN with 9123

9133

BECAUSE, BECAUSE, BECAUSE. HE'S SANTA CLAUS"

FLORENCE WRIGHT

"I'M GONNA FADE YOU WITH THE BLUES"

"T'LL NEVER LET A DAY PASS BY"

9126

LYNNE HOWARD

"OH MAMA, I'M SO IN LOVE"

"PIANO LESSON BLUES"

9128

CHRIS COLUMBO

"DON'T SAY YOU CARE"

"ROSIE, THE BLEPHANT"

9062

THE RAVENS

"WHITE CHRISTMAS" "SILENT NIGHT"

SADIE HAWKINS DAY WILL BE HERE FOR 6 WEEKS and with it . .

9136

"DOGPATCH TROMP" "EVIL EYE

MOW

DADOCADE

THE BILLBOARD Music Popularity Charts

 Best Selling Retail Rhythm & Blues Records

. . . based on reports received November 22, 23 and 24

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

POSITION Weeks | Last | This to date Week Week

1. ANYTIME, ANYPLACE, ANY-WHERE Come Back, Daddy Daddy PLEASE SEND ME SOMEONE TO LOVE Strange Things Happening TEADROPS FROM MY EYES Ruth Brown Am I Making the Game Mistake Inixon A. Milburn BAD, BAD WHISKEY ... I'm Gonna Tell My Mama J. Preston-B. Evans OH BABE Derby 748-ASCAP Stop That, Baby EVERY DAY I HAVE THE BLUES L. Fulson Rockin' After Midnight L. Fulson 7. BLUE SHADOWS Low Society Blues M. Walker-Little Esther-J. Ofis. . . WEDDING BOOGIE Far Away Blues R. Millon OH BABESpecialty 378-ASCAP Chaistman Blues Lightnin Hopkins 10. SHOTGUN BLUES

• Advance Rhythm & Blues Record Releases

Little Lora Wiggins (You Never) Modern 20-781 Christmas Time Billes - R. Milton (Oh Babe) If I Could Be With You One Hour Tonight-Helen

Daddy On My Mind-Joe Liggins (Little Joe's) I'm Just a Country boy-J. Writerspoon

How Long How Long Blues-J. Vaughan (Since

You'vel Dec 48187 I Aim't Got the Spirit-C. Howard Ork (Shrinkin' Upl Specialty 378

Ain't a Better Story Told-Little Willie Littlefield- | 1 Want My Baby for Christmar-Jimmy Lingins (Shuffle-Shuck) Specialty 380

Humes (E-BaBa) Discovery 530

Ain't) Modern 20-782 Don't Take Me Away-H. Fisher (Too Many) Mod- It's the Talk of the Town-Little Jimmy Scott

(Lonliest House) Roost 613 E-Baba-Le-Ifa-Helen Humes (If 1) Discovery 530 Let's Get Together and Drink Some Gin-S. Hogg (Pussum Huml) Modern 20-783 Little Joe's Boogle - Joe Liggins (Daddy On)

Specialty 379 Possum Hunt-S. Hopg (Let's Get) Modern 20-783

Here's A

"MILLION \$ \$ \$ SECRET"

IF I COULD BE WITH YOU ·) \ = (·) \

BACKED BY

E-BABA-LE-BA

DISCOVERY NO. 530 AND 45-530

HELEN HUMES NOW RECORDS EXCLUSIVELY

on



• Most-Played Juke Box Rhythm & Blues Records

. . based on reports received November 22, 23 and 24

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

POSITION Weeks | Last | This

to date Week Week 1. ANYTIME, ANYPLACE, ANY-WHERE J. Morris 2 2. PLEASE SEND-ME SOMEONE TO LOVEP. Mayfield 3. BLUE SHADOWS L. Fulson Atlantic 919 6. BLUE LIGHT BOOGIE (Parts I & II) Dec(78)27114; (45)9-27114—BMI 7. BAD, BAD WHISKEY A. Milburn Aladdin 3068 10. EVERY NIGHT ABOUT THIS TIME Fats Domino 9 10. EVERYBODY'S SOMEBODY'S FOOLL. HamptonDee(78)27176; (4519-27176

RHYTHM & BLUES NOTES

Coral Records last week inked skedded for a one-weeker at the in addition to some selected r. and b. ditties: . . . Discovery Records ary 16. with the inking of Chicago thrush Guitarist Ralph Williams re-Lurlean Hunter. Diskery bought placed the late Tommy Gaither a couple of masters from the Seymour Record firm of Chicago, which feature the thrush, and this led to the inking. Matrices, which will be released on both 78 and skedded a benefit for Sunday (26) 45 r.p.m. are "My Home Town Chicago" and "I Get a Warm Feeling." "Chicago" will be pubbed by Cromwell Music. . . . Thrush Ruth Brown will headline the Apollo Theater (New York) show the week of December 7 following a Southern one-nighter tour.

1 - 10, IT'S A SIN

comic Timmie Rogers to a waxing Club Harlem, Philadelphia, beginpact. Rogers, in addition to his comedy turn, has penned a number of novelty ditties, best noted of which is "Fla-Ga-La-Pa." He will record some original material at the Diana Lounge in Montreal

..... King 4418-ASCAP

----- MGM (78)10818

Ivory Joe Hunter ..

Cab Calloway will return to the one-nighter wars with a specially augmented crew, with kick-off date December 31, and with bookings currently running thru January 30. . . . Forthcoming line-up for the Birdland nitery includes Ella Fitzgerald, Dizzy Gillespie and a new crew, and Dinah Washington. Currently ensconsed in the basement bistro is Sarah Vaughan. . . . Nellie Luicher 25th anniversary next week with

HERE'S WHAT SOME OF OUR DISTRIBUTORS SAY: SCHWARTZ BROS., Washington, D. C.; MANGOLD, North Carolina; SOUTHLAND, Atlanta, and DUNBAR, of Dallas and Houston, Texas.



"THIS IS THE GREATEST HIT OF THE YEAR, AND IT'S A DOUBLE HEADER AT THAT"

AMOS MILBURN BAD, BAD WHISKEY I'M GONNA TELL MY MAMA



Mr. B. Booked

· Continued from page 10

three-week date at the Fairmont Hotel in San Francisco November 14. Three weeks of his vacation follows this date. He resumes December 28 at the Orpheum Theater, Los Angeles, for a week, where | mini he is guaranteed \$10,500 including cost of the show, against 50 per cent of the gross.

Eckstine, pianist Bobby Tucker and road manager Bernie Ebbins will fly to Honolulu following the Orpheum for a one-day concert date, for which the singer will get \$5,000 plus the three round-trip fares. He flies back for Vegus, Nev., beginning January 9. This will be followed by three more vacation stanzas. He will return to action as headliner of the New York Paramount Theater's Easter show.

MGM Signed Up

· Continued from page 10

contractual dealings with virtually all its key talents with the exception of Bill Farrell. Farrell's paper still has about eight months

into a steady hot jazz, rhythm and blues and pop platter seller, inked a new three-year deal which calls for a substantial increase in guarantees over his previous deal. New deal takes effect in February, when the old paper expires.

Price-Cut Suit

the important implications in Columbia's effort to uphold its retail price structure vis this State's Feld-Crawford Fair Trade Act. If the decision goes against Columbia, price-control may be finished in New York.

Simultaneously, the Fair Trade Act is undergoing a test in another suit filed by General Electric against Macy's. The latter is charged with price-cutting on appliances.



TEARDROPS FROM MY EYES"

Ruth Brown (ATLANTIC 919)

"ANYTIME, ANYPLACE, ANYWHERE"

loe Morris Vocal by Laurie Tate (ATLANTIC 914)

"GONE AFTER HOURS"

Frank Culley (ATLANTIC 922)

"THE BLUES CAME FALLING DOWN"

> Al Hibbler (ATLANTIC 925)

RECORDS 301 W. 54th Street, New York

Watch for the Sexy Recording of

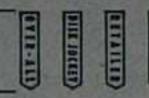
Sittin' in With RECORDS, INC.

THE BILLBOARD MUSIC Popularity Charts

Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT



two weeks at the Desert Inn, Las | FLORENCE FARRELL (Owen Kelly Ork) If I Could Stop Loving You
JUBILEE 5042-Thrush pipes weakly on a fair bluesy hallad. 50--50--50--50 55--55--55

New Man Blues Gal is more assured on this medium temps blues, but doesn't rise above the medicors.

MARYLYN SCOTT-JOHNNY OTIS Beer Bottle Otis 61--62--60--60 REGENT 1025-Scott shouts boogie tune in good style, but it doesn't figure to make much of a dent. 64--65--63--65 Slow tiles balled of little import gets a big try from Scott gal, THE FOUR BARONS

68--NS--67--68 REGENT 102s-Male quartet with a full count gets more but of this wide nouble entendre blues than it really merits. Got To Go Back Again 69--69--68--70 Boogle blues on the military draft could grab a slice here and there. Shearing, who has developed RALPH WILLIS (Brownie Magee Ork) Blues, Blues, Blues 80--80--80--80 JUBILEE 5034-Warbler chants a winning Southern-styled bluns,

underlined by a hypnetic walking bongie figure by guitars and bass. 80--80--80--80 Tempo picks up for a swinging medium beat blues. Combo gets a fine sound in back of warbler's fine, relaxed chant style. TOM FLETCHER Nobody Knows the Way I Feel This Mornin' 58--58--58 DECCA 48184-Blues singer in the old tradition gives tune When It's All Goin' Out and Nothin' Comin' In
A bunk of ministrel days' material full of over-exaggerated dialect 50--50--50

doesn't Impress. AL HIBBLER-BILLY TAYLOR ORK The Blues Came Falling Down 74--74--74 ATLANTIC 925 Hibbler chants a slow ballad with much feeling. 73--73--73 Ex-Ellington vocalist sings the pop ballad straight and it adds up to a good disk for the warbler. JOHNNY OTIS ORK-MEL WALKER

83--84--83--82 Rockin' Blues SAVOY 766-Slow insinuating boogle blues rucker gets tack treatment from Walker with moving Otis support. My Heart Tells Me 68--68--67--68 Singer does well with an inconsequential ballad. CECIL GANT 83--83--82--84 Cryin' to Myself DOT 1016-Gant sells a slow blues with great effect, chanting in his hirky, misery-laden voice and 88-ing with a slaw, ralling, harrelhouse style heavy on the bass. 83--83--82--84 Nobody Loves You

Same fine mood treatment is accorded to great blues number, made famous by Bessie Smith as "Nobody Knows You When You're Down CECIL GANT

It's Christmas Time Again
DECCA 48185-Seasonal ballad gets a warm treatment from Gant. 69--69--69 72--72--72 Well-projected chanting of a better than average Christmas blues. HUBERT ROBINSON Hard Lovin' Daddy 75--75--73--77

JADE 206-Robinson tears into a boogle woogle blues scresmer with zest and vitality, and combo works up a real fruth. Gas Happy Blues 75--75--73--73 Tempo slows to a medium rock for this blues novelty, also a hard THE SHADOWS

81--83--80--80 litterbug Special SITTIN' IN S83-Wonderful male quartet and a standout rhythm novelty blend for an irresistible jump side. Tenor sax and rightm are fine in back. Superb recording, too. Could be a sleeper. I'll Never, Never Let You Go 74--74--74 Group knocks out a tasty bullad, but doesn't sock with impact of flip. THE ORIOLES

Oh Holy Night
JUBILEE 5045-Group do a straightforward, reverent job on the 75--74--77--73 Christmas hymn. The Lord's Prayer
As with flip. A good Yule coupling for the Oriales. 75--74--77--73

JOE TURNER Back-Breaking Blues ALADDIN 25-1003-Turner lets loose a moving traditional style blucs shout against a small ork riff setting. Could pick up action mainly in Southern areas. Some stations may find disa objectionable for use of word "hell." **Empty Pocket Blues**

71--72--70--71 nother fine blues shout in the traditional fashion is hollered by the great Mr. Turner. Material is lacking for current market but could some Southern sales.

LIONEL HAMPTON ORK Merry Christmas, Baby DECCA 27325—Both sides of this one are designed for Decca coverage 69--70--68--69 of r & b Christmas tunes popularized by other artists in previous years. This one has Sonny Parker chanting a blues established by the Three Blurers. Fair Job. Boogie Woogie Santa Claus Parker chants the ditty registered last year by Mabel Scott. 65--65--65

Unimpressive Job. **BULL MOOSE JACKSON** 65--65--63--67 Big Fat Mamas Are Back In Style Again

KING 4412-The Bull Musse does a stylish job on an inferior rhythm novelly. Combo doesn't get up much steam in back. 68--68--67--69 Warblet sings well on a tedious slaw balled. Combo doesn't help matters here either.

INY BRADSHAW 84--84--84 Breaking Up the House KING 4417-Bradshaw makes the most of a fine hura of good rocker material. He sings a storm and combo boots wildly in back. 73--73--73

If You Don't Believe Me, Tell Me So Ballad side offers Mary Lou Greene duetting with Tiny on a so-so slow torther. Nice Erral Garner type 88-ing in combo.

WATCH FOR THE SEXY RECORDING OF "COOL, COOL BABY" Sittin' in With

RECORDS, INCORPORATED 774 10th Ave. New York 19, H. Y. 774 10TH AVEHUE PLaza 7-8562 NEW YORK 19, N. Y.

4 Pubberies Push

from these firms.

Reason for the heavy drive is that the MPHC took on the seasonal song late in October after originally intending to depend on catalog for Christmas action.

In order to get the Killarney ditty into the seasonal running, MPHC execs felt that a determined drive aimed for maximum satura- for 6,000 copies. tion in a short period would be re-quired. Thus, the four pubberies' professional staffs were put on the

ings and also brought in orders Tommy Tucker.

Peggy Lee Wins

ties drawing the plug treatment Manana drew strains from his Laughing Song.

Case took on an off-the beatenpath flavor last week when the Lee-Barbour defense attorney, H. Metzger, called on Jimmy Durante as a witness. Attorney for the plantiff was Julian Abeles, Judge dismissed the case and no costs were awarded,

Despite the late October purchase of the song, the pubbery already managed to draw half-dozen re-Results for the first week of the four-staff drive showed the song Larry Fotine and the Song Spinin the top 20 on the Peatman list- ners, Mary and Mickey Carton and

Just Out! Watch It Climb!!

DROP A NICKEL IN THE SLOT-DIAL LONG DISTANCE - AND CALL US COLLECT TO ORDER ONE OF THE YEAR'S BIGGEST NUMBERS-

ELEPHONE BLUES REAL LOVIN' MAMA

AL 3075



FLOYD DIXON Featuring OSCAR MOORE

Also Red Hot!!

AL 3071

LIGHTNIN' HOPKINS IOE TURNER LA MELLE PRINCE FLOYD DIXON

SHOTGUN BLUES BACK BREAKING BLUES GET HIGH

AL 3070 AL 3067 SAD JOURNEY AL 3073

AL 3063

Peacock

#1550





73--NS--73--73

"Gate" Opens The Gate Again

"Win With Me Baby"—Peacock "She Walk Right In"-#1561 "Gatemouth" Brown's Greatest also

Gatemouth Brown "Early Morning Blues" Peacock CARL CAMPBELL-"Traveling On" #1538

The Five Blind Boys ORIGINAL JACKSON HARMONEERS

"Our Father" "Move In The Room With The Lord"

Mr. JUKE BOX OPERATOR! DON'T PASS UP THESE 2 GREAT HITS!

MARYLYN SCOTT

featuring

The FOUR BARONS

REGENT RECORDS

SEE CONTRACTOR OF THE PROPERTY OF THE PROPERTY

NEWARK 1, N. J.

THE BILLBOARD Music Popularity Charts

Advance Record Releases POPULAR

Because, Because, Bermite, He's Santa Claim-Galli Sisters (Santa Send) National 9333 Between Two Trees-Julian Gould (In Gidl Regent

Chartreuse-Louis Jordan (Lemonade) Dec 27324

Diristmus in Killarney-Song Spinners-L. Fetine Ork (Jumpin' Jiminy) Dec 27331 Estrything Happens to Me-DickHaymes-T. Dorrey Ork (1 Guess) Dec 27312

Forever Faithful-National Quartet (Thanks, Americal National 9122

From This Moment Co-Doris Day II Am Loved! Col 39057

II Guessi Coral 60334

Get Out These Old Records-Guy Lembardo (Tennestee Waltz) Dec 27336

Am Loved-Daris Day (From This) Cut 39057 I Guest I'll Have to Dream the Rest--Dick Haymes

-T. Dorsey Dek (Everything Happenal Dec 27312 I Guess I'll Have to Dream the Rest - Denny

Vaughan (Gee But) Coral &0334

Hear a Chair-Bill Kenny-Song Spinners (It his | It's a Lowely Day Today-T. Dersey Ork (I'll | Nevertheless - The Emergy Trie (Last Calif

See a Million People Citris Deltaren (If I) Jing-a-Ling Jing-a-Ling Manko-Senry Burks Ork

Yest Go Nuts at Christmas-Yogi Yergeson Jumpin' Jiming Christmas - Song Spinners-Larry (Vingle Bells) Cap 27-781

If I Were a Blackbird-Giaria Deslaven (1 See)

Gee, But I'm Lonesome Tonight-Denny Vaughan If You've Got the Money I've Got the Time-June Hatton-Lee Gordon Singers (Tear Drops)

> "II Know-T. Dorney (It's a) Dec 27313 In Old Vienne-Edwin Clay-Julian Gould Ork

(Between Two) Regent 183

It is No Secret-Bill Kenny-Song Spinners (1) Heart Dec 27.126

It's a Lovely Day Today-Daris Day (Notody's Chasing) Col 39055

Fetire Ork (Christman In) Dec 27551

Know) Dec 27313

(Marrise Number) Dec 27314

Just a Baby's Prayer at Twilight-Vic Seilamy

(Waterier Stranger) Ass 1010 Lemunade-Louis Jordan (Chartreste) Dec 27324

Little Rock Cetzway-Les Paul (Tennessee Waltz)

Lust Call, The-The Embassy Tric (Nevertheless) Mastertone 75-100-1

Marte Number Fire-Sonry Burks Ork (Jing-a-Ling) Dec 27314

Man Ain's A-Nothing But a Walf, A-M. Whiting-

Mastertone 75-100-1

Schooly Knows the Trouble I've Seen-The Filling. tore-A. Habiter (White Owistmas) Mercer M-1915 habody's Charles Me David Day (32's at Dat

lock You First Your Guy-W. William-F. Server

santa Lucia I tove You-Evro DeMala (Shi)

Santa Send Someone to Me-Call Setters the came, Because) National 9133 by-Eses DeMoia Satisfers-L. Shafer Dra ISan

ta Lucial Adam 1039

Starbett-Jo Stafford-P. Wester Dre Crew Durch Call 39056

Tearstraps From My Eyes-June Hatton-Lee Gorban

Singers (If You've) Dec. 23329 Province From My Eyes -- Louis Prime Reals Smith (This Extrang) Rubin Hood 163

remessee Waltz-Coy Lumburgo | Set Oat) Dec

emester Waltz-Les Paul ILittle Rock) Cap 1516. fignas America-Damy School (Former Factions) National 9122

This Evening-Louis Prime Cody Smith (Teardress from) Rabin Hood 103 Wateriet Stranger-Viv Bellany Dent a Babral

White Christman - The Ellington and A. Hibbler (Nobody Krows) Mercer M-1953

Vingle Belle-You! Vorgences II Yurt! Can 57-781 You Don't Semind Me-Je Stafford (Starbet) Cap.

LATIN AMERICAN

Copus Arrigan L. Fla (La Maltratata) V 23-5278. Decidette, Majer-L. Santi (Miguel El) V 23 5279 La Miltracatado-L. Pla (Cepas Amigas) Y 25-

Mignel El Canzao-L. Santi (Decidence, Majer).

POP ALBUMS

Louis Armstrong and the All Stars, Vol. 1, Album (New Orleans Days) L. Armstrong, E. Bigard-J. Tempariten Earl Hilter Arvell Shaw Copy Cale (1-10"1 Dec (33)DL-5279; Boole Call Ray My flucket's Got a Hole in It; New Orleans Functiont Panama

Music of Irving Berlin Albura-Feiler York Concert Ork (1-10") Dec (33)OL-5269; A Fretty Girl. Is Like a Melody: Cheek to Cheek; I've Get My Lave to Keep Me Warm; Lady of the Evening. Marie; The Girl That I Marry: The Song Is Ended; They Say It's Wenderful Benny Goodman, Carnegle Hall Jazz Concert Albung

H. James-C. Basie-T. Wilson G. Krupa-L. Hampton-Costle Williams-Bothy Harkett (2-12") Col (33)58-168

Eddle Heywood, the Plant Man, Vol. 2 Album. (1-10") -Decr33101-5209; Bue Lou; Heywood Blurn; I Don't Know Why: Lock Lorsand: On Sunny Side of the Street; Please Dun't Talk About Me When I'm Gone; the Man I Love; You Made Me Love You

ne Spots vol. 2, Alman (1-20") Decisible-5071; Coquette, I'd Climb the Highest Mountain; I'll Get By; I'm Gettin' Sentimental Over Yout Just for a Thrill; My Greatest Mictabe; We'll Meet Apain; When Swallows Come Back to

Sorton Jenkins Compositions Albom-G. Jenkins Charies and Ork (1-10") Dec(33)DL-5275; Blue Evening: Blue Prelude: Goodbye: Homesick --That's All; P. S. I Low Your When a Woman Loves a Many With You So Far Away, You Have Taken My Heart

ice Venuti-Russ Morgan Album (1-10") Dec (53) DL-5273; Apple Blosmen; Black Satist Dove Things: Flower of Dawn; Garden Dance; Red Velvet: Runner Ragged; Wits Dog.

CHILDREN

Froity the Sopemun - "Two-Ton" Baker-Jerry Mirrod Harmonicats (Tobby the) Mer MMP 76 Tuthly the Tuba Song - "Two-Tun" flaker Jerry Mirror's Harmonicats (Fronty the) Mer MMF 74

RELIGIOUS

Music for Christmas Album-St. Joseph Coment Num Chair-Sitters M. Theophate: Organ-Sitter M. Clarissima, Director (2-10") Origin (78) 201; Adesae Fidelis; Joy to the World; Da Little Town of Bethleness Silent Night

HOT JAZZ

After Venive Gone - 5. Stitt Dru (Our Very) Prestige 727

Back in Your Own Backyard-G. Ammune Send (Seven eleven) Prestige 725

Dancing in the Dark - Zont Sims Quartet (My Silenti Prestige 726

Firehouse Five Plus Tan Album-W, Kimball-A. Lucas-C. Mallery-F. Thomas-H. Goff-E. Penner-J. MarDonald-D. Alguire-M. Mounting - Sood Time Jatz GTJ 45-1 (4-711); Blues My Naughty Sweetle Gives to Mey Brass Relly Everytody Loves My Baby; Firehouse Stome; Fireman's Lament, Red Hot River Valley: Riverside Bluest,

Firefacts Fire Plus Two Alborn-W. Kingali-H. Goff-C. Mallery-F. Thomas-E. Penner-D. Alguire-M. Mountjay-Good Time Jaco GTJ 45-2 (4-711); Copenhagen; Down Where the Sun Goes Down; Frankle and Johnsie; Pagan Love Song: St. Louis Blues: Tiper Rag; The World Is Walting for the

Suprise: Yes, Sir, That's My Suby Mr Salent Love-Zoot Sino Quartet (Dancing In)

Onral post - 0. Petalford (Pertido) Mercer M-1952 Our Very Own - 5. Stitt Ork (After You've) Prestige 727

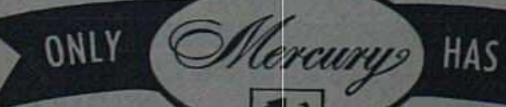
RACK PRICES JUMP DEC. 1

NEW YORK, Nov. 25.—New retail price scale on the rack goes into effect December 1, with pops scheduled to carry a 40-cent imprint and show tunes a 50-cent price tag. This development places both the rack and music stores on the same competitive plane,



ORCHESTRA DIRECTION BY HARRY GELLER MERCURY RECORD NO. 5455 AND 5455X45

ORCHESTRA UNDER DIRECTION OF JACK RAIL MERCURY RECORD NO. 5534 AND 5534X45



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,

CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

A DUO MELODY SMASH WITH MERCURY'S SMASH DUO!



KITTY KALLEN recorded by .. RICHARD HAVES





Jimmy Carroll's Orchestra

MERCURY #5564 Mercurys HAS THE HITS ON NON-BREAKABLE RECORDS

CHICAGO, ILLINOIS *

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

MERCURY RECORDS,



BLUE BARRON

RED CHEEKS AND WHITE WHISKERS JOLLY JOLLY JINGLE

78 EPM-MGM 10781 . 45 EPM-MGM K10781

CHRISTMASTIME SANTA CLAUS IS COMIN' TO TOWN 78 RPM-MGM 10523 * 45 RPM-MGM K10523

BILLY ECKSTINE

BLUE CHRISTIMAS. THE LONELY SHIPHERD -78 RPM-MGM 10796 + 45 EPM-MGM K10796

OH, COME ALL YE FAITHFUL OH, HOLY NIGHT 78 RPM-MGM 10525 * 45 RPM-MGM K10525



SILVER BELLS THE CHRISTMAS STAPHONY GM Non-Breakuble 10841

ART LUND

(SWEET ANGIE) THE CHRISTMAS TREE ANGEL LITTLE TOY TOWN PARADE 78 RPM-MGM 10780 . 45 RPM-MGM K10780

ART MOONEY

THE CHRISTMAS CHOO CHOO TRAIN THE CANDY LAND PARADE

78 RPM-MGM 10051 . 45 RFM-MGM K10051

JINGLE BELLS THE MISTLETOE KISS 78 RPM-MGM 10522 . 45 RPM-MGM K10522

KATE SMITH

WHITE CHRISTMAS THE CHRISTMAS SONG 78 RPM-MGM 10096 * 45 RPM-MGM X10096

RED SOVINE

DEAR MISTER SANTA CLAUS CHRISTMAS ALONE MGM Non-Breakable 10782

BOB WILLS

WHEN IT'S CHRISTMAS ON THE RANGE SANTA'S ON HIS WAY MGM Non-Breakable 10512

JOHNNY DESMOND

SLEIGH RIDE A MARSHMALLOW WORLD 78 RPM-MGM 10827 . 45 RPM-MGM K10827 YOU'RE ALL I WANT FOR CHRISTMAS IF EVERY DAY WOULD BE CHRISTMAS

MGM Non-Breakable 10524

JIMMY DURANTE

FROSTY, THE SNOW MAN CHRISTMAS COMES BUT ONCE A YEAR 78 RPM-MGM 30257 . 45 RPM-MGM K30257

JUDY GARLAND

MERRY CHRISTMAS LOOK FOR THE SILVER LINING MGM Non-Breakable 30212

FRANKLYN MacCORMACK

I LIKE CHRISTMAS MY NEW YEAR'S WISH FOR YOU MGM Non-Breakable 50009

SILENT NIGHT OH, HOLY NIGHT 78 RPM-MGM 30036 . 45 RPM-MGM K30036

DAVID ROSE

A CHRISTMAS MEDLEY (Parts 1 & 11)

78 RPM-MGM 30211 - 45 RPM-MGM K30211

ARTHUR (GUITAR) SMITH

MERRY CHRISTMAS EVERYONE **GUITAR JINGLE BELLS** MGM Non-Breakable 10847

TOMMY TUCKER

CHRISTMAS IN KILLARNEY JING-A-LING JING-A-LING 78 RPM-MGM 10854 * 45 RPM-MGM K10854



MERRY M-G-M CHRISTMAS ALBUMS

LIONEL BARRYMORE In Charles Dickson Immortal A CHRISTMAS CAROL 78 RPM—Album MGM 16A 331/s EPM—MGM Long-Floying Record E-520 45 EPM—Album MGM K14A

MERRY CHRISTMAS TUNES Stanley Fritts and THE KORN KOBBLES 78 RPM Set L 15 . 45 RPM Set L E15

CHRISTMAS HYMNS and CAROLS THE CANTERBURY CHOIR Conducted by Macklin Morrore 78 RPM-Album MGM 15 331/s EFM_MGM Long-Playing Record E-522 45 RPM-Album MGM K15

CANTERBURY CAROLS THE CANTERBURY CAROLERS Orchestra conducted by Macklin Marrow Album MGM 44

Yes! M-G-M RECORDS ARE BETTER THAN EVER!

M-G-M RECORDS

THE GREATEST NAME (AS) IN ENTERTAINMENT



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

THE BILLBOARD MUSIC Popularity Charts

The Billboard Picks

In the opinion of The Billboard mutic staff, records listed below are most likely to note popularity as determined by entry into best selling, most played or most heard features of the Dark

THE ROVING KIND Decra 27332 any Mitchell Columbia 24

Tune's an off-the-beaten-path folk charmer with a retentive refeas and winning lift. The Weavers, backed by Lorsy Hulmes's ore, infine it with the special folkish vitality. Mitchell, a chorus and Mitch Miller's ark took the with a rousing job. (Flip of the Columbia version, "My Heart Cries to You," was tabbed here last week.)

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period a not repeated below. Based on a weekly survey among them on what tune disk juckers think to

1		
l	1. SMILE, SMILE, SMILE	Mittels Miller Ork Columbia 30763
l	2. MR. ANTHONY'S BOOGIE	Ray Anthony Ork
	3. I'M SO CRAZY FOR LOVE	Billy Eckstine MGM form
	4. YOU'RE JUST IN LOVE	Perry Como
	5. MY HEART CRIES FOR YOU	Dinah Shore Victor 20, 3778
	6. CHRISTMAS IN HEAVEN	Bill Cook Regal 200
	7. NOBODY'S CHASING ME	Dinah Shore
ı	B. THE PLACE WHERE I WORSHIP	Al Morgan London 704
į	9. BE MY LOVE	Mario Lanza
ĺ	10. I CAN'T GIVE YOU ANYTHING BUT LOVE	Buddy Morrow Ork Victor 20-3947
ĺ		

• The Retailers Pick

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

1. MUSIC BY THE ANGELS	Ames Brothers Coral 60333
2 YEA 800	Anita O'Day Lordon 867
3. CHRISTMAS IN MY HEART	June Winters Mercury 5500
4. AUTUMN LEAVES	Jo Stafford Capital 1248
5. THE THING. 6. FROSTY THE SNOWMAN	Arthur Godfrey Columbia 1900
7. MY HEART CRIES FOR YOU	Guy Mitchell-Mitch Miller Ort
8. A CROSBY CHRISTMAS	Crosby Family
9. THE THING.	Ames Brothers Coral 60333
10. YOU'RE JUST IN LOVE	Perry Como

The Operators Pick

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

1 MARSHMALLOW WORLD	Vaughs Monrae	20-3942
2. TENNESSEE WALTZ	Jo Stafford	31065
3. MARSHMALLOW WORLD	Bing CrosbyDeccs	27230
4. AUTUUMN LEAVES	. Jo Stafferd	of 1248
5. OH, BABE		

The Country and Western Disk Jockeys Pick

PICKS that appear for three contecutive weeks or three times within a six-week period will set be repeated below. Based on a weekly survey among them on what the Country & Western Old Jockeys think tumorrow's hits will be:

1. 5	SHOTGUN BOOGIE	Tenn	nessee Ernie	Capito	1 1255
2. 7	TATER PIE	Bob	Wills	MGM	10636
3. 1	THE PLACE WHERE I WORSHIP	Red	Foley	. Decca	14537
4. 1	ALIMONY	Tex	Williams	Caelle	1256
	POT O' GOLD				

· ALL the News!

EVERY Week!

DIRECT TO YOU! ON TIME!!! LOWEST COST

ON SUBSCRIPTION

The Billboard 2160 Patterson St., Gincinnati 22, Obic SPECIAL

INTRODUCTORY, OFFER Please enter my subscription to The NEW Billboard at the special Introductory

Name Address City State

Occupation

Another way to say Peace on Earth

Good will toward men...

(WHAT GOD CAN DO)

recorded by

"To Think You've Chosen Me"

45 rpm-47-3976 78 rpm-20-3976

E SUNS ROSALIE ALLEN

45 rpm-48-0405 78 rpm-21-0405

REA METOR Regards

These POLKAS Have Taken Western Pennsylvania by Storm! "THE TIGER RAG POLKA" b/w

"OUR HAPPY WEDDING DAY POLKA" "I DIDN'T KNOW THE GUN WAS LOADED"

"A BOY AND A GIRL" (Waltz)

DISTRIBUTORS: Wagon! Many Terri-

Order from Your Pastel Distributor

Oil City, Penna. 220 Spruce St.

Rhythm-Novelty

LONG, BABY"

"DEVIL BEATING HIS WIFE" Deak I"Sentimental Reasons") Watson and Orchestra Brown Dot 278-A Distributor territories available. Operators, retailers, contact:

Rosena Anthony 201 W. 111th St. New York, N. Y. Monument 3-7505 Sheet Music Available

New Victor, Columbia

OTHER LABELS

\$10.00 PER 100 \$85.00 PER 1,000 1/3 with order, balance C. O. D. Write for LATEST CATALOG. 500 Different Standard and Hit Tunes

VEDEX COMPANY 674 10th Ave. New York 19, N. Y.

Complete Inventories Bought Over 1,000 Satisfied Customers

RELIABILITY - QUALITY RECORD PRESSING

Originators of the NON-SLIP FLEX Pat Pendings

Research Craft Co.

1037 NO. SYCAMORE ST LOS ANGELES 38, CALIF

THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY LABEL AND NO. 0-39 POOR

Records are rated four ways: (1) over-all; (2) as to their How Ratings Are Determined value for disk jockeys; (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

Following are the maximum points that may be earned by a record in each The Calegories of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15; name value, 15; record quality (surface, etc.) 5; music publisher's air performance potential, 10; exploitation record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.

TUNES COMMENT

POPULAR

THE NOCTURNES Malaguena 77--76--76--80 MGM 10835-Combo-horn, plano, guitar, drums-gets a big sound in a stirring, up-tempo job on the Lecuona classic. Good juke bet. After My Laughter Came Tears 71--70--73 Combo chants in a breathy, punctuated style a la Page Cavanaugh on fine, little-heard oldie.

JIMMY DURANTE (Roy Bargy Ork) Frosty the Snow Man 61--68--60--56 MGM 30257-Schoor takes this one fairly straight. Not likely to figure against strong competing sides, except among devout Durante-ites. Christmas Comes But Once a Year 60--68--58--54 Jimmy somehow makes this inconsequential Christmas bit sound like

"You Gotta Start Each Day With a Song"-a good thing, everything ART MOONEY ORK (Laura Leslie-The Skylarks) The Christmas Choo Choo Train 70--72--70--68 MGM-10851-Thrush and vocal group do a fair job with a fair yule novelty. More animation and production ideas might have made this

a good bet. The Candy Land Parade 75--77--75--74 Cute ditty in 6/8 reviews a host of toy characters parading by. Thrush and ork do a happy job.

TERESA BREWER (Henry Jerome Ork) 79--79--79 LONDON 875-A quickly marketed coverage of the fast-stepping novelty should eatch a share where the Victor distribs are slow. 73--75--73--72 I Guess I'll Have To Dream the Rest Thrush turns in her best ballad effort to date on this pretty revival.

Jerome's ork lays down a next Kemp-ish dance backing. ALFRED NEWMAN ORK 79--83--78--77 All About Eve MERCURY 5540-Newman returns to wax with a wonderfully recorded

Deejays of all types should go for this. 82--85--82--80 Banjo & Fiddle A French theme which has been attracting some attention draws Its finest recording here. Should do a brisk pop and semi-longhair business with proper merchandising.

ARTIST

TUNES COMMENT

69--71--68--61

POPULAR

ERROLL GARNER

Petite Waltz COLUMBIA 39043—Garner slices this levely import in his distinctive bryboard style. Mainly for his fame; competing renditions are tough to top for general market.

Petite Waltz Bounce 72--75--70--70 Garner converts the waltz into a 4/4 best novelty. Another display of Garner virtuosity which should score heaviest with fare.

BOB CHESTER ORK You're the One Love 55--55--55 REGAL 1207-Weak hallad is well warhled by Alan Foster with adequate support from the Chester crew.

Henpecked Joe

25--25--25 Novelty of hardly any substance comes off strictly as a time-killer. HENRY JEROME ORK (Hal Barton) To Think You've Chosen Me 70--70--70

LONDON 859 Nest, tasty Kemp-ish dance orking coverage of this fast-breaking ballad thould get a share. A Foggy Day 71--74--69--69 A wonderful Gershwin hallad is revived taxtefully in the Kemp style by Jerome Barton's uneven vocal doesn't help, but disk should attract spins on strength of tune and orking.

LARRY VINCENT (Bruce Brownfield Trio-Bert Little) Goodbye, My Love 75--77--74--74 PEARL 400-Vincent's sing-talk style is striking in the delivery of a somewhat "different" ballad. A neat spin.

I Don't Expect To Fall in Love 59--58--58--62 Cornball hallad of no particular distinction is handled pleasantly by Vincent with an organ-plano backing. LARRY VINCENT (Bruce Brownfield Trio)

You're the Sweetest Thing
PEARL 300-Neat little comball bouncer is done up in unspectacular 62--60--65 fashion by Vincent with weak small ork support. Is It Too Late To Say I'm Sorry? 50--50--50--50 Another corny bouncer, this one of slight substance, is done up brightly.

Not much here. DORIS DAY (Frank Comstock Ork) I Am Loved 83--85--83--82 COLUMBIA 39057-The Cole Porter "Out of This World" beguine is treated here as a rhythm opus in four-four and comes off quite neatly. Doris sings in top form. Could eatch. 81--82--81--81 From This Moment On Some typically smart Cole Porter lyrics highlight this attractive "Out. of This World" beat ballad. Doris sells it strong all the way.

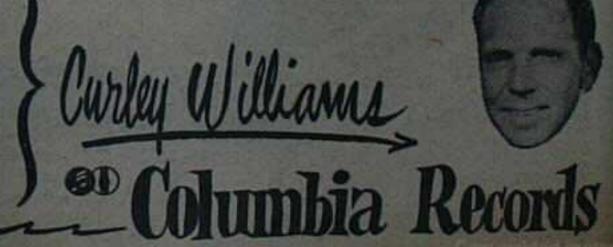
DORIS DAY It's a Lovely Day Today 86--88--85--85 COLUMBIA 34055-Wonderful Frank Constack orking distinguishes this

fine heat reading of the "Call Me Madam" bouncer. Second chorus group work is weak but general high standard of disk could overcome Nobody's Chasing Me Delightful Sprical excursion from the Cole Porter "Out of This World"

87--88--86--87 score is done crisply by the thrush with another fine Comstock backing Should be one of the winners on this song.

(Continued on page 34)







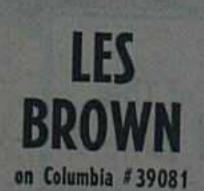


- It's a sincere tribute to their favorite and most helpful trade paper, The Billboard. The tune was written almost a half century ago by composer John Klohr, who dedicated it to the publication. It has been newly recorded in three great instrumental versions to commemorate the first major format change in The Billboard's history and on the 57th anniversary of The Billboard's service to showbusiness.
 - It's the world-famous "play on" and "play off" music of showbusiness and, like The Billboard, it's been "dressed up" in new. modern, streamlined versions.
 - The new platters are lively, danceable instrumentals by three top orchestras—MGM's LEROY HOLMES, Columbia's LES BROWN and RCA Victor's RALPH FLANAGAN.

It's been earning GOOD AUDIENCE RE-



LEROY HOLMES on MGM #10858



RALPH

on RCA Victor #20-3949 (78) #47-3949 (45)







MICKEY CARTER "UNDERNEATH

THE MISTLETOE"

MUSIC

THE SINGING COED



"EVERY CAMPUS GAL AND **GUY WILL WANT IT!"**

"This is a natural for the best record market in the country . . . the high school and college kids."

> "MOM 'N' POP WILL LIKE MICKEY, TOO"

Another Dividend / in Good Music From . . .

<u>ব্রের্করকর কর্মকর কর্মকর করে করে করে করে করে করে হ</u> DED HIERTRE

Record Corp. 4326 S. Michigan Ave.

Chicago 16, Illinois Phone: CAlumet 5-9202-3

THE BILLBOARD MUSIC Popularity Charts

Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT

POPULAR

NATIONAL QUARTET Forever Faithful

NATIONAL 9122-Patriotic piece set to the strains of a p.d. nurch

doesn't stack up at a commercial entity. Thanks, America

71--78--68--68

School belts out a dramatic patriotic sout in a largy are chocal. setting. Tune has a ring similar to the recent "Halls of legal Could attract deepsy attention for its flashy delivery.

BILLY ECKSTINE (Russ Case)

I'm So Craxy for Love MGM 10856—Billy's at the top of his ballad form for this warm reading of a tender ditty with next group aid. Should be a big one for Mr. B. in both pop and r and b circles.

I Guess I'll Have To Dream the Rest Another group effort featuring Etastine's big pary treats this revisal to a warm, dance-styled reading which makes a strong second-tide for Billy's fellowing.

80--50--80--80

88--88--88--88

76--79--75--75

76--78--75--75

GUY LOMBARDO (Kenny Gardner)

Get Out Those Old Records

DECCA 27336—Happy novelty disking of a "Simple Selocy" type patter charus ditty is sparked by the Kermy Gardner and brother in taw (Carmen 89--89--88--89 Lemmarde) vocal, Could score big, particularly with the elder general one.

The ever dependable, always tasty Lumbardo has fashiored a potent open disking of this fast stepping country waits revival. Should grab a big churk of late money.

TOMMY DORSEY ORK (Johnny Amoroso-The Satisfiers)

I'll Know

DECCA 27323-Bright dance disking of a rich bullad from "Goys and Delist spots an uneven Ameroso veral with group and the ever-familiar

richi-toned T. D. tram. It's a Lovely Day Today 85--85--85--85

Wonderfully musical dancers' delight is this reading of Berlin "Call Me Madami' bouncer; Francis Irvin turns the clear vocal. Could score as tune grows.

GUY MITCHELL-ROSEMARY CLOONEY (Percy Faith Ork) The House of Singing Bamboo COLUMBIA 39054-"Pagen Love Song" flicker ditty is warbled lightly 69--70--69--68

by this pair of upcoming youngsters with tasty aid from the Faith.

The Place Where I Worship A moralizer which seems to be catching is covered spiritedly in this

reading; marration by the singers has a high school recitation flavor. which could please the cornbails.

(Continued on page 70)

A NEW HIT by

AND (The Wreck of The)

DECCA 27332 (78 rpm) DECCA 9-27332 (45 rpm)

DIRECTED BY Harrie Valle (e) Whites

copyrighted material

-America's tastest Selling Records - CC

THE BILLBOARD

Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 79-CON CONRAD

Con Conrad was a Grand Street of a private military academy boy, cradled in the melting pot of couldn't correct.

New York's Lower East Side, That Forced to contribute to the from the day of his birth—June worked as a page in a Wall Street Lonesome and Sorry getting the 18, 1891. But like most Grand brokerage house for \$4 a week, and call at the sheet music counters.

Grand Street, a teeming artery of cold-water flats and pushcart peddlers, has good reason to be proud of Conrad, whose given name was Conrad K. Dober. His Continental to work later as an accompanist for a vaudeville sketch, Continental was the first film song In his rounds of Tin Pan Alley, to be awarded the highly coveted Conrad struck up an acquaintance-Oscar. His Margie and Ma, He's ship with a young boilermaker, Making Eyes at Me have a vitality that makes them almost as popular today as when they were written a quarter-century ago. And for good measure, he has to his credit Keith time but later was signed to be a surface of the control two ballads that skyrocketed his for a London revue. When that singing discovery, Russ Columbo, show closed, Conrad returned to to overnight fame: Just a Prisoner the United States with the idea of

Conrad's father, a typical Jew- when he bankrolled The Honey-ish dreamer, handed down to his moon Express, starring Al Jolson, son a traditional heritage of his with the royalties he received race-a love for music-and even before he learned to talk, Constarted fingering the yellowed keys of the second-hand piano in the crowded parlor-bedroom. As he grew older, he began to impro-vise melodies of his own.

A willful and stubborn boy, Conrad had no interest in books. and played hookey from school in order to distribute programs in neighborhood theaters. The urging of his parents to practice of-ten fell on deaf ears, and yet when the mood was upon him, he couldn't be dragged away from the piano. You've already guessed it-Con Conrad was something of a problem child that even the discipline

meant he had two strikes on him meager family income, Con first Who or its equivalent, Conrad accepted his birthright of poverty and adversity as a challenge and made good in spite of them.

Grand Street, a teeming artery of cold, water and street boys who have made Who's then got a job as a real estate sales, and then got a job as a real estate sales. Also six Broadway musicals—Bombo, Moonlight, Mercenary Mary. The Comic Supplement, Kitty's Kisses and Americana—had Conrad's name on the margarety had Conrad's name on the margarety.

of Love and You Call It Madness becoming a theatrical producer.
But I Call It Love, This ambition he realized in 1913

from his first hit song, Down in Dear Old New Orleans, written the year before.

Conrad, in addition to being a Grand Street boy, was one of the Rover Boys and continually on the move. But after two more trips to Europe, he finally settled down in 1920 when he formed a music publishing firm with Henry Waterson, former partner of Ted Snyder and Irving Berlin. During the next decade, Conrad enjoyed the most facility period of his greative as fruitful period of his creative career with Margie; Ma, He's Making Eyes at Me; Palesteena, Barney Google, You Gotta See Mama

With such a background of success, Conrad was a natural for Hollywood, and in 1929, William Fox, his former boss at the Vanity Fair Theater, brought him to the West Coast to write the score for the Fox Movietone Follies. Conliked the year-round sunshine and made California his home and the headquarters for a music publish-ing house. He had other ambitious plans, too, until a young singer threw a monkey wrench in the machinery. Con heard him in a Los Angeles cafe and liked him so well he tried to persuade him to come East under his management. But Bing Crosby said "No!" and

Continued on page 36)

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

SIMON HOUSE Inc.

announces its acquisition of

"TEARDRUPS B.M.I.

recorded by

FRAN WARREN-Victor LOUIS PRIMA-Robin Hood HAWKSHAW HAWKINS-King JOY & WES HOLLY-Tennessee 10 STAFFORD & GENE AUTRY-Columbia

RUTH BROWN-Atlantic

JUNE HUTTON-Decca RED KIRK-Mercury WYNONIE HARRIS & LUCKY MILLINDER-King BILL HALEY-Atlantic BENNY GOODMAN-Columbia

JERRY JOHNSON Harry Smith 1619 Broadway

Hallywood GEORGE SIMON Max Schall 1605 N. Argyle



HAWKSHAW HAWKINS

HAWKSHAW HAWKINS

Singing His Record Hit

"Handcuffed to Love"

WRITTEN BY HOPE HARLOW

Remember-We told you before: This song is spreading like wildfire and is rapidly handcuffing the hearts of music lovers everywhere. Hear HAWKSHAW HAWKINS (with string band) sing his folk version on EING RECORD #897.

And Now TINY Hall (with orchestra) sings the popular version in his own inimitable style on MERCURY RECORD #5546.

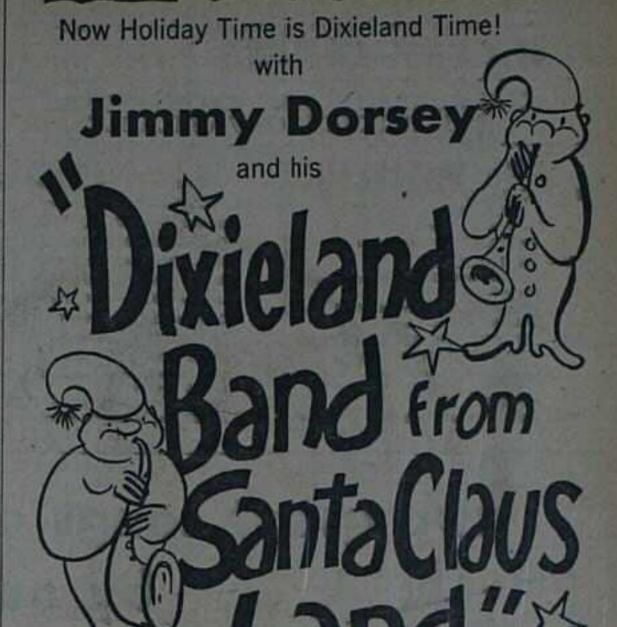
SHEET MUSIC AVAILABLE. Write to

EAGLE MUSIC CO.

MUSIC PUBLISHERS-B. M. I.

2200 ITTINDIS WAT' W' M'

WASHINGTON 11, B. C.



Vocal by Pat O'Connor

Backed by

"IT'S THE DREAMER IN ME"

78 rpm 39035

331/3 rpm 1-866

Fun for everybody of any age! The ONE recording that celebrates the gay, happy spirit of the season in the increasingly popular two-beat Dixieland style! Get It Today!

Columbia Records

First, Finest, Foremost in Recorded Music



3 = 51

SELLERS

POPULAR

* JOHNNY LONG

15068 LOVER, COME BACK TO DON'T WHISTLE TILL YOU SEE THE BLUE OF HER 15081 I DON'T CARE

ONCE YOU FIND YOUR * PEE WEE ERWIN

15073 MUSIC—SOUTHERN STYLE ECCENTRIC

* BOB HAYMES

15087 I'VE NEVER BEEN IN LOVE BEFORE SHE'S JUST THE CIRL I 15088 DON'T EVER LEAVE ME COULD BE

* BETTIE CLOONEY

15072 STRANGERS WHEN YOU LOVE (YOU SHOULD LOVE FROM THE HEART)

FOLK-WESTERN

* MOON MULLICAN

830 I'LL SAIL MY SHIP ALONE MOON'S TUNE 894 NINE-TENTHS OF THE TEN-WELL, DH, WELL

DELMORE BROTHERS
911 BLUES YOU NEVER LOSE
LIFE'S TOO SHORT

HAWKSHAW HAWKINS TEARDROPS FROM MY EYES * WAYNE RANEY

914 IF YOU'VE GOT THE MONEY. REAL HOT BOOGIE

910 OLD FASHIONED MATRI-PARDON MY WHISKERS

* RED PERKINS

903 HIG BLUE DIAMONDS RAG MAN BOOGIE

SEPIA-BLUES

* WYNONIE HARRIS and LUCKY MILLINDER 4418 OH BABE!

SILENT GEORGE 4419 TEARDROPS FROM MY EVES PLEASE OPEN YOUR HEART

*TINY BRADSHAW 1417 BREAKING UP THE HOUSE IF YOU DON'T LOVE ME. TELL ME SO

* BULL MOOSE JACKSON

HIG FAT MAMAS ARE BACK * LONNIE JOHNSON

HTT I'M SO CRAZY FOR LOVE NOTHIN' CLICKIN', CHICKEN

* SPIRIT OF MEMPHIS QUARTET

4340 DAYS PASSED AND CONE BLESSED ARE THE DEAD * SONNY THOMPSON

4399 BLUES FOR THE NIGHT-HARLEM RUG CUTTERS

* JOE THOMAS 4401 HARLEM HOP SODEY SODEY BABY

DELUXE

* ROY BROWN

3306 LONG ABOUT SUNDOWN
CADILLAC BABY
B306 DREAMING BLUES
LOVE DON'T LOVE NOBODY

* LEE RICHARDSON 3309 DON'T BE THAT WAY I'M CETTING SENTIMEN-TAL OVER YOU



RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

fore the passing of his manager, America,

Con Conrad, the Grand Street boy 1921-MA. HE'S MAKING EYES AT Conrad had to settle for Russ Co- who made the grade in Tin Pan lumbo. The battle of the crooners Alley the hard way and proved was on and continued until Colum- once again that such rags-to-riches bo's death in 1934, four years be- success stories can happen only in

CON CONRAD'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1912-DOWN IN DEAR OLD NEW ORLEANS

Lyrics by doe Young, Warock Mutic, Inc. Jerry Vogel Music Company, Inc.

1918-OH, FRENCHY

Lyrics by Sam Ehrich. Broadway Music-Corporation. (Available on Decca record 24004 in A-1918, Ray Benion orthestra.

1920-SINGING THE BLUES TILL MY DADDY COMES HOME Lyrics by Sam Lewis and Joe Yearng.

Mills Music, Inc. *MARGIE

With J. Russel Robinson, Lyrics by

Benny Davie, Mills Music, Inc. (Axadable on the following records: Decca-24014 in A-1920, Nat Brandwyner orchestra; Decca 23723, Eddie Cantor; Denta 25016, Jimmy Lunceford; Apollo 1024, The Smoothies; Capitol 15359, Bantlay Allen; Majestic 1103, Jimmy Lunceford; Apollo 1024, The Smoothies; Columbia 36691 in C-97, Francie Carle; Columbia 20292, Hoosier Hot Shets.) PALESTEENA

Wills J. Rottsel Robinson, Shapiro, Bernstein & Company, Inc. (Available on Decca record 24012 in A-1920, Nat Brandwynne orchestra.)

Lyrics by Sidney Clare, Mills Music, Inc. Introduced in the Broadway struct, "The Midnight Rounders."

(Available on the following records: Decca 24018 in A-1920, Carmen Carallaro; Decca 23723, Eddie Cantor; Decca 24234, Frank Fromba; Columbia 30167, Pearl Ballry; MGM 10582, Raymond Scott or-MANDY 'N' Me

Lyrics by Otto Mazian and Bert Kalmar, Shapiro, Bernstein & Company, Inc.

1922—BARNEY GOOGLE Lyrica by Billy Rose, Remick Music

> Corporation. Unable to sell this song to any music publisher, Billy Ruse finally wormed his way into the dressing room of Olsen. and Johnson, then a couple of small time comedium, with a rented horse costume under his arm. "I've get a number here that'll stop the show," he told them. as he donned the horse costume, and then pranced around the dressing room, 1924-MEMORY LANE baying the lyric "Barney Google with the goo-goo-googly eyes." Olsen and Johnson were impressed, especially when Rose outlined the runtine they were to use.

he hald them, "and frot up and down the uitle of the theater while another atter who looks like Barney Google which him into the home stretch. It's territuities And it was For both Billy Rose and Olsen and Johnson rode into the winner's circle on Barney Google's Spark Plug-a phoney pluy that plugged them all to tame.

(Available on the following records: Victor 20-3467, Charles Ventura: Decca 24024 in A-1923, Charles Baum orsheitra.1

COME ON, SPARK PLUG

Lyrics by Billy Rose, Mills Music, Inc. YOU GOTTA SEE MAMA EVERY NIGHT Lyrica by Hilly Rose, Loo Feist, Inc. (Available on the following records: Capitel 854, Kay Starr, King 701, Homer and Jethro; Mercury 1054, Tiny Hill.)

1923-SOMEBODY ELSE TOOK YOU OUT OF MY ARMS

Lyrics by Billy Rose, Snapira, Bermtein

Lyrica by B. G. DeSylva and Larry Spier.

(Available on MGM record 10498, Kate

SONGWRITERS COMING UP!

CON CONRAD (Part II) In Subsequent Issues The Billboard Will Present

> BILLY ROSE HARRY WARREN HARRY M. WOODS ALLIE WHUBEL RALPH RAINGER

SHE'S EVERYRODY'S SWEETHEART BUT Lyrica by Billy Rose, Bourne, Inc.

1925-LONESOME AND SORRY Larica by Benny Davis. Mills Music, Inc. (Asailable on Decca record 24039 in A-1926, Fingerle and Schutt, dual planes.

1929-SING A LITTLE LOVE SONG With Archie Sciller. Lyrics by Sidney Mitchett, Granterit Mittle Corporation

1930 FOOTBALL FREDDIE MY COLLE-Lyrica by Edgar Leille. Nerblen Munic

1931-PRISONER OF LOVE

Corporation.

With Clarence Cankilla Lyrics by Lee Robin, Maylair Music Corporation, (Available on the following records: Decca 18864, Ink Spots; Capital 15312, Jo Stafford and Red Ingle; Victor 20-1814. Perry Como; Victor P(27635) in P-95, Russ Columbo.

1931-YOU CALL IT MADNESS BUT I CALL IT LOVE

With Russ Columbo. Lyrics by Gladys DuBals and Paul Gregory, Maytair Music Corporation.

(Available on the following records: Victor 20-3556, Tony Martin; Capital 274 King Cale Trio.)

1934-THE CHAMPAGNE WALTZ With Ben Dakland, Lyrics by Milton Drake, Famous Music Corporation. (Available on Decca record 24070 is A-1934, Bob Grant orchestra.) (Continued next week)

THE RESERVE OF THE PARTY OF THE From the Hit Show (Music & Lyrics by FRANK LOESSER)

Recorded by:

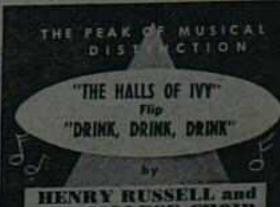
Capitol—WHITING-WAKELY Columbia—DORIS DAY

Susan Publications, Inc. EDWIN H. MORRIS & CO., INC. Sole Selling Agents 619 Broadway New York 19, I

Announcing VEGA Long Play RECORDS all COUNTRY and RURAL Appeal

Distributors and Special Sales Repre-sentatives INVITED. GUARANTEED TERRITORIES. That is what you have been looking

VEGA RECORDS 146 W. 37th Pl., Los Angeles 7, Calif.



Sand or your recordings, we records.

rest-rigid and flex type records.

UNIVERSAL PLASTICS CORP.

How operating in our new and modern Owned by Trumpis Coller & Associates
Consulting empineers to the record

apyrighted mit

two great songs on one great record by one great artist!

MY HEART CRIES FOR YOU"

AND

"MUSIC BY THE ANGELS"

MERCURY 5563 •

ORCHESTRA AND CHOIR UNDER DIRECTION GEORGE SIRABO

watch these two too!



"POSSIBILITIES"

"USE YOUR **IMAGINATION**

MERCURY 5555 . 5555X45

ORCHESTRA UNDER DIRECTION HARRY GELLER

W/C

P)/AV/(°) \ E



MERCURY RECORDS,

Mercury HAS THE HITS ON NON-BREAKABLE RECORDS

CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

37

Is there anything "OUT OF THIS WORLD"? Only ... VIC BELLAMY'S RECORDING OF

Fred Norman's superb arrangement for celestial strings

ASA RECORDS

70 Pine St.

New York 5, N. Y.

BRAND NEW RECORDS per Hundred

Calumbia-Victor-Decca-Capital per Hundred

Discount on Thousands
Plenty of Titles—15 cash with order
C.O.D.—F.O.B. Hollywood

SPECIAL ALBUMS

PHIL HARRIS Record Co.

IT'S A KNOCKOUT

(The Girl with the Sexy Voice)

singing DON'T DO IT

SOCIETY RECORDINGS 9A Ask Your Distributor

TEM PO

or write-Encino, Calif.

COIN OPS Get Fat With

THE NIGHT THE FLOOR FELL IN"

Themo's New Smasheroo

P116

A Superb Flex at 75¢ plus tax

RECORD CO. OF AMERICA \$540 Sunset Blvd., Hollywood 46, California

RICKY VALLO

"THE VALENTINO OF SONG" SINGING

"WISHING YOU WERE HERE TONIGHT" AND

"I LOVE YOU MUCH TOO MUCH" A BIG, BIG PAIR OF BACK TO

BACK HITS!

APOLLO #1175

"If you've got the money, I've got the time" to book

for personal appearances

JIM BECK

Dallas, Texas 1101 Ross Ave. Phone PRospect 3578



NEW RECORD?

Morgan Cuts BOSSES HEAR! 19 for London In One Day

NEW YORK, Nov. 25 .- London disk warbler Al Morgan may have set a new marathon mark last Friday (17) when he cut 19 London sides in a single day. Morgan, who closed at the Strand Theater Thursday (16), started slicing at 1 p.m. and finished up at 6 a.m. with half-hour breaks between sessions.

One longer break was necessary, however, so Morgan could put in an appearance on the Roberta Quinlan TV show. London artistsand-repertoire chief Joe Delaney took advantage of a spare half hour here to cut an instrumental side featuring Jack Pleis's piano.

Morgan cut 17 standard tunes and two pops. The latter decided upon while the sessions were in stepping out. Valando is having a progress, required the use of a lyric set to the tune for plug atvocal trio. Dalaney spotted two tention. well-known songwriters in the studio and drafted them for service with Morgan. The finished diskings of My Heart Cries for You Woody Herman, Frankie Laine and and Get Out Those Old Records, with Morgan's impromptu trio, buck, and two-thirds of Portrait were shipped to stores as early as of Jennie - remaining third is Tuesday (21).

WAIT TILL

PHILADELPHIA, Nov. 25. —As a gag, Ed Hurst and Joe Grady, the WPEN disk jock-eys piloting the station's 950 Club, asked local record distributors Joe Nanni (Capitol) and Les Saunders (RCA Victor) to take over their mikes and put their record show on the air. The two platter exploiters gave no evidence of mike fright. They grabbed the mikes and immediately played; a Decca record.

Valando Buys

with whom he remains an equal partner in the catalog.

Valando's chief interest in the catalog is the Harry Revel tune, Jet, which has been a steady seller in piano solo form for some time. Tune was one of several in Revel's Perfume Set to Music disk album. which he produced and sold to RCA Victor, with the Jet side

Among the 100-odd tunes in the catalog are Baby, I Need You, with unreleased diskings by Nat Cole, others; Mr. Sears and Mr. Roeowned by Chappell.

Surplus of Bands in Midwest

Continued from page 9

ment groups.

One op pointed out that in Marshalltown, Ia., a local radio station is promoting dance band dates in those bankrolled by police and fire their total investments on all dates. departments, cut neavily into a regular ballroom's chances of making money. Many times such three weeks.

Midwest Bookings

ritory by major booking offices dropped his band completely. has led one-night skedders to Only suggestion to come up as throw any and all types of bands to what might be done to remedy at ops in an effort to get them the dance band biz was one from to book the ork for a one-night Ed Schiema, Tom Archer's assisstay. Many of these bands are not tant, who said that perhaps the orks which can do one-nighters, meteoric rise of Ralph Flanagan but are units which were nurtured would set a pattern. He said that on a diet of location jobs. During he felt ops would watch more the past two or three years there closely bands such as Jerry Gray, has been a decided decline not Buddy Morrow and Dewey Bergonly in the number of dance band man, whom Decca and Victor, relocation jobs, but even more im- spectively, are setting for a buildportant in the salaries paid to the up. Other ops pointed out that orks on such stints, and bookers only two bands have really cracked have tried to put these bands out the bigtime in the past five years on one-nighters. Despite the fact and both, Ray Anthony and Flanathat these orks get only \$300 to gan, did it via the disk promotion. \$500 per night, they flop at the box office because the network and regional remote airtime which they got on locations no longer packs a promotional punch it was pointed out. Because of their ignorance of the needs of a onenighting band, the poor crowds they do draw leave the ballroom dissatisfied with the ork's work and make it difficult for the op to retrieve disgruntled patrons.

Most recent fiasco, which shows booking offices' attempts to pull some swag from the Midwest, was a series of approximately seven dates thru the territory by Rudy Vallee, with the Larry Green and Chris Cross orks splitting the dates.

dates are being purchased by fra- Vallee was sold by the Willard ternal orgs, police and fire depart- Alexander agency to most ops for \$1,000 to \$1,250 per night. Vallee played about four dates for Tom Archer, one at the Trianon, Chicompetition with ballroom op Jack cago, and another at Melody Mill Krudelka. Another terp owner Ballroom, East Dubuque, Ill. The pointed out how dances, especially operators lost over 25 per cent of

Territory Orks Affected

The semi-name and name orks dances are held in the ballroom are not the only ones finding the itself. Because of the police and going tough because of current fire department's prominence, the conditions. Even territory orks, groups are able to sell a large bracketed anywhere from \$125 to number of ducats, usually at an \$350 a night, are finding it rough. increase in price over what the Territory bands, which operate on terpery would get. This sometimes a close budget, which means they cuts into regular ballroom's busi- must work at least five to six ness for a period of from two to nights per week, are not getting their full sked. Report this week was that Hank Winder, long an Iowa and Nebraska fave, was go-Comment by Iowa ops was that ing to an old-time band and dropthe exaggerated number of bands ping his pop book. It was also being shipped into Midwest ter- reported that Mal Dunn has

CALEB'S LITTLE TRUMPET CORMAC

Published by
DUBONNET MUSIC PUBLISHING
New York 19, N. Y.
Written by:
LOU MANDISH & GUS MARCEAU

Watch for the Sexy Recording of

Sittin' in With RECORDS, INC. 774 10th Ave. New York 19, N. Y.

The Voice on Bluebird of Happiness)

JOE FRANKLIN, WJZ RECORD SHOP, SAYS: "Not only should it create a BREES, but should create a big storm in record circles."

IMPELLED?

N. Y. City May Use More 802ers

NEW YORK, Nov. 25,-Prospect of city-subsidized engagements of Local 802 musicians appears closer to realization now than at any time in the past.

Mayor Impelliteri is said to rehis predecessor. Local had submitted a brochure to O'Dwyer titled Music for the Millions; it went into considerable detail on the free performances of 802 tootlers in city institutions; hospitals, homes for the aged, the indigent, etc. These were paid for by the old resicians; this fund has since been talks where they left off.

HAYMES TRIES HAND AT DRAMA

HOLLYWOOD, Nov. 25. -Vocalist Dick Haymes strikes out on a new career when he turns radio thesp on ABC's dramatic series, I Fly Anything. Thirty-minute seg kicks off Wednesday (29). Show will feature Haymes in straight dramatic part sans vocals.

replaced by the Music Performance Trust Fund. O'Dwyer was imgard the project with favor, as had pressed with the 802 entertainment of city wards, and had begun to set the budgetary machinery in motion. His retirement postponed ac-

Now Mayor Impelliteri's advisors reportedly have initiated talks with the budget department. When the mayor returns from cording and transcription fund of his vacation, a delegation of 802 the American Federation of Mu- officials will take up the subsidy



RECORDING PROBLEMS

PROCESSING PROBLEMS

PRESSING PROBLEMS



in the country's best-

equipped studios.

latest duplicating techniques based on RCA research

highest quality records at competitive prices ("superthin" vinyls for disk jocks too!)

careful handling and prompt delivery



NEW YORK Dept. 24-A 120 East 23rd St. ORegon 7-8000

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

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

RCA VICTOR DIVISION

ATTENTION, DEALERS AND OPERATORS ONLY SOLVE YOUR RECORD BUTING PROBLEMS

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS

We Ship in 24 Hours-No Substitutes-No Back Orders. All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer

TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE 4956 DELMAR AVE (Phone: FOrest 2602) ST. LOUIS MO

RELIABLE ARRANGING

OF ALL KINDS AT REASONABLE PRICES Missing parts replaced or extra parts added to any arrangement. For complete

STANDARD ARRANGING SERVICE 1905 GORDON AVE ROCKFORD, ILL GIVE TO THE DAMON RUNYON CANCER FUND Communications to 1564 Broadway, New York 19, N. Y.

CRUISE SHIP BONANZA TO OFFER 1,000 JOBS

WOR's Abramson Heads List Of Seafaring Talent Buyers

· Continued from page I

sent a new high since the war. Last year he booked 16 cruises. In addition to the acts, Abramson hires musicians, the number varies. In some cases where the ship carries its own band, usually foreign orks, Abramson takes on an American leader who can cut a show for American acts. In most instances, however, all the sidemen are 802-ers, about five men plus the leader.

But if Abramson is the giant of the cruise talent biz, othert agents are also booking various ships. Dick Henry, of the William Morris office, has just arranged to put a show aboard the French Line's De Grasse, which leaves for a 10day West Indies trip December 22. Henry will go along as part of his vacation.

Lou Lang, indie, books various cruise trips for the Moore-McCormack Lines. His trips are threeweekers to South America. Henry

Take Drops

NEW YORK, Nov. 25 .- A preholiday week saw a slight drop in A's action in AGVA matters, an business as most of the new bills accounting of AGVA funds, and a awaited Thanksgiving Day to get started. Take last week was \$348,000 against the previous week's \$385,000.

Radio City Music Hall (6,200 Skellon Signs

seats; average \$123,000) went to \$127,000 for its second week of King Solomon's Mine, Buddy Brandt and stageshow against an opener of \$145,000.

Roxy (6,000 seats; average 68,000) wound up its final week the sixth-with \$49,000 for a five-day stanza with All About Eve, plus Martha Stewart and the Blackburns. New bill, reviewed this issue, took in \$26,500 for the first two days, and consists of Harold Barnes, Paul Remos, ice show and Jackpot.

Capitol (4,627 seats; average \$43,000) exited with \$38,000 for ts second and final week with Devil's Doorway, Jackie Gleason, Fommy Dorsey band and Rory Calhoun against \$53,000 for the preem. New show, reviewed this ssue, has Skitch Henderson ork, Vagabonds, Kay Armen and Two Weeks Wen Love.

Paramount (3,654 seats; average 78,000) held up very strong for he third week with Ames Brothers, Georgie Kaye, Tex Beneke

TO HDQTR. IN

floor, with offices on other

Since TV mushroomed, the agency has tried to find additional space. It even converted its audition room into offices and rented audition

space away from the building. The exit of the major talent agency from a building that has long been a center of noon-day showbiz indicates a possible trend away from a midtown area. The RKO Building still has its share of music pubs, many small percenters plus General Artists Corporation, as the king-pin talent office of 1270 Sixth. But with the exit of the Morris office at least one business will have more room—the Gateway. Restaurant on the ground floor. The chances are that Toots Shor and Howies, both favorite Morris cating places, will also feel the exodus.

Herman, another indie, also books | Variety Artists talent aboard ships for the same line, plying between New York and South American ports.

Pay-Off Varies.

In some cases it is the going salary, some cases, it is admitted, acin others it is the minimum per commodations may be tourist class, show, based on the recently agreed if the ship is crowded. But the upon club data code between the food and all other conveniences Entertainment Managers' Associa- are the same furnished first-class tion and the American Guild of passengers.

(The Billboard, November 25).

But if the jobs don't pay big name dough, bookers emphasize that they're vacations where per-The money for each act varies, formers live and eat first class. In

4A's, AGVA on Top Long Trial Ends

Boston Troupers Lose Suit To Void Group's Authority

NEW YORK, Nov. 25. - The cancellation of all AGVA elections Associated Actors and Artistes of and actions since 1948. America (Four A's) and the American Guild of Variety Artists (AGVA), by implication, have been declared the victors in a State Supreme Court action which lasted nine weeks.

Had the Four A's lost the decision, it would've meant a complete debacle in AGVA. The plaintiffs in the case, a Boston group of performers headed by Danny Fitz, asked the court to set aside Four

acts to work with him have yet

Inasmuch as Skelton is a Loew

property, a Loew house got the

first crack at him, even tho the

deal, not disclosed, will probably

net him a chunk. Insiders say the

Loew house will probably guar-

antee him \$20-\$25,000 and a 50-50

split over a certain figure. He'll

probably get better than that in

ones Skelton will do this time.

He'll return to the Coast after the

Chicago date to start a picture.

These two dates will be the only

Chicago.

Shelvey Gets Pat

Justice Felix Benvenga ruled the Boston Fitz group hadn't proved their case and that the Four A's had been correct in taking over AGVA. In the early part of the decision, Benvenga patted ex-AGVA topper Matt Shelvey for a good job, but later, in the same decision, justified his discharge by the Four A's because of his 'wrongful activities."

The case was started about nine weeks ago in New York Supreme Court, and when Benvenga moved to the Bronx Supreme Court he took it with him. During the proceedings both sides paraded a strong line-up of witnesses, including most of the various talent (Continued on page 40)

17 ACTS ANSWER ROYAL DECREE

NEW YORK, Nov. 25 .- The recent Royal Command Performance at the Palladium, London, used 17 acts in all. Of these, nine acts, including all the acts plus the American headliners, were put in by Lew and Leslie Grade. These included Jack Benny and Dinah Shore.

Entire bill, however, is bought by a three-man committee representing Moss Empires, Ltd. The group, who are the /actual bookers, consist of Val Parnell, Prince Littler and Harold Marlowe.

Extra Added

Brief but important night club-vaudeville news

New York:

Lee Solomon, of the Morris office, got the U. S. Army call. . . At least three applicants are breathing hard, hoping to get Alan Corelli's job as head of the Theater Authority... George Burns and Chico Marx to be next Friars' guests of honor at lunch November 29. . . . Two more British talent buyers in town, Alfred Black and Harry Foster.

Present cafes hoping that any increased biz will find them in driver's seats because no new clubs will be permitted.

Phil Silver's retort to hecklers, "Quiet, please. Remember I'm big in pictures!" ... AGVA's deal with variety clubs is fast becoming a major handraha.

ing a major headache. . . Cafes will be permitted to stay open all night New Year's Eve. Liquor board permits will cost \$10. . Connie Sawyer goes back to the Blue Angel November 30. . . Copa demanding that Tony Martin either "pay or play." Spot has an old contract which it says is still in force. . . Tony and Sally De Marco, in additional contract which it says is still in force. . . Tony and Sally De Marco, in additional contract which it says is still in force. . . Tony and Sally De Marco, in additional contract which it says is still in force. . . Tony and Sally De Marco, in additional contract which it says is still in force. . . Tony and Sally De Marco, in additional contract which is says in the Plance's Cotillian Room, also put on the denses tion to working in the Pierre's Cotillion Room, also put on tes dances Sunday afternoons.

Chicago:

Larry Allen, the young comic who has been working at Oakton Manor, the Wisconsin resort, has been drafted. Gene White, of the Frank Hogan Agency, leaves for the armed forces in 10 days. . Mili Willner, op of the King Cole Room, Denver, in town scouting talent with Bookie Levin. of Mutual Entertainment. . . Jack Russell, of Mutual, has inked Jack Haskell and Connie Russell of the Dave Garroway show. He will represent Haskell on e. t. deals and personals and has Connie Russell for records and e. t. material. He already had Betty Chapel and Cliff Norton, of the Garroway cast. The Morris office continues to handle la Russell for personals.

Howie Grafman is new assistant to Dick Shelton, new prexy of the McConkey Artists' Corporation. . . Marv Moss, former MCA-ite, now handling booking of talent for Great Lakes Naval Training Station, where he is a yeoman, setting several big Christmas parties at the base. . . Political heat, which normally goes off after elections, is still on the strip joints here and is holding down business. . Charlie Dawn, dean of nitery critics of Chicago, back to his post at The Herald American, following convalescence from a broken ankle suffered while walking back to his seat at a recent Indiana U. grid

PA. CLUBS SING

local spots are looking forward to New Year's Eve as a long awaited bonanza, Pennsylvania spots are crying the blues.

be permitted to remain open all run will be the flicker houses. night for the payment of a \$10 permit to the New York State Liquor Board. Last year New Year's Evefell on a Saturday, which meant the following day was a Sunday, so the board gave no special permits. Spots had to close at their usual time.

But despite the fact that New Year's Eve starts on Sunday, and the festivities, theoretically, won't keep going beyond the normal begin until Monday a.m. Penn- hours. Besides there are the sylvania's blue laws call for the shuttering of all hotel public rooms and night clubs. To get around this some of the

Philadelphia clubs are renting out their rooms to private parties. According to Pennsylvania law, private clubs are exempt from the blue laws. The Latin Casino has sold its room to a vet group. Other clubs are making similar arrange-

The Pennsy blue laws will hit

NEW YORK, Nov. 25 .- While legit theaters as well. They won't run New Year's Eve. Even the vaude shows, if any skedded for that week, will not be allowed. This New Year's Eve cafes will The only theaters permitted to

But if the New York clubs will be able to run full blast all night, there isn't much actual chance that many will take advantage of it. In most cases clubs sell out their rooms on a reservation basis. Once the mob is in, the few dropins hardly make it worth-while to hours, Besides, there are the numerous extra charges a hotel or a club would be nicked for: Overtime for music, kitchen help, waiters, etc.

Tho no special provision has been made for running extra shows, most clubs are bound with a minimum basis agreement with the American Guild of Variety Artists (AGVA) not to run more than a given number of shows a week. If they run over, acts would get extra dough.

Actually what extra money clubs are likely to get New Year's Eve won't more than make up the anticipated lull between Christmas and the new year, not to mention the drop just before Christmas,

FRIENDS AT BAT

FOR EMIL BOREO NEW YORK, Nov. 25. - A quiet campaign to aid Emil Boreo has been started by Sol Tepper and Dick (Merris of-fice) Henry, Boreo, who has recently been discharged from Bellevue Hospital after a three-month stay following a heart attack, is an old shadow of his once dapper self.

Any steady work for him is out of the question. The talent unions have contributed to his support for some time. One of them is still paying off some old Borco debts.

The first major contribution was \$100 from General Artists Corporation. The Friars are planning some sort of a collection to help Boreo. Tepper, who has guaranteed Boreo's room rent, is now endeavoring to find a rest home in a warm climate where Boreo can get treatment.

Meanwhile, Henry and Tepper are looking for contribuions.

band and I'll Get By. Show start-

Ya Takes Yer Choice, as Tradesters Kick Old Dog

NEW YORK, Nov. 25 .- The closing of the Carman Theater, Philadelphia, shows the sorry state that vaude has fallen to. The Carman isn't a big or an important house, but it was steady flesh user for many years, where many acts either broke in their acts or used the house to develop routines before being ready for the big time.

A year or so ago, when the Palace reopened with flesh, a kind of flurry in vaude started all over the country. Shortly after the Palace there were about 40 weeks all over the country, and that included the major cities like New York and Chicago.

dates in the South and New Eng- performers can get more cafe jobs flesh is on the decline, competiland, the vaude time is down to than the sight and novelty turns. about 10 weeks, and that includes two weeks in the major New York slack, tho up to now it is limited back again.

Any agent who develops an act for a bitter experience.

Long Stretch

act, particularly sight acts, is the fair route. An act with a little something can get 15 weeks of fairs during the summer and, with that, plus a couple of cafe jobs can make out okay.

TV has taken up some of the and Chi theaters. The rest of the to standard and semi-standard One booker flatly stated that fleshers are all on a spot-booking acts, the names are always in debasis.

One booker flatly stated that before 1951 is over there'll be "at least 15 additional houses open."

Some trade sources feel that TV today has to take into considera- is chiefly responsible for poor tion night club playing time and theater business which, in turn, gear his act accordingly. English has forced the dropping of flesh in and other foreign acts who come many houses. Other trade sources, here with just a theater act are in the attributing some of the blame to TV, stress the poor picture products that are forced on thea-The saving factor for many an ters. They point out that even if some names can bring them in, poor pictures can drive them out.

As to what the future of the theater biz will be, varying opinand what theaters he can get, he lons were given. Most theater people merely shook their heads Today, outside of the RKO time, call for singers or talkers in fairs. known bookers and one agency ius a couple of weeks of split By the same token, however, latter topper said in elect that, even the tion will force many houses, now without live shows, to put them

MORRIS AGENCY NSURANCE BLDG.

Night Club Reviews

Terrace Room, Hotel New Yorker, New York

(Thursday, November 16)

Capacity, 400. Price policy, effective after 10 p.m., cover of \$1 week nights; \$1.50 Priday night and Saturday afternoon; \$2 Saturday night and holidays. Two shows daily, 7:45 and 11:45 p.m.; Saturday matternoon; \$2 Saturday night and holidays. urday matines 1:15 p.m.; no performances Sunday, Manager, Carl Snyder; publicity, Eurt Unkelbach, Booking, non-exclusive; booker this show, GAC. Staged and directed by Dorothic Littleffeld.

Had it not been for the delightful work of Carol Lynne, the opening performance of the new ice show would have been in the debacle class. As it was, the obvious of piano, bass and guitar, an aflack of rehearsal bollixed up the fable piano emsee in Bert Stevens, her harried moments, too.

In addition to Miss Lynne, there were Ozzie Wells, a stylish magi- has a following. At least the major cian-clown; A proficient boy-girl portion of the room seemed to be duo in Alice Farrar and Jimmy Carter, and a four-gal line-the As a singer, the boy showed powhole company on skates, of tentials, the his predilection for course. There also was a crooner of dubious voice who interpolated His choice of songs, mostly standthe lyrics behind a couple of pro- ards, will also need revitalization. duction numbers and filled in stage Too many of them were in a down waits with a song or two,

It seems unfortunate, what with the obvious expense of the talent, the fine costumes, and the well blueprinted song and dance routines, that the principals more than once messed up cues and got in each other's way.

The Ray Robbins band, debuting in the East, had a perpiring time cutting the show. In addition to some tempo trouble, they played at blasting volume. This did little to enhance Miss Lynne's turns which were keyed in exotic, compelling moods. Neither was the lighting nor the crooner's chanting helpful.

With her and Wells, who has a wistful mien and an intriguing bag of tricks, the proceedings should straighten away to a more than adequate attraction after rehearsals and a short work-in.

Jerry Wexter.

Jackie Heller's Carousel, Pittsburgh

(Tuesday, November 21)

Capacity, 100, Minimum, \$2.50, Shows at \$:30 and 12:30. Owner-operators, Jackie, Sol and Bill Heller. Booking, non-exclusive. Estimated budget this show, \$2,000. Estimated budget last abow, \$1,500.

Joey Bishop has come a long way since he was drafted from Pittsburgh as a \$35-a-week comic. He's back now at the top room here headlining the big anniversary show and getting the big chunk of the two grand budget.

When caught house was practically full, the the audience was cold. It took Joey about five minutes to get them but when he had them he never let up, squeezing out yock after yock, going off to a terrific mitt after almost an hour's show. His delivery, material and crowd handling were all top drawer.

Curvy Elaine Dunn opened the show with three-great tap routines that could grace any Broadway musical. Tenor Hal Winters, who held down the emsee spot, socked over four numbers for a big hand. Winters is a sure record bet but trio, Jesse, James and Cornell, his only waxings thus far were made with Apollo more than five years ago.

The Peggy Taylor Trio got a big hand with its top adagio turn. Herman Middleman's ork (5) cut another fine show and played well Len Litman. for dancing.



B.M. Swing Organist Symphony in White'

MCCONKEY MUSIC CORPORATION Chicago, III. 127 N. Dearborn

On RCA Victor Records

FOUR TUNES

GIVE TO THE RUNYON CANCER FUND

L'Aiglon, New York Tuesday, November 21)

Capacity, 114. Price policy, \$2-\$3 mini-mum. Shows at 10:30, 12 and 2. Operator, Al Sirna Exclusive booker, Gus Marselle Publicity, Eddie Jaffe. Estimated budget current show, \$475,

Newly reopened room of a snazzy East Side restaurant is aimed to attract the after-dinner crowd. Spot is a narrow affair with a stage up front, a couple of fixed spots and a moving spot with a small throw, tho size of the room makes it adequate.

The show consists of an excellent trio, Dolph Traymore group and two singing acts, Lynne Bretonne and Harvey Grant.

Grant, a pleasant looking lad, filled with strong Grant adherents, going flat will have to be curbed. tempo. They'll hold his friends. It's doubtful if they'll be equally compelling to ordinary customers.

The fact that Grant's following filled the spot obviously piqued Miss Bretonne. She observed, "There are a few people here who came to see me." Miss Bretonne, introduced as a British TV star, is an attractive blonde with a slight star slot is graced with the vocal English accent, highly exaggerated for comedy effects in certain specialty numbers. Gal's material show policy is built around three seemed limited, with a strolling strictly from bop groups. flirtation number and a cockney version of a South Pacific tune being her strongest.

The trio backed the singers in solid fashion, Group worked during the lulls, showing sharp musicianship plus an excellent choice of tunes. Bert Stevens, emsee, a tall, blondish chap, did a competent intro job and an equally good piano turn when he spelled the Bill Smith.

Ciro's, Hollywood (Wednesday, November 22)

Capacity, 460. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hover, Press, Rogers-Cowan, Esti-mated budget this show, \$4,000. Estimated budget last show, \$2,750.

Blame it on lack of preparation or a cold audience, but Desi Arnaz this time didn't pack his usual opening night punch. Band sounded rough in spots which detracted from Arnaz's solo performance. Both Arnaz and his band went to pieces on the The Thing. Anaz forgot the lyrics and the drummer missed his beats.

Arnaz had more luck with Dear Dolores, a clever novelty new to his repertoire. Another newcomer, Breaking My Back Putting Up a Front, spurred chuckles. Both tunes were handled well. Most effective of his standard tems was Simolou, thanks to the Afro-Cuban flavored arrangement. Coffee Song, Straw Hat Song, Cuban Pete, Cuban Cabbie, Granada and Babalu-all from Arnaz's standard book-rounded out the show's selections. Fast flying tap whipped up plenty of excitement by balancing whirling trays during the high speed tap number. Rhythm heavy ork provided Latin dance beats. Lee Zhito.

Chase Club, St. Louis (Monday, November 20)

Capacity, 1,000. Shows, 8:45 and 11:30. Price policy, \$1.50 to \$2.50. Manager, Harold Kopler. Publicity, Jeanne Dunaway. Booking, non-exclusive. Estimated budget this show, \$12,500.

Andrews Sisters, in here for a two-week stand, seem to have borrowed the Pepsi-Cola slogan, Decca Record smash hits.

Golden West, I Want To Be Loved, last time around, but the sincerity Apple Blossom Time, and similar with which he works and his Connumbers, each getting an enthusi- tinental sales manner make all his astic reception from a packed faves well worth rehearing. house, and justly so. Girls radiate | Selections include his medley personality all the way, making it from Song of Norway, Pink Cockapparent why they're the top sing- tails for a Blue Lady. The Last ing trio in the country today.

mger with the ciev

Caught Again

Club Champs Elysees, Paris

Delta Rythym Boys, after touring England and Scandinavian countries for the past two years, opened here November 11 to a

Rene De Knight, Carl Jones, Traverse Crawford, Kelsey Pharr and Lee Gaines, making up the group, dress in light grey trousers and light tan camel hair coats and are lighted by two special lavender spots from side and two a good impression almost at once. ambers from center.

Group started with Sunny Side of the Street, followed by Bewitched, Gypsy in My Soul, Dry Bones, and Shadrack, For the first encore they do Repeins and their comedy version of Figuro. The hands they got were tremendous, with house yelling for more.

According to old-timers, the Delta Rythym Boys is the best male singing act to hit this city.

Birdland, New York (Tumday, November 21)

Capacity, 200. Price policy, 98 cents plus \$1.50-\$2 minimum. Operator, Morris Levy. Show policy, continuous entertainment. Estimated budget current show, \$3,750,

Last of the Stem jazz spots, this basement emporium has undergone a face-lifting. It also has inherited the flock of name jazz talent which had been monopolized by the larger, wealthier and now extinct Bop City. Current artistry of Sarah Vaughan. Remainder of the continuous music

With hot spinner Symphony Sid making with his wonderful sounds from the innards of the hot spot, Birdland figures to prosper with nary a competitor in sight.

Aural Delight

Miss Vaughan, whose slip was beginning to peek only half a ended with a monkey song num-dozen months ago, is an absolute ber in which Ross did the comedy. aural delight these days. Never dispensing on this engagement.

Needless to say, her remarkable voice quality, range, pure musicianship and graceful phrasing are equipment which must be the envy of every knowing fem in the business with the exception of Ella Fitzgerald. Sarah has stopped toying with a coy approach (which to her spelled showmanwith her singing) in favor of the usual. It is the boys' contortion development of her vocal battery.

And, as is the instance with any true artist, her singing in itself makes dazzling showmanship which extends beyond the call of basement jazz bistros.

A miscellany of star jazz tootlers, working out in three alter- To add additional heft to their nating groups, fill up the sizzling chatter, Frank Radeliff showed a interims between the thrush's voice that is good enough to stand chores. Kingpin bop keyboardist on its own. In fact, his singing Bud Powell amazes with his fantastic speed and cool improvisa- the show, or as close to stopping tion; Billy Taylor, from the piano, heads up a Shearing-minded quartet, and an all-star combo featuring the likes of tramist Bennie Green and trumpeter Howard Me-Ghee makes with the bop-influenced go sessions.

in the wee hours will sit in to add another slug of informal spirit into the already free-wheeling proceed-Hal Webman.

Mocambo, Hollywood (Tuesday, November 21)

Capacity, 230. Prices, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, Charite Morrison. Press representative, Charlotte Rogers. Estimated budget this show, \$4,000. Estimated budget last show, \$3,500.

Carl Brisson, who played his

previous engagements here at the Grove, clicks solidly in the warmer "more bounce to the ounce," and and more intimate Sunset Strip apply it to their appearances on the spot. A polished showman, Brisfloor. Their routines consist son takes full advantage of the chiefly of a run-thru of their many smaller room to play directly at the individual patrons. He hasn't It was Hi, Neighbor; Girls of the changed his song wares since the

Time I Saw Paris; Music, Maestro. Dan Terry's ork, which plays for Please; The Angelus and My Heart dancing, also does a fine job of Sings, all top hand-getters. He fabacking the show. Band vocalist, vors the hand mike, sharing it Ramona Carr, a cute brunette, of- with the ringsiders on a communfers a couple of songs to open the ity-sing version of a Scandinavian how, as does Tom Kenney, male folk song. Eddie Oliver's ork competently backs Bris Sammy Shore, in his sixth week tion to providing palatable dance here, shows promise as a comic. music. Spot's headed for solid biz Abic L. Morris. with Brisson. Lee Zhito.

Vaudeville Reviews

Palace, New York

(Priday, November 24)

Capacity, 1,700, Price range, 50 centa-31.20. Pour shows daily: five week-ends REO chain booker, Dan Priendly. Show played by Don Albert's house ork

This is a pleasant package with enough here and there strong stuff to hold up the entire show.

Lewis and Van opened with their competent hoofology, making Their challenge stuff was flashy and their tiny stair dances pulled solid hands.

Terry Bennet, on second, didn't impress either with his dummy handling or his material. Young ventriloquist tried couple of voice switches plus a bit which called for a lot of vocal sounds. Basic material, however, made a poor frame for the entire act,

The Mansfields, a three-act, showed a novel turn. Using white stocked rifles, Frank, his wife and their daughter (latter both costumed in attractive style) amazed with sharpshooting bits that pulled solid hands. The topper was one in which the missus wore a tiara made up of targets that Mansfield shot off.

Pull Hefty Yocks

Frank Conville with Sunny Dale pulled some hefty yocks. Male, a short comic, pantoed, hoofed and did bits that convulsed the house. Using Miss Dale for straight (a tall, stacked strawberry blonde), Conville did a Chaplin around her that was funny to watch. His costume change on stage was another heavy yock puller.

The Mary Kaye Trio (Mary and Norman Kaye plus Frankie Ross) started with a bounce version of Up the Lazy River, with Ross throwing in comedy bits. Later they did The Lonesome Road and

Miss Kaye, who accompanies on before has she managed to achieve guitar, can sing. When she does the intimate warmth which she is the comedy, bits by her partner serve no useful purpose except to distract. When all three take to instruments (Ross, accordion; Norman, bass, and Mary, guitar) they solid hands.

Smooth Ballroomology

Leslie and Lawrence, ballroom team, worked easily and smoothly. ship and, consequently, interfered Ballroomology is good but not unbits that pull the act out. Gal's costume was particularly good,

Harris and Radeliffe just about broke it up. Two Negro comics material is the customary insult stuff, the their timing and delivery is far above that of average comics was good enough to practically stop a show as is permitted here.

The Hanel Troupe, a four-act including a girl and a dwarf, did a solid parallel bar and trapeze act. Little guy contributed some light comedy in acceptable fashion, Act wound up to nice applause, Likely as not, visiting musicians Pic, Saddle Tramp. Bill Smith.

Capitol, New York

(Friday, November 24)

Capacity, 4,627 Prices 55 cents-\$1,50 Four shows daily, five, week-ends, Locw's chain booker, Sid Piermont, Producer, Allan Zee, Show played by Skitch Henderon's ork

The current bill sticks to the formula by mixing up equal parts of music, laughs and terping and, via heavy assists from standard turns, winds up as a neat hunk of entertainment.

The Shitch Henderson booking turns out to be a live one as a result of his impending marriage to Faye Emerson. As an emsee, he was fine, and his piano solos were well-played and well received. The band, tossed together for this date, did a good show-backing job. but had little opportunity to sell itself.

Working as girl vocalist and doubling on piano is Nancy Reed, former chirp for the band. Her handling of Winter Wonderland was effective. Henderson also picked a girl trio for the datethree feen-agers who won on his Talent Search TV show. The kids looked cute on Mr. Touchdown U. S. A., but showed little that was vocally exciting.

Precision Tap Work

Sandwiched between Henderson's pleasant chatter and pianistics, the Dunhills drew rousing mitts for their precision tap work. Trio mixed up challenge bits with tight formation terping, getting a big lift from well-scored band accompaniment.

As a result of her fine work on some big radio shows, particularly Stop the Music, Kay Armen has built a following. Audience also appeared to be familiar with her

Roxy, New York (Wednesday, November 22)

Capacity, 8,000, Price range, 50 centsshows daily. Hvc. week-ends. House booker, Sam Rauch, Producer, Arthur Knorr, Show played by Roxy

The holiday season gets ushered in a little early at the Roxy, and generate a lot of heat and excite- the net result is a colorful, enterment. Act finished strong to tainment packed show. Lighting, costuming, settings and over-all production are top caliber. Skaters Phil Romayne and Terry Brent, the Philharmonic Piano Quartet, wire artist Harold Barns and Paul Remos and the Toy Boys are good acts in any instance and smash acts on the current Roxy bill.

> A short intro by the house line and chorus serves to set the holiday mood to bring on Romayne and Brent for a skating turn loaded with eye appeal. The duo play animal trainer and panther in a colorful setting of circus cage. Effect in itself is enough to elicit a heavy mitt, with the team's ice artistry in acro ballet style selling well. Next on, Barnes drew a terrific hand for his slick dance steps on the tight wire. Circus costume, wire terping and back flips-without use of a balancing pole or umbrella-add up to a fine

Having succeeded with the Phil-(Continued on page 40)

Mahogany Kid"

America's Newest

Centriloquist Sensation with his New Pal "HUMPHREY HIGSBY"

Opening DECEMBER 20 HOTEL EL RANCHO VEGAS Las Vegas, Nevada Opening JANUARY 11 RIVERSIDE CASINO

Personal Mgmnt: LOUIS W. COHAN 203 N. Wahash, Chicago



JIM McGOWAN THE ONE MAN SHOW

hythm plane for dancing

2. Solovaz
2. Vocals
4. Sensational record pantomims
5. Hilarious comedy magic
Duda Room—Westward Ho, Jr., Omaha, Nab., 28th week. Personal directions
TOM DRAK : AGENCY, Midland Bidg., Kansas City, Mr.

Burlesque Bits

and the Mayfair, Dayton. . . . Sid play with the Frank Sinatra tee- 9, Disabled American Vets, tovee show at the Mansfield, New taled \$618.90. Grateful acknowl-York. . . . Tom Ward is in St. edgement was made by William Petersburg, Fla., staging shows in Clark, chairman of the org. . . sicals, contemplate renewing their management of Ralph Conley At-Miami spots include Tirza, Louis Street Theater, New York. . . the Harem Club; Mile. Annette, printing biz in Studio City, Calif.

Tiara Moy. Jackie Joiner, June
Leone and Patti Malone at the pals at his El Ray, Oakland, Calif.

PETTY (BABY TALK) HOW-ARD, who returned to featured spot on the Hirst wheel after two years in the larger niteries, has placed herself under the exclusive management of



at the Paddock.

Chignons e Page-beys e Top Curls Switches e Trans-formation e Wigs Toupers

Write for
FREE CATALOG
Our Hair Goods
are all expertly
made of the finest first quality
HUMAN HAIR Write for our FREE CATALOG and WHOLE-SALE PRICE LIST on latest style Hair Pieces

SELAN'S

World's Largest

Halr Styled Pieces

SELAN'S HAIR GOODS CO 32 N. State St Dept. 1. Chicago 2, III.

For All Branches of Theatricals GLASON'S PUN-MASTER

"The Original Show Biz Gag File" NOS. 1 THRU 35 @ \$1.00 EACH SPECIAL FIRST 13 FILES FOR \$10 ALL 35 FILES FOR ONLY \$25

 BKS. PARODIES, per book \$10 e
 MINSTREL BUDGET \$25 e
 4 BLACKOUT BOOKS, each book \$25 e HOW TO MASTER THE CEREMONIES Ireissue), \$2.00 per copy. GIANT CLASSIFIED ENCYCLOPEDIA of GAGS =1. Price \$250, worth over a

No C. O. D.'L. PAULA SMITH 200 West 54th St., N. Y. C. 19, Dept. BB

10th below Spruce

100 outside rooms from \$2. Special weekly rates. Housekeeping apartments. Newly renovated. New tile baths. Beautiful air conditioned cocktail lounge. Walking distance of all theatres

PHILADELPHIA, PA.

EASY TO PLAY! THE MUSICAL SAW THE GLASS-O-PHONE

THE MUSICAL PITCHFORK, JAZZ-O-NETTE—FLUTE-A-PHONE, If you can whistle or hum a tune, you can play these Novelty Instruments, Low priced WRITE FOR FREE LITERATURE

MUSSEHL & WESTPHAL 15 Fort Street, Ft. alk.n ... n. Wisconsin

ROXY HART, now touring the Harry Ryan, . . . Week's (Novemblio Circuit, broke attendance ber 5-11) collection taken up at records at the Roxy, Cleveland, the Hudson, Union City, N. J., in number of additional liquor li-Fields came in from the Coast to behalf of North Hudson Chapter

behalf of military establishments Bobby Barry, comic, and Beverly and Veterans' Administration hos-pitals thruout the State. Fred- christening in their Fair Haven, die Frampton, comie, fell heir to N. J., home last week of their new 17G thru the recent death of an daughter, Bobette. . . . J. J. Pearlaunt in Caldwell, O. . . Sammy stein continues as manager of the Price and Betty Jo Morgan are in New Gayety, Baltimore. . . . Eveweir eighth week in stock at the lyn Perry, who was in the chorus ayety, Norfolk. . . Eddie Innes, at the Gayety, Cincinnati, and comic, and Janie Brown, new other Hirst wheel houses, has br :ly strip, a graduate from mu- graduated into a vocalist under

vaude turn upon completion of tractions of Wheeling, W. Va. . . their Hirst contract. . . . Burly Mabel Russell, former burly prinprincipals currently playing cipal, is now matron of RKO 81st Angels, Lucille Lazon, Helena Johnny Morris, formerly of the quota, Philadelphia has 2,759 of Morden, Margo, Myra Davis, teams of Morris and Parks and the State's 12,893 retail licenses,

City Club; Tana Louise, at the stock are Will and Diane Hayes, 52 licenses, gains an additional 17, Rainbow Inn; Anita Marie and Al Jo Jo Jordan and Ginger Britton. Rio at the Gaiety; Marion Vinay, Lou Devine, co-comic, with Ben- ceive nine more to its present 24. Nino Valli, Belle Barth and Bob nie Moore on the Hirst Circuit, is London at Mother Kelly's; Lucille aluminum ware salesman on the fee will be from \$150 to \$600 a Finley at Club Gables; Marlene side with an office in Cincinnati. year, depending on the size of the King, Sharon Larve and Lynn Harold Hanson is house manager city. Licenses may be transferred Lykes at the Ball and Chain and of Charlie Fox's Empress in Mil- with the liquor board's approval Patricia O'Neil and Nicki Parker waukee where Sam Medelman has The going price here for a liquor charge of Sports Service conces- license now is about \$10,000, none sions supervised by Cy Walker, of which goes to the State. . Eddie Parks, ex-burly comic, is doing pix in Hollywood.

Take Drops

· Continued from page 38

\$52,000.

(2,700 seats; average) Strand Benzell

Palace (1,700 seats; average a picture squeeze. \$18,000) slipped off to \$18,000 for bill of Shaw and Lee, seven other cast and Johnny One-Eye. Previous week's take was \$20,000. New bill, reviewed this issue, has Harris and Radeliff, Frank Conville and Saddle Tramp.

Capitol, New York · Continued from page 39

London disks, the none has come

near hit proportions.

Being a big gal, she could have Paramount in New York. done better than wear a white lace and sequinned gown. Despite poor choice of garb, she wound up as a show-stopper with Nevertheless, I'm Afraid To Love You, Just Say I Love Him, St. Louis Blues, All My Love and Because. Her vocal ability and way with a song was tops. Using Because as an excuse for tipping the Henderson-Emerson romance got a few yocks and a big mitt, while Henderson played coy in the background.

The Vagabonds were as big this time as in previous Stem appearances. The four boys just ran thru their standard slapstick musicomedy routines and drew yock after yock. They come dangerously close to bad taste with blue lines, but manage to stay in the clear. That kind of material isn't necessary for this group.

Of added interest, but to tradeis loaded with cuffo plugs. Getting forbid it. some of the free ad gravy are Henderson's radio and TV shows for NBC, Armen's radio shows and disks, Billy Reed's Little Club, Chesterfield Cigarettes, Arthur Godfrey's show, the Copa and the

Chez Parce. Pic, Two Weeks With Love.

Joe Martin.

SWIMMING POOL RESTAURANT AND COCKTAIL LOUNGE (BOTH AIR-CONDITIONED) GVERLOOKING LAKE AND PARK SPECIAL PROFESSIONAL RATES

more Avenues at Sheridan Road



AAA RECOMMENDED FIREPROOF 400 KITCH, APTS. SLEEPING ROOMS & SUITES ALL WITH TUB & SHOWER MODERN APPOINTMENTS

> Chicago 48, Illinois LOngbeach 1-2100



Pa. Gets More Liquor Permits

there can be a liquor license for of the licensing quota.

Although Philadelphia gained 125,876 in population since 1940, the city is not entitled to any new licenses, as it is already over its Cathy Carroll and Eddy Gray, at Morris and Kramer, is now in the and won't be eligible for another liquor license until the city's population passes the 2,759,000 mark. Suburban Upper Darby, now with while Haverford Township will re-

The cost of the annual license

Miami Olympia ed with \$70,000 and went to Reopens Soon

MIAMI, Nov. 25.—The Olympia \$41,000) pulled in a solid \$63 000 Theater will probably reopen with for its initial week with Break- vaude some time around Christthrough, Herb Shriner and Mimi mas. The Paramount house was shuttered Labor Day because of charter member of Ring 106, IBM,

The no shows have yet been set for the only vaude house playing the area, insiders said that the theater management was already dickering with musicians' union to set up scales, terms and conditions for a Christmas opening.

The Olympia has been a steady flesh user for a number of years. Theater has given work to many performers who came down here from New York to take jobs in clubs. In many cases, acts which secretary, magical assistant and did well in local clubs got the Olympia and in some cases, the

Changes Hands

deal for Frank Palumbo's Click, to be taken over by the Club Frank Amand, the escape artist, a Harlem, Inc., syndicate, for a patient in Maybury Sanitarium, December 15 opening, calls for a Northville, Mich. The New Engthree-year lease,

New ops will renovate the interior to give it more of a cabaret Conn., took time out to remember atmosphere.

Instead of the name bands and singers, club will use productions plus a line of girls. Larry Steel will produce. There'll be no admission fees for entrance since sters only, is that the current bill State Liquor Control Board rules harmonic Symphony, the house

4A's, AGVA

union toppers and Matt Shelvey The trial ended two weeks ago. The decision was handed down Friday (24). Two other suits are now pending against the Four A's and AGVA, the first in Boston and the second in Philadelphia. Both actions, however, were tied up with the New York proceedings.

Plaintiffs To Pay

In the decision against Fitz, udgment was directed for the dewill now be levied on all the plaintiffs.

There is a possibility that an appeal may be taken. But the costs of such further action would in-

Kaye. Lawyers for Fitz, et. al., big-voiced White Christmas. were Halpern, Nathanson & Scholer.

Hocus-Pocus

of Magic and Magi _by Bill Sachs_

censes will be made available for 42 performances at Alaska army pens that she's doing well in Canthe first time thruout Pennsyl- bases, head up the new show with ada, except that where she is vania after the first of the year torchsinger Diane Courtney in the everyone speaks French. Have None of these new licenses, how- swank Swan Room of Hotel Mon- been in here four months now ever, will permit the opening up teleone, New Orleans. . . . Bobby and don't know how many more of new clubs and taverns in Phila- May, juggler, currently winding there will be. Please tell my delphia proper. The increased up a two-weeker at the Brown friends to write me." number of licenses to be issued by Hotel, Louisville, spent the No- Marquis, now touring with his the State Liquor Control Board is vember 18 week-end with Lieut. based on the increase in popula- Lee Allen Estes. Safety First he has added a new baffler (and he tion reported by various communi- Magician of the Kentucky State emphasizes the word new) to his Police, and Mrs. Estes at the lat- show, which he claims is the most Under the license quota act, ters' home in Lexington, Ky. . . L. E. (Roba) Collins postals from Goldin started sawing a woman

every 1,000 per population in each Elkville, Ill., that he's still plug- in two. The effect is as follows: community. The census is the basis ging along in that State, pre- Satania, in bathing suit and lying of the licensing quota. vue" in schools during the day and his spook opry in theaters at night. He reports business as fair. visible. Then the sand is shoveled Cochranes, man-and-wife team,

who presented their magic turn in the better niteries and hotel rooms a few years back? Landrus the Magician, presenting his two-hour, one-man show, handling everything himself, including the advance, is playing his way thru Pennsylvania and Maryand en route to the Deep South where he has a string of return dates awaiting him. . . . Sam J. Collins, the ardent magic enthusi- and advertising matter as well. ast of Hillsboro, O., has again settled for the winter in Clearwater, Fla., to do nothing more strenuous than bask in the sunshine. . . Ed Mishell has been re-elected president of Ring 106, International Brotherhood of Magicians, Newark, N. J. Others chosen to pilot the group for the ensuing year are Joe Geraci, vice-president; Harry W. Kessell, secretary; Leonard Silidker, treasurer, and Bob Degenhart, sergeant urer, and Bob Degenhart, sergeant at arms. Jerry Millet, Joe Geraci and Dick Sheets performed for the ring members following the card party held in conjunction with the election. . . . Ted Collins, has inaugurated a college of conjury in Newark, where he is reportedly not teaching the secrets but, instead, how to present magic decently and without exposing.

TARRY BAKER, the White House magician, is appearing weekly over WMAL-TV, Washington, in a 15-minute show sponsored by a local dairy and primarily directed to the kiddies. Dolly Snow continues as Baker's manager of his Washington magic shop. . . . Mrs. Al Page, of the magical turn, Al Page and Company, writes from Livingston County Sanatorium, Pontiac, Ill.: Thanks for letting our many friends know where I am. The Billboard is beyond words to bring old friends together from all over this old world. Harry E. Cecil, Detroit, is faithful every week with packages and cards. He's on the sick committee of the PHILADELPHIA, Nov. 25 .- The International Brotherhood of Magicians. I heard recently from land Convention of Magicians, in session recently in Bridgeport, me. Vantine and Caren stopped

Roxy, New York

came up with another longhair turn in the Philharmonic Piano Quartet-two boys and two girls. The quartet's concert and Columbia records rep figures to draw for the house and their legit pianistics will more than satisfy. Dresssed in tails and emerald green gowns, the group had enough eye appeal to go with their fine interpretations of such selections as Die Fleder-maus, Andalusia and an Offenbach medley.

Switching back from the boards to the ice stage, a colorful winter setting of a house, pond, sleigh and snow-covered trees drew plenty of oohs and aahs as the skating line fendants. This means court costs brought on Remos's Toy Boys in old-fashioned kid sleds. The standard Remos act had little trouble getting across.

Joan Hyldoft and the house lines and chorus closed the show in a volve the printing of all testimony, happy yule setting, including red en costumes and a snow Attorneys for the Four A's were effect, and production singer Jor-Rosenman, Goldmark, Colin & dan Bentley giving out with a

> Pic: The Jackpot. Joe Martin.

"Satanic Scandals," reports that sensational illusion since Horace with damp, white beach sand. Her head, arms and feet remain What has become of the out of her middle and Satania is shown in two parts. It is done right on the floor with people seated all around, Marquis claims. Unlike Goldin, who was plagued by imitators," says Marquis, "we dare them all to duplicate this one." . . . Meliso and Company (Mr. and Mrs. George L. Hall) are presenting their comedy magic at army camps thru the Midwest. donating not only their services, but furnishing their own music



FOR LESS MONEY!

LAUGHS UNLIMITED

COMEDIANS M. C.'s ALL ACTS! Colossal Valuel Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Quips, Heckler Stoppers. Comedy Stunts, etc., on 3 by 3 lock INDEX CARDS, Classified 28 Subjects. 2) Portable File Cabinet. (3) Plastic TRANSPAR-ENT Windowed Wallet holding 46 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service, Fresh Gags, etc. (LIM-ITED), \$10 postpaid, SAMPLE, 300 Gass on Cards (November itsue), \$2 "PATTER-DEX" GAG DEX, BOX 2, WOODSIDE, N. Y.

BEAUTIFUL MYSTIFYING DRAMATIC!

GIRL SINGERS, EXOTIC

AND STRIP DANCERS Wanted for Florida, Texas, Cuba and South America.

DE CASTRO THEATRICAL AGENCY 1370 Washington Ave., Miami Beach, Fla.

WANTED EXOTIC DANCERS SOOKING TO WEEKS IN FLORIDA SAMMY CLARK AGENCY 540 West Avenue

WANTED **EXOTIC DANCERS AND STRIPS** Ge a mooster for

Mlami Beach 39, Florida

MILTON SCHUSTER 127 North Deartiorn St

SCHELL SCENIC STUDIO 5. High Columbus, O.



Sepyrighted majerial

Communications to 1564 Broadway, New York 19, N. Y.

LEGITIMATE

NEWS REVIEW

N.Y.C. Ballet Glistens Its Fifth Preem

NEW YORK, Nov. 25 .- The New York City Ballet opened its fifth season in brilliant fashion at the City Center Tuesday (21), offering new evidence of its coming of age in top tulle-and-tights brackets.

Again New York's own proves a box-office bargain as a \$3 top.

Curtain time at the City Center tabbed somewhat over 40G in the till. While under last season's \$55,000 advance, the figure is not too disappointing when prorated over the current three-week stand as against a four-week session last season. Anyway, as word gets around, packed houses should become the norm.

Marcia Tallchief, with strong assists from Francisco Moncion and Helen Kramer, is again the showstopper in Balanchine's edition of Firebird, However, the whole troupe contributes extremely well thruout.

Familiar Show Pieces

The opening program was rounded out with other familiar Balanchine show pieces, Tchai-kowsky's Serenade and Chabrier's Bourree Fantastique. Serenade, the curtain-raiser, had Janet Reed, Melissa Hayden, Nicholas Magallanes, Frank Hobi, Patricia Wilde, Yvonne Mounsey and Diana Adams in solo slots, Miss Reed, partnered with Herbert Bliss, and Miss Hayden and Magallanes, were joined by Tanaquil Le Clerq and Harold Lang, in taking over the center spots in the three-sectioned Bourree. Leon batoned the 50-piece orchestra ably for all three offerings.

New addition to this year's ballet include Baiser de la Fee, with music by Stravinsky; a Pas de Deux, scored by Delibes, and a (Continued on page 42)

Toronto Legit Plan Delayed

TORONTO, Nov. 25 .- Plans for a local theater-in-the-round have been postponed by Tom Burnett. Producer planned to bring wellknown American and Canadian players in as audience bait and to use home-town actors in support. The main cause for delay is the lack of a base for operation, al- in the throes of a major overthough several hotels have been hauling. Out of This World dereported interested in the project.

opportunity of booking in The Medium for lack of show spot and has left for New York to do two trouble and won't bring the show productions for the American into New York until it's ready.' Theater Wing. However, he plans Broadway debut has been delayed to make attempts to do something to December 22. on the project during the year.

BROADWAY

SHOWLOG	
Performance Thru November 25, 1950	
Affairs of State 9-25, '50 (Music Box)	71
Angel With Red Hair 10-19 '50	32
(Blackfriars' Guild) Arms and the Man 10-19, '50	44
A Story for a Sunday	
Evening	10
(Playhouse) Bell, Book and Candle 11-14, '50	15
(Barrymore) Black Chiffon 9-27, '50	53
(48th Street) Edwina Black 1-21, '50	11 99
(flooth)	7
Hilda Crane	29
Mister Roberts 2-18, '48 (Alvin)	2009
Ring 'Round the Moon 11-23, '50 (Martin Beck)	- 4
Season in the Sun 9.28 rsn	68
(Cort) The Cocktail Party 1-21, '50	356
The Country Girl 11-10, '50	19
(Lycrum) The Golden State 11-25, '50	1
(Fulton) The Happy Time 1-24, '50	
(Plymouth)	351
The Lady's Not for Burning, 11- 8, '50 (Royale)	22
The Members of the Wedding 1- 5, '50	372
(Empire) The Relapte	
(Maresca)	
Call Me Madam. 10-12, 50	52
(Imperial) Gentlemen Prefer Blondes. 12- 8, '50	404
(Ziegfeld) Guys and Dolls	7.488
(46th Street)	3
Kiss Mr, Kate 12-30, '48 (Shubert)	794
Les Ballets de Paris 10- 8, '50 (Broadhurst)	55
Michael Todd's Peep Show. 6-28, '50 (Winter Garden)	173
Pardon Our French 10- 5, '50	60
(Broadway) Peter Pan 4-24, 49	248
(St. James) South Pacific 4- 7, '49	676
(Majestic)	
Mrs. Warren's Profession 11-19, 50	28
(Bleecker St Playhouse)	
(Opened 10-25, '50) Pride's Crossing 11-25, '50	
(Biltmore) (Opened 11-20, '50)	
Tickets, Please 11-25, '50	245
(Hellinger) (Opened 3-15, '50)	
A Story for a Sunday Evening	10
(Opened 11-17, '50) COMING UP	1
The Tower Beyond Tragedy, 11-26, '50	

GROSSES FAIR AFTER HOT START WITH 'MADAM'

Longer Trial Period Helps Five Shows Hit Decent Pay-Off Pace

BOSTON, Nov. 25 .- After a fast | and compassionate play were there, which has kept other amusement hard blow.
businesses just on the brink of As in the past seasons, the homa. disaster.

did a sound business.

here. But the elements of a good mouth, (See other story.)

necessity for longer runs of many Nothing epoch-making occurred shows in Boston was amply pointed during the month beyond the ar- up by a number of attractions rival of The Lady's Not for Burn- whose business steadily improved ing, which set the intelligentsia on during two and three-week enits ears. A stylish and literary play, gagements. The solution seems to it appealed to the snob element and be to let word of mouth get around so that second and third-week and The one play which fared well subsequent business automatically on Broadway and did poorly here improves, or to give more concenwas Dwight Deere Diman's pro-duction of Clifford Odets's The opening so that it starts off well Country Girl. Admittedly its story and then holds up on the basis of line was confusing at the break-in continued promotion and word of

At least five shows - some of September start, sparked by the and only a few recognized them, them of indifferent quality—did intense interest in Call Me Madam, Before the show left town. Odets better business in the second and Boston's theater season settled had done his most skillful car- third weeks. These were The Day down in October to making a fairly pentering. But still the total gross After Tomorrow, Burning Bright, good go of the economic pinch of \$17,000 for two weeks was a I Know My Love. The D'Oyly Carte Opera Company and Okla-

41

OCT. GROSSES

Most of 'Em Get More As They Stay

BOSTON, Nov. 25. - Herewith are the grosses of all shows playing Boston during October.

Shubert, October 2.-Call Me Madam. Final week of a fal ulous engagement completely sold out nearly two weeks before opening. Last week's take, \$45,900.

October 7 .- The Day After Tomorrow. The Frederick Lonsdale comedy got tepid notices, but did and Merchants Association and stated that a practice is growing a fairly respectable business for

October 23 .- The Lady's Not for tion James H. Sheils has embarked who offer to raise a specified sum Burning. Christopher Fry's verse on an investigation of sidewalk and "nobody seems to know how comedy got ecstatic notices all around and did fine at the box office with the help of the Theater Guild subscription. For two weeks, \$26,700 each, the second carrying

> The Consul followed for three weeks and, as usually happens in Boston, a fine the serious stage work has been practically ignored.

Plymouth, October 2.—Burning Bright, John Steinbeck's pretentious philosophical study, was coldly received both by the critical fraternity and the public. In two weeks, \$12,700 and \$14,400.

October 16 .- I Know My Love back for a return visit. Without the Lunts still did a very good business-\$18,000 the first stanza, \$24,000 the second.

October 30 .- Bel . Book and

'Charity' Collections On Broadway Probed

such as the Broadway Association. While admitting that many of the the 42d Street Property Owners causes are entirely legitimate, he the 34th Street-Midtown Associa- among charitable organizations of two weeks, \$17,900 and \$21,700. tion, Commissioner of Investiga- lending their names to promoters "charity" solicitations which have much the boys hold back." over-run the Broadway Theatrical area in recent months.

study of the can-collector nuisance fund-raising. and hopes to come up with some tangible and practical recomwithin the next ten days

accredited charities after checking on the responsibility of their promoters. Such permits are pasted on the cans for a specified period of solicitation.

New Trend However, under State law any religious group needs no license

NEW YORK, Nov. 25.—Sparked from the Welfare Department as by complaints by business groups long as they hold a State charter.

The most practical suggestion so far, according to Sheils, would Shiels told The Billboard this be the licensing and positive conweek his department is making a trol of anyone promoting charity into November.

T. J. McInerny, managing direcmendations for its regulation tor of the Broadway Association, agrees whole-heartedly with the The Commissioner explained last suggestion. A promoter for that the Department of Welfare any charity should be forced to issues solicitation permits to duly keep books and be subject to an accounting. Were this done, he believes there would be an immediate exodus of a majority of the can-handlers who are a collective pest to theater-goers, owners and the general public.

Some advertised recipients, says McInerny, receive as little as 15 per cent of the funds contributed. the balance going to can-handlers, promoters and the laters' "expenses."

May Change Law

McInerny states that his organization has discussed the matter with the State Attorney General's is scheduled from now on. Agnes office with a view of an amendde Mille is out as director, and ment to the New York State play-fixer George Abbott has charity law to control chiseling taken over the show's supervisory solicitation. The request has been taken under advisement. He stressed that there is no desire on his organization's part to hinder in any way the bids for donations of any legitimate, responsible

> The move, he explained, is prey on public sympathy and pocket 40 per cent or more of Theater. their take."

Black Chiffen' Backers Paid investment

NEW YORK, Nov. 25 .- Producer John Wildberg mailed out a solid Thankshiving present to his backers of Black Chiffon this strictly aimed at the dubious and week. Each received 100 per cent objectionable brother-and-sister- return of his investment in the hood of the collection can who American edition of the Leslie Storm drama at the 48th Street

Despite star Flora Robson's illness, which blacked out the show for a fortnight, and did b .- o. sale no manner of good, Chiffon is off the production nut in five-and-ahalf weeks of Stem playing time.

Sam Spewack's new comedy, The Golden State, while tuning up

Brief but important legit news

Sides and Asides

Registration Deadline

The American Theater Wing announces the last registration day. for its 10-week winter term of the professional training program are Monday (27) thru Wednesday (29). The place is the Wing School, 432 West 44th Street, and hours are 10 to 4 Monday and Wednesday and noon to 7 p.m. Tuesday.

Union Pact Closer

Some sort of settlement of the stagehands' demands for a pay hike and contribution to their welfare fund may be arrived at next week. Metopera is meeting with the union for more conclusive negotiations Wednesday (6) and another get-together with TV net brass follows Thursday (7).

Asked what the current status is in regard to legit negotiations, a spekesman for the union said I was "too busy to worry about them." He pointed out that out of approximately 1,150 active members, the union is supplying some 800 to TV and another 60 to Metopera. This leaves only around 300 to a discussion of suggestions filed and Come Back, Little Shebu, with South Pacific (Shubert) Chicago. employed in legit theater.

The official said there has been

no communication to date with the League of New York Theaters, and that a stand-pat policy would be maintained until negotiations in the other two fields are completed.

Maybe "Mulligan"

(ANTA Plzyhouse)

(Opened 11-17, '50)

parts from Boston tonight (25).

score, admitted that, "We're in

While few actual changes have

SICK "WORLD" HERDS

FOR BOSTON DOCTORING

"Mulligan's onug by the same Robert McEnroe who scripted "The Silver Whistle" is at last likely to get a stage airing. 'Snug" has been on many producers' fires but never quite D'Oyly Carte troupe for a couple reached the serving-up stage. Now David Heilweil and Derrick weeks followed by the return of Lynn-Thomas, co-producers of the Arena Theater, have acquired a three-month option on it. "Snug" will likely get a regular stage presentation and is not intended for theater-in-the-round treatment, according to the producers. Richard Barr is slated to direct, and rehearsals are aimed for January

Equity Unit Session

for the program which both Equity Shirley Booth and Sidney Blackued on page 45) mer.

PHILADELPHIA, Nov. 25 .- Still | been made here, the face-lifting taken over the show's supervisory Burnett had to pass up the Cole Porter, who contributed the chores. With Abbott is comedyspecialist F. Hugh Herbert to revise the laugh-lacking Dwight Taylor-Reginald Lawrence book It was reported that, before accepting the assignment, Abbott insisted | charity group. on the right to make any cast changes he considered necessary, and backstage talk has it that several such in the singing department have already been ordered.

Also coming in for some heavy carpentry work on the script was here at the Walnut Street Theater. Danny Mann was called in to do the play doctoring and the play was rearranged to have three Bless You All (Forrest) Philadelphia acts instead of the two with which it started. State makes a Stem bow tonight (25).

While booking prospects for the new year are slim at the moment, with several promised shows checking out, the local playhouses will keep very much alive until the new year sets in. The Shubert Theater keeps going with the weeks, followed by the return of The Consul December 25. The Forrest Theater, which holds the Bless You All musical revue, carries on with Les Ballets de Paris December 11, followed by Darkness at Noon, starring Claude Rains, December 26. Locust Street Theater has a return date of Death of a Salesman, while the other two Let's Make an Opera (Wilburi Boston, playhouses, Erlanger and Walnut Lunt & Pontanne (Cass) Detroit Street, await bookings. Mr. Roberts (Snubert) New Haven

Equity council devoted its en- Olivia de Havilland's Romeo and Okiahoma Murati Indianapolia tire weekly session Tuesday (21) Juliet, the Lunts' I Know My Love Birect Car Bamed Desire (B) Maje

DRAMATIC ROUTES

Angel in the Pawnshop (Selwan) Chicago. Blossom Time (Nixon) Pittaburgh Brigadoen (Auditorium) Huntington, W. Va., 29; (Memorial Aud.) Louisville 30-

Bailet de Paris (Auditorium) Worcester, Mass., 29; (Auditorium) Rochester, N. Y. 30; (Erlanger) Buffalo Dec. 1-2

Consul, The (Ford) Baltimore. Carte, D'Oyly, Opera Co. (Shubert) Phila-Come Back Little Sheba (Biltmore) Los

Death of a Salesman (Locust St.) Phila-Otherty, Brian (Royal Alexandra) Toronto.

Hepburn, Katharine (Orpheum) Kansas City, Mo., 27-29; (Auditorium) Denver innocents. The (Davidson) Milwaukee.

If You Please, with Prank Fay (Curran) International Opera Co. (Shubert-Lafay-ette) Detroit.

Kiss Me, Kate (Omaha) Omaha Mr. Roberts (Shubert) New Haven, Conn. Promised for the new year are Out of This World (Shubert) Boston.

West, Mae (Blackstone) Chicago,

HUB GOES OUT FOR 'THIS WORLD'

BOSTON, Nov. 25 .- The Hub's passionate interest in musical comedy and its willinguess to buy them sight unseen have never been more clearly shown than in the tremendous advance sale for Out of This World. Philly break-in found the

Cole Porter show wanting. and a Boston stand was announced with big Sunday ads which, among other things, hinted the show might sell out like Call Me Madam.

Bostonians had no way of knowing what kind of a show World would be. But the rush at the box office started immediately. Looks as though the announced two weeks will be sold out before time the opening and the third, to be announced shortly, probably will go as

GUYS AND DOLLS (Opened Friday, November 24)

46th Street Theater

mustical. Book by Je Swerling and Abe

Burroughs, from a story by Damon Burrough. Music and lyrics by Frank Locator Settings and lighting by Jo Michael Settings and lighting by Jo Michael Courses by Michael Eitht, Musical director, Irving Actman Arrangement, George Baraman and Ted Royal, Vocal arrangements, Herbert Greens General manager, Charles Harris, Stage manager, Agent Charles Harris, Stage manager, Henri Charles Frenz recreases altimes. Henri Cauntiens. Press representatives, Karl Bernstein and Harvey Sabinson. Presented by Feuer and Martin. Nicely-Nicely Johnson Stubby Kaye

Benny Southstreet Johnny Silver Rusty Charife Douglas Deane Sarah Brown Inabel Bigley Arride Abernathy Pat Bocney St. dission Band Margery Oldroyd, Paul Migan, Christine Matsius Harry the Horse Tom Pedi Nathan Detroit Sam Levene Angle the Gx Tony Gardell Mits Adelaide Vivian Blaine Sky Masterson Bobert Alda Josy Billmore Bern Hoffman .. Beverly Taxont Gen Matilda B. Cartwright . Netta Packer

Joe Milan

Mataina, Charles Drake, Tony Gardell, Bern her late spouse a divorce, so for Saunders, Earle Styres.

SONGS: "Pugue for Tinhorms:" 'Follow the Puld:" 'The Old Established:" 'Till | Knew: A Bushel and a Peck. Ade-blooded wench, is equally proud wans. If I were a Bell, My Time of the own wav—proud of the late Day. Twe Never Been in Lave Server Lord of the manoc's blood in her Take Back Your Mink. More I Cannot bustord child, plus a pride in her St Down, You're Rockin' the Boat. Wicarious connection with his familie.

If Cy Feyer and Ernest Martin There is also a legitimate son were aiming at prismatic polish by of the house, a widower, with a keeping Guys and Dolls those ex- sickly vounester who is being tra weeks on the road, their end is raised by grandmere and his achieved. Dolls unveils close to father's gal-friend. He has a lot flawless on all facets.

anced book, which retains real "tree to look after his boy-and Runyonesque flavor. Frank Loes- that's where the cold war starts. ser's tunes are practically all topdrawer, and even an occasional rotic emotional tensions might well limp in a lyric is juiced up by develop into a rip-sporting melo. super-salesmanship. George Kauf- But Wolfson has elected to stretch man has done one of his best stag- them out to the explosion point ing jobs, and the dance patterns and then let them snap back for by Michael Kidd are impudently a fresh start. It is a tale spotted

Alvin Colt's costumes come close to perfection in setting off the combination. Dolls is far and away the best song-and-dancer to arrive this season and will touch off another charus of disappointed yeips and howls from would-be ticket

Story and Score Integrated

up and looks expensive, it has come out of it to make a pewnone of the brash trappings of the eitter eit up in his seat, but Pride's knock-your-eye-out school of mu- Chassing leaves him grabbing ine. He is no stranger to Restorasicals. Its soundly progressive ennui by the handful. There's no tion didoes, having scored handstory-line is splendidly integrated meat on the Goodale family with its singing and dancing trim- skeletons. mings, but neither is over-empha- lex-ent for the two moppets, sized. What it sells chiefly is Creating is a four character play Foppington is a show in itself. charm. A pewsitter gets pulled and director Martin Manufis has right into the story and is rooting eathered a sound quartet of playfor both guys to get both dolls by ers for it. Mildred Dunnock cre-

beguiling - which is bull's-eye of Goodale. But it is no part to fied fop of his day. It is a seathscoring for a musical.

a Peck is already a sock hit, but Tarnara Geva, returning to the Elliott is delightful as the design-Loesser has scripted a half dozen Stem after a long West Coast ab- ing widow-hussy with nothing but have obvious possibilities, and not to the unofficial lady of the house is staunch support from John Fue Never Beer in Lors R - definitely the author's fault. The Matheson, whose attentions are are particularly ear-easy ballads, same goes for Katharine Bard as focused on the same subject. It i Were a Bell is an outstanding a nurse who has a terrible time There are some outstanding conpovelty with a bright future, and catching on to the family tensions. tributions from the Brattle troupe Adelaide's Lament, Fugue for Tin- John Baragrey is restrainedly contingent of the company. Robert tastic fable obviously has to get. the bluffly polite detective who horns and You're Rockin' the Boat blus-blooded as the son. They all Fletcher has some excellent scenes are further similar potentials.

scant dry cleaning for either air or the two salloping moppets in good proceedings, and young Jan Far-TV projection.

some delightful lampoons of a brary for them all to work in. night club line, and likewise a But when time is called, nobody wise to Jerry Kilty's swishy matcha crap-game to ballet.

Debut-Studded Cast

It is somewhat unique to find three out of four top principals in a major musical making Stem sorbed in their dizzy heart probdebuts. Robert Alda and Vivian lem Blaine are recruits from pic songand-dancers.

makes up for it on the acting side. Stubby Kaye, ex-vaude and the Miss Blaine sizes up excellently niteries, is a tower of strength as as a legit comedienne, selling her- a querulous leg-man for a floating self and her songs in fine style.

Bigley, the third newcomer. She for nock effect. has a splendid voice, but better than that a sincerity and ingenu- ground, makes a big-time thus cusness which grows progres- from Chicago immensely funny, sively. She is one of the most Others contributing admirably are

Broadway Openings

PRIDE'S CROSSING

(Oprord Monday, November 20)

Biltmore Theater

drams by Victor Welfson. Staged by Martin Manuila. Setting by Raigh Als-wang Contumes by Mildred Sutherland. Business manager, Birward Chouse. Stage manager, Phillip Barry Jr. Press representatives, George and Dorothy Ross. Madella Bilitestein. Presented by T. Edward Hambleton.

than Bayard Goodale Mildred Dunnock athrop Goodale John Baragrey

Victor Wolfson has written a selo of sorts about a cold war of motional conflicts in a very bluelooded New England menage. Heresumably calls it Pride's Crossing. ecause that is where his Goodale DANCERS: Wans Allison, Geraldine De- firmily have their ancestral acres haney, Barbara Fergussin, Lee Jarce, Marcia in Massachusetts. However, there Maler, Beverly Tassent, Buth Vernon, is a lot of crossed-up pride ramnaro, Joe Milan, Eddie Phillips, Harry Lee Bodgers, Bud Schwab, Merritt Thompson They don't like scandal. Mother SINGERS: Beverly Lawrence, Christine Goodule was too proud to grant 20) years she accepted his mistress to her house-made a companion her, in fact. The mal a hot-

of pride, too, and doesn't like any-Jo Swerling and Abe Burroughs, thing about the running of the have come up with a slickly bal-household. So he imports a trained

Such a fine combination of neuwith netty climaves with suspense never comes off. Also there is continuous and vast confusion as to motivations. At one moment mores and morals of its time. the on annears to hate his mother amother he is all filial devotion. The nurse is alternately tagged as a stunid meddler and the mistress as full of motherly understanding -ind vice versa. All of which While Dolls is handsomely set might be fair enough, if anything

Goodales and their pals. They gentle country gentleman. leave a pewsitter as cold as their Bob Francis.

On the comedy side, there are two more debuts which add befully Akia has no particular voice but to the play's fun-score. Rotund crap game. Kaye also punches A real find, however, is Isabel over the Rockin' the Boat number

B. S. Pully, with a similar back-

THE RELAPSE (Wednesday, November 22) Morosco Theater

A comedy by Sir John Vanhrugh Staged by Cyril Ritchard. Associate director, Alber Marre, Schlings and contumes by Robert O'Hearn, Company manager Peter Davis. Stage manager Miles Morgan. From representatives, Richard Maney and Frank Goodman. Presented by the Theater Guild.

Loveless		-	-
Amanda		with 35-	-
Lane	THE RESERVE AND ADDRESS OF THE PERSON NAMED IN COLUMN TWO PERSON NAMED IN COLUMN TRANSPORT NAMED IN COLUMN TWO PERSON NAMED IN CO		of the last
Young Fashion			-
Ther			REEDEL
Lord Femalestan		Mountry	السداة
Page		Direct Sea	Chart
La Varnie		A someth	Scott
Property	**********	Alvers	Marre
Memillana		Strice	MEDIES
Mm College	***********	CHOTER	China.
Education		Jeanne	Testa
The state of the s		Car	Doz
Carrier	· · · · · · · · · · · · · · · · · · ·	Domaid B	SETTEM:
Complete annual	*********	Jerry	KERT
Berinthia		Maden	Elliett.
STREET STREET	······································	i Mante	SERVICE .
Worthy		TAY Mal	beson
Antgatt		tecttin 3	Energitt.
SET THE DELL'S CON	mary	Thayer	David
Mira Hayden		Jan Pa	Propositi
NAME		dition 8	CYACH
Ball		Mente	-
Jeremy	**********	Car	Don
Sir John Friend	FD		-
Chairmen, serva-	nts to Sir T	unbelly.	Wed-
ffine guests, etc.		the same of the sa	Tentral I

The Theater Guild has brought the Stem a fine Thanksgiving present. A couple of years ago, Vanbrugh's Restoration comedy, The Relapse, or Virtue in Danger got a healthy London revival, with

group, the Brattle Theater Company, of Cambridge, Mass., decided.

asides, gasconade flourishes and single scene. out-and-out knockabout farce. It Jo Mielziner's backgrounds and promising something big, which is lusty, ribald nonsense-and yet not much nonsense as to evade tossing stinging harpoons into

The Guild has backgrounded it as a dictatorial old harridan. At in this vein with exceeding clever settings and period costumes by Robert O'Hearn, and Ritchard has staged it in a way to make all its subplots stand out distinctly-a considerable feat in restoring Restoration comicalities.

Just what Relapse would be without Ritchard is hard to imagsomely in support of John Gielgud in Congreve's Love for Love in 1947. At all events, his Lord

In the ridiculous, overdressed, Johnny-come-lately peer, who thinks that every woman is dying the time the first act is half over. ster another well-thought-out por- to climb into bed with him, Van-It is funny, fast and completely trait of the dowager of the house brugh was pillorying every danditax her resources such as her re- ingly funny portrait, and Ritchard delivery. On the tune side, A Bushel and ent wife in Death of a Salesman, brings it hilariously to life. Madge

do right by the script as far as it as the fop's younger brother, who Best of all, Loesser's lyrics need "oes, and Manulis has even kept is more or less the hero of the order. Ralph Alswang has pro- rand debuts as a Broadway find Dance-wise Kidd has developed vided a handsome ancestral li- for a portrait of the country heiress he finally wins. Bows go likesharp all-male ensemble to pattern cares much what happens to the maker and Thayer David's un-

All of a big cast are exceptionally well-drilled in their character stints and, in sum, make Relapse millionaire. a wonderfully gaudy romp. The Morosco is no place to take the old-maid aunt. It's period sex, with wholesale seduction the payoff. But it's racy, fast and funny -and it's got Cyril Ritchard.

Bob Francis.

N. Y. C. Ballet Continued from page 41

Mazurka taken from Glinka's Life of the Czar.

Advance interest has centered Stem in a long, long time. Tom Pedi, John Silver and Paul around a skedded personal ap- to New York. Veteran Sam Levene makes up Since Dolls already is reported Marurks, to be premmed next June 1, either on Broadway or on the fourth in the quartet and gives to have something over 600G ad-

RING ROUND THE MOON

(Opened Thursday, Nevember 27)

A comedy by Jean Americk translated by Christopher Pry. Staged by Henry Miller. Setting by George Wakevillen; super-vised and lighted by Raymond Sevey. Continues by Castille. Music by Francis Pouliene Company manager. Barry Enter. Stage manager, Ben Kranz Press representatives. Richard Maney and Prank Goodman. Presented by Othert Miller. Joshua

graceful little fairy tale into quite doesn't thrill. a charming period comedy of manners. It has been pleasantly and sometimes wittily translated into ner and Morum are concerned less with chills and thrills than with ners. It has been pleasantly and

American edition a sumptious the death of a wealthy woman, production and imports a few Eng- whose belittled, schoolteacher lish worthies to augment a splen- husband has turned for solace to Cyril Ritchard and Madge Elliott did native cast. With all its her youthful companion Her death

to put it on and invited Ritchard his translation as "a charade with of arsenic tied in with the lady's and Miss Elliott over to participate. It went over with a bang close as anything to Moon. It over two acts, aided and abetted more are Mr. and Mrs. Ritchard more to play with emotions than tor and sinister appearances of a co-starred, supported by some extensions than to probe them. It has moments of sullen housekeeper who has loved celent featured players and sundry high comedy and others close to the deceased, the schoolteacher members of the Brattle troupe, burlesque, it is always literately and his gal proceed to suspect each polished, but it runs to quiet other in a steadily mounting cresthe bawdy old frolic on Broadway. chuckles rather than belly laughs, cendo, of having had a hand in The revival is done in the only except where a character or two the lady's demise. way it can be-retaining the manages to run away with a Presumably, a pewsitter is ex-

> Cinderella Take scamp in order to trick his twin brothers.

She falls in love with her prince charming on sight but discovers he is only using her to gratify his sadistic whims. Nearly everybody in Moon is either secretly or openly in love with the wrong person, but with the indomitable person, but with the indomitable assistance of an ancient and gar-rulous downger in a wheel chair all subplots are correctly un-raveled and their principals drain the essential theme of pro-

from the requirement on a single whole business in a long one-acter. actor to play identical twins, one meek and one a coxcomb, and at the same time differentiate them warmth and sympathy. Even when the same time differentiate them for an audience solely by the

Exits and entrances naturally have to be timed to a second in other ballads and novelties which sense gives a satisfactory reading l'amour on her mind, and there latter, Gilbert Miller's direction order to keep the illusion. For the one really bad one. I'll Know and Any confusions in her playing are Emory, Ruth Matteson and Murray holm Elliott, making his U. S. debut, manages a clever dual performance. With this hurdle coy- co-star as the suspicious lovers ered, Miller can afford the stylized and are as spirited as a leisurely

Cast Is Fine

new Britisher, Stella Andrew, is Broadway's dish of tealing as the gal from the pallet, and Oscar Karlweis, lost thru most of the play, gives one tate scene a terrific lift as a tired Judgment Deferred

Here's Bolger in Charley Kin Again

However, the show is set until which is quite up to his usual standard. Between them, as stated, they get a pewsitter thoroly ab-

Martin Beck Theater

Anovilh's tale concerns a poor Cinderella (Circa 1912) from the ballet, who is hired to masquerade as the wealthy belie of a countryhouse ball by a conceited young

properly paired off at the finish.

(Continued on page 45)

NEW YORK, Nov. 25. - Ray Bolger will reopen in Where's Charley? in Boston immediately after Christmas. The song-anddancer will play there for six weeks. Thereafter, if a suitable Stem house is available, Charley will immediately be brought back

EDWINA BLACK Opened Tomday, Navember 21)

Booth Theater

A drama by William Discour and William Morum Original London production staged by Chine Others. Setting by Leo Roma. Continues by Ed Von Hantson. Company manager. Frank L. Scotts. Stage manager. Hugh Receipt. Press transcentiatives. His Doll. Date Williams And Michael O'Shea. Pressuled by Donald Flame by apecial arrangement with Peter Daubney Productions, London.

Once more a darling of the West.

End is shipped here with dubious results. Donald Flamm has imported the William Dinner and William Morum British thriller, Edwing Black, He has also imported a quartet of good actors to Frederic Denholm Eines

Diana Masserushmann Neva Patterson
Lady India Georgina Cookson
Patrice Bombelles Michael Evans
Madame Denmermortes Locale Watson
Capulat
Capulat
Cynthia Latham
Messerushmann Oscar Karlson
Romainville Philip Tonge
Inabelle Biella Andrew
Her Mother Brenda Forbes
A General Michael Forbes
A General Wilham Allyo, Bennett Martin
Jean Anoville has turned a
graceful little fairy tale into quite

ported a quartet of good actors to
play it. He has given it a noteworthy production with an exceltoom set by Leo Kerr and nice
period costumes by Elfi Von Kantzow. He has even switched directors, during its road break-in,
to give it more bite. The trouble
is that, having had all this effort
lavished upon it, Edwina Black
graceful little fairy tale into quite

Suspicion Clinic

(Ring Round the Moon) and has a clinical eyeing of the devastating hatred which mutually mounting suspicion can ensender between Now Gilbert Miller gives an two lovers. As a premise they take Mrs. R.) in the leads.

Last summer, that enterprising he could file a more favorable to run off to Italy together, when Fry is said to have classified seems there's some small question

> pected to suspect them likewise. But somehow or other he does The authors drag in so many herrings of circumstantial evidence with such evident purpose, that their innocence is never in doubt However, when the rather obvious solution does come, the pair are so shaltered by the ordeal that any attachment is out the window. If that is the author's point, they certainly make it.

Characters Unsympathetic

Unfortunately, the notion just isn't big enough to make a fullgressive impact. Dinner and Any novelty in Moon stems Morum could have settled the the lovers are at their best, they slightest switches in carriage and are a tepid pair. The detective is delivery. that he likes hot tea, and the ousekeeper begins and ends sullenly menacing. So it is quite dif-ficult to care what effect Edwins Black's taking-off has on any of

Signe Hasso and Robert Harris rounds up all the clues and marjorie Rhodes gives the housekeeper Lucile Watson, too long away the proper overtones of menace, from Broadway, has a high old Likely they'd all be better emfrom Broadway, has a night old Lakely they of all be time with the grand dame in the ployed with other matters, stage-wheel chair. A large per cent of wise, It may have been the West the chuckles fall her way. Another End's, but Decine Black isn't

Bob Francis.

Georgina Cookson and Michael In 'Lucasta' Case

NEW YORK Nov. 25.-The suit of John Wildberg, producer against Claire Leonard, author's agent, had judgment deferred by Justice Kenneth O'Brien in New York Supreme Court this week (22). Suit involved \$14,000 as agent's share of proceeds from the leasing of the motion picture rights to Philip Yordon's Anna

Wildberg charged that no agent ad been involved in the deal and that the money, which had been held in escrew over the past four years by the motion picture negotiator, rightly belonged to him; it

Gopynalited malena

ARENAS-AND AUDITORIA

Houston Mulls New Aud, Tho 3 Don't Pay

By Daphne (Dee) Poli

HOUSTON, Nov. 25 .- The three municipal buildings, the Municipal Auditorium, Sam Houston Coliseum and the Music Hall, are not paying their cost of operation and are not in use one-third of the year, according to the records of H. O. Johnson, superintendent of properties and manager of the buildings.

Records disclosed that the Audiborium is the most popular of the three buildings, having been rented out by the city 250 times in 1949, whereas, in the same year, the Music Hall was rented 246 times and the Coliseum 146 times.

Music Hall's seating capacity is 2,300, while the Auditorium seats 4,232. These buildings are used for musical concerts, stageshows, athletic events and plays, while the Coliseum, seating almost 10,000, is last named buildings are still unused mostly for stock shows, cir- paid for. The city owes \$300,000 on cuses, skating shows and arena- the Coliseum and Music Hall. In type shows, large conventions or exhibitions and m ufacturing on the debt. Bonds amounting to displays.

260G Nut In '49

According to 1949 records, the total operating costs for the buildings amounted to \$260,000, covering materials, utilities and labor.

GOBBLERS USED AS AOW BALLY

ELIZABETH, N. J., Nov. 25. -Officials of the America on Wheels chain said that several of its units kept live turkeys in the rinks several weeks in advance of Thanksgiving parties. The birds, ultimately given away as door prizes, provided good ballys, it was re-

AOW continued to stagger its parties by applying the sysstem to the Thanksgiving period. Some of the rinks held. parties November (22) night, with the remainder scheduled for the holiday. This system, officials say, provide non-winners of prizes at one rink with another chance by going to another AOW rink. Five baskets of fruit were also awarded as contest prizes at each rink.

CORRECCIONS

Due to an error in the ads that appeared in the Nov. 11th and 25th issues, prices quated for L & L PRODUCTS WERE INCORRECT. Their ad below carries the correct prices.

SAVE ON RINK SUPPLIES Metal Skate Cases, ass't colors, All Aluminum Skate Cases, "Streamliner" Skate Cases.

"Streamliner" Skate Cases,
rounded corners, doz. 34.20
Shoe Laces, all colors, 54".
72". 81", doz. pr. 1.20
L. & L. PRODUCTS
7819 Glenwood St. Chicago 24, III.
Distributors of Heiser Products,
Skating Rhythm Records, Champ
Brakes, Pro Tek Toe Stops, Rawson
Books, Rossco Jumpers, Pom Poms,
Skaters' Jewelry, Floor Brushes,
Skater Wheel Grinders, E-Z Roll
Wheels, Laces, Stickers, etc.

THE PLASTIC RINK SURFACE

PERRY B. GILES, Pres. Muskegon, Mich. Original and Sole Distributor

COMPLETE PORTABLE RINKS SECTIONAL RINK FLOORS Didest Manufacturers of Rink Equipment BILT RITE FLOORS & RINKS 100 East 4th St., Tyler, Tex. Phone 4-7585

FOR SALE

Busy Boller Rink located in Northwest
State Doing good business 6 days a week
doce 1945 Only rink in this area with
70,000 people. 5-year lease on brick building; furnished apartment connects. Everything goes; skates, furniture, music, neons.
Selling at a sacrifice because of illness. BOX-Selling at a sacrifice because of illness. BOX D-467. The Billboard, Cincinnati 22, Ohio.

COLOR LIGHTING

For Rinks and Ballrooms, Crystal Showers Spotlights, Motor Driven Color Wheels.

253 W. TAIR ST. New York 11, N. Y.

In view of the fact that the city gets the revenue from the buildings, City Controller Roy B. Oakes is growling. A check of the city hall records showed that the "take" from the three amusement palaces has been dropping off almost steadily for four years.

Attractions formerly booked in the three buildings have not been returning. "We just aren't getting the attractions that we used to book into these halls four years ago," Oakes said.

Oakes, incidentally, is the keeper of the records, H. O. Johnson, superintendent of public properties, serves as booking agent for the three buildings.

Owes \$300,000

Music Hall and Coliseum are not expected to make money, the two 1950, \$8,625 was paid in interest \$720,000 were first issued to help finance the structure, of which over half has been paid off. The Auditorium is paid for.

Figures show a declining trend. Quoting The Houston Chronicle in a recent article: "In 1946 the first nine montl " revenues from the Auditorium, Coliseum and Music Hall totaled \$146,086; 1947, \$90,440; 1948, \$125,50" 1949, \$118,531, and so far in 1950 the revenu only totals \$88,236."

Oakes's records show that the city receipts from the three buildings have dropped from \$144,086 for the first nine months of 1946 to \$88,236 for the same period this future?

Mull New And

needs and should have a new aud, you should call at a Social Se- on a sound actuary basis. Potential combining into one main building the facilities of the Music Hall, benefits. 2. In case of your death Security tax brings in. That is the Auditorium and Coliseum, and to do away with these three buildings as amusement and sports centers. The big-wigs of Houston are holding meetings for discussions of a new auditoria. They firmly believe one building would have a better chance of "good take" than three buildings whose revenues have been declining steadily. Other big-wigs claim new management is the answer.

Quoting The Houston Chronicle: Recent shows haven't had a chance in Houston, the wa they are booked one on top of the other, or playing the Music Hall and the Coliseum and the Auditorium all at the same time - that's why shows are not returning to Houston after a couple of seasons here."

Lay Cornerstone

SYRACUSE, Nov. 25 .- Th- laying of the cornerstone of the new Onondaga War 'Aemorial Auditorium here took place Thanksgiving morning (23), at which time the 65 veteran organizations of Ononcaga County were honored.

Gentilly Debut Has Turnaway

NEW YORK, Nov. 25 .- Between 400 and 500 patrons were turned away as a capacity crowd attended the grand opening of the Gentilly Roller Rink, New Orleans, reports Ozzie Nelson, secretary-treasurer of the United States Amateur Roller Skating Association. The new rink, said Nelson, has affiliated with the United Rink Operators and has organized a strong USARSA club.

The opening was attended by George F. Apdale, USARSA president, and skating exhibitions were offered by the USARSA Cavalcade of Champions, which includes June Bickmeyer, Ruth Schulte and John and dance turns. Apdale said that the rink is one of the finest in the South.

New One Going in Philly

PHILADELPHIA, Nov. 25, -

RINK OP QUESTIONNAIRE ON SOCIAL SECURITY LAW

number of rink operators who come if she has at least two children ununder the national retirement sys- der 18. tem for the first time on January 1, 1951. The following typical questions and answers are given to show operators how the new law will affect them:

Q.—Which operators are newly covered?

themselves, Most persons having an employer were covered by earlier Social Security laws.

Q.-How much will coverage cost an operator?

A .- A maximum of \$81 annually thru 1953. The actual tax amounts to 214 per cent of the first \$3,600 of annual income. For 1954-'59, the cost will be a maximum of \$108, figured on a tax rate of 3 per cent on the first \$3,600 of an-Altho the city takes the view nual income. After 1959 the tax officially that the Auditorium, increases gradually, reaching a increases gradually, reaching a high of 4% per cent in 1970.

How Collected

Q .- How is this tax to be col-

A .- The final income tax blank for calendar 1951 will contain a be paid right along with whatever it costs? Income tax is due. Thus, the full A.—Th Social Security levy for next year have outside insurance to suit his will be due by March 15, 1952.

Q.-What must be done now to comply with requirements?

A .- Nothing immediately. But operators without a Social Security card must secure one at any Social Security Administration (SSA) field office before filing their first return. The blank will ask for the Social Security number.

Future Activity

Q.-What must be done in the

take action-besides -paying the it? Now there is "talk" that Houston annual tax. 1. When you reach 65 A .- At present the system is not at any time, your family should inquire. Remember, no benefits are paid automatically. Application must be made.

> Q.-What does an operator get in return for the money he has to pay in Social Security taxes?

> A.-There are three types of possible benefits-an old-age pension, a lump-sum death benefit and a survivor's pension. The amount of all three depends upon how long an operator is covered and how much he makes during the period he is covered. After an operator has been covered at least 18 months, he is eligible for the minimum benefits. The minimum retirement is \$20 monthly; the minimum death payment is \$60: the minimum payment to the widow with one child is \$25 monthly. This latter survivor's pension goes only to the spouse of the insured with children under 18. When they reach 18 the pension stops until the spouse reaches the retirement age.

Benefits

Q .- What are the maximum benefits?

A .- After 10 years of coverage during which at least \$3,600 yearly was earned, it is possible to retire at the age of 65 with a monthly pension of \$150. To get that much, however, it is necessary to be married and have a minor child Otherwise, the maximum for a retired operator with a wife also 65 is \$120. The most a single widowed operator can get is \$80 monthly.

The maximum lump-sum death payment is \$240, while the maximum survivors' insurance amounts to \$133 monthly. The latter amount

H'ford Hawkins Day

HARTFORD, Conn., Nov. 25 .-Irving Richland and Harry Neckes, of Hartford Skating Palace, staged Sadie Hawkins Day November Hadded, who offered singles, pairs the rink, Prizes were distributed 18 that attracted a good crowd to for the most colorful costumes. Activities included mock marriages.

Waxing Firms Set Pacts

PHILADELPHIA, Nov. 25 .-Melvin Fox's Concord Theater, in Dance-Tone, Skating Rhythms and the Mayfair section of the city, re- Skatin' Toons recording comopened recently as a roller rink, panies, specializing in records for Due to the sharp drop in movie rinks, recently arranged to record skates, 140 clamps, P.A. system, grinder, attendance, Fox, who operates a some of the music catalog of chain of theaters, decided to con-

WASHINGTON, Nov. 25. - The would go to a widow whose opernew Social Security bill recently after husband died after 10 years enacted directly affects a large of coverage before he reached 65

Q.—How about some specific examples of benefits?

A .- Operator Smith, like all selfemployed operators, comes under Social Security for the first time on January I, 1951. On that date he has his 40th birthday. For the A .- All those who work for next 25 years he averages \$250 monthly and then retires. He will get \$72 monthly for life if single and \$109 if married. If he retires, say at 60, he will get nothing until reaching 65, but then will get the same amount,

In the case of operator Jones, he dies after being covered for five years at the average income of \$250 monthly, Mrs. Jones, who has two children, aged five and 10, gets a lump-sum death payment of \$150 and monthly payments of \$92 monthly until the older child reaches 18. The payment then drops to \$77 until the younger child is 18 when it stops until Mrs. Jones reaches 65. She then gets \$65 monthly for life.

Supplement Payments

Q.—These amounts appear small form on which to calcuate the at the current cost of living. Is tax. The Social Security tax is to the whole thing really worth what

A .- The smart operator will and his family's needs. Any good insurance company will be glad to dovetail its own plan and what may be expected to come from Social Security so that an operator can have adequate protection. Actually, an operator would have to have approximately \$64,000 invested in war bonds and blue-chip stocks to get the same income that the Social Security program will provide.

Q.—Is the Social Security system self-supporting or are we being taxed on the side to pay for it?

50'x120' PORTABLE RINK

Good Campbell Tent, Floor, Side Curtains all sides; 160 pr. good Shoe Skates, 150 pr. good Clamp Skates, thousand Parts, pr. good Clam

A .- There are just two times to being taxed on the side to pay for

curity office and inquire about benefits are higher than the Social reason for the gradual increase in the levy over the next two decades. By 1970 the system will be selfsupporting.

MESKER-SECTIONAL PREFABRICATED STEEL

SKATING RINKS

TABLE INTETED-DURCKLY DISASSEMBLED COVERED WITH HI GU SHEET METAL FIREPROOF MORE ECONOMICAL 10-50-60 FOOT WINTHS LENGTHS MULTURES OF 10 FEET

Subject to N. P. A. Order No. 4. Prices on Request. GEO. L. MESKER STEEL CORP.

Evansville, Indiana.

- INVINK -

Fluorescent Marking Fluid IDEAL FOR SKATING RINKS
BALLROOMS
AMUSEMENT PARKS
Wan't wash off during the evening.
Inquiries welcome.

PRICES \$ 7.00 per pint 13.00 for 2 pints 19.50 for 3 pints 40.00 for 8 pints

C.O.D. or postpaid on receipt of check. Eugene Price Enterprises

1226 Jefferson St. Waterloo, Iowa

WE BUY AND SELL New and Used Rink Roller Skales Advise make, size, condition and quan-tity. Also best price.

JOHNNY JONES JR. Agents for Chicago Roller Skates 31 Chatham St.

WANTED TO BUY PORTABLE ROLLER RINK

Must be in good condition and priced HERBERT BRAUCHLA

PARTNER WANTED

I have all skates and equipment necessary for roller rink. Partner must locate building and help operate. Will offer very good opportunity to right party. Must be sober, reliable and willing to work. Can send equipment answhere. Answer by airmail.

HURON ROLLER RINK Box 329, Huron, S. D.



A Skater's Dream Comes True

She now has her own

CHICAGO "VELVET-TREAD"

The WORLD'S Greatest Roller Skate

RINK OPERATORS

Have you any surplus CLAMP SKATES . . . now is the time to have them converted to SHOE OUTFITS for RENTAL or RE-SALE purposes . . . write for full particulars.

HYDE ATHLETIC SHOE CO. CAMBRIDGE 41, MASS.

Roadshow-Rep

DLUNKETT'S Plunkett and June Brunk, daughter of Mr. and Mrs. Glenn Brunk, who operated Brunk's Comedians in the Southwest for many years, were married recently. Show has purchased equipment of Joe Mc- years in the business. I have an Kennon, giving it a total of 12 opus that will do as much for trucks. According to present small town entertaining as would plans the new circus-type show 20 people. I have no salaries, will be presented on a stage and transportation trouble or other in one ring. Animal acts will be headaches that go with trouping trained by Capt. Fuzz Plunkett, these days. However this is no Show already has a menage horse, game for home guards or sidetrained by Captain Plunkett, and walk entertainers as there is too a riding act featuring Corky much work to it. I have already Plunkett, trampoline act and sky played a dozen return dates from ballet. Billie Plunkett will do last season. Tent rep may or may single traps and cloud swing, not go out of the picture but small Performance and music will be towns still want entertainment furnished by the Plunkett family, and big money is waiting for Recent visitors included Mr. and those that understand it. It's a Mrs. J. R. Howard, Bill Fee, Mr. field of its own and rialto-trained and Mrs. Herbie Webber, Mr. and thespians don't do well with it Mrs. Glenn Brunk, Joe McKen- because it takes a trouper to like For example did you catch Selden non, Bryant Woods, Mrs. Skeets it." . . . Doc Harry Castle reports McDonald, Bernie Mendelson, and from Emmons, Minn., that his Eathen Allen.

LIENRY S. GUSICK is showing religious pix in the Parkersburg, W. Va., area, . . . Gitt's Show is in Western Arkansas where it has been playing to favorable and smaller locations are too business. Unit has added some museum items and will try out Woodward, old-time 10-20-30 performer, has been doing lectures agent is operating an Indian mufor sponsor groups around Pendleton, Ore. . . L. J. Johnson has inked some sponsor dates for amateur minstrels in Southern New Hampshire. Johnson has

Box-Top Christmas

· Continued from page 1

is back in show business with the "world's greatest Christmas party," to be held in over 600 theaters Saturday morning, December 23. Leblanc closed a deal Wednesday (8) with Fred Jack, United Artists Southern and Western sales manager, for Hopalong Cassidy features in all theaters. In addition, there will be cartoons, personalities from local radio stations and gifts for all children, Arrangements are being made for 600 live Santa Clauses and a host of assistants. The admission is one Hadacol box top.

Leblanc is making a movie short, featuring a Santa Claus, who will explain to kids how any day can be Christmas if they save Hada- 45 years, which speaks well of the col box tops for premiums. He also will explain how kids can get with Sun Bros. Circus and I shall Hadacol on credit from drugstores to sell to neighbors but retain the box tops themselves.

a minimum of four times daily by was the first all-Negro troupe I Hadacol are joining in local pro- had ever seen under canvas. Soon motions by arranging for theaters, after that I met up with Pat Chapproviding local radio talent, Santa pell's Rabbit Foot Minstrels and Clauses, etc. Extra spots are being several years later W. F. Woolcott bought and \$5,000 in prizes are became the owner and maintained being given to stations doing the the high standard the show had best merchandising jobs.

STAGESHOW. made the same area for the past currently in its 40th week two seasons. . . . Gaffney's Ghost and with five more to go before Show is active around Hibbing, it ends the season, has had a suc- Minn. He's booking one-day cessful tour despite much incle- stands in pic houses in smaller ment weather, Kennedy Swain re- towns in the area. . . . Robert H. ports from Aransas Pass, Tex. He Lynne is in his fifth indoor fair adds, however, that despite the promotion in West Virginia. elements only one performance Lynne has a number of dates on the jaunt was lost. Taking booked in Pennsylvania for Dedeliveries on new cars recently cember and January. . . . H. H. were Jerrie Plunkett, Mr. and Burlingame's pic show has been Mrs. Sonnie Noel and Mr. and playing small town pic house and Mrs. Bob Wegher. New house sponsored dates in halls in Oklatrailers, Swain reports, were pur- homa. . . . Gale Players are a new chased by Leon Block and Mr. group that will operate around and Mrs. C. E. Plunkett. Corky Spokane.

> DWARD OSSINGER comes thru with the following from Goodland, Kan.: "This fall has been the most successful in my 40 vaude-pix show has been doing well in that neck of the woods. Castle says that Minnesota is no place to look for much from small school dates because the big towns turn thumbs down on them small in school attendance to enable one to corral much patronage. . . . H. G. Griffin, old-time 10-20-30 performer and advance seum show in stores and halls in Butte, Mont. "I've been getting more money with this layout than I ever obtained with stock or rep in the old days," Griffin writes. "The road is not dead, but it's the best it has ever been despite pix and radio. All one needs is the will to troup. The money is here right now." . . . Gerald Spencer has a new feature pic that he is booking into New England towns.

RYRON GOSH'S tent show recently closed a 29-week season at Gadsden, Ala. Out of the 29 weeks, Gosh reported 20 winning dates, 4 losers and 5 breakeven weeks. Upon completion of the tour, Gosh booked the Crescent Amusement Company's circuit of Southern Theaters for his Seldom Fed Minstrels and opened with a three-day stand in Gadsden, Ala. . . . "I noted in a recent issue that Wolcott's Rabbit Foot Ministrels had been sold," letters C. E. Duble from Louisville. "The well-known all-Negro troupe has appeared extensively under canvas thruout the South for the past owner. Just 41 years ago I was always remember the time we played Greenville, Miss., day and dating the noted A. G. Allen Fa-The 600 radio stations to be used mous New Orleans Minstrels. It

Driving Round the Drive-Ins

A LTHO most of the open-air A RTHUR BREWER may be the theaters in the Cincinnati area are closed or planning to do so, the Twin Drive-In Theater plans to remain open all year. Rube Shor, owner, has installed for the one to be erected in Perth 1,000 electric heaters which plug are completed. If possible, Brewer into the little posts alongside each car space. Shor had his theater wired for the heaters when the spot was constructed. . . Blue type from Great Britain so as to Bonnet Drive-In opened in San speed up his planned opening. Antonio recently, with Joe H. One of the features of the Perth Strawn as manager. ... Billy Rau, pix set-up is the number of garden formerly a Paramount Pictures theaters or open air stands scatsalesman, has opened his own tered thruout West Australia. Alamo Booking Company in San Brewer has obtained permission many cases, says Schooler, the Antonio. . . E. M. Loew's Theato open one at Graylands, while competition has copied the exact ters circuit has closed its drive-ins at Newington, and Milford, one at East Victoria Park, a sub-own book. ins at Newington, and Milford, one at East Victoria Park, a sub-cording to George E. Landers, Hartford division manager, will be about Easter Sunday, 1951.

Goldfield Pictures is slated to open wording and type-setting of his own book.

In an effort to convince broad-casters and buyers that his own operation is legitimate, Schooler has taken several precautions. All

irst of the Australian picture proprietors to introduce the drivein theater to that country if plans plans to import portable theater buildings of the pre-fabricated the idea of premium passes, which

Billboard Backstage

stories, features, etc., than in comparable issues in the old format.

Old Features and New

stand-by features has been con- Grath's petition to the Subversive tinued and/or expanded, and many Activities Control Board this week new features have been added. To to force the Communist party to price controls won't be needed name just a couple, there's Ben register. The legal battle, howcolumn. If you haven't been read- of years. Meanwhile, Justice Deyou'll agree it's as good a DC pillar organizations described as Comas is written by anyone anywhere. munist on its "subversive list." It is not only informative, but put These outfits have refused to together by a guy who knows how register voluntarily under the new to lay one word after another to law. Government legalists see get interesting effects.

Tips, which already has shown signs of turning out to be, to television program men all around the parent body. country, the same helpful kind of feature that The Billboard Picks has been to disk jockeys, record dealers and juke box operators.

We have a private hunch that even the old stories and features are written with more zip and zing than formerly. There's something about the simple matter of making a change, and particularly a change to an eye-catching newspaper format, that inspired our own guys. Why, we even believe the advertisers are hitting new the Stratosphere Man's ad on page 26 of the Cavalcade of Fairs section last week-the one with front and rear views of Selden's tombstone, which he designed himself? A real show-stopper for our

Washington Once-Over

would be cumbersome to admin-

First test case of the government's new anti-subversives law is in the works as the result of Every single one of the old Attorney General J. Howard Mclittle to be gained from starting There's TV Talent and Show separate court battles against these organizations until a high court decision is gained on the CP, the

FTC in Act

Federal Trade Commission (FTC) investigating the television ad campaign launched recently by the notorious full-pager depicting TV-less blighted kiddles FTC is particularly liked by the ad's claim that kiddies can't "hold their own" with "friends and schoolmates unless television is available to

Barron Honored

Paul Green's symphonic drama, Faith of Our Fathers, might get the nod after all from the Capital Sesqui-Centennial Commission next week (30) for a second season's run next year. Melvin D. Hildreth, who has replaced the late Carter T. Barron as executive vice-chairman of the Commission, is pushing hard for the show's

continuation. Incidentally, the Federal Amphitheater, where the drama made its bow this year, has been named the Carter Barron Theater in memory of the prominent showman who died a fortnight ago.

Maybe legislation mandating Atlas's Washington Once - Over ever, may take at least a couple Board (FRB) hinted this week in after all, the Federal Reserve ing it the past three weeks give it partment is likely to postpone ac- lation W. The board said credit a report on first effects of Reguthe once-over this week. We think tion against over a hundred other controls are helping to keep a lid on prices of radio-TV sets and other durables.

> The nation's tunesmiths registered 52,309 pieces of music with U. S. Copyright Office last fiscal year. That's nearly 10 per cent more than the previous years, but some 30,000 shy of the all-time record in 1949, when copyright fees were a lot lower.

FTC is readying a fair practice code for the TV sets industry in line with the agency's policy to ban exclusive dealing. . Fighting mad over the color TV brawl, Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee, is preparing to sound off agains big set manufacturers next week. . . . When the Ame-duck Congress convenes, plans are afoot for an international performing rights pact, but cur-rent procedure bars prospect of a provision for rights of performers in broadcasts, telecasts, disks and film. . . . Two former RCA men have just been given key federal posts. J. Gilman Reid Jr., who was on the faculty of the RCA Institute and was a staffer at Museum of Science and Industry in Chicago, has been named head of the electronics division at National Bureau of Standards. James Frank Jr., formerly of the RCA Photophone sales division, has been named chief of NAP's motion picture equipment section at Commerce Department.

Richards Hearings Open

Continued from page 2

Federal Court here Tuesday (21), ord all evidence presented at the Indications are that the hearings Los Angeles hearing concerning may become more extended than newscast between July, 1942, and ran four months.

by many hours of clashes between not to strike out the evidencecounsel upon involved points of which would apparently amount procedure. Benedict Cottone, FCC to abandoning the case—by Cuncounsel, stated the FCC had three ningham, until he had studied the additional witnesses to present, brief. Joseph H. Ream, executive vicepresident of the CBS; Leo J. Fitzpatrick, former general man- scripts of portions of newscasts on ager of WJR, who was to identi- KMPC, prepared since the close of fy various documents and a mys- the Coast hearings. These were tery witness, in Korea at the time made, according to Fulton, on the of the earlier hearings, now re- basis of about 2,000 note-sheets of turned to this country.

man," but stated he expected to cluded transcripts of the portions the Paddock Club in Miami, under arrange to have him in the hear-ing by next week. There were a David Lilienthal and the Atomic Clark. number of heated passages be- Energy Commission, Democrats tween counsel over the witnesses, Henry Wallace, the Taft-Hartley with Hugh J. Fulton, counsel for Act, anti-Semitism and racial Richards, objecting to any pre-prejudice, and the Roosevelts, sentation of evidence in the WJR Wednesday (22) Cunningham recase, by either Ream or Fitzpatrick, fused to accept Lawrence Sullivan and insisting that the KMPC case as a witness, presumably since be completed first.

A motion to strike from the rec- months.

in 1947, has cut sales in half. How-

ever, the promoter claims the

higher price tag has actually in-

creased paid admissions for ac-

counts, since more passees show

up with only one book and there-

fore have to buy a ticket for their

companion. Schooler also con-

tends that the inflated tag, plus

tracted "a better class" of book

says, have engendered consider-

able ill feeling toward pass books

in general by slip-shod imitations

of his own set-up. Schooler

doesn't claim to have originated

he calls "older than I am," but he

does hold a copyright to the name

"pass book" and was probably the

first one to sell the gimmick on a

mass basis via a hoop-la, satura-

tion advertising technique. In

spenders.

TV Rated Best Ad Medium

his \$250,000 gross in Los Angeles of his accounts back up the pass

extensive TV advertising, has at- TV advertising schedules, and

buyer, meaning they're better "two-for-one" dinner clause. How-

now is "the problem of having to cisco pass book contains passes compete with the unsuccessful op- from 65 accounts. But the New

erations of competitors, "who, he York book will probably list 100.

Schooler's biggest beef right and not discounts. The San Fran-

those on the West Coast, which September 29, 1947 was presented at the start of the session by Ful-Opening day was highlighted ton. Fulton also objected to a ruling

New factor in the case was the introduction of stenographic trannewscasts and 300 recordings pre-Cottone flatly declined to identi- sented by FCC counsel at the fy this witness except as "a radio Los Anegeles hearings. These in-

Paris Peek

Many collections have been made for his benefit, but French law forbids him to accept money.

Brictop closed her nitery, November 4, due to bad biz and moves to open in Rome sometime in December . . . Kyra, who bills herself as a "broken down fan dancer," has been on tour in Europe for the past two years, stopped by in Paris long enough to say she was on her way into the Frolics exclusive management of Sammy

Carrie Finnel closed at the Lido November 10, and opened (November 13 at the Desert Inn, Las Vegas, Nev., for four weeks, and then into the Beach Comber, Miami, December 19. Carrie has been his testimony would have taken for the past six months.

Honey Johnson has closed her night spot in the Montparnasse and has moved up to the Mars Club in the Champs Elysees section in Paris, Gabriel Kohn, former Hollywood production designer, who walked out of pictures four years ago, is leaving Paris and going back to Hollywood. Big moment during his four-year stay here was the sale of one of his bronzes to the National Gallery of Fine Arts

Frisco, Negro performer who has owned his own club in the Montmartre section of Paris for the past 20 years, is broke. Trouble stems from his turning his Chez Frisco over to friends to operate while he "spent the summer in London," he says. "The plays were mismanaged, but while I'm broke, I'm happy. When I first came into the world I didn't even have socks. I got 'em on now!"

"Red Channels"

agreement with a signed contract.

The books are sold on a money-

back guarantee basis and he nixes

rooms to service stations, are sup-

plied with weekly reports on the

exact time and date of all radio-

restaurants are protected with a

ever, dinners must be free offers

The accounts, ranging from ball-

p.i. deals with stations.

nuendo, citing the title, cover and introductory matter of Red Chan- because she is a "public spirited nels and inclusion of Miss Kelton's name in the listing. The complaint hesitated because of fear they alleges that by inference the ac- would draw unfavorable publicity tress is named a "Communist, and jeopardize their jobs by be-Communist-sympathizer, or a coming "controversial persons." competition has copied the exact dupe."

peared, she has made slightly in excess of \$40.

According to Hays, Miss Kelton has taken the initiative in attacking Red Channels thru the courts person." Others reportedly have and jeopardize their jobs by be-

Examination before trial is likely

Sor ynghreo malanal

The Final Curtain

at retired theater man. November 17-in Los Ange'es. Survived by his widow, Badle: daughter, Mrs. Edith Noggle; son, Prancts dr. two sisters, Mrs. Plorence Siaples and Mrs. Edith Dusca, and a brother, Mathew, Interment in Ingle-wood (Calif.) Park Cemetery.

BATAVIN-Michael, El, writer and co-producer in little the-ater groups, November 18 in Los Angeles, For 25 years Batavin was associated with leading producers and directors in vanide work. Survived by his widne, Catherine, and two brothers.

sa, playwright and director, November 18 in Los Angeles. He had worked on Broadway, with Winthrop Ames and others, until 1939 Since then he had been with the Paladena (Calif.) Com-munity Playhouse and other little thea-

BUSHMAN-Lenore.

The Philadelphia Daily News, No-vember 31 in Lankenau Hespital, Phila-delphia. She also wrote a theatrical column for The Philadelphia Observer Surviving are her father and two brothera, Sam Bushman, night club press agent, and Leiter, art director with a Phility advertising agency. Burial in Philadelphia November 22.

CARTER-Mante.

55, stage and screen actor, director and Burvived by his widow, Blanche daughter, Mrs. Louis James; sister, Mrs. Ray Meyers, and two brothers, Sot and Joe. Interment in Inglewood (Calif.) Park Cemetery.

CASE-Wesley Ray Jr.,

13, plantal with the Glen Gray, Tommy Dorsey and other name bands, November a in Camden, N. J. Survived by his father. Burial is Colestown Cemetery. Camden, November 11.

CILEA-Francesco,

84 Italian componer, November 20 in Varance, Italy. He composed for orchestra, chorus, violin and cello. His most famous compositions were "L'Arlesiana" and "Gloria."

DAVIS-Maurice.

\$1. St Louis theater and restaurant operator, recently in that city of a cerebral hemorrhage. He had operated the Will Rogers Theater, St. Louis, for the past year. Prior to that he had been with the St. Louis Post-Dispatch and was advertising manager for several Bt. Louis theaters. Survived by his widew, Pannie: two daughers, Marcia and Mrs. Marvin Harris; his mother, Betty, and a brother, Louis, Burial in HARDING-Walter B., Mount Binai Cemetery, St. Louis.

Marriages

ANDERSON-DUFFY-

George M. Anderson and Phyllis Duffy, daughter of Mr. and Mrs. Earl O. Douglas, of the Douglas Greater Shows, recently in Seattle.

CULBERTSON-FAGEOL-

John Culbertson, owner of the Penobscot Club, Detroit nitery, and Mrs. Elizabeth M. Pageol recently in Bowling Green,

DIVINE-VANNETTE-

James Earl Divine, concessionaire, and Beverly Jean Vannette, performer, both with Cole & Walters Circus, recently at Lagrange, Tex.

DOWNEY-HOHENLOHE-

Marton Downey, singer, and Peggy Hohsulohe recently in Hot Springs, Va.

MARTOG-HOFFMAN-Walter Hartog and Fay Hoffman, for-

mer vaude performer known as Pay Stanton, both of Cincinnati, November 5 in that city.

LOWE-DAVIDSON-

David Lowe, legit production assistant, and Sue Davidson, legit-TV producer, recently in New York. LUNSFORD-SCHROEDER-

Bichard Lunsford and Betty Schroeder.

both with the West Bros. and All-Amer ican circuses the past season, recently in Greencastle, Ind.

Leon Miller and Mrs. Naomit Janes, for-mer wife of A. B. (Pete) Jones, of Jones Greater Shows, recently in Huntington.

Burk Shows concessionaire, and Esther M. Anderson, recently in Porest Home.

ROGERS-SHAW-

Earl Rogers, co-owner of Rogers Bros.' Shows, and Belay Shaw, Fergus Falls, Minn., recently in Pelican Rapids, Minn.

BTECK-KRUGERDwayne R. Steck, Pisinview, Minn,
carnival trouper, and the past season
with the Jay Gould Million Dollar Circus, and Beverly Ann Kruger, Pisinview, recently in that city.

THYME-McCULLOUGH-Jonathan Thyme (B. Traven), novelist and playwright, and Jane Prances Mc-Cullough recently in Williamstown, Ky.

Charles Zemater, of the Charles Zemater Agency, Chicago, and Virginia Stoner, agency receptionist, recently in Chi-

ZINGARO-DIACOFF-Prank Zingaro, concessionaire, and Flo Discoff, of the Discoffs, cyclists, Novamber 9 in Port Meyers, Pla.

Mike Thomas, manager of the Lafayette Theater, Bay City, Mich., and Mrs. Lottle De Young November 12 in Detroit.

Prank Westmore, movie make-up man, and Fran Shore, antress and stand-in for Diana Lynn, November 20 in Bevarly Hills, Calif.

DAVIS-Wilfrid E.

47, chors director at Republic Studies, November 19 in Glendale, Calif. He had also been with other studies and was accretary of the American Federation of Radio Artists. Survived by his widow, Cornella, and a brother, Stanley, of Henning, Interment at Forest Lawn Cemetery, Glendale

DORAN-Ren H., member of the lows State Pair (De-Manes board of directors, November, 18 at Lincoln, Neb. Services at Boone, In November 24.

DUNN-Darathy.

22 former rocalist with Key Kyser's ork, November 30 in Los Angeles, Survived by her husband Den Crawford. a musician; her mother Mrs. Amelia SARIC-George, Figueroa, and a sister, Mrs. Nettle 52, well-known

47 president of McClain-Pielding Advertising Agency, Philadelphia, November 19 in that cit At one time he was assoclated with the Philadelphia Orchestra in an executive capacity. Survived by his widow, a son and a daughter.

81. father of Al Plint, secretary of the Parific Coast Showmen's Association, November 16 in Los Angeles. Interment in Inglewood (Calif.) Park Cemetery.

FRIEDMAN-Donald.

manager of Comerford Theater, Carllele, Pa, and former musician recently in a Pasieton, Pa, hospital, after a long illness. His father formerly was manager of the Capital Theater, Pottsville. Pa His wittow and mother also

FULTON-Maude.

69, stage, screen and vaude actress and playwright, recently in the motion player's home in San Pernando, Calif., where she had been a resident for eight years. She had been an accomplished dancer, composer, concert planist, stage director and theater manager. Two of her own plays that she starred in on Broadway with great success were "The Brat." in 1917, and "The Humming Bird," in 1923. From 1925 to 1941 she resided in Hollywood, working as a screen writer.

GERETTI-Gabriel (Gaga),

52 member of the Pratellini trio of Prench clowns, in Parts, November 17.

GRAY-Mrs. Otto (Mammie), whose husband was a member of the original Oklahoma Cowboys, November 14 in Stillwater, Okla. Burial in Still-

HARRIS-J. Albert.

18, president of the Casino Pier Company, owners and operators of boardwalk ammaements and rides in Wild-He was a ploneer in the development of the seashore town as a summer resort and aided in organizing the first Chamber of Commerce. His widow, May, and a son survive. Burial in Harleigh Cemetery, near Camden, N. J., November

HUBEE-Oskar,

74, well-known comedian, recently in Munich, Germany,

KOERBER-Heinrich,

79, former proprietor and director of Kaisersaele Variety Theater, Kassel, Germany, in that city recently.

LESTER-John.

50, Angin-American circus artist and producer, in Golders Green, England, recently. Two sons, Harry and Burton,

65, former concessionaire, November 16 in Ocean Park, Calif Lewis had been a member of the Pacific Coast Showmen's Association for the past 10 years. Interment in Evergreen Cemetery, East

Los Angeles.

MASON-Beetha Na 13. motion picture actress, November 9 BRADLEYin Los Angeles. Burvived by a son, Wil-

liam. Burial in Perest Lawn Cemetery.

MELLISH-Mrs. Elira.

actress and widow of the late Shakes-pearean actor, Puller Mellish, November p in New York. She met her husband when they both were playing in the company of Sir Henry Irving Their only son. Fuller Jr., actor, died in 1930 after achieving success in the original cast of "What Price Glory?" A daughter, actress Vera Fuller Mellish, survives.

NADEL Joseph H., 57, motion pic production manager, No-vember 20 in Los Angeles. He worked in New York and Hollywood for the past 25 years as assistant director, production manager and associate producer, Survived by his widow, Dorothy; a son, Arthur; a daughter, Evelyn; and three brothers, Harry, Edward and William, of New York.

65, concessionaire for 45 years, in New York November 15. Four slaters and two brothers survive.

ORRIS-Emilie Krider, 77, former director of the Emilie Krider Norris School of Dramatic Art, Philadelphia, at the Evangelical Home, that city, November 3. A brother survives, Burial in West Laurel Hill Cemetery, Philadelphia, Navember 4.

49, former sales representative of Sta-tion WTIC, Hartford, Conn., Nevember 9 at Veterans' Administration Hospital, Nawington, Conn.

O'NIONS—William E.,

\$2, one-time English comic and song composer, November 17 in Oakland, Calif.

He claimed to have discovered Barry Lauder, famous Scottish comedian, when the two were working in coal mines 40 years ago. Surviving are a daughter and three sons, one of whom, William Williams, actrophysical Collect, is a drama critis in Los Hawyhorne—Appelles.

OSBORN-Fred,

65, associated with various carnivals and fairs through the East for many years, recently in Community Hospital, War-saw, N. Y. He operated a string of race horses at one time. Survived by his widow, Ella, and two sons, Billy and Glen, of Rochester, N. Y.

PINTO-Octavia.

Brazilian composer and planist, recently of a heart attack in fine Paole, Brazil. His most popular piece was "Children's

ROTH-Mrs. Frieds,

46, former vocalist and wife of Joe Roth, of the comedy acro team of Roth and Shay, in Copenhagen, Denmark, November 6.

52, well-known Cincinnati magician. No-vember 12 in Good Samaritan Hospital, that city. He was a member of the Queen City Mystics chapter of the American Society of Magicians. Survived by his widow. Margaret; his mother, a brother and a sister, of Croatia, Yuguslavia; a stepson, Gene Datus, and a brother, Louis, of Cin-Cimmuti.

STOCKER-Jacob E.

76 Detroit theater owner, suddenly in that city November 16. He built the Myrtle Theater, Detroit, former vande house, and operated it until his death. He was for many years a director of Allied Theaters of Michigan. Survived by a daughter, Mrs. Mildred Toplin. Washington, and a son, Seymour, De-troit. Interment in Cloverhill Park Cemetery, Detroit.

VITALO-Enrico,

55, of the team of Witaly and Olivera, acrobats, in Hamburg, Germany, recently. In recent years he had been employed as ring master of Emil Wacker's Circus Apollo.

WOOD-Clement.

62, poet, author and lyric writer, recently in Schenectady, N. Y. Besides numerous novels, histories, biographies poetry, how-to-do books, mystery stories and "Little Blue Books," he wrote lyrica for such Negro spirituals as "The Glory Road" and "Shortnin' Bread," He also wrote a number of comic operas. His widow and a son survive.

WOOD-Dr. Thomas,

57. British composer, November 18 in Opera. Bures, England. He had been a member Bost of the Royal Philharmonic Society since 1921, and its chairman in 1946-1948. For the past three years he had been on the central music advisory committee of the British Broadcasting Company. He composed music for chorus and orchestra and some incidental music spectable \$22,400, \$26,600, \$27,900.

ager, November 19 in Chicago.

WUNDER—Kari August,
T5, long-time professional musician, November 5 in West Hartford, Conn. He was one of the original members of the Hartford Philharmonic Orchestra and was once one of the best known cellists in the Hartford area.

ZIMMERMAN-Matthew H.,

63, former theater ticket broker, recently in Jackson Heights, N. Y. For over 20 years he had been the general manager of the late Joe Leblang's Central Ticket Agency and the Public Service Agency, an organization offering tickets for Broadway shows little in demand at half-price. The cut-rate business often gave life to slow starters and gradually evolved a plan giving "preferred cuatomers" membership cards for choice buys. His saving of some shows by this method sometimes went so far as his buying a show outright and, by cut-rate ticket disposal, extending their Broadway runs. One example was Eugene O'Neill's "Desire Under the Elms," with the late Watter Huston. His son and a daughter survive.

Births

BRACKEN-

A son to Mr. and Mrs. Eddle Bracken November 18 in Santa Monica, Calif. Pather is a film comic.

A daughter to Mr. and Mrs. Earl Bradley recently in Christ Hospital, Cincinnati. Pather is a salesman at WKRC-TV, Cin-

A son, Robert Emmet Jr., to Mr. and Mrs. Robert Brown recently in Phila-delphia Pather is a producer of military camp shows.

A daughter to Mr. and Mrs. Ramney Burch recently in Brooklyn Pather is a legit actor and stage director, mother was with the West-Hooker TV pack-

A son to Mr. and Mrs. Nat V. Donate recently in Brooklyn. Father is sales manager of C. P. MacGregor Transcriptions, radio packaging firm.

A son, Barry Jay, to Seymour and Nancy Dubrow November 1 in Jewish Hospital, Philadelphia. Father is treasurer of the Mount Holly (N. J.) Garden State Pair and of the Bucks County Pair, Doylestown, Pa.; mother is the daughter of Max Gruberg, former carnival owner.

A son, Robert Jr., to Mr. and Mrs. Robert Eigeton recently in Waterloo, Is. Mother is the daughter of Mr. and Mrs. Otto Buckholz, of the Bunset Amusement Company. FAIRBANKS—
A daughter to Mr. and Mrs. Thomas A.
Fairbanks recently in Los Angeles,
Mother is the daughter of the late John
Barrymore and actress Dolores Costello;

father is a writer.

A son to Mr. and Mrs. Ben Gage re-cently in Santa Monica, Calif. Pather in a radio announcer; mother is Esther

A son to Mr. and Mrs. Jim Rawthorns

Big Firms Control

· Continued from page 12

10-inch disks go for \$4 to \$6.75, while the 12-inch long play disks \$8.82. Translated back to the peso, however, points up the high price. month, the 95 to 126 pesos she pays for a 12-inch LP is almost a full

week's salary.

Both the RCA Victor and Odeon firms are reported to have import permits for new presses so that they can go into production on the new speed disks. All new radiothree-speed record players of American or English design or manufacture. Since most of the 70

Argentine tangos, naturally, are the best-selling disks, but native folk music has been climbing in popularity since the governmentowned radio stations have been plugging the nationalistic angle. The bolero is still a big seller, tho the name refers to the slow and sentimental ballad, rather than the rhythm.

October Grosses

Candle. The Lilli Palmer-Rex Harrison team helped to bolster a show which got friendly if unprofitable notices. The first frame, running into November, saw \$23,400 in the till.

Wilbur, October 2.—The Curious Savage in its final week drew a weak \$13,700. Theater closed the rest of the month. Reopens No-vember 27 with Let's Make an

Boston Opera House, October 16.-D'Oyly Carte Opera Company in for a three-week repertory of Gilbert and Sullivan operas. Business disappointing but still re-

Majestic, October 23. - The Country Girl. Clifford Odet's new play got a mixed press that hardly presaged its New York success. Grosses, consequently, were the poorest of any show this season. First week drew \$9,900;

the second, \$7,100. Colonial, October 2 .- Oklahoma made sixth visit to Boston, September and October. The second and third weeks were better than the first. Show ended with \$26,000 the second frame: \$28,000 the third.

Dial Returns

Prestige will handle national distribution for the disks, as it does for Mercer Ellington's Mercer la-

bel, and its own New Jazz and

Prestige wax. Dial, founded in 1945 by Ross Russell, was among the first to wax such bop stars as Charlie Parker, Dizzy Gillespie, Erroll Garner and others. During the past year the diskery has been emphasizing its classical LP line, which consists mainly of contemporary works.

Job Service

have gained employment. Actually, 5 per cent under the local's 1947 peak employment figure. How-ever, since then, the local's membership has jumped an estimated 3,000, which means there are more musicians working here now than in 1947.

November 16 in Los Angeles. Pather is a KLAC-TV comedian.

A daughter, Helen Marie, to George and Irma Herschey recently. Parents are with the Circus Stde Show on the Heart of Texas Shows

A son, Thomas, to Mr. and Mrs. Ben Hoberman November 11 in Detroit Pather is a salesman with WXYZ, Detroit, and was formerly manager of WDET, that A sun, Grayson John, to Mr. and Mrs. Ivor Hugh recently in Hartford, Conn. Pather is music director of Station WCCC, Hartford.

A daughter to Mr. and Mrs. Ray Jones recently in Chicago. Mother is radio actress Eloise Kummer: father is Midwest exec sec of the American Federation of Radio Artists.

a carnival trouper.

bring anywhere from \$6.65 to Since an experienced telephone operator earns about 450 pesos a

phono sets sold already contain cal trades. Next week's (Tuesday) presses used in the three local plants are somewhat antiquated, it thority for ratification of the reis impossible to convert them to producing the new speeds. One factory, for example, is still using a German press manufactured in

TV No Bogy

you've heard the recording of Menotti's Consul played on this

radio-phonograph combination." When such manufacturers as Scott and Magnavox came up with the "add-a-vision" idea by which the customer can buy the radiophono combination now and install TV later, Lyon & Healy began to place its promotional emphasis on such sets. Right now, the effort placed behind add-a-vision sets is really paying off for the chain. Customers stirred up by the color issue to the point where they re-

whenever you want it," is a typical

Scott "Cressy" model. While Lyon & Healy brans

ad tag line for such sets as the

offers the newest and best in AM-FM radio and three-speed record

playing equipment.

Evans contribute a rib-tickling tango accompaniment to some of Fry's dialog, and there are other good stints from such fine players as Francis Compton, Neva Patter-

Raymond Sovey has lighted

Bob Francis.

Seeco Cuts 3

will include tangos, paso dobles, waltzes, Latin novelties and semi-

Seeco masters are now released in Argentina on Seeco label, manufactured and distributed by Pampa. In Mexico, Seeco wax is pressed on Columbia label by Columbia, Latest international deal set by Siegel is with the Le Chant Du Monde

Meanwhile Siegel has signed the Colombian crooner, Manuel Astudillo, with the first disk skedded for retease next week. Seeco also recorded local Latin Pupi Campo

and Chorus Equity will present to the National Theater Assembly,

Sides and Asides

Brief but important legit news

· Continued from page 41

which meets in Washington right after the first of the year. The Assembly, sponsored by the National Theater and Academy (ANTA), will consider recommendations for theater stimulation from all branches of the theatriget-together by the council will be skipped in view of the general membership with television au-

14 Holiday Mats Fourteen Stem shows played

cently negotiated contract.

standees and several other entrants sold out. Brokers averred that ticket purchases had been mostly made in advance. Legit night business was said to be off, but the Stem was swarming with amusement-shoppers early in the evening and boasted the best traffic tie-up in weeks.

Thanksgiving mats, and with one

or two exceptions, did generally good business. All hits drew

Continued from page 1

fuse to buy a TV set are showing greater interest in the combinations which have space for the video chassis and tube, but offer a complete radio-phono combination right now. "Welcome TV

doesn't think that promotion of record playing consoles should be placed above that of TV, they point out that the dealer cannot afford to sacrifice either. Even in selling TV-radio-phono sets, the chain places more emphasis on the radio and phonograph equipment than most dealers do. Klock claims that many people who are only mildly enthusiastic about TV, even at this late date, are readily sold on a three-way combination which

Ring Round Moon

son, Philip Tonge and Brenda Forbes.

George Wakevitch's sumptuous set admirably and Castillo's 1912 local has no serious unemploy- clothes are period confections. ment problem. Jobless are about Raoul Dufy's curtains are an added asset. Miller certainly hasn't stinted on production costs. Unfortunately, a reporter doesn't believe he'll get them back. It's a pleasant little frolic at the Martin Beck, but gaited to please the few rather than the many.

Company of France, who will issue a Seeco label on the Continent

A son to Mr. and Mrs. E. E. Eirkwood and his ork last week. Campo is

now with the label exclusively.

Communications to 188 W. Randolph St., Chicago 1, III.

SLA Election Holds Chief Interest on Convention Eve

Spirited Presidential Contest **Dominates Pre-Opening Confabs**

CHICAGO, Nov. 25 .- A spirited as they discussed the approaching Charles Moss, Mr. and Mrs. Ed contest for the '51 presidency of voting. A contributing factor in Meeks, Mr. and Mrs. Fred McFall the Showmen's League of Amer-relegating booking to the back- Jr., Mrs. Katie Little, Mr. and Mrs. ica held chief attention here to-day as fair execs, park ops, carni-val reps and attraction suppliers Most of the fair men will check in included:

Sam Bird and Eddie Vaughn.

Other arrivals thru Friday included: checked in at the Hotel Sherman tonight or early tomorrow. for the annual outdoor conventions Only new carnival switch for Harr, Herb Shive, Billie Hunter, which get under way tomorrow 1951 announced during the pre-

the winner-Ned E. Torti, who by Hennies Bros. Shows. For sevheads the regular slate, or Lou eral seasons past, the Johnny J. Keller, independent candidate - Jones Exposition has played that dominated pre-convention lobby fair. confabs. The election, which is to be held Monday (27), is expected delegation was the largest, 16 per-

convention week was the signing of Discussion as to who will emerge Tennessee Valley Fair, Knoxville,

to have the largest number of votes | sons from that city arriving on one cast in the history of the show- train Friday (24). They were Mr. and Mrs. Joe Murphy, Mr. and Temporarily, carnival reps to- Mrs. Johnny Obluck, Mr. and Mrs. day shoved booking problems aside Fred Tennant, Mr. and Mrs.

Other arrivals thru Friday (24)

Al Wagner, Joe Scholibo, George

SUCCEEDS PAL

Cap. Sesqui V.-P. Post to

Railroad

WASHINGTON, Nov. 25 .- Melvin Hildreth, Washington lawyer and a charter member of the Circus Fans Association, was named this week to succeed the late Carter T. Barron as executive vicechairman of the national Capital Sesquicentennial Commission. Hildreth was a long-time friend of Barron's and was allied with him in numerous public celebrations, including President Truman's gala inaugural parade. Barron died last week at his home here.

Hildreth will meet with the Sesquicentennial Commission the sesqui symphonic drama will be decided. The drama, Faith of Our Fathers, ended a season's run and the commission is undecided whether a second season should be staged.

er 6 at Monroe, La. The West Coast area, particuPolis Southern California Slated To Name New Manager

MEMPHIS, Nov. 25 .- The Mid-Tom Packs Shrine show, Novem- South Fair here is expected to ap-

Also to be appointed is a new concession and property manager to succeed Charlie Raney, also re-

Lee T. McCourt, this city, was elected fair president at a recent meeting of the board. Other offi-

NEW YORK, Nov. 25 .- National Showmen's Association's annual Memorial Services were held in the clubrooms and at the Showmen's Rest, Ferncliff Cemetery, Hartsdale, N. Y., Sunday afternoon (19).

Under supervision of Chaplain Fred C. Murray the clubroom service included a Star-Spangled Young (Bubbles Ricardo), accom-Gus Sun Booking Agency, Thursday (6) at a testimonial party at the Springfield County Club for the veteran showman. Sponsor of the veteran showman. Sponsor of the veteran showman. Sponsor of the veteran showman of the veteran sho dent; solo, Mrs. Young; roll call of have been blown down and roofs in carnival and park supplies, at

Special Prayer

man, was read by Chaplain Mur- water.

SAMPLE RATES REVEAL COST OF RAILROADING

By Tom Parkinson

CHICAGO, Nov. 25.-What it cost this season to move railroad circuses and carnivals is illustrated by the accompanying charts showing prices paid for specific moves by each of 13 shows. Only sample moves are listed and none of the charts gives a full route for a show.

Royal American Shows' move from Superior, Wis., to Topeka, Kan., demonstrates two types of moves. The Great Northern Railroad collected \$2,176 for one part and \$555 for another, making its total bill \$2,731. In addition, the Rock Island Railroad charged \$7,724 for the remainder of the jump, making the total cost to the show \$10,455.

Some moves shown here were contracted but later can-celed because of routing changes. Moves after shows have closed, such as that of Dailey Bros.' Circus from Hope, Ark., to Houston, are figured at a lower rate than those for "exhibition runs." Sample rates by all rail shows, except in the Bill Hames carnival, which exhibits only in Texas, and Foley & Burk carnival, which confines its route to California, follow:

Ringling-Barnum Circus-80 Cars

Railtoad	Move	- ALLES
N.Y., N.H.&H.	Greenville Pier to Harlem River, N. Y	Charge
A STATE OF THE STA	Harlem River to Worcester, Mass.	SI,031.78
	Worcester, Mass., to Maybrook, N. Y.	1.956.37
Leh. & H.R.	Maybrook N V to Balvisland N T	. 2,848.55
Leh. V.	Maybrook N. Y., to Belvidere, N. J.	1,207,82
Detroit Ter.	Allentown, Pa., to Phillipsburg, N. J.	1,365.00
Chi. & E. L.	Detroit to Dearborn, Mich.	. 2.175.00
Louis, & Nash.	Danville, Ill., to Evansville, Ind.	2.945.00
Cin. N.O. & T.P	Evansville to Louisville to Lexington, Ky.	5,501.00
N. Y. Central	Lexington to Cincinnati	1,988.00
N. Y. Central	Grand Crossing (Chi I III to Danvilla III	1 0 10 00
Chi. & N.W.	Toledo to Fort Wavne ind	1.000.00
Cill & N.W.	MII WAUKEE ID MII WAUKEE Lake Front	400 00
	MILWRUKEE IN Maniena Wie	
	Cancs, N. D. 10 Aperdeen S D	1 671 00
C+ + +	Ancideed to Materiawn 2 11	D DOT DO
Gt. Northern	watertown to nuron 5 D	1 202 00
	minum S. D. to Minenen S D	2 100 00
Chi. M. St. P.&P.	Bittenell to Tankton S D	1 024 00
	rankion to Stoux Pails S D	2 100 00
Gt. Northern	St. Paul to St. Cloud Minn	1 000 00
	St. Cloud to Moornead Minn	D TIE OA
	Moorhead to Grand Forks, N. D.	1,000,00
	Grand Forks to Devils Lake, N. D.	1,900.00
	Devils Lake to Minot, N. D.	2,000.00
	Minot to Yankton, S. D.	2,500.00
	Yankton to Sioux Falls, S. D.	2,500.00
Chi B. & O.	Council Bluffe In to Lincoln Not	1,800.00
	Council Bluffs, Ia., to Lincoln, Neb	2,171.00
	Lincoln to St. Joseph, Mo.	2,990.00
Tinton Don	St. Joseph to Kansas City	2,302,00
Union Pac.	Kansas City to Lawrence, Kan.	1 525 00
	Lawrence to Manhattan, Kan	1 934 00
	Manhattan to Salina, Kan	1,802.00
	Salina to McPherson, Kan.	1 075 00
Santa Fe	McPherson to Great Bend, Kan	1,802.00
	Great Bend to Dodge City, Kan.	7.002.00
	Dodge City to Wighite Van	2,067,00
	Dodge City to Wichita, Kan.	3,164.00
	Wichita to Independence, Kan	2,507.00
	Independence to Tulsa, Okla	2,199.00
St. L. & S.F.	Tulsa to Ada, Okla.	2,122.05
	Ada to Paris, Tex.	3.675.00
Tex. & Pac.	Paris to Shreveport, La	5,000.00
	Shreveport to Longview, Tex	4.000.00
	Longview to Dallas	6 000 00
Mo. Pac.	Lake Charles, La., to Alexandria, La	1,899.00
TOTAL TANKS	To L. & A. RR. in Alexandria	THE RESERVE OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TW
La. & Ark.	Alexandria to Pater Pours I a	513.60
Tex. & N. O.	Alexandria to Baton Rouge, La.	2,507.00
TEX. O. IV. U.	San Antonio to Corpus Christi, Tex	3,175.00
	Corpus Christie to Houston	5,000.00
	Houston to Beaumont, Tex.	2,500.00
110 St 17 19 1	Beaumont to Lake Charles, La	3,000.00
III. Central	Baton Rouge, La., to New Orleans	2,198.00
	New Orleans to Memphis	
Nash, C. & St. L.	Memphis to Jackson, Tenn.	
TO STATE OF THE PARTY OF THE PA	Jackson to Nashville	
	Nashville to Chattanooga, Tenn.	
Sanhared & T		
Seaboard A. L.	Petersburg, Va., to Richmond, Va	
ELLER TO BEEN	Richmond to Petersburg	1,613.00
	(Continues on t	mne of

vice-president; D. W. Dean, second vice-president; Wallace Wittmer, secretary, and Frank Grout, treas-To Coastal Resorts

Final Loss Figures From Wind, Rain, Are Incalculable; New York Hard Hit

entire Rockaway peninsula, with the region. One of the park's huge electric and telephone wires down signs, with 18-foot-high letters, and most of the area under four was toppled over the side of the feet of water. Coast Guard has cliff on which it stood. Damage evacuated 6,000 inhabitants of to the park will be extremely Rockaway Point, and inhabitants high. of many other quarters on the pen- From Oceanside, Long Island,

Rock's Damage High

will be extremely high. Main power line and electric lighting systems of the park are out of commission, signs and ornamental also extensive. Roof of the buildfacades of buildings and rides ing of Karl Guggenheim, dealer

to evaluate total damage to the Pulaski Highway, A special prayer, written for the park, as the contents of many of fires have been caused by falling

about the worst storm to ever hit

insula have evacuated their homes. Al McKee, operator of a kiddle park on Long Beach Road, reports his rides have been extensively According to Richard Geist, damaged and the entire region is

Accidents Up

In New York City damage is the party, staged to celebrate Sun's 83d birthday, was the Van Dyke Club, of which Sun is the only living charter member.

During the evening Sun was presented with gifts by friends and the sented with gifts by friends and the club. Harry E. Miller served as club. Special Prayer.

BOONE, Ia., Nov. 25. — Ben H. Doran, of Boone, member of the John Square, was torn off nave been slown down and down and

> According to Jack McCormick, (Continued on page 49)

Stamps Beatty Tour Circus Is Hit as Takes Tumble, Rail Costs Rise 23G to \$150,204

Stiff Rail Rates,

20% Dip in Gross

SHREVEPORT, La., Nov. 25 .- | said the show anticipated a greater | Tumbling takes at the ticket outlay to the railroads next sea- Thursday (30), when the fate of wagons and increasing charges by son. railroad marked the 1950 financial

Circus in quarters here. the 1949 figure was reported this week by W. F. Petty, circus auditor. At the same time, he said

experience of the Clyde Beatty

railroad rates were higher. The circus paid \$150,204.71 to ber 6 at Monroe, La. the railroads this season, compared of \$22,454, Petty reported. He

France Again Sets Night Race Events

GREENSBORO, N. C., Nov. 25. -Night racing highlighted the out this area during the 1950 season and will again be featured next year.

Auto Racing (NASCAR), plans to operate night events at four plants during the 1951 season if present plans are completed. These will include three spots that first offered evening racing this year and one that began in 1949.

region closed October 29 with a and \$27,257.62 in gross receipts 200-mile race at Occoneechee were shown by the Grand National Speedway, Hillsboro, N. C., which Arena Show at the Cow Palace drew 12,000 persons.

thruout the South this year, reported a highly successful season. retary-manager, revealed. The

(Continued on page 49)

Sun Honored On 83d Anni

SPRINGFIELD, O., Nov. 25 .-Some 200 Springfield businessmen honored Gus Sun, founder of the the veteran showman. Sponsor of the party, staged to celebrate Sun's

sented with gifts by friends and the play in the Nebraska-Iowa State club. Harry E. Miller served as football game Saturday (18), Son, emsee for the program, which in- Jim, is end on Iowa State team and cluded Bobby Jewell, juggler, and one of country's outstanding pass NSA by Cardinal Francis Spell- the buildings have been ruined by power lines and short circuits. Smitty's band of Cincinnati.

tending were Irving Grossman, Friday (24), with fair board of
(Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent, says it is | Continued on page 49) | Dark superintendent | Continued on page

Beatty '50 Season

Beatty's 1950 season consisted A 20 per cent drop in gross from of 216 show days, of which four were lost because of a railroad strike and two were lost to rain. The season opened March 20 at El Monte, Calif., and closed Novem-

to \$127,750.78 in 1949, an increase larly Southern California, gave Beatty the best business of the season while the weakest came in lowa, Illinois and Ohio, Petty stated. The show faced opposition of Ringling-Barnum in Illinois and the Carolinas and competed with Biller Bros.' Circus in the South-

Beatty, his animal act and other stock are in New Orleans for the the Packs show at Baton Rouge to succeed L. B. Herring Jr., who go to Hollywood to Beatty will resigned following this stock car racing activities thru- go to Hollywood to appear in a wild animal act for a movie.

Bill France, prexy of the National Association for Stock Car Grand National Gross Up 27G

SAN FRANCISCO, Nov. 25 .-NASCAR stock season in this Increases of 8,502 in attendance Arena Show at the Cow Panace
Arena Show at the Cow Panace
during the 10-day Grand National
Livestock Exposition, horse show
Livestock Exposition, sec-France, who operated 11 tracks Livestock Exposition, horse show Night races were conducted at show played 14 performances.

Garrison announced the total attendance as 136,762 as against 128,260 last year. With the Arena show priced at \$1.20, \$2, \$2.50 and boxes \$3.60, the total gross was \$308,112.01 as against the 1949 mark of \$280,854.39.

Capt. William Heyer and his dancing horse, Starless Night, was featured in the Arena show, which Banner offering by Mrs. Elsie damage to Rockaway's Playland under two feet of water.

receivers.

CLOSE-UP: GLADYS M. DONLAVY

Pomona's "Gal Friday" Unruffles, Unravels 'Em

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

By Sam Abbott

DURING the 19 years that ment. But despite her careful ty Fair at Pomona, Calif., and es-pecially during the past three A typical exa years as its assistant secretary, she can happen was shown following the has handled thousands of entries, the 1941 fair when Mrs. Donlavy

. From her long experience with the displays, she had 10,000 en- were turned down on the horse



GLADYS M. DONLAVY

is easier to be critical than correct, she has found that many problems arise mainly because people do not understand the proper procedure that must be followed by a fair of Pomona's size for efficient operation. She points out that often the misunderstanding complainant will resort to a mere thread of defense at the outset of the incident in hope of giving their side credence.

Saves "Democracy"

her son's baking efforts on dis- tion of three and a half years ture of the exhibit placed it in the fairgrounds. While with the where the parent had searched. 10 c.o.'s. It was also explained that under the fair's system it was practically impossible for any entry to become lost. This explanation was secepted to a certain point,

"How can my son believe in democracy if his exhibit is lost?" the mother asked.

Mrs. Donlavy could not answer this question for she did not see how the incident could destroy faith in a vox populi form of government. The cookies were finally located by the mother and the incident closed. Thus the child's belief in rule by the people was restored in the mother's eyes.

Alert for Better Ways

Mrs. Donlavy is a highly efficient person, and as soon as one of the 17-day fairs end the early part of October, she prepares for the next. She tries to do everything possible in advance and keeps an eye upon improving the old procedure. This accounts for the E. D. Carrier Elected smooth operation in her depart-

LOOK!

UP AND OVER

Newly designed Kiddie Ride, 8 passenger ride, only 8548. F. O. B. Wichita Falls, Texas.

For photos and more details write-wire

O. R. HALL

107 North Ninth Wichita Falls, Texas

BOOMERANG

INNOVATIONS INTRODUCED AT CONEY ISLAND 1949. WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

195 Junius St. Brooklyn, N. Y.

Gladys M. Donlavy has been attention, happenings beyond her associated with Los Angeles Coun- control have thrown the system

premium awards and a few ruffled started to work on the 1942 event, out the countles. None of the the world's largest county fair, welopes addressed and ready to go racing vote recently, but Hamp-most people are indulgent. As it ing exhibits. Just about the time Springfield, Holyoke and Chicopee, the envelopes were prepared, the voted against it for the fourth attack on Pearl Harbor came and straight time. the fair was canceled for the duration. The letters were stored shire County in the latest vote by away and brought out seven years the longest margin to date. The later when preparations for the 1948 annual, the first after the war, got under way. To check upon the correctness of the list, the names of those showing in the two largest departments were used. Out of 4,000 letters sent first-class mail, approximately 1,000 were returned by the post office as undeliverable. With the knowledge that the 10,000 addressed envelopes were 75 per cent correct, the entire mailing went out and was used as a nucleus for a new

Handles Many Jobs

As assistant secretary, Mrs. Donlavy is actually "the girl Friday" to C. B. (Jack) Afflerbaugh, the fair's president and general manager. In addition to serving as a power of 400,000 plus. Midway clearing house on matters not of and grandstand contracts for next sufficient importance for Affler- year were awarded while this baugh's attention, she is also in year's exhibition was in progress, charge of the premium books. This August 21-26, to George A. Hamid in itself is a man-sized task, for it & Son and Frank Bergen's World takes six volumes to list the awards of Mirth Shows. for nearly 25,000 exhibits in 10 Following the business sessions, money, including racing purses, and their guests were entertained totaled approximately \$200,000 in at a dinner party in the Coliseum.

Mrs. Donlavy was born in Minneapolis and in 1920 moved with her family to Pomona, where An example of this occurred 1922. After working for the Mer- Fredericton several years ago when a boy en- chants' Credit Association there for tered cookies and the mother had six years, she joined the Los Ansought the exhibit in the Junior geles County Fair staff in 1931. Fair instead of the Domestic Arts She has remained with the fair Building. When she failed to see since that time with the excepplay, she went immediately to the (1942 to 1946) when she was on office for an explanation. Mrs. leave of absence to serve as secre-Donlavy handled the complaint tary to the commanding officer of and explained that the very na- the Ordnance Base, which included

Exhibitors Multiply

During the time that Mrs. Donlavy has been with the fair, she has seen the exhibitors in the domestic arts department grow from 300 to 1,200. And she has also witnessed a large increase in office personnel. When she started with the fair there were only 10 or 12 in the office, where today this force may run to 50 during the 17day run. However, the expansion in the number of clerical workers offers no problem, for many of the former Pomona business women, now housewives, look forward to the fair's employment. They do not want full-time work because of their household duties. The fair, on the other hand, welcomes them to the temporary staff for they are familiar with procedures.

Under Mrs. Donlavy's direction

Vinton, Ia., Secretary

VINTON, Ia., Nov. 25 .- Edward Carrier, of Vinton, has been named secretary of the Benton County Fair Association. Dr. D. H. Hibbs, president of the board, had been acting as temporary secretary.

hibiting amusement building, the fair decided to put off building the to October 30. \$30,000 amphithenter at the fair-grounds until the ban is lifted.

Monticello, Ia., Moves '51 Dates Back Week

to hold its '51 fair a week later of judgment have been received than usual in order to avoid con- from all but 30 of the 676 persons flict with the All-Iowa Fair at who filed claims arising out of Cedar Rapids. The Jones County the 1944 circus fire here. dates will be August 22-25.

president and Claude Appleby was will be made by the Big Show to renamed secretary. James Maurice wipe out the \$690,612 balance of was named treasurer.

Nags Get Nod At Barrington

GREAT BARRINGTON, Mass., Nov. 25.—Running horse racing was approved for another four years in Berkshire County, which includes this community, on election day (7) by a wide margin. Election results indicate that racing A typical example of how things Barrington Fair here next year.

Under State law, voters approve To circularize the exhibitors for present Massachusetts racing fairs

Racing was approved in Berk-

OTTAWA, Nov. 25: - Despite long time consideration of extension of the Central Canada Exhibition (CCE) to 10 days, association members decided that the exhibition will run for one week only at a meeting here Thursday (16).

CCE has demonstrated drawing

departments. The premium exhibition association members

FREDERICTON, N. B., Nov. 25. -Award of the 1951 grandstand contract to George A. Hamid & Son was announced here Wednesday (15) by W. Raymond Crewdson, secretary of the Fredericton

Joe Hughes, vet field agent of the Hamid org, met with the fair board Tuesday night (14), with the result that a bill of nine acts will make the date, accompanied by Carl Rhode and his band, of Boston. Acts include Mia and Matti, double acro and contortion; Green and Dooley, remote control vent act; the Paroffs, aerialists; Claire and Hudson, head balancing; Janet's Circus, dogs, ponies and monkeys; Brick Brothers and Gloria, trampoline; Charles Frank, clown and magician; Lynn and Margot, English comedy musical turn, and the Ray Sisters, threegirl comedy acros.

While on the Canadian jaunt, Hughes also secured pacts for fairs at Skowhegan, Bangor and Presque Isle, Me. All of these are built around revues with George Ventre's band and a Hammond organ supplying music.

Toy Workers Get Wage Increase

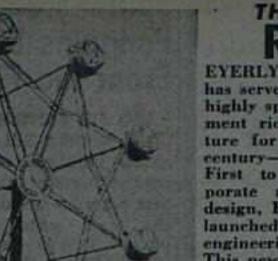
NEW YORK, Nov. 25. - Wage boost of 10 cents an hour was announced this week for 10,000 toy and doll workers employed by 100 firms in the metropolitan area.

Terms of a new contract between Local 223 of the CIO Toy and Novelty Workers' Union of America and the National Association of Doll Manufacturers and the Because of the NPA ruling pro- Stuffed Toy Manufacturers' Associntion were reported retroactive

Only 30 RB Fire Claims Unsettled

HARTFORD, Conn., Nov. 25 .-MONTICELLO, Ia., Nov. 25.— Receiver for the Ringling circus The Jones County Fair has voted said last week that satisfactions,

ates will be August 22-25. Attorney Edward S. Rogin said Harry S. Stuhler was re-elected that a final lump sum payment



THE ROCKOPLANE

Passenger controlled thrills, speed loading, proven popularity.

As ORIGINATORS and BUILDERS of THRILL ACTION EYERLY AIRCRAFT COMPANY

has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a First to successfully incor-

porate aircraft action in ride design, Everly Aircraft Company launched a new trend in ride engineering-

This new idea-thrill action rides without sacrifice of safety-combined with a sound philosophy of fair dealing and customer service has been the basis of Eyerly Aircraft Company's steady progress. READY TO SERVE YOU AGAIN FOR 1951



Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockoplane, Midge-o-Racer and Bulgy



KING AMUSEMENT CO.

KIDDIE SPEED BOAT RIDE The modern, streamlined appearance, the trouble-proc nechanism, the fine workmanship throughout and th act that this ride can be act up in thirty minutes and

operated by one person from the ticket box makes this device one of the most practical and desirable kiddle rides on the murket today. It is a proven fact that our speed boat ride is among the top money-getters in the kiddle ride field and has a proven "Kid Appeal" and cre-ates a tremendous interest where

IMMEDIATE DELIVERY Mt. Clemens, Michigan

The TILT-A-WHIRL Ride

Prominently

* Attractable * Popular * Profitable * Enduring

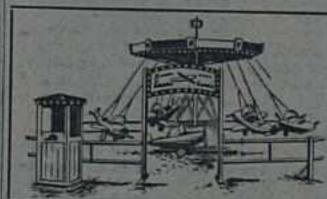
* Practicable * Modern SELLNER MFG. CO.

Faribault, Minnesota

LOOK! PARKER DOES IT AGAIN

Mr. Phil Daniello, of Syracuso, New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I do like it very much." Note-Mr. Daniello's machine is a Teen Ager De Lux, delivered this spring. We will maintain last season's price if possible. We do guarantee delivery because we have ample material on hand. Send your deposit today. Prices start from \$5,575.00 for a Teen Ager adult machine.

C. W. PARKER AMUSEMENT CO. Leavenworth, Kansas



* Plenty of flash and appeal

* Terrific earning power * Fluid drive gives push-button opera-Also manufacturers of Adult and Kiddle Chairplanes. Ocean Wave, Kiddle Boat Ride, Trailer mounted Jeep and Fire Engine Ride. Write, wire, phone for

SMITH & SMITH

Springville, New York

DELUXE KIDDIE RIDES

* SPEED BOAT RIDE * PONY BUGGY RIDE * AUTO & FIRE ENGINE RIDE * CHAIR RIDE * SKY ROCKET RIDE * SILVER STREAK TRAIN RIDE Builders of Bike Boats and 12" Gas Runabouts for small lake use.

Write, wire, phone, visit for photos, prices and terms. MAR-CRAFT, INC., CLARENCE, NEW YORK

12 miles east of Buffelo on Route 25. EWART RIDES ARE TOPS IN PERFORMANCE

Adult Rides-Ewart 2 and 3-Abreast Merry-Go-Rounds. EWART Kiddle Rides-Ferris Wheel, Street Car, Rocket, Airplane, Chair-o-Plane, Auto, Flying Horse. Write for catalog. Bank terms H. E. EWART CO.

107 E. GREENLEAF STREET

Phone: NEmark 1-0808

COMPTON, CALIFORNIA

SPECIAL POPCORN TRAILERS Fully equipped. Priced to

suit your pocketbook. WRITE FULL INFORMATION

POPCORN

CALUMET COACH CO. Phone: WAterfall B-221



Concessionaires — Read, Think, Acil

Due to Covernment restrictions on basic metals, concession
equipment may become scarce—and definitely will increase in
price. Why not save manay—and avoid inconvenience—by
anticipating your next season's needs? Poppers still have a full
solection of new and used equipment ter popcorn, flors, snowballs, etc., at reasonable prices. Write today for more
information! WE CARRY A YEAR-ROUND INVENTORY OF
SUPPLIES AND EQUIPMENT.

POPPERS SUPPLY CO., INC., of Phila.



Spiller's Seals, From Rio Fire

RIO DE JANIERO, Nov. 25 .-Circo Buffalo Bill, Rio's newest circus building, burned to the ground Tuesday (21). The Spiller seal act was saved, altho one of the eight seals was seriously burned. Twenty of the 22 penguins in another Spiller act were saved.

Baggage of all performers was lost when the 4,000-seat structure was destroyed.

DAY & NIGHT SERVICE FOLDED SPECIALLY PRINTED CASH WITH DRDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M's AT SAME ORDER, \$2.50

bove prices for any wording desired. For each change of wording and color add \$3.75, for change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color, STOCK TICKETS DRDER AT GOG PER ROLL

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

COMPACT in Size . . . But GREAT in Action!

- \$8 to \$10 Popped Corn Per Hour! CADET MODEL 51
- This beautiful stainless steel counter model is the answer to limited space. The low priced CADET MODEL is
- compact, yet produces an amazingly large amount of popped corn. Speedy and dependable, it offers a tastier product which insures increased
 - Size: 18"x24"x28" high



C. CRETORS

602 W. CERMAK RD. CHICAGO 16, ILL.

Multiplex Faucet Co. Serving the Trade 45 Years

. . . a 31/2 F Profit on a 5 Cent Sale! The Multiplex

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL. It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink con-tinously without turning lever off—10 to 15 drinks per minute. Draws de-licious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also DISPENSERS for COCA-COLA,

ORANGE, OTHERS.

Manufacturers

MULTIPLEX FAUCET CO.



STAINLESS STEEL HOOPS 4325-B Duncan Ave. 5t. Louis 10, Mo.

PEANUTS . POPCORN . SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE .

Five Sizes Boxes - Complete Line of Supplies-Midway Marvel Candy Floss Machine -Snowflake Snow Cones - All Makes Ice Shavers - Star Popcorn Machines - Cotton Candy

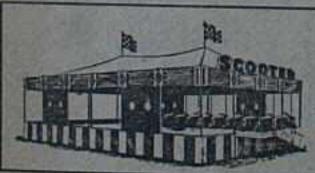
Cones - Candy Apple Equipment & Supplies-Fresh Roasted Peanuts-Attractive Circus Bags -Candy Floss Supplies. SEND FOR FREE CATALOGUE!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 M. Second St. Philadelphia 6, Pa.

HANK THEODOR 2908-14 Smallman St. Pillsburgh 1. Pa.

ED BERG 1261-63 E. Sixth St. los Angeles 21, Calif.



SENSATIONAL NEW PORTABLE SCOOTER RIDE

Newly designed Portable Scoater or Dorigem type rids. Built on two large Semi-Trailers, thereby eliminating all heavy lifting. Now requires only three men to handle. Orders for spring delivery now being accepted. Write today for photos and full details.

KING AMUSEMENT CO. MT. CLEMENS, MICH.

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors-Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO. (Phone: HArrison (867) KANSAS CITY, MO.

All Sizes-NEW AND USED-All Styles BRIGHT FLAME-PROOF FABRICS-Khakl, Blue, Forest Green, Olive Green.

CAMPBELL TENT & AWNING CO., INC. 100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

Talent Topics

By Jim McHugh and Charlie Byrnes

Bill Spake, of Glenn Martin & Baton Rouge and then return to Company, bar and trampoline, has Chicago. . . . Maximo. tight wire, entered military service and is being replaced by Jim Copely, of Dayton, O. Act is playing club lumbus, O. and theater dates in Ohio but again play fair dates next year for the Barnes-Carruthers Theatrical Enterprises, George Hubler infos. . . . Betty Gorham is doing her juggling act at Tony's Club 100, Des Moines, after which engagement she goes to Canada to fill dates. Betty says she'll be back on the fair circuit in 1951. Carl Solt, of the Aerial Solts, high act, reports they have moved into their home at 369 E. Sixth

Street, Peru, Ind., for the winter.

Acts in support of the Roy Rogers Western show at Des Moines included Al Dault, pedestal; Knight Sisters, dancers; and De Wayne, acro with Polack Bros." Eastern Unit, suffered bruises on her head and a cut on her arm at Baltimore recently when she was attacked by a chimpanzee. The Anteleks, perch, also with the Polack unit, scored a big publicity break in The Baltimore Sun, in a feature story by Patrick Skene Catling complete with a picture of the three girls.

Jimmy Jamieson, high fire dive, has returned to New York following two years in the Scandinavian countries where he played amusement parks and indoor dates. . . . The act will be booked for 1951 fairs by Charles Zemater. ... The Aerial Hustreis left Chicago recently to join Tom Packs Circus to play New Orleans and

Canadians Told Lower Rail Rates Seen for Stockmen

turn to cut-rate railroad rates for Court and Saunders, and Featon livestock being shipped to Cana- and Armfield. At the Court Square dian fairs was seen as the major Theater in Springfield he spent development of the 24th annual some time with the Shooting meeting of the Canadian Associa- Mansfields, the Bussell Twins, tion of Exhibitions which closed Fiddle and Faddle, Park and Clifits two-day session here Friday ford, the Rouncing Rodos, Fran-

met with the 50 fair delegates, said | Lady. they felt something would be done about restoring the lower rates eliminated during World War II.

Other topics discussed were covered stages for grandstand shows,

the event.

has been signed thru the Gus Sun Agency to play the Floyd Gooding Christmas celebration in Co-

Acts signed to play fairs for the Ernie Young Agency next season include Chuck Brown and Rita, comedy bar; Joandis, juggler with the Ringling show this year, and Bobby Kuhn's Midnite Sons, instrumental. . . . Karl Wallenda on a visit to Chicago Wednesday (22), announced the troupe will operate two high wire units during the 1951 fair season. The 12-person unit with the high wire pyramid turn and other acts will be continued and a second unit will include the Grotefants (4) high wire and Rietta, swaypole. Wallenda said the troupe's season, which closes December 6 at Baton Rouge, La., was good for 34 weeks. tal; Knight Sisters, dancers; and The family will winter in Sara-Ralph Platt, singer. . . Bobbie sota, Fla. where memorial services for Philip (Kreis) Wallenda. killed this summer in an automobile accident, are skedded for December 13.

Acts at the Orrin Davenport Detroit Shrine circus, February 19-March 4. will include the Wallendas, high wire, and the Shyreitos, unicycles. The Shyrettos close with Polack Bros' Western unit December 10. They and Fmil Pallenberg Jr., also of the Polack org, were in Chicago en route to the Marion, O., date,

The Valors, hand-to-hand balancing duo, have just returned from an extensive tour of the Pritish Isles.

J. Lamont's cockatoo and macaw act, which recently finished 16 days at the State Fair of Texas, Dallas, played 10 dates for the O. K. Theater Circuit of Houston. Lamont reports that the attraction will play the Florida State Fair at Tampa for the fifth time. Joe Beach recently visited at Valley Arena Gardens, Holvoke, Mass, with the Jim Wong Troupe. TORONTO, Nov. 25 .- The re- Doraine and Filis, the Komys. cisco and Dolores, Stanley Basbee, Railroad representatives, who the Crawfords and Maxwell and

Ira and Penny Millette, aerial thrill duo who will play fair dates under the Hamid banner next summer, are spending the winter at Passaic, N. J. . . . Veronica Marfree admissions, copyrights, gov- tell, fem juggler, currently on ernment aid, ice shows and the tour with the revue, "London to value of free attractions." New York" in England, has been The Royal Winter Fair, held signed by John Ringling North, concurrently with the convention R-B circus topper, to open with on the grounds of Canadian Na-tional Exhibition, drew overflow crowds to its horse shows, accord-Paul Remos and His Toy Boys, ing to C. S. McKee, manager of midget equilibrists, are in the stageshow at the Roxy, New York.

Out in the Open

By Charley Byrnes

Jack (Jackie) Morris, son of Doc | lithographer, Los Angeles; Harold Morris, well-known pienie pro- Barrows, billposter, Boston, and moter, is the proud father of a Si Boudinot, lithographer, Chiboy, born in New York Monday cago. (20). . . . December issue of Coronet magazine tells the story of animal importer Henry Trefflich, ter Co., Chicago, is seriously ill of New York, with the piece au- in the Illinois Masonic Hospital, thored by E. C. Allbright ... George A. Hamid, to help promote his newly published biography, "Circus," made a personal ap-pearance this week at the book department of the M. E. Blatt Company, Atlantic City.

Bill Rea, owner and manager of Station CKNW, New Westminster, B. C., and operator of the Town Hall and Alexandra Ballrooms in Vancouver, has been named president of the newly formed British Columbia Public Hall Operators.

The Aerial Snyders are playing Illinois, Iowa and Wisconsin high schools until Christmas with their trampoline act.

Advertising car No. 2 of the Ringling-Barnum show closed November 12 at Miami. Staff members left for the following spots: Cylde Carlton, manager, Los Angeles; Ray Long, boss billposter, Des Moines; Howard Daughters, boss lithographer, Des Moines; Robert Burns, lithographer, Day-tona Beach, Fla.; S. J. Clauson,

Billy Blencoe, of the Globe Pos-Chicago. He is not permitted visitors

ASTRO FORECASTS

All Readings Complete for 1950

Crystal Balls Imported

On hand in these sizes: 234: 2 inch: 3 9/16:
4 3/16. Write for prices.
Single Sheet. 84x14, 100, 754; Per M. 54.00

Gold Fish Pamphlet, 4 Page 84x11, 12

Signs, Any Quantity, Each

WHAT IS WRITTEN IN THE STARS, Folding Booklet. 12-P 24x5. Contains all 12

Analyses Very well written, \$5.00 per 100.

Sample COTETS BOALL Fuch Samples of each of the above 4 items for 25c No. 1 45 Pages Assorted Color Covers. 50c

NEW DREAM BOOK Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers, Good Quality PACK OF 79 EGYPTIAN F. T. CARDS.
Answer All Questions, Lucky Numbers.

Sign Cards, Illustrated, Pack of 36. 15g Graph Charts, 8x17. Sample \$6. Per M. \$7.50 MENTAL THEEPATHY. Booklet of 21 p. 23g Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 22% Deposit. Our name or ads do not appear in any macchandise. Samples postpaid prices Orders are P.P. Extra.

SIMMONDS & CO.
West Jackson Blvd, CHICAGO . ILL.
Send for Wholesale Prices.

You're safer from fire Hameproofed A FLAMEFOIL TENT FABRIS Approved by Underwriters' Laboratories, Inc., California Fire Marshal

and other fire prevention authorities Flamefail is fireproofed, resistant to water, weather,

mildew. Manufactured under patents No. 2,044,176 and 2,299,612. Others pending. the for numbles and name of negrat least

PHILADELPHIA TEXTILE FINISHERS, INC. Ford and Lafayette Streets

Norristown, Fa



10'x15' 37.00 40.00
12'x17' 44.00 45.00
16'x26' 48.50 60.00
20'x20' 90.00 48.00
20'x30' 149.00 85.00
20'x50' 175.00 95.00
30'x50' 350.00 100.00
60'x90' 575.00 None
60'x125' 2100.00 None
80'x126' 2900.00 None
80'x126' 375.00 None R. LAACKE COMPANY

1025 W. Walnut St. Milwaukee S. Wis.

WILL BE IN SHORT SUPPLY IF PRESENT **DUCK ALLOCATIONS** CONTINUE

1951 NEEDS NOW

WRITE TODAY

UNITED STATES TENT & AWNING CO 2015-21 W. Huron CHICAGO 12 Chicago's Big Yest Hause Since 1870

Canvas Company 516-518 EAST 18th ST.

Kansas City 6, Missouri Phone: Harrison 3026 HARRY SOMMERVILLE

AFRAID OF A

Cotton Candy Machine! If you can flip a

switch, you can run the new Whirlwind with perfect results. Weite for circular.

Anyone Can Make Floss With the **How Whirlwind**



GOLD MEDAL PRODUCTS CO.

Cincinnati 2, 0. 318 E. Third St.

complete with Calling Numbers. Tally Card. 35 cards. \$3.50; 50 cards. \$4; 75 cards. \$4.20; 100 cards. \$5.50. All cards from 100 to 3000 = 35 per 100. Fibre Calling Numbers. 75c; Wood Calling Numbers. \$1; Printed Tally Card. 15c; Colored Bray; Cards. \$3, same weight as \$1, in Green. Red. Yellow = 35 per 100. DOU. BLE CARDS. No. 1 stre. 54, 144. 10c as.

Green, Red. Yellow = 16 per 100. DOU.

BLE CARDS, No. 1 stre. 514x144; 106 ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down Light weight cards. Per set of 100 cards, isily card, calling markers, 23.50.

LIGHY WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickmess. Can be retained or discarded. 3.000, size 5x7, per 100, 51.25. In lotz of 1,000, 31 per 100. Calling markers, estra. 154.

Set Numbered Ping Pong Balls ... \$15.00 licelasements, Numbered Halls, ea. A9 3.000 Jack Pot Slips Carles of 7 numbers). Per 1,000

Middleweight Cards, 35, x74; White, Green, Red. Salmon, Yellow.

Fer 100 ... 2.00

Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 435, M ... 1.50

Plastic Markers, Red or Green, round or square, 4," diarnetur, M ... 2.50

Scalloped Edge, Green only, M ... 2.00

Smaller Slac, 4," diam, Red or Green Plastics. M ... 1.50

Cardboard Strip Markers, 10 M for 75

Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board, 3-piece inyout for ... 15.00

Thin, Transparent Plastic Markers, Master Board, 3-piece inyout for ... 15.00

Thin, Transparent Plastic Markers, Master Board, 3-piece inyout for ... 15.00

Thin, Transparent Plastic Markers, 15.00

Thin, Transparent Plastic Markers, 15.00

Round White N. J. Card ho ard Markers, 2 sizes; 15 inch dia, 1800 to the larger size 4 dia, 1000 to the larger size 4 dia, 1000 to the filter size, the first dia, 1000 to the filter size, the modelate of the size of the size, 15 mm decay free No personal checks accepted Immediate delivery.

M. SEMIMONS & CO.

J. M. SIMMONS & CO. W. Jackson Blvd. Chicago 4, Illinois

CONCESSION EQUIPMENT AND SUPPLIES ...

CANDY FLOSS MACHINES POPCORN KETTLES PORTABLE POPCORN STANDS WAFFLE MOLDS POPCORN . . . OILS . . . BOXES BAGS . . . COLORING . . . ALL TOP QUALITY MERCHANDISE

AT MONEY SAVING PRICES

KIDDIE RIDES Write for catalog . . current prices Concession Supply Co. 3916 SECOR RD., TOLEDO 13, OHIO

New Chevrolet CARS AND TRUCKS

SPECIAL FINANCE PLAN FOR SHOWMEN

GET OUR PRICES FIRST

OHN BUNDY REPRESENTATIVE

Hauss-Standard Chevrolet 1325 STATE ST. EAST ST. LOUIS, ILL.

WEST COAST **HEADQUARTERS FOR** CONCESSION SUPPLIES

in addition to our complete line of Popular Supplies, we are now West Coast distributor for GOLD MEDAL PRODUCTS CO.

on we have everything you need for SHOW CONES . COTTON CANDY When you are west of the Rockies see

105 Golden Gate Ave. San Francisco, Calif.

Pictorial Stock Posters

IMMEDIATE SHIPMENT-FOR YOUR CIRCUS - FAIR - CARNIVAL PARK-RODEO-SKATING RINK AUTO RACES - CELEBRATIONS "IF YOU ARE IN A HURRY"

Write, phane or wire TRIANGLE POSTER

Penn Ave. and Denniston PITTSBURGH, PA. Telephone Montrose 1-8110

CONTACT

Farmer Boy Corn & Equipment Co.
252 W. 44th St. N. Y. 18, N. Y.
Circle 4-1272
Send for Our Complete Catalog

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

iRoutes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Eagle: Jackson, La. American Midway: (Pair) Brownsville, Tex.; Raymondville 4-10. Admiration Midway: Gilliam, La.; Beicher,

H. & C.: Tiller, Ark.
Broughton, Leon, Shows, Leon Broughton
Sr., mgr.: Stafford, Tex. (Highway 80A).
Centennial Shows, Margaret McCloskey,

mgr. U. C. Hotel, Berkeley 2, Calif.
Elliott L. W. Amusement Co., Leon Elliott,
mgr.: Pruitport, Mich.
Gold Coast Shows: 221 El Camino Real.

Palo Alto, Calif.
Imperial Expo. Shows. Martin E. Arthur,
mgr.: 1393 Rose Avc., Venice, Calif.
Kile, Ployd O.: Port Barre, La.
Midland, Expo.: Castor, La. Oil State Melrose La

Palmetto Expo.: Eulonia, Ga.

Prayland Attrs: Montgomery, La.

Ritter's United Shows: 130 South K St.,

San Bernardine, Calif. Sickels; Doerun, Ga. Tassell, Barney: Wisleah, Fig., 1-9. Superior Shows: 8074 Lorena Ave., Castro-

Circus Roufes

Send to 2160 Patterson St. Cincinnati 22, O.

Gould, Jay: E. Maline, III., 28; Brooklyn, In., 29; Marshalltown 30; Newton Dec 1; Council Bluffs 2; Winterset 4; Webster City 5; Iowa Palls 6; Independence 7;

Rock Falls, III., 8.

Hamid-Morton: Wichita Falls, Tex., 4-7.

Kelly-Miller: Yoakum, Tex., 30.

Polack Bros. (Western): (Sports Arens) Owensboro, Ky., 30-Dec 2: (Auditorium) Charleston, W. Va., 4-10. Tatham, Bill: Beardstown, Dl., 29; Pekin

West Bros.: Pranklin, La., 28; Houma 29-30; New Iberia Dec. 1-3 Gretna 4; Biloxi, Miss., 5.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22. O.

Aunt Silly (Square Club) Lindenhurst,

L. L. N. V., 1-2 Henle's Sonja, Hollywood Ice Revue (Colt-principal cities. Ice Capades of 1951 (Colliseum) Springfield, Mass. 27-Dec. 3 (R. I. Auditorium) Providence, R. I., 4-17.

Conn., 27-Dec. 2; (Sports Arena) Hershey, Pa., 5-19.

Miller's, Irvin C., Brown-Skin Models (Eagle) Ashville, N. C., 29: (Gem) Knox-ville, Tenn., 30: (Tennessee) Johnson City Dec. 1: (Liberty) Chattanooge 2;

City Dec. 1: (Liberty) Chattannoge 2: (Liberty) Columbus, Ga., 4-5.

Skating Vanities of 1951 (Colineum) Houston, Tex., 27-Dec 3: (Auditorium) Kansas City, Mo., 6-10.

Taylor, Chas. A., Manikins Revue (Gem) Little Rock, Ark., 28: (Roxy) Clarksdale, Miss., 30: (Lyric) Lexington, Ky., 6.

Honor Gus Sun

Continued from page 46

partner and manager of the Des Moines branch; Glen Jacobs, Jack-Val Campbell, manager of the De- tion. troit office; Gus Sun Jr.; Walter Beachler, associate from Dayton, O.; Sid Marke, Pittsburgh representative, and Bob Shaw, general manager of the Springfield headquarters. Also attending were Charles Martin, Kelley Island in Lake Erie; John Hammerlein, Sandusky, O.; Warren Grimes, Urbana, O., and F. W. Myers, South Bend, Ind.

Sun was the subject of a feature article in the September 23 issue of Collier's by Richard B. Gehman, who traced the 61-year career of the booker.

SLA Election

Buddy and Boots Paddock, Ralph oval next year. Races were run Lockett, William Breese, Vaughn twice weekly at this quarter-mile track, and attendance was high. Richards, Earl Newberry, Jimmy 5,000, which can be increased if Morrissey, Herb Pickard, Mr. and needed. Mrs. Morris Vivona, Mr. and Mrs. Other plants operated by France John Vivona, Lyle Hall, Leo Her- this year were located at North man, Al Martin, John White, Rube Wilkesboro, N. C.; Daytona Beach, Liebman, G. B. Snellens, Bill Fla.; Martinsville, Va., and Char-Jack, Bill Uthmeir, Virginia Kline, lotte, N. C. France also promoted Johnny J. Denton, Noble and Viola races at Langhorne (Pa.) Speed-Fairly, Specks and Esther Groscurth, Bill Snyder and Dave Pic-

Eddie Rohn, Ray B. Jones, Mrs. Franklin, George Rinehart, Jim Nelson Thomas, Nick Bozinas, Chavone, Mr. and Mrs. Mickey James E. Strates, E. James Strates, Doolan, Martir Irvin, Sam and James E. Strates, E. James Strates, Betty and Theodora Strates, Harry Fitton, Sam Lewis, Art Frazier, Ben Allan, Dave Fineman, Margaret Pugh, Eddie and Dolly Young, Johnny Cousins, Bobby and Elinor Moss, Ida Cohen, Eddie Walters, Mr. and Mrs. Dwight Bazinet, Peazy Hoffman, Carl Sedimary, Jack Kaplan, Mr. and Mrs. Dwight Bazinet, Peazy Hoffman, Carl Sedimary, Jack Kaplan, Mr. and Mrs. Robert Mack and Don Greco, F. A. Griffin, R. C. Door Recovery and Training Shirley Levy, Bob Kline, Clif Wilson, Clif Wilson, Tom Sharkey, Frank Winkley, Starr DeBelle and Claude Bentley.

Fred and Betty Gregg, Joe and Jean Fontana, Andy Allan, Art Signor, Bill Cowan, Emmett Sims, Pittsburgh Yellow Egoff, Al Bayington, Galley Levy, Bob Kline, Clif Wilson, Tom Sharkey, Frank Winkley, Starr DeBelle and Claude Bentley.

Fred and Betty Gregg, Joe and Jean Fontana, Andy Allan, Art Signor, Bill Cowan, Emmett Sims, Pittsburgh Yellow Egoff, Al Bayington, Jack Kaplan, Mr. and Mrs. Robert Mack and Don Greco, F. A. Griffin, R. C. Leo Overland.

Transportation Fair On for '51---Curry

ARCADIA, Calif., Nov. 25.— facilities and accessories of every World Transportation Fair (WTF) nature, the displays will include tember 9, for a run of 72 days.

Announcement that there will be WTF next year followed conferences between representatives of the Los Angeles Turf Club, Inc. owners of Santa Anita Park, and Curry. Outcome of the meetings was that recent restrictions governing amusement construction operations would not prevent the staging of the event. It was pointed out that the \$15,000,000 racing plant, 14 miles from Los Angeles, already has all the necessary facilities for the fair without recourse to additional permanent construction.

square feet of indoor exhibit space, 3,000,000 square feet of outdoor exhibit space, a 20,000-seat grandstand and a parking area capable of accommodating 20,000 automo-

Two large dining rooms, a coffee shop, two cafeterias and numerous other already established eating places are geared to feed peak crowds. The grounds, covering 401 acres, are landscaped. Drinking fountains, rest-room facilities and benches were installed at the inception of the race track.

been confident that the fair would Barnes-Carruthers, Chicago. go on as scheduled. In view of a plan is under way to step up this suffered several blowdowns during phase of the affair. Exhibit space the storm. Shows were spotted on ration of America (MCA), with building. offices in Beverly Hills and other

Scope Broadened

Scope of exhibits has been broadened since plans got under way. In addition to transportation

France Sets Races Continued from page 46

Bowman Gray Stadium, Winston-Salem, N. C.; Southern States Fairgrounds, Charlotte, N. C.; Victory Stadium, Roanoke, Va., and Peach Bowl Speedway, Atlanta. Also attempted during the year were night events at Danville Fairgrounds, Danville, Va., and Augusta, Ga. France, in association with Alvin Hawkins, of Spartanburg, S. C., completed a second son, Mich., road representative; season at the Winston-Salem loca-

Confabs With Dorton

NASCAR president conferred recently with Dr. J. S. Dorton, president of the Southern States Fair at Charlotte, N. C., regarding races over the half-mile track there for next year. Lights were isfactory.

programs were staged this year, is America, led by Mrs. Young. likely to be approved for 1951, with track is 24,000.

Plans also have been completed for stock car races under the Hattie Wagner, Gertrude Stevens, NASCAR banner at the Atlanta lagan, Dave Carroll, J. G. (Whitey) The speedway has a capacity of

way during April and September.

Curtis Bockus, Dick O'Brien, McCarter, Al Kaufman, Don

definitely will be held in 1951. Ira a Western Industries section open W. Curry, managing director, said. to all manufacturers in 11 West-However, instead of running 104 ern States, regardless of the nadays as originally planned, event ture of the product, and an Invenwill open June 30 and close Sep- tor's Section for the introduction of products not yet on the market.

Major classifications of exhibits will be: aviation industry, shipping and boating, automotive industry, railroads, busses, commercial trucks and trailers, house trailers, oil and gasoline suppliers, road building equipment, resorts, travel agencies and travel agency accessories.

Walter Williams Dies In Auto Accident

SAVANNAH, Ga., Nov. 25. — Walter M. Williams, veteran show-These facilities include 644,000 auto crash recently when his car struck a highway culvert half way between Savannah and Augusta, Ga., according to J. J. Hoff, of the State Highway Commission,

Grand National

consisted of events of the International Rodeo Association championship finals, National Cutting Horse Association finals and classes of a national horse show. Heyer was booked into the Cow Curry said that he has always Palace by Fred Kressman, of

Opening days of the exposition this, he said, the leasing of con- were hit by one of the worst gales cessions is nearing completion, in this area in recent years. The From now on the emphasis will be bad weather cut the take of the on the sale of exhibit space and Crafts Exposition Shows, which is handled by Management Corpo- a lot adjacent to the exposition

Heavy Gale

tically all small buildings have been leveled. McCormick also received word from Asbury Park, N. J., that rail service, telephone and power lines were knocked out at that resort, but other damageup until noon-not too severe. He also received word that conditions at Atlantic City were bad. George A. Hamid's new home at Atlantic City was reported heavily damaged by water.

According to Harry Nelson, owner of several projects in the amusement area in Coney Island. considerable damage has occurred there, with the storm apparently growing worse this afternoon. Rides and other structures have been hard hit, Nelson reported.

NSA Honors

by Mrs. Young; addresses by Rabbi Snafson and the Rev. Allen E. installed at the plant by France Claxton; reading of the 23d Psalm this year, and attendance was sat- by Louis D. King; benediction by Mrs. Lydia Hall, Auxiliary chap-Victory Stadium, where six race lain, and singing of God Bless

About 50 NSA and the Ladies' 17 nights of racing being con- Auxillary members went by autosidered by the Roanoke City Coun- and bus to Ferneliff Cemetery cil. Associated with France at where a brief but impressive serv-Roanoke is Curtis Turner. Seating ice, led by Chaplain Murray, was capacity at the quarter-mile paved held. Taps were sounded by Joe Basile and a member of his band.

> Your Best Deal in the Mid-West and West Coast for POPCORN PEANUTS BOXES SEASONING MELLOS PEANUT CO. 615 W. Randolph | Los Angeles 21, Cal. Chicago 7, III | 637 Towns Ave. WRITE OR WIRE FOR DETAILS





KIDDIE AUTO RIDE & LITTLE DIFFEE SKY FIGHTER * KIDDLE BUGGY RIDE KIDDIE MERRY-GO-BOUND KIDDIE BOAT RIDE

and expertly built to give long,

trouble-free performance, Every

ride complete-no "extros" to

buy. Write, wire or phone for

literature and price list.

Made by the makers of Carrow-tels, Whiz Bong, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooler and other famous riding devices.

ALLAN HERSCHELL COMPANY, Inc. N. Tonowanda, N. Y. World's largest manufacturer of amusement rides

MAKE \$100.00 A DAY

On Candy Floss



Our new Super Deluxe new style head, bowl brushes, holders, spindle. Smooth running. Heater rheostal and PREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers — send your machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO. 724 Benton Avenue Nashville 4, Tenn.





524 S. WEST STREET

INDIANAPOLIS 2, INDIANA

ARE YOU COMPLETELY COVERED WITH PROPER

WE CAN SHOW YOU HOW TO INSURE YOUR EQUIPMENT AND PROPERTY AGAINST ALL HAZ-ARDS AT CONSIDERABLE

SAVINGS. IT WILL PAY YOU TO CONSULT WITH G. J. B. McGOWAN McGOWAN AGENCY

A1338-175 W. Jackson Blvd. Chicago 4, III. Phone: WAbash 2-3033-4-5-6 CARNIVAL PLASTER ART NOVELTY CASTERS NUPLAMOLD-superior hot metal, (lexible

NEW PLASTIC CORP., Hollywood 38, Calif. SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for Circular H. W. TERPENING

NAAPPB Directors Meet; Convention Turnout Pars '49

Park Execs Converge on Chi; Attendance May Reach 4,400

CHICAGO, Nov. 25 .- Registra- at a strong pace, he said, and the National Association of Amusement Parks, Pools and Beaches last year. (NAAPPB) convention, which would equal the record high of 1949, Secretary Paul H. Huedepohl said.

Advance reservations continued

Creditors Get 4% Payment At Bridgeport

BRIDGEPORT, Conn., Nov. 25. Judge Thomas E. Troland approved disbursement of a first and final payment of 4 per cent to general creditors this week in Superior Court here as the 13-year receivership of Pleasure Beach Park Company neared conclusion.

John C. Molloy, company receiver, reported that all assets ceived from this city in settlement rides for the 1951 Festival of of litigation regarding Pleasure Britain. Beach bridge. There are about 60 general creditors, whose claims total \$341,826.05, with 12,681 tion; H. F. B. Hes.

which is now operated by this city. England Park, Ramsgate,

tions on the eve of the 32d annual total would approximate the 4,400 park men and other outcoor amusement execs who registered

Early arrivals included Harry J. opens here Sunday (26), indicated Batt, of New Orleans, NAADPB attendance at this year's sessions president and operator of Pontchartrain Beach, and A. W. Ketchum, manager of Forest Park Highlands, St. Lc us. They met with Huedepohl Thursday (23).

Association board members conferred at the NAAPPB office here in an informal pow-wow Saturday (25) and will meet in special session Sunday (26).

trade show revealed that it would be larger than before. The same number of exhibitors will be represented in the show but they will display equipment and merchandise in nine more booths than were used last year, Huedepohl

Britons Attend NAAPPB Meeting

CHICAGO, Nov. 25.-Three rep-resentatives of the Association of Amusement Park Proprietors of Great Britain, attending the National Association of Amusement have been reduced to \$17,084.48 in Parks, Pools and Beaches convencash, which includes \$5,000 re- tion here (26-29), are booking

They are Maj. H. L. Joseph, chairman of the British associaoperator of shares of outstanding capital stock. Dreamland Park, Margate, and Company formerly operated Bellevue Park, Manchester, and Pleasure Beach Amusement Park, D. F. Warren, operator of Merrie

NAAPPB SECRET BREAKS EARLY

CHICAGO, Nov. 25 .- Paul Huedepohl's surprise for entertainment at the annual banquet of the National Association of Amusement Parks, Pools and Beaches here Tues-day (28) wouldn't keep until then, he said Friday (24). It's to be the Louis Armstrong Sextette, which includes such music names as Jack Teagarden and Earl (Father) Hines, Attraction was booked thru Freddie Williamson, of the Associated Booking Corporation. Sextette returned recently from a command performance in London.

on Sunday (26). Late statistics on the NAAPPB SKEDS MGR

Salisbury Spot Has Parttime Film-Ride Link

SALISBURY, N. C., Nov. 25 .-Operation of a kiddle train ride ries, will operate on a shuttle basis at the Hitching Post drive-in theater here is being tried as an independent attraction in afternoons and a theater-patron-only deal during the evenings, J. W. Mitchell, manager, said this week.

in March, and other rides will propriate souvenir tie-in.

follow later, Mitchell said. The Stress on kiddle appeal stems from the fact that competition in

new venture as an experiment, special effort. and said that if it doesn't work out a new site will be tried.

At present the train goes for 9 cents to children and 25 cents to adults, but all tickets are to be 9 cents in the future, he said. Free rides are given at intervals to hype theater attendance.

The train is open to the public on Saturdays, Sundays and holi-days from 2 to 6 p.m., but only those who have previously bought tickets to the theater have access to the ride's ticket booth at night, Mitchell explained. One thousand feet of track loop around a con-crete patio-ticket office and thru a tunnel. The park-theater is 400 feet from a four-lane highway and adjacent to another main roadway near here.

Kiddieland Nixed

CEDAR RAPIDS, Ia., Nov. 25 .-Plans for a commercial kiddieland tory. amusement area in Bever Park here have been turned down by to a quarter, with the average the city council. M. F. Schank, of Wichita, Kan., had offered to provide equipment and operate the ured at 60 cents, according to spot on a percentage basis.

Officials said local operators to establish such an enterprise.

Palisades To Push Kiddieland in '51

Seek Name Attraction To Boost Moppet Draw; Hypo Promotions

NEW YORK, Nov. 25.—Emphasis will be on the kiddieland operation at Palisades (N. J.)

Amusement Park in 1952, Irving Rosenthal announced this week in reviewing plans for the major funshow. Patrons will be allowed to be a located agrees the Hudson being their care and but the function River from uptown New York.

building restrictions would have for a quarter,

building restrictions would have for a quarter,

Second deal has to do with a little effect in the operational Second deal has to do with a scheme, Irving said that the utilization of units and promotion would be geared to take full advantage of the anticipated increase 10 will receive a free combination in attendance and business. Op-timistic outlook stems from upsurge in business experienced near fare rates on all rides for the rethe end of the season and the current economic situation.

The announced elimination of ving, aims to build volume. the 125th Street Ferry service, looked upon by many as a possible body blow to the Palisades operation, has been turned into an advantage by the wily Irving. A better transportation service will be Kid Ride Set inaugurated by the park. Three excursion-type river boats, capa- For Pasadena ble of carrying about 300 persons each, and faster than the old fer- Rose Parade thruout the season. Patrons headed for the park will get there faster since vehicles will not be carried.

Name Sponsor Sought

Irving and his promotional chief, Bert Nevins, are currently The train is first in a series of negotiating for a name star who rides to be installed, according to is a hero to the moppets. Idea is present plans. A Merry-Go- to tag the moppet zone as the Round will be put into operation star's home or ranch with an ap-

picnic area near a stream, and the Gotham area has been keen plans are laid for construction of and the earnings of moppet ata swimming pool in the future. tractions in the past few years Mitchell described the theater's have been big enough to entice

Two special moppet deals have been planned. The first, to lure

spot located across the Hudson bring their own cake, but the funspot will handle all other refresh-Pointing out that the plant is in ments. The junior rides will conexcellent shape, and that federal tinue at the nominal 5 cents, six

appearing in all area newspapers. Youngsters clipping the series of ticket, an appropriately labeled shirt, cap and badge and one-half mainder of the season. This type of promotion, a favorite with Ir-

Increased bus transportation also is slated. Added service will

LOS ANGELES, Nov. 25 .-A duplicate of the Griffith Park miniature railway will be this city's entry in the New Year's Tournament of Roses parade in Pasadena. The flower covered train will consist of two engines and several cars and will run under its own power. Decoration cost has been set at \$4,000. Ap-proximately 30 children and adults will ride the train, which will help to carry out this year's tournament "joy of living" theme. The Griffith Park miniature railway in its fourth year of operation, having carried over 2,000,000 children and adults.

2 Va. Spots Click Despite \$ Slump

Greenspoon, of Seaside and Ocean kiddles, and airplane swing, Fly-View parks in nearby Virginia o-Plane, Rolloplane, Roller Coaster, Beach, termed his year good in Ferris Wheel, Old Mill, Pretzel, totting up the season's score. Fig-Scooter, Carousel, Funhouse and ure-wise, he said the Seaside lo- Cuddle-Up rides for adults, cation was off 8 per cent from Free gate is in effect a 1949, while the Ocean View site dropped 15 per cent below last picnic grounds, talent attractions year's mark However, these marks represent drops from past biz that was eminently satisfac-

Greenspoon.

Line-up of devices at Ocean should be given first opportunity View Park included train, airplane, Roto Whip, Merry-Go-

NORFOLK, Nov. 25 - Jack Round and water boat rides for

Free gate is in effect at the parks, and fireworks displays, and square dancing also are gratis. Accent at the locations is on family trade, with the operative season extending from Easter Sunday Ride prices varied from 9 cents until the week after Labor Day.

Rocks' Spot Again Sets Kaner Flack

NEW YORK, Nov. 25. — Heavy stress will be placed on tie-ups with newspapers and radio stations by Walter Kaner Associates, by Rockaways Playland president, A. Joseph Geist, to handle publicity and promotion for the park for the third consecutive year. Flacking operations are now year-

Statistically, results achieved for Playland to date show a 125 per cent gain in publicity over 1949, stunt contests are set for next year. For the past several years the park has had reciprocal promo-tional arrangements with The New AREA awards will include the WNEW, which will be retained.

Columnist Eddie Zeltner,

Copyrighted majerial



High Quality KIDDIE RIDES

ROTO WHIP-SPEED BOATS- PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free W. F. MANGELS CO., Coney Island 24, N. Y.

Wanted—Water Scooter Cars

FOR CASH

CONTACT

HARRY STARL

23500 W. SEVEN MILE ROAD Phono: KEnwood 1-2660

DETROIT, MICH.

Park Orgs To Give 8 Merit Citations

Awards To Cover Best Exhibits, Promotion, Service to Industry

CHICAGO, Nov. 25, - Eight| be given for the best program apawards, half of them for trade pearance on a subject dealing with according to Kaner. A schedule of show exhibits, will be presented at parks or piers. These and the bathing beauty, children's and the National Association of A. R. Hodge Award for the best Amusement Parks, Pools and program presentation regarding Beaches (NAAPPB) convention pools and beaches will be prehere next week by the NAAPPB, sented thru NAAPPB, and American Recreational Equipment Association (AREA).

The D. S. Humphrey Award will equipment,

ent Association (AREA).

John R. Davies Award for the The park midway will be used as most meritorious exhibit at the site of origin for a weekly broad-Award will be presented to the person whose service during the year "made the greatest contribution to the general good of the industry." The Harry J. Batt Award for the Dest presentation during the convention production during the convention production of a park promotion plan. The D. S. Humphrey Award will equipment.

Image: Meswigan does to the convention of the best exhibit of equipment or supplies, the A. B. McSwigan Award for the most meritorious new device exhibited, and the Paul H. Huedepohl Award for the most meritorious exhibit does the presentation during the convention production plan. The D. S. Humphrey Award will equipment.

Ban Shelves Construction At Edgewater

DETROIT, Nov. 25.—Plans for a new ballroom at Edgewater Park and other long-range construction plans here have been shelved as a result of the National Production Authority's curb on amusement construction. The ballroom, which the park has lacked for about a for next season. Changing of the aerial thrillers. decade, was to have been started

not been seriously affected by the major presentations will be printgovernment ban. Three concession buildings, including a new shooting gallery, were begun in the fall and were nearly completed at the time the government rulings were

Birthday Party Dates Big at Fla. Fairyland

MIAMI, Nov. 25. - Birthday parties at Fairyland kiddle park here are proving an important revenue producer for the spot, operator Edward J. Reicher reporting such bookings averaging 20 weekly.

The kiddieland now has 14 rides on hand or ordered, the latest addition being a Roller Coaster, with Fire Engine units on the way. N.E. OPS TAKE The line-up also includes a fullsize Merry-Go-Round, 1,700-foot miniature railroad, Motor Boats, Tug Boats, Bulgy the Whale, Midget Racer, Jet Planes, Zeppelins, Ferris Wheel, Jeeps and pony ride.

Public Relations Director

For amusement park. Fine background, A-1 references. Book picnics and parties. Do not drink. Will work two weeks free starting March 15th.

DICK H. KRATZ Bay Pines, Fla.

Miniature Golf Courses

enighers and builders of the most scientific surses in the country. Engineered for ultitate capacity. No bottlenecks, yet interest to drainage problems. Bail Counter for the hole. Reference and photographs gladly

Room #106. 302 State St., New London, Conn.

Palisades Pushes Kiddieland

originate principally in the upper nic grove is being enlarged and Bronx and facilitates travel for additional free parking will be trons. The Fort Lee section, in outside the funspot proper. which the funspot is located, is being delted with huge apartment name bands for free dancing and

poster presentations has proved beneficial, and the policy of a new Immediate construction work for line of paper will be continued Little Rock Signs ed in the day-glow process.

New Paint Job

swim pool. A new wave-making machine also is skedded for the pool so that added emphasis can be placed on the spot's surf-bath-

10-watt lamps are being replaced with 15-watt lamps which are round and frosted on the inside. The effect, Irving said, will resemble continuous lighting. The pic-

SPECIAL CAR

BOSTON, Nov. 25 .- New England Association of Amusement Parks and Beaches members left here Friday (24) aboard a special railroad car bound for the National Association of Amusement Parks, Pools and Beaches convention in Chicago. Their streamliner was scheduled to arrive in the Windy City Saturday (25) and will return with the New England delegation on November 30. W. St. C. Jones, treasurer of the New England Association, told of the plans but said he would be unable to attend the convention for the first time since 1923. His son, Russell, will take his place.

literally thousands of potential pa- provided for patrons on grounds

developments. Anticipated population increase in the next year
is about 50,000.

Hamid & Son again will furnish
free attractions. Platform acts will All new paper has been designed be used in addition to the usual

For Howell Rides

LITTLE ROCK, Nov. 25. - The Planned improvements included Little Rock Board of Public Afthe annual painting of all units fairs has contracted with Howell under supervision of Russell Pat- & Company for the latter to opterson, noted artist, and the in- erate rides and concessions at Gillstallation of marine lighting in the man Park here. Materials are to be on hand by February 1 and the

rides in opraction by April 1. Under the contract, Howell will pay 15 per cent of the gross on rides and concessions. A. J. Parsel All of the park's thousands of represented the operators in negotiations with the city.

Gladys M. Donlavy

· Continued from page 47

a system of tabbing each exhibit has been developed. Each entry is identified by an exhibitor number with tags denoting breed and variety. Leg bands and ear tags are used on poultry and livestock for positive identification. A cataloging system makes it possible for immediate location of any entered item.

This year's entries brought in applications for three items and among them were listed two goats and the simple listing of "Snow White." As "Snow White" was among the Nubian entries, it was assumed that she, too, was a goat. Further investigation proved that "Snow White" was entirely out of her class, for the Disney character name applied to an exceptionally time rappit.

In preparing for the 1951 fair Mrs. Donlavy has already established a procedure that will place the "Snow Whites" in their proper classifications.



Play It Safe!

REMEMBER

PRODUCTION WILL BE LIMITED

IN 1951-

ORDERS PLACED NOW

WILL BE ASSURED SPRING DELIVERY

SEE

DOUG WISER, Sherman Hotel, during the Convention for complete details and information or write

1910 6TH AVE., LOS ANGELES 16, CALIF.

AMUSEMENT PARK OPERATORS

We invite you to place your Insurance with the world's largest insurance carrier

represented directly by

"The Showman's Insurance Man"

Lloyd's of London have deposits in American Banks of approximately two hundred million dollars for the protection of policyholders and payments of claims in America.

INVESTIGATE OUR NEW PLAN

- 1. Savings of your insurance cost for 1951
- 2. New merit rating plan
- 3. Minimum premium based on size of park
- 4. Easy payment plan
- 5. Around the clock service
- 6. Specially trained personnel to serve the park operator

. . .

BE SURE TO CONSULT WITH US BEFORE

you purchase your insurance for 1951

WHEE

ST. PETERSBURG, FLORIDA

PHONE

1492 4TH STREET, NORTH CHARLES A. LENZ

. . .



WHERE Phones-7-5914 or 7-0317

Communications to 188 W. Randolph St., Chicago 1, III.

Dailey Animals Go on Sale; Op Interest Reported High

Obert Miller To Handle Deals; Letters Offer Stock, Wagons

Sale of Dailey Bros, animals and stressed, however, that Kelly- the lion and polar bear acts. equipment reportedly will get un- Miller does not own any part of der way this week with Obert the Dailey show. Miller, of the Al G. Kelly & Miller Bros.' Circus, expected to preside.

fered the Daily elephants, other 10 camels coming in for the most

GONZALES, Tex., Nov. 25 .- | animals and wagons. He has interest. Also up for sale will be

Owners Eve Stock

Several circus owners reportedly Circus owners have received let- are interested in buying Dailey ters from Miller in which he of- animals, with the 19 elephants and

Miller visited the Dailey show several times while it was on the road this season and in recent weeks he made a trip to Gonzales. Ben Davenport, co-owner of Dailey Bros., has visited on Kelly-Miller several times in the past few weeks. Dailey animals are appearing at the Fort Worth Shrine show until the end of the month.

Meanwhile, Davenport has been telling associates that the circus operating company ended up \$93,000 in the hole and that a bank directed the recent sale of the Dailey train to a scrap metals company for a reported \$23,000.

Mills Bros. Buys Polack Elephants

Org Settled in Quarters; Execs Make Chi Trek, Confer on Route

COLUMBUS, O., Nov. 25,-Mills | mals back by express car. News-Bros, elephant herd was increased paper stories brought a crowd to to six with the arrival at winter the yards to see the bulls. Noel quarters here Wednesday (22) of began at once to work the Polack four bulls purchased from Mrs. I. herd with Mills' other two ele-J. Polack. The elephants were on | phants. the Polack Eastern Unit this season and were brought to Columbus from Baltimore, the unit's final

Frank Noel, Mills elephant trainer: Mrs. Noel, and Fred Stafford, Mills press chief, brought the ani-

Sets Record; Parade Staged

NEW ORLEANS, Nov. 25 .- Advance sales for Tom Packs's Shrine Circus, which opened here Thursday (23), broke all records and assured success of the date, Jack Leonitini, Packs rep, reported. Show continues thru December 3.

Opening day was heralded by a street parade with all circus personnel, Shriners; 14 bands, including National Guard, navy, veteran, school and police units, and other Twins Born to Kings

Albina Beatty, daughter of the the show's features.

Expansion Plan

Jack Mills, co-owner of the show, said the purchase was one step in an expansion plan for the circus. He reported he, Harry Mills, Doc Waddell, Stafford and R. M. Harvey would attend the outdoor conventions at Chicago. Harvey, special agent for the show. has prepared a brochure for Final days of the 1950 season booking auspices. General Agent brought bang-up business for H. W. Ahrhart Jr., came from Flor- Ringling Bros. and Barnum & ida to Columbus for a two-day route conference this week.

Jake and Jack Mills will confer

building, where a training ring has matinee and straw night show. been set up. Shop work is being done in another building, where much of the performance and lot busy on 1951 costumes. Trucks are was being sought for the use of Erie

MACON, Ga., Nov. 25.-Twin late Mrs. Clyde Beatty, made her daughters were born to Mr. and debut here in the act her mother Mrs. Floyd King at Macon General formerly worked, an elephant- Hospital here Thanksgiving Day tiger combination. Later she will (23). The father is co-owner of return to school in 'ichigan. King Bros.' Circus and the mother. Clyde Beatty's animals are among Mrs. Vicki King, is a former per-

former now on the circus staff.

COMES FROM BEHIND

Capell Tops Odds To Bring \$\$ Home

Capell Bros.' Circus came home a winner despite weak business until mid-season and the loss of two big tops and a Side Show tent during its first year. H. N. (Doc) altho the org registered no straw

The show closed its season Wednesday (15) at Groverton, Tex., and jumped 410 miles without mishap to reach quarters here.

good in the second half of the trek.

Capell said the late business was good enough to overcome earlier losses and leave a profit for the season. The show opened March 23 and fought rain, wind and snow thruout the spring and early sum-

paper was damaged. He said paper | man, ring stock superintendent. | March.

posted at the same time for three only sister of the seven brothers different dates in a single town. Capell, a veteran carnival op- Barnum & Bailey Circus.

erator, said he was sold on the circus business and planned extensive Ringling North, president of the Capell, owner-manager, said that enlargement for next season. Truck line-up will be increased houses, business was consistently from 15 to 30 vehicles and new canvas has been ordered from the Central Canvas Company, Kansas City, he said. The new big top will be a 90 with three 50's, and the menagerie-side show will be a 60 with three 50's.

Buying Animals

Five elephants and all cage animals and ring stock will be showowned, Capell reported.

mer. A jaunt into Canada brought poor business, and the org hurried back to the States.

Late in the season, Capell was caught in the crossfire of opposition between Kelly-Miller and Laurie Remote the season includes: Syd A. Stevenson, press and schools; Carl B. Briggs, agent of Dailey Bros.' Circus, has been named contracting agent for the 1951.

MONTGOMERY, Ala., Nov. 25.

—Bennie Fowler, former general agent of Dailey Bros.' Circus, has been named contracting agent for Rogers Bros.' Circus and is contracting between Kelly-Miller and Laurie Benniel engaged for the 1951. Personnel engaged for the 1951 tion between Kelly-Miller and Lewis Bennett, performers; Ches-Biller Bros.' shows in Louisiana. ter Gregory, Side Show; Bob Reed, route. Capell reported his business was big top; Swede Manies, menagerie Si Rubens, owner of Rogers not affected noticeably and that no superintendent, and Pete Hick- Bros., plans to open the season in

Miami Dates Give 4 Straw Houses; Orlando Strong

SARASOTA, Fla., Nov. 25 .-Bailey Circus, now in quarters

Four hefty straw houses marked with Hans Lederer, booker, in the final stand at Miami (18-19) Cleveland this week regarding tal- West Palm Beach, Fla. (17), gave only a half house for the matines Meanwhile, the show is settled but a full one at night. At the Orin its new winter quarters at the lando, Fla., date (16), where the State fairgrounds here. Animals Chamber of Commerce had bought are housed in the junior arena all seats, the circus played to a full

Cecil B. DeMille's crew filmed storage and personnel quarters activity during the final days. In N. Y. C. space is located. Mayme Ward's quarters the movie work was con- Long Is wardrobe department already is tinuing and a special dining car parked under a long viaduct at the movie notables who will be on

> John Ringling North rejoined the show at Miami after his recent return from a talent hunt in Europe. It was reported he contracted 19 acts on the trip.

Union Pa

Denver &

C. B. & C

Suffers Stroke

SARASOTA, Fla., Nov. 25. The condition of Mrs. Ida Ringling North, 76, of the Ringling circus family, who was taken to a local bospital following a stroke suffered Thursday (23), was reported improved today. Earlier her condition had been stroke suffered today. dition had been reported as seri-

Mrs. North is the last survivor McALISTER, Okla., Nov. 25 .- | for the three shows frequently was of the original Ringling family and who built the Ringling Bros,' and

> At her bedside are her sons, John circus, and Henry R. North, vicepresident of the show and trustee Union Par of the Ringling estate, and her daughter, Mrs. Sally Wadsworth, Fort Thomas, Ky. Mrs. Wadsworth flew here with her husband, Randolph L. Dayton, Ky., manufactures of watch sales. turer of watch cases,

Fowler Joins Rogers, Bros.

SAMPLE RATES REVEAL OF RAILROADING

D	ailey Bros. Circus-27 Cars	
Railroad	Move	Charge
St. L. & S. F.	Vernon, Tex., to Lawton, Okla \$	904.00
THE RESERVE	Lawton to Chickasha Okla	600.16
	Chickasha to Oklahoma City	600.16
	Oklahoma City to Sapulpa, Okla	979.20
MARINTA STORY	Sapulpa to Miami, Okla. Miami to Joplin, Mo.	979.20
	Joplin to Pittsburg, Kan	709.00
N.Y. Central	Joliet III to Care Ind	
THE STATE OF THE S	Joliet, Ill., to Gary, Ind.	762.00
	Kalamazoo to Battle Creek, Mich.	705.00
C. & N. W.	Ishpeming, Mich., to Escanaba, Mich	
	Escanaba to Iron Mountain Mich.	927.00 847.00
	Iron Mountain to Oconto, Wis.	994.00
NAME OF THE PARTY	Oconto to Menominee, Wis	769.00
	Menominee to Green Bay, Wis.	847.00
	Green Bay to Antigo, Wis	1.059.00
	Antigo to Rhinelander, Wis	769.00
DOD YARRED	Khinelander to Ironwood Mich.	994.00
District Street	Ironwood to Ashland Wis	769.00
Marie Barrier	Ashland to Spooner Wis	1 059.00
	Spooner to Eau Claire, Wis. C	1.059.00
	Eau Claire to Marshfield Wig	994 00
	Marshfield to Wausau, Wis. Fond du Lac, Wis., to Watertown, Wis.	769.00
CMSIPAT	Watertown Wie to Dostone William	
C. DI. St. F. & I	P. Watertown, Wis., to Portage, Wis:	769.00
	Portage to Sparta: Wis. Sparta to Winona Minn.	994.00 847.00
10.00	Winong to Red Wing, Minn.	927.00
IL DESTRUCTION	Red Wing to Faribault, Minn	1.112.00
	Faribault to Albert Lea, Minn.	796.00
C. R.I. & Pac.	Albert Lea, Minn., to Estherville, In	994.00
	Estherville to Iowa Falls	
Kan, City, Sou.		
	Mena to Ashdown, Ark.	1.059 00
Gulf M. & O.		
	Extra switching at Marshall	
St. LS.F.	Carthage, Mo., to Rogers, Ark.	
	Rogers to Fort Smith, Ark	954.00
Mo. Pac.	Hope, Ark., to Houston	3,414.00
Canceled: Mo. Pac.	Hope, Ark., to Hot Springs	1 241 00
Mu. Pac.	Hot Springs to Batesville, Ark.	1 572 00
BEN WELL	Bate-ville to Paragould, Ark	1,241.00
	Paragould to Wynne, Ark.	897.00
	Wynne to Helena, Ark.	817.00
	Monroe, La., to El Dorado, Ark	994.00
	El Dorado to Camden, Ark	769.00
Ill. Central		1,314.75
A DELL'AND THE REAL PROPERTY AND THE REAL PR	Clarksdale to Cleveland, Miss	
Extend his ac	Cleveland to Greenville, Miss.	
	West Point, Miss., to Aberdeen, Miss.	1 249 00
The state of the s	Aberdeen to Kosciusko, Miss	1 170 00
SUBBLEE	Grenada to Canton, Miss.	1,249.00
1	Canton to Natchez, Miss.	1,650.00
The state of the state of	Natchez to Vicksburg, Miss,	1,170.00
	Vicksburg to Monroe, La	1,382.50
	Cole Bros.' Circus-30 Cars	
Walland	Move	Charge
Railread Ches. & Ohio	Detroit to Toledo	1,142 90
Erie	Akron to Shenango, Pa	1,076.50
100		01200

Railroad	Move	Cildida
Ches. & Ohio	Detroit to Toledo\$	1,142.90
Erie	Akron to Shenango, Pa	1,076.50
N. Y. Central	Erie, Pa., to Buffalo	918.00
	Fresh Pond Junction, N. Y., to Bay Ridge,	
Long Island	N Y	1,700.00
Erie	Croxton, N. J., to Paterson, N. J	441.58
Pile	Paterson, N. J., to Croxton, N. J.	884.95
Tab Tf	Easton, Pa., to Metuchen, N. J.	1,339,00
Leh. V.	Terminal RR Association, St. Louis, to Na-	of the supplier
Mo. Pac.	tional Exhibition Co. tracks, St. Louis	590.10
	Clyde Beatty Circus-15 Cars	
market and	Move	Charge
Railroad	Portland to Vancouver	
North, Pac.	Portland to vancouver	769 00

And Andrew Control of the Control of	AND DESCRIPTION OF
Move	Charge
Portland to Vancouver	\$ 760.00
Vancouver to Centralia, Wash,	769.00
Centralia to Hoguiam, Wash	769.00
Hoquiam to S. Tacoma, Wash.	769.00
Hodulam to S. Facolia, Wash,	769.00
S. Tacoma to Longview, Wash.	
Seattle to Bellingham and Everett, Wash	1,801.00
Everett to Spokane, Wash	1,866.00
Spokane to Deer Lodge, Mont	A.DULLIUM
Deer Lodge to Helena, Mont	125,00
Helena to Bozeman, Mont	977.75
Bozeman to Butte, Mont.	977.75
Bozeman to Butte, mont	977.75
Butte to Missoula, Mont	977.75
Missoula to Moscow, Idaho	
Moscow to Wallace, Idaho	660.00
Wallace, Idaho, to Moscow, Idaho	1,213.00
Lewiston, Idaho, to Walla Walla, Wash.;	
Pendleton, Ore., and Bend, Ore.	3,683.00
Klamath Falls, Ore., to Alturas, Calif	588.00
Klamath Faits, Ore. to Antitas, Calif.	1,290.00
Alturns to Reno, Nev.	1.062.00

	Lewiston, Idaho, to Walla Walla, Wash.;	and the same
	Pendleton, Ore., and Bend, Ore.	3,683.00
	Klamath Falls, Ore., to Alturas, Calif	588.0
ac.	Klamath Patts, Ore, to Andreas, Cambridge	1,290.0
	Alturas to Reno, Nev.	
	Reno to Winnemucca, Nev	010.0
	B. S. Lee by Control of the Control	- 0.0
	Files to Goden High	1,362.0
182-		
cific	City and Drove Ittah	1,742.00
2000000000	City and Provo, Utah	898.15
R.G.W		
	Helper to Grand Junction, Colo,	1 766 35
	Property I take of the Table Table 1 to 1 t	
	Callida to Prichlo Lolo	
cific	Chaples Colo in Lievenne, myou distinct	
HILL:	AT A STOCKED DIETTE NOD HITCH STIMUL	
	The Parties of the Pa	AND PERSONAL PROPERTY.
	Grand Island to Lincoln, Neb : Red Oak, Ia.;	
2	Grand Island to Lincoln, News No.	4 203 BI

ash	Hannibal to Jacksonville, Ill.; Decatur, Ill.; La Fayette, Ind.; Huntington, Ind., and Defiance, O
te Fe	Fort Madison, Ia., to Galesburg, Ill
	Clarksburg to Morgantown, W. Va 1.15 Morgantown to Cumberland, Md 1.15

	Clarksburg to Morgantown, W. Va	1.122
	Morgantown to Cumberland, Md	
The state of the s	THE RESERVE THE PARTY OF THE PA	
	Lumberton to Wilmington, N. C	The state of the s
Central of Ga.	Griffin to Carrollton, Ga	1,002
	Property of the Property of the second of th	
	Anniston, Ala., to Decatur, Ala	692.
	Decatur to Humsvine, Ala	923.

Florence to Jasper, Ala.

King Finales To Okay Biz;

MOBILE, Ala., Nov. 25 .- King Bros.' Circus played to a full matince and three-quarter night house here Monday (20) for the final stand of the season. Co-Owner Floyd King said business here was satisfactory, especially in view of cold weather at night and a rain shortly before the matinee.

The org arrived here after a Sunday jump from New Iberia, La, where business was only fair. One seat truck did not arrive here until after the night show started. The circus moved from here to Macon, Ga., winter quarters.

The Cristiani family, headed by Lucio Cristiani, co-owner of the King show, moved to New Orleans for the Tom Packs Shrine date.

Cold Weather For West Org; Adrian Falls

BEAUMONT, Tex., Nov. 25 .-Paul Adrian, tight-wire performer with West Bros.' Circus, escaped injury here Monday (20) when his cable broke as he prepared to do a flip. About 1,500 persons were in the audience despite unusually cold weather. The show closed its run here Tuesday (21) and moved to Port Arthur, Tex., for Wednesday and Thursday (22-23).

Another Port Arthur attraction this week was Bob Atkins's Bird Circus, playing under PTA aus-

Santos Artigos Out of Havana's Circus Line-Up

HAVANA, Nov. 25.-Opposition between circuses here during the holiday season will be eased this season thru the decision of the Santos Artigos Circus to restrict its activities to operation of an amusement park.

Last year Ringling-Barnum, Circus Razzore and Santos Artigos competed for the pesos with overlapping runs.

Gaga Geretti, 52, Suicide in Paris

PARIS, Nov. 25. - Gabrie (Gaga) Geretti, 52, a member of the Fratellini trio of clowns, committed suicide early Friday (17) der a subway train at the Botzaris

Geretti, descendant of a wellknown English circus family, did an unsupported ladder act and was a musician, but for many years he traveled with the Fratellinis, handling their props and playing small bits. Since the death of the Paul Fratellini, Geretti worked with Francois and Albert Fratellini as a member of the trio.

Geretti was despondent due to financial difficulties brought on largely thru his generosity-never able to turn down a fellow artist in distress-and the scarcity of good contracts. Geretti, with the Fratellinis, played last summer with a British circus in England. He was well known among Amercan circus performers who played

Tatham Bows Unit For Yule Parades

CENTRALIA, III., Nov. 25 .- Bob Tatham's Santa Claus Circus and Toyland Parade unit opened a 24day season here Friday (24). Parade includes 10 small circus cage motorized floats. Circus acts are out regularly there. Station Keathley. The Joe Siegrists presented on a street stage follow- KENT, Shreveport, has signed up and Joanne Day played an en-

in quarters at Clinton, Ill.

Cole-Walters Chilled

ing by nightfall.

Dressing Room Gossip

King Bros.

Malcolm Fleming, contracting agent, is wintering at his home substituting in the feature trap in Fryburg, Pa. Elmer L. Kauf-number for Evalina Rossi, who is Philadelphia for the winter. Other Simpson for the nice cover photos members of the advance and their of Kelly-Miller people on the Nelsonville, O.; Louis Ingelheim, Charley Cuthbert and his band for Macon, Ga.; William Van Dervel, playing their usual best under Miami; E. C. Merritt, El Paso, Tex.; some trying conditions. Chi Yale, San Francisco; Oscar Rogers, Sacramento; Joe Carthorn, Cleveland, and Fred Yates, Springfield, Tenn.

stand, especially in British Columbia. But Pete Sadowski, boss mechanic, can't say much for some of the Canadian roads.

while we were in the Houston area, into the army. Jack Knight and Mildred and Paul Pyle also caught the show there. Engesser, Bill Blomberg, Bozo Har-Sylva Gregory and Billie Dick, of rell and Watler Jennier, all of the Capell show, visited at Port Barker Bros.; Billy Dick, Chester Arthur, Tex. Billie Burke, the and Sylvia Gregory and Mr. and joey, visited at Galveston, as did Mrs. H. N. Capell, all of Capell Bobby Kay and Harold Hall. Prof. Bros.; June and Lucio Cristiani, of days en route to St. Louis.

Clyde Bros.

est dates over, everyone is looking Davie McIntosh, Mrs. Pete Pierce, wait until the last day to give the forward to their Christmas vaca- Charley Cox, Horace Laird, Marion flag away. tions, closing date being Decem- and Winn Partello, Tommy Bentber 2. The Des Moines showing ley, Gerry Pressley, Teresa Mor-was held in the KRNT Theater. ales and Gladys Fox, all of Biller The Wallenda Troupe augmented Bros.; Kitty Kelly; Charles Bary, the show in Topeka, Kan. Francis former equestrian director on Hamilton, Dick Clemens, Mabel Clark lost part of her trousers Barnes and Sparks; Ben Daven- and Mac McGrath, Corrine and when her little bear, Ruby, became port, Dailey Bros.; Mark Anthony, Bert Dearo, Tony Clendinnen, slightly temperamental. Leo Gasca Bobby Kay and Harold Hall, all Harry Beagles Jr. and wife, Frank was injured in a fall from his wire of Clyde Beatty Circus; Tommy at the close of his act. He will be out the balance of the season. Our manager, Harry Allen, kept all members of the cast busy in the last two spots doing hospital shows in Topeka and Des Moines.

Kelly-Miller

destinations include Art Stires, CHS's band wagon. Orchids to close its longest season December

The polar bears are the only ones enjoying these cold nights. A stray town dog disrupted the The 1950 route sheet is off the Woodcock considerable consternapress. The route surely did take tion as she watched her act disus places. We enjoyed every appear under the sidewall. Lee Virtue is on the sick list and Lou Walton took his place in the clown car and other numbers. Overcoats, hot soup and coffeee are in order Obert, Dores and Kelly Miller, during this cold snap. Shirley Lo-Bill Woodcock, Red Rumble and gan spent several days at her home Eddie Henericks and his wife, all in Sheboygan, Wis., due to illness, of Kelly-Miller, visited at Liberty, but she's back in the program now. Tex. Ben and Eva Davenport and J. Crane is now boss property man. Pete and Norma Cristiani visited F. Butler reported for induction

W. H. Agnew was on for a couple Mogador Cristiani, Ernesto Cristiani, Floyd King, Don Beal, Fred Canastrelli, Billy Powell, Mrs. A. Lee Hinckley, Mrs. Arnold Maley, Gonsulin, formerly with the Harry James band; Joyce Matiuch and Roy Hidalgo .- EDDIE DULLUM.

Recent visitors included Beverly Eddie Billetti left the show in St. and Nancy Collins, Mr. and Mrs. Joseph, Mo., for his home in George Lutterell, Ruth & Mary Bloomington, Ill. Marie and Bert Sue Suesz, Mrs. Olmstead and Ol-Pettus are working menage horses, lie Burkett.—FRANK CAIN.

Under the Marquee

vember 11 at Swainsboro, Ga., cus at the Laurel (Md.) Trotting Stephen Kuzmicz, manager, went Race Track, December 1-23. to Shamokin, Pa., for the winter. Thalei Dechert, who walked the Biller Bros. Thomas Gunnels, opposition bri- wire with the Mighty Haag Show morning by throwing himself un- gade, left for Dothan, Ala.; Rob- before she was five, now has her ert Tinkham, went to New Bedford, Mass.; George Kowrie, As- Hit News," and is running her toria, N. Y.; Andy (Silas) Camp- novel, "The Big Top's Secret," as bell, Newport, R. I., O. L. Casey,

> Old-timer said: "We had no trouble getting horses started on cold mornings."

Rex M. Ingham's Wild Life Exhibit moved back to Lynchburg, car. Va., for a return engagement after closing its week's stand at Blackstone, Va., recently. Visi-Blakely, formerly on an Ingham show.

Boss convasmon claims that the first return. nstallment of a night's rest should start

circus fan, visited the Atwell Club his fellow showmen. session in Chicago recently. The Flying Romas are at the Beatty quarters in Shreveport, La. Gainesville recently included Gus The Beatty cats are being worked Bell, Harold Ward and Mildred tor the Beatty radio show which gagement recently at Independ-Operator is Bill Tatham, of is to start on a national hook-up ence, Kan.
Tatham Bros. Shows, which is now in December.

"Gainfully employed" is a winter quarters expression meaning that one part of Sparton Bros.' Circus Grace and Dave McIntosh will is making not less than \$3 per week. has joined Stevens Bros.' Circus motor to Detroit before making

A. Hymes will handle refresh-

When Biller Bros.' Circus' ad- ments and novelty concessions at vance car closed the season No- the Christmas Carnival and Cir- MARY JANE MILLER

own magazine entitled, "Song a serial. She recently had two Columbus, Ga.; J. C. Goddard, songs published, entitled "Little Jackson, Miss., and Nelson Fog- Marie" and "Poppy Seeds." Two others will be published next month.

> Nothing else on earth equals the speed with which a likely looking circus lot whitzes past a general agent's

Jack and Velma Harrison left Wichita, Kan., recently to play tors included Red Harris, clown the Hamid-Morton date at Atlanwith Biller last season. Ron ta and the Tom Packs St. Louis . . Warren Bros.' Circus Snake Show, joined to take charge drew a full house at Natchez, of animals. The Inghams recent- Miss., October 22, reports Frank ly visited Mr. and Mrs. Charlie DeRizkie, equestrian director. Fayed, former troupers, at Hope- The line-up included Tom and Betty Waters, DeWayne Troupe (7) and Flying LaValles, flying

Trouper who said. "I'd quit the road If I had enough to retire on." voiced Joseph P. Gaugler. New York the secret sentiments of a good many of

> The Arthur Henrys played Shrine shows at Houston and Fort Worth.

LONG TREK ENDS DEC. 3 FOR K-M

Cold Weather Strikes in Texas But Business Holds High Level

ong season.

In here Monday (20), the show nee was for a half house. But na- ing weather. tives turned out in force at night to fill the top. Stevens Bros.' Circus was playing four miles away at

Ringling-Barnum

Florida was a wonderfully warm place to be after a cold week in Alabama and Georgia. Business Recent visitors included Geegee continued big in all the towns. In Atlanta a group from the Hamid-Morton show visited. Nina Unus has been working in the Margas serial act. Everyone enjoyed the elever birth announcements that Bill and Roberta Ballentine sent.

Peggy and Lee Thomas celebrated their first wedding anniversary, and Pinito Del Oro and Juan their second. Doc Henderson Jean Allen and Paul Hudson, all relebrated his birthday. Because of of King Bros.' Circus; Flo and the close rivals in the race for the With the fall season's two strong- Deacon McIntosh, Gracie and cookhouse flag, George Blood will

> Visitors: Hartzell flying act, Willie and Annie Robbins and son, Sam Crowell, Dan Graham, Zoppe-Attardi, Betty Ann Miller, the Reed sisters' brother, Mr. and Mrs. Jim Northridge, Curtis Genders, Mitzi Fein, Mrs. Sally Campbell, June De Young, Ena Jahn, Gretchen Jahn, Vivian and Billy Webster, Mr. and Mrs. John Seawell, John Raycraft, Emmerick Mrocrowski, Nina Crisitiani and family, Randy Concello, Bob Kinsey, Marshall Johnson, Tom Hall, Bob Martin and family, Mary Crowell and daughter, Bill and Margaret Ferriss, Jimmy Gardner and Jerry Collins.

I wish to thank all the friends who helped make this column possible and I hope we shall meet again via Dressing Room Cossip .-

Recent visitors included Felix Iva and Sonny Morales; Doris Miller, Donald McIntosh and Joan, Sylvia Gregory, Mr. LaBlanc and Finn, the Magician.

Destinations: Reynosa Trio and Carlos Riccu, Mexico City; Billy Walsh, Pete March, Dee Aldrich and Mike Nidos, New York; Harvey Lankford and Druie Bess, St. Louis: Fay Avalon and Tommy Whitesides, Holland, Va.; Pearl Ferris and George Charles, Huntington, W. Va.; Horace Laird, Chester, Pa.; Paul Head, Athens, Ga.; Jose-phine Ivanoff, Sarasota; Prince Ki-Gor, Williamsport, Pa.; R. R. Bankley, Columbus, Ga.; Felix Gambune, Camden, S. C.; Joyce Feltz, Corpus Christi, Tex.; Clarence Swanger, Willford, Ark.; Carmen Patricia, Hot Springs; Frank Touner, Leavenworth, Kan.; Larry Gaynor, Miami

Charles Cox, New York; Joe Rossi, Gonzales, Tex.; Jerry Pressley, Dean Parson, Paul Hall, Sarasota; Slayman Ali, San Antonio; Monroe Hurst, Gastonia, N. C.; Ray and Angelene Yogi, Camden, S. C.; Robert Sam House, Birmingham; Billy Freeman, Cincinnati; Lockwood Lewis, Louisville; H. R. Hall, Mayfield, Ky., Chuck and Marlon Taylor, Sarasota; Charles Pride-more, Dearborn, Mich.; Dave and Grace McIntosh, York, S. C.; Rita and Gus Taliaferro, Louisville; Winn and Marion Partello, Middletown, Conn.; Guy Pridemore, Middletown, Conn.; Mitchell and Teresa Morales, Tampa, and Ira Gaskill, Fort Wayne, Ind.

MEXIA, Tex., Nov. 25.—Cole & Walters Circus played to a three-quarter matinee and full night house here Monday (20) in weather that dipped to near freez-ing by nightfall is making not less than 31 per week. It is making not less than 31 per week. The making not less than 31 per week. In Louisiana. Portis Sims in Louisiana. Portis Sims in Louisiana. Portis Sims weekling of Grace's brother, Irving Romig, of the Ringling show weekling of Grace's brother, Irving Romig, of the Ringling show operation at St. Johns Hospital, Community Circus from Dr. E. L. Deacon and Flo McIntosh will go to Camden, S. C. and then York, Sile-phant for small Show. Will tease Elephant For Cooper, Wichita, Kan., last week. (Continued on page 67)

A. Hymes will handle refresh-IRA GASKILL

REFUGIO, Tex., Nov. 25 .- Al G. Woodsboro, Tex., the same day.

At Port Lavaca, Tex., Sunday (19), the Kelly-Miller show played to a full house for the matinee-3 and make a 207-mile jump to only stand. Before the show left winter quarters at Hugo, Okla. Port Lavaca Monday, an elephant The org opened two weeks earlier got loose and ambled leisurely thru than usual and added a month in the town. Police notified the show the fall to its usual time to give the and the elephant followed an attendant back to the lot.

The show drew a three-quarter was caught in a freezing storm-matinee and full night house at during the morning and the mati- Angleton, Tex. (16), in threaten-

> OUTSTANDING OUTDOOR ACTS CIRCUS ATTRACTIONS WANTED FOR 1951 SEASON

SHORT JUMPS GOOD SEASON HONEST REPRESENTATION

AL MARTIN AGENCY Hotel Bradford, Boston, Mass. HUbbard 2-0688

FOR MY 1951 FAIRS & CIRCUSES

ERNIE YOUNG

203 N. WABASH. CHICAGO 1, ILL.

PHONEMEN

Chattanooga, Tenn.

a weeks' work, New York stage show. Auditorium Christmas pitch to Dec. 24th. Then charity fund to Jan. 20th. Auspices Disabled War Veterans, Banners, books, twenty-five per cent. Tickets, twenty. Buzzard, Kay, answer. Office ready.

ED CLARKE

Phone 7-8525 or Gilbert Hotel

CIRCUS ACTS WANTED

Punch and Judy, Dog and Pony, Clown Acrobats, etc., to appear once, Dec. 21st. Pleasure Pier, Port Arthur. Quote price. Phone Men wanted-no drunks. Circus plus Jan Garber Orchestra and Show No. collect wires or calls.

GUSTAF A. LARSON Productions Port Arthur, Texas

PHONEMEN Book, U. P. C. Tickets, Banners BELL BROS.' CIRCUS

Tel. 531227 Hillman Hotel Bldg. Birmingham, Ala. Want to hear from acts Felix Morales, get in touch

AT LIBERTY

Calliope Player with own callione mounted in beautiful truck. For winter indoor circus dates, outdoor advertising or anywhere a calliope would fit the pirture. Also open for 1951 circus season. Play shows alone or with hand, Would like outdoor deal in Florido for inter. Experience: 10 years with Zack Terrell's Cole Bros. Circus, 5 years with Orrin Davenport. Can join any time, anywhere. For details write or wire TOMMY COMSTOCK

PHONE MEN

Good sponsor. Book, UPC, Tickets. Pay. every night.

ED MORGAN

Phone: Ontario 8016 Waukegan, III. Ed O'Neil, Joe Ulman Shaw, answer

223 Superior

Dayton, Ohio

Communications to 188 W. Randolph St., Chicago 1, III.

TENN. ASSN. TABS JOHNSON AS PRESIDENT

Chattanooga Meet Returns Huddleston As Secy.-Treasurer

CHATTANOOGA, Nov. 25 .- C. E. Johnson, of the Tipton County Fair, Covington, was elected president of the Association of Tennessee Fairs at the group's annual meeting in the Read House here November 17-18.

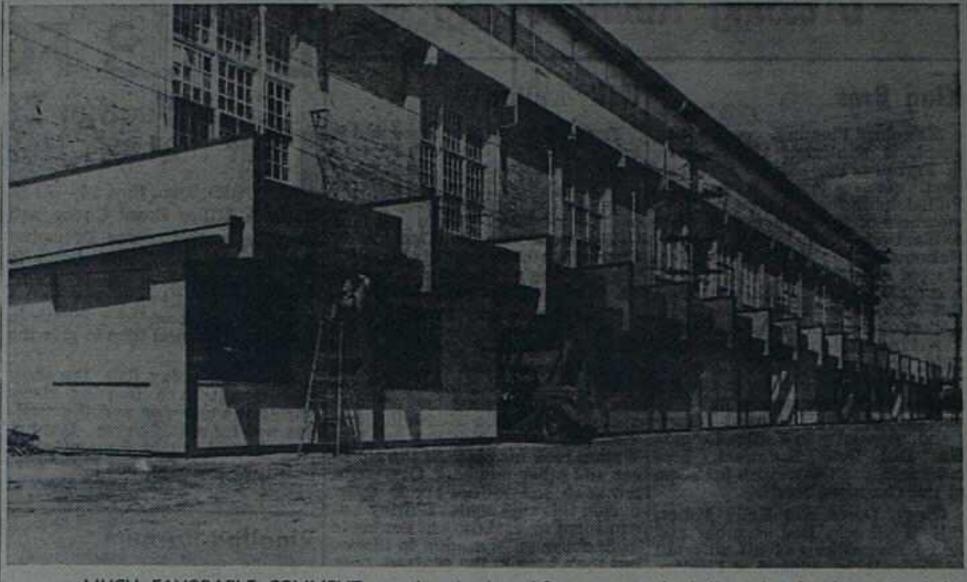
Vice-presidents include Mrs. Hester Cummings, Woodbury; Maude Atwood, Chattanooga, and Martin Zook, Memphis. W. J. Huddleston, Cookeville, was renamed secretary-treasurer.

Directors are A. W. McCartney, Lebanon; L. E. Griffin, Nashville; J. W. Shouse, Centerville; E. T. Crooks, Jamestown; J. B. Waters, Sevierville; Pat Kerr, Knoxville; J. F. Walters, Huntingdon; Henry Beaudon, Memphis, and G. H. Wilson, Dyersburg.

Dates of 15 Tennessee fairs, announced at the meeting, follow: Alexandria, August 1-4; Wood-bury, September 13-15; Pikeville, September 13-15; Dyersburg, September 9-15; Covington, September 6-8; Huntington, September 24-29; Lebanon, September 12-15; Sevierville, September 3-8; Centerville, September 12-15; Cookeville, September 6-8; Carthage, August 8-11; Petersburg, September 4-5; Memphis, September 23-29; Spencer, September 6-8, and Chattanooga, September 17-23.

Smith Moose Jaw Prez

secretary-treasurer.



MUCH FAVORABLE COMMENT was heard when 16 permanent food-dispensing booths made their debut at the Regina, Sask., Exhibition this year. Cost of the project was more than \$20,800. The booths, set on concrete bases, have individual sewer and water equipment, and concessionaires who rent them have rigid rules of cleanliness to follow. Booths are of varied colors and all are stand-up eateries. Added since picture was taken are modernistic entranceways to center of grandstand and art gallery. Grandstand is separated from the booths by an alleyway that runs the whole length.

BAN HITS PLAN

Okla. City's Proposed New Plant Is Stalled by NPA Building Ruling

A \$5,000,000 dream for a new and voted a \$4,750,000 bond issue to one we had in the last war. A greater Oklahoma State Fair- begin construction of a fair layout similar order then didn't apply to building as a community hall, grounds in the near future has all on a square mile of land 28 blocks fairgrounds. But they still might struction of a baseball diam but gone up in smoke.

The National Production Authority ban on all amusement MOOSE JAW, Sask., Nov. 25.— building went into effect at mid-George M. Smith has been elected night, October 26, just two days president of the Moose Jaw Exhi-bition here, to succeed J. G. Wilk- Baker predicted that work would George M. Cooper and start within three months on the Oswald B. Fysh are vice-presi- new site at 10th Street and May dents, and Mrs. Verna Hyland, Avenue on the west side of this

OKLAHOMA CITY, Nov. 25 .- | It was last May 9 that the city | this ban is even stricter than the from downtown. It was years ago let us build a cow barn or some-that the State outgrew the cramped thing, tho it was written to cover quarters and dilapidated buildings everything and any change would on the east side. be a relaxing one."

> licity director Bob Belcher had just returned from a 10-day inspection tour of the Texas and Louisiana fairgrounds. They toured carefully, picking out the best the two set-ups had to offer. They came back ready to sit down with Oklahoma A&M College engineers and work out details on what Oklahoma needed to show off its economy and provide visitors with prime entertainment. The college engineering school experts have been making models and terrain maps, determining how best to use the rolling acres on the new fairgrounds.

Two days before the ban, Baker he had this to say: "It looks like

Coliseum Doomed

One thing it is certain to throw out is the giant coliseum, about two million dollars' worth, for livestock shows, sports and national farm youth shows.

Then there was the plan for building a grandstand that could double for fair shows and a possible future home for the local Texas League baseball club. The club has been looking for a new and modern home and fair officials figured this as a sure-fire moneymaking scheme, renting the field

(Continued on page 67)

Marshfield, Wis. Adds 10 Acres; '50 Nets \$7,630

MARSHFIELD, Wis., Nov. 25 .-Central Wisconsin State Fair here has purchased 10 acres of property adjoining its plant, it was announced at the annual meeting of the fair board. The annual had, for the past two years, leased the land for auxiliary parking.

This year's fair netted \$7,630.76. Receipts totaled \$64,034.91 which included \$15,825.70 from the grandstand and \$17,884.91 from the

Dates of September 1-5 were set for next year and plans were outlined for additional rest-room facilities, new fencing and a new dairy display.

All officers were re-elected. W. A. Drollinger was renamed president; George Keiffer, vice-president; Mark Hansen Jr., treasurer, and W. A. (Tiny) Uthmeier, secretary-manager.

Ft. Lauderdale Gets More Exhib Space

FORT LAUDERDALE, Fla., Nov. 25 .- A record 180,000 square feet of exhibit space will be available at the Broward County Agricultural Fair at the Naval Air Station here February 26-March 3, Lewis B. Duncan, manager, announced.

Half of this footage will be in permanent buildings and the re-mainder in tents. Prell's Broadway Shows were signed recently to provide the midway attractions.

BRANDON EX NETS \$10,816 ON '50 RUN

Exec Introduces Eight-Point Plan To Up Plant Use

BRANDON, Man., Nov. 25 .-Brandon Exhibition here we up its '50 run with a net p of \$10,816, N. W. Kerr, chair of the finance committee, discl at the recent annual meetin stockholders.

Total receipts for the year \$81,717, and expenses of \$5 left an operating profit of \$24 Of this, \$5,569 was charged to preciation and \$8,000 was pl in a building reserve account

Concessions were the source of revenue, yielding 873. Front-gate admissions bro in \$17,390; grandstand admiss \$17,390, and other revenue, cluding grants, produced \$20 Administration expenses to the expenditures at \$22,544, ground expenses amounted to

Year-Round Use

Fullest possible year-round of the annual's plant was cated by J. C. Donaldson, or the fair's vice-presidents, who sented an eight-point develop program to be carried out or five-year period.

Donaldson's plan includes use of the provincial govern (Continued on page





POLICE-INSPECTED STRAIT-JACKET 2-HOUR CIRCUS OF DEAT

For further information and bookin WRITE

AUT SWENSON 903 ROANOKE AVENUE SPRINGFIELD 4, MISSOURI

ACTS WANTED For Our 1951 Fairs

SINGLES, DOUBLES, TROUPES, Mail photos, full descriptions. Williams & Lee

464 Hally Ave.

Meetings of Fair Assns.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 27-29. Frank H. Kingman, Brockton, ary 11-12 Rollo S. Singleton, Jeff-Mass., secretary.

Washington Fairs Association, New Washington Hotel, Seattle, December 7-8. Charles T. Meenach, Pullman, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-3. William H. Clark, Franklin, secretarytreasurer.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Staunton, secretary. Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary,

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, Jan. 4-6. Douglas J. Curran, Black River Falls, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, January 7-9. Vera G. McQuilkin tary. P. O. Box 974, Oklahoma City. Kansas Fairs Association, Hotel

Jayhawk, Topeka, January 9-10. Everett F. Erhardt, Stafford, Ohio Fair Managers' Association, secretary. Deshler Wallick Hotel, Columbus, January 10-11. Mrs. Don A. De-

trick. Bellefontaine, secretary.

ATTENTION! FAIR SECRETARIES CONTACT **ERNIE YOUNG**

AGENCY FOR YOUR 1951 GRAND STAND SHOW

203 N. Wabash Chicago, III.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, Januer on City, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gleixner, North

St. Paul. Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff

G. Hunter, Taylorville, secretary. Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston,

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St., Arlington, Mass., recretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, Janu-Biltmore Hotel, Oklahoma City, ary 23-24. Edwin Schultz, secre-

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles W. Swoyer, 522 Court St., Reading,

North Dakota Association of Fairs, Minot, January 25-27. G.

A. Ottinger, Jamestown, secretary. Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary. Arkansas Fair Managers' Asso-

January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock. New York State Association of Agricultural Fair Societies, Ten Eyek Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive sec-

riation, Marion Hotel, Little Rock,

Inspect Other Plants What makes it even tougher on Pete Baker is that he and fair pub-

was bubbling. Day of the ruling

Winter Fairs

ARIZONA

Mesa-Maricopa Co. Patr. Peb. 22-Marsh 4. Marcel Delporte, Phoenix, Artz.

CALIFORNIA

Imperial—California Mid-Winter Fair, Feb. 24-March 4. D. V. Stewart. Indio—Riverside Co. Pair & Nat'l Date Festival. Peb. 18-22. R. M. C. Fullenwider. San Bernardino-National Orange Show, March 5-18. R. Z. Smith.

FLORIDA

Bowling Green-Hardee Co. Strawberry Pestival Jan. 15-20. J. A. Albritton Jr. Cocoa-Indian River Orange Jubilee. Feb. Mrs. Marion Oxford. Dade City-Pasco Co. Pair Assn. Jan. 11-13. J. F. Higgins. Daytona Beach-Halifax Pair, Pirst week in March. Turner Scott. Delray Brach-South Pla. Gladiola Festival-

Pair. Peb. 19-24. Mike Machek. Eustis-Piorida Sportsmen's Expo.-Lake Co. Pair. March 19-24. Karl Lehmann, Ta-

Fort Myers Southwest Fis. Fair. Feb. 5-10. R. V. Lee. Co. Fair Assn. Jan 9-11 Inverness-Citrus Co. Pair Assn. Jan 9-12. Quentin Medlin. Largo-Pinellas Co. Pair. Jan. 23-27. J. H. Miami-Dade Co. Fair. March \$-17. Robert

C. Booth.
Oriando—Central Fla. Expo. Peb. 19-24.
Crawford T. Bickford.
Plant City—Florida Strawberry Pestival.
March 5-10. G. R. Patten.
Punta Gorda—Charlotte Co. Pair. Jan. 1520. Harry H. Jack. Sarasota Sarasota Co. Pair Assn. Jan. 22-27. Cal Rasor. Tampa-Plorida State Fair. Jan. 30-Peb.

10. P. T. Strieder. Winter Haven-Piorida Citrus Expo. Peb. 12-17. Phil. E. Lucey.

Lafayette-South La Mid-Winter Pair, Jan. 20-21. Dean T. J. Arceneaux. St. Prancisville-W. Feliciana Pair, Peb. 23-24. C. L. Plowers.

LOUISIANA

Houston-Houston Pai Stock Show & Live-stock Expo. Jan. 31-Peb. 11. Herman Engel.

CARNIVALS

SAMPLE RATES REVEAL COST OF RAILROADING

Royal American Shows-50 Cars

Atlantic C. L. Tampa to Birmingham\$6,851.00

Railroad

Chi. B. & Q.	St. Louis to Davenport In	ч
Great North'n	Superior, Wis. to Spur Minn	
C. R. I. & Pac St. L. & San F	Minn. Transfer to Topeka Kan	
Ala, G. S.	Tulsa to Oklahoma City 500.00	11
C. R. I. & Pac.	Oklahoma City to Little Rock	al
Mo. Pac. Ill. Central	Tallulah, La., to Jackson Miss 2,570 an	
	Jackson to Shreveport, La. 3,894.72 Shreveport to Meridian, Miss. 4,452.52	911
Cav	alcade of Amusements—44 Cars	1
Ala. G. S.	Tuscaloosa, Ala., to Attalla, Ala\$1,858.00	0 B
Gulf M. & O. Ala. G. S.	Attalla, Ala., to Tuscaloosa, Ala 1,858.00	
Gulf M. & O. Louis. & Nash	Gadsden, Ala., to Tuscaloosa, Ala 2,055.00	ı
Chi. & N.W. N. Y. Central	Erie, Pa., to Toledo	۱
Louis, & Nash. Gulf M. & O.	Cincinnati to Nashville	ľ
Louis, & Nash	Meridian, Miss., to West Point Miss 1 240 00	1
Gulf M. & O.	Meridian, Miss., to Tupelo, Miss 2,200.00	Total Park
New O. & N. E.	Laurei, Miss., to Mobile Ala son on	E
III. Central	West Point, Miss., to Baton Rouge, La 3,797.00	1
	Eunice, La., to Beaumont, Tex 1,289.00	1
Railroad	orld of Mirth Shows—40 Cars	2
Bos. & Maine	Rotterdam Jet., N. Y., to Chicopee Falls,	04 10
N.Y., N.H. & H	. Springfield, Mass., to Stratford, Conn. to	2 4
Bos. & Maine	Unicopee Falls, Mass., to Portsmouth, N.H., 2 188 00	
Central of Vt. Bos. & Maine	Portsmouth, N. H. to Portland, Me 1,152.00 Essex Jct., Vt., to Burlington, Vt 1,531.61	Ì
Rutland	Bellows Falls, Vt., to Fitchburg, Mass 1,292.00 Burlington, Vt., to Rutland, Vt 1,185.00	L
N. Y. Central	Rutland to Bellows Falls, Vt	Γ
N.Y., N.H. & H	Brockton, Mass., to Jersey City, N. J 3.346.56	L
Leh. V.	Phillipsburgh, N. J 2,178.00	
Georgia & Fla. Southern Ry.	Augusta, Ga., to Greenwood, S. C 840.00 Potomac Yards, Va., to Greensboro, N. C 3,371.09	q
	Greensboro, N. C., to Winston-Salem, N. C 1,118.00 Winston-Salem to Columbia, S. C 2,432.00	5
	Columbia, to Anderson, S. C	(=
Col	Belton, S. C., to Anderson, S. C 1,000.00	d
Ratisead Rich. F. & P.	Move Charge	d
Balt. & Ohio		tofi
	Fairmont to Clarksburg, W. Va 892.57	ti m
N. Y. Central	Point Pleasant, W. Va., to Charleston, W. Va. 978.00	u au
N.Y., C. & St.L. N. Y. Central	Kalamazoo, Mich., to Bay City, Mich., and	n St
B. & O.	Hagerstown, Md., to Potomac Yards, Va 1,325.11	
Western Md. Central of Ga.	LOUI POLICE & MILE OF ALMERICA STORY IN ALL	aj ai M
Ballroad Jol	nnny J. Jones Shows—35 Cars	no
Seaboard A.L. C. B. & O.	Lynn, Ga., to Richmond, Va	ac
C. & N. W	Cicero, III., to Peoria, III 1,510.00	tio
C. M. St. P. & P. Southern Ry.	Cedar Rapids, Ia., to Kansas City, Mo 1,668.00	W
Southern My.	Knoxville, to Chattanooga, Tenn 1,496.00	bı
Louis. & Nash.	Montgomery, Ala., to Pensacola, Fla 1,756.15	si
Seaboard A. L.	Columbus, Ga., to Montgomery, Ala 1,315.00	clin
Southern Ry.	Imperial Shows—25 Cars	ad
Railroad Ill. Central	Moyo	n
C. & N. W.	Sheboygan, Wis., to Menominee, Wis 1,271.00	6
	Menominee to Negaunee, Mich 1,403.00 = Negaunee to Iron Mountain, Mich 1,271.00	I
	Iron Mountain to Green Bay, Wis 1,112.00 Racine to Chippewa Falls, Wis 2,243.00	Ì
	St. Paul to Austin, Minn 1,112.00 E	
C.M.St. P. & P.	Davenport to Aberdeen, S. D 4,737.00 s	10
	Sioux Falls, S. D., to Spencer, Ia 1,112.00 S	Sh
Rathroad	AMBIAC MEAC SHAWC	FL
C. & N. W. N. Y. Central	Peoria, Ill., to Kenosha, Wis\$2,063.38	5 20
	Creek, Mich 1,828.45 h	o
Gulf M. & O. Wabash	Joliet, Ill., to Springfield, Ill 1,721.72	VI
	Jackson, Tenn., to Memphis 1,353.00 b	ei
Mo. Pac. St. L. & S. F.	Lincoln, Neb., to Cairo, Ill 5,807.59 n	e
C. R. L & Pac.	Birmingham to Memphis 2,152.72 li	in in la
2, 22 (2.11)	Bridge toll at Memphis	ge

Marks Org Scores One of Best Seasons

Still Date Route Tops for 5 Years; Fairs Also Net Excellent Business

CHARLESTON, S. C., Nov. 25. greater returns than ever before, shows bearing his name, an- bermarle, N. C., and Roanoke, Va., nounced at the close of the were up 10 per cent from last year. Charleston Colored Fair here that

40 per cent greater than this fair during the year. At the comple-has yielded in the past. Large tion of the fair date here Marks part of the biz boom was attrib- said that General Agent Allan A. uted to the fact that employment Travers had been reinked for next in this area is on the upswing, with workers returning to local shipyards. The date here was a new one for the shows.

Children's Day was one of the biggest the org experienced all season with 20,000 moppets on the fairgrounds. Kids were brought in by bus from locations 50 miles from the grounds and spending was high.

Still Dates Okay Business proved strong for the org all along its route this season, which started in April. Many new locations were opened up, and for the first time the shows invaded Long Island, N. J., and gained satisfactory grosses. Shows' officials

of the best the org has had in the last five years. Fair season, which started in August, also proved excellent, South Boston, Va.; Hickory, N. C., and Fredericksburg, Va., stood out as top-money makers. Fayette-

ville, N. C., gave 50 per cent

said that the still route was one

nstalls

NEW YORK, Nov. 25 .- New officers were installed and old ones "Teddy Is Back Home Again." dismissed at a well-attended meeting of the National Showmen's Association (NSA) Monday night (20) following elections during the afternoon.

A short farewell talk by President Jack Perry opened the meeting, who then called upon President Emeritus George A. Hamid to conduct installation of new officers. Following a speech, Hamid turned actual installation ceremonies over to Phil Cook. Perry thanked and dismissed his officers and committees, and incoming officers, headed by President Bernard (Buck) Allen, were presented.

After being installed, Allen reappointed William (Bibs) Malang as sergeant at arms and Fred C. Murray as chaplain. Cook announced presentation of three personal gifts and placement of an advertisement in The Billboard congratulating Allen on his election by personnel on the front end of World of Mirth Shows, org on which Allen is concessions man-

One of the chairmen of NSA's building fund committee, James E. Strates, spoke on the progress of the drive to raise money for a new club location. Bond pledges totaling about \$12,000 were made, in addition to what already has been pledged in the past.

Die in S. C. ruck Crashes

MANNING, S. C., Nov. 25 .-Edward Franklin, 30, and Wilbur Easley, 28, employees of Dorso & Goodman, cookhouse and concessions operators on Cetlin & Wilson Shows, were killed near here early Sunday morning (12) when their ruck struck the rear of another

Both men were with the shows s they were heading toward Petersburg, Va., quarters. The ome addresses of Franklin and lasley were not known.

The accident here took place ithin 15 minutes of a collision etween a railroad streamliner and Ross Manning Shows 'ruck at nearby Kingstree, S. C., which caused the death of Martin Wil-liams, 38, driver of the truck. fanning has filed a \$15,000 damge suit over the accident against he Seaboard Airline Railroad.

-John H. Marks, owner of the with 75,000 paid attendance. Al-

Shows played a 30-week season this season was one of the finest this year, the longest yet for the the org has enjoyed in 25 years, org. Closing in mid-November, a Local event saw midway grosses total of 5,617 miles was covered season, with an option for 1952.

Fair Dates Set

Marks stated that the fair route for 1951 is nearly completed, with only one week still being 'negotiated. One of the annuals contracted is the Greenwood (S. C.) County Fair, a much-coveted date. Org will make 15 annuals next

Addition of three or four rides (Continued on page 56)

FRESNO FACTS--

Levitt Back To Calif. Urg; Billed Strongly

By Sam Abbott

Schoonover, owner of California izations in the area for most en-Shows, during the Western Fairs gagements. Association meeting here, which closed Thursday (16), announced will have 10 major rides, 5 shows, that Ted Levitt had returned to and 35 to 40 concessions. C. Joe the shows as general manager. Bennett, former partner in the One-sheets were plastered around Royal Empire Shows, will remain the California Hotel lobby stating as general representative. Con-

resentation which included Orville popcorn. Mrs. Mayme Wade will N. Crafts, Roger Warren, Ruth and be secretary-treasurer. J. W. Gilman and W. Lee Brandon. Brandon recently rejoined Crafts as general agent after a couple of years as general agent and part-owner of California Shows.

Combines Biz .

William H. Meyer, well-known ride man, is combining his Hollyunder the name of Frock & Meyer Amusement Company. . . . J. W. Thomason and J. B., Powell, of Cemetery. Pepsi-Cola, made the rounds of the convention. Pepsi-Cola is electrical group games, was born sionaires in the outdoor field. Paul son, Al, his widow, Lottie, and

ISSER'S 1-MAN INDIE NSA TICKET WINS

NEW YORK, Nov. 25 .-Running as an independent, Phil Isser was elected first vice-president of the National Showmen's Association (NSA) by a 92 to 43 count on the basis of balloting conducted Monday (20) at the group's clubrooms here. All members of the regular ticket (The Billhoard, November 4) were elected without opposition, except Ross Manning, the other nominee for the veepee post.

Two ballots were voided in the contest for vice-president The elections were conducted by Herman Malek, chairman, and Frank Rappaport, Al Katzen, Isidor Trebish, Al Horowitz, Ike Weinberg and Edward Elkins.

Roscoe T. Wade Plans Joyland Expansion

TIPTON, Mich., Nov. 25 .- Joyland Midway Attractions, operated as a small local show playing city lots and a few near-by celebrations during the past dozen years, will be expanded into a major show again next season, Owner-Manager Roscoe T. Wade said this week. Wade at one time had a large show, but cut down before World War II, restricting opera-FRESNO, Calif., Nov. 25 .- Bob tions to one of the smallest organ-

Under the new set-up, Wade cessionaires already signed up for Frank Warren of Crafts 20 Big the 1951 season include Sammy Shows arrived Wednesday night Soloff, for 10; Bill Chesney, for 5, (15) to augment the Crafts rep- and Nadine Bellick for exclusive

> Show will open about the first (Continued on page

William L. Flint Dies; Game Designer-Builder

LOS ANGELES, Nov. 25. - Fuwood Kiddie Land with his Gold 81, father of Al Flint, Pacific Coast neral services for William L. Flint, Coast Shows. He was operating Showmen's Association executive secretary, were held here Saturday (18) with burial in Inglewood

making a strong bid for conces- in Nova Scotia. In addition to his (Continued on page 57) another son, Lewis, survive,

350 at Hot Springs Annual Banquet-Ball

jammed the Belvedere County Clayton Holt, treasurer, and Clint Club here Thursday (16) at the Shuford, secretary. second annual banquet and ball of

The program, in addition to brief speeches by the officers and Floyd A. Housley, mayor of Hot Springs, included supper, a floorshow and dancing.

Seven other showmen's clubs had representatives at the event, had representatives at the event, including Mickey Doolan, Pacific Coast Showmen's Association; Morris Haft, Showmen's League of America; Eddie Walters, Greater Tampa Showmen's Association; Al Baysinger, International Showmen's Association; Al Baysinger, International Showmen's Association, St. Louis; Martha Moss, Lone Star Showmen, Dallas; Noble C. Fairly, Heart of America Showmen's Club, Kansas City, Mo., and Patrick Finnerty.

HOT SPRINGS, Nov. 25. - A second vice-president; Charley crowd of over 350 show folks Weaver, third vice-president;

Floorshow talent consisted of the Hot Springs Showmen's Asso- Jimmie Edmondson, monolog and emsee; Peggy Wormack and Rose Wyse Jr., comedy dance; Roena Rowlins, imitations, and the Ben-Yost Vikings, singers. George Ray's ork provided the dance

Among those who attended

City, Mo., and Patrick Finnerty, Miami Showmen's Association.
J. W. (Patty) Conklin represented Canadian show people.

Nominees Announced
Nominations for officers were announced as Noble C. Fairly for president; Harry Zimdar, first vice-president; H. J. McDonald, Mr. And Mrs. Herb Wheatley, Mr. and Mrs. Pred Howey, Dr. H. D. Parguson, Mrs. Pred Howey, Dr. H. D. Parguson, Mrs. Ruth Winters, Sam Aldrich, E. D. Walters, Mary and Woody Gaither, Betty and Charlie Carroll, Frank B. Joerling, Mrs. and Mrs. Frank Waldron, Tom Fuzze, Pran and Frank Clancy, Pal and Leis Haston, Frank D. Clancy, Sob Shivers, (Continued on page 57)

HEART OF AMERICA SHOWMEN'S CLUB

Invites You
To Attend The

32ND ANNUAL BANQUET AND BALL

NEW YEAR'S EVE., DEC. 31, 1950

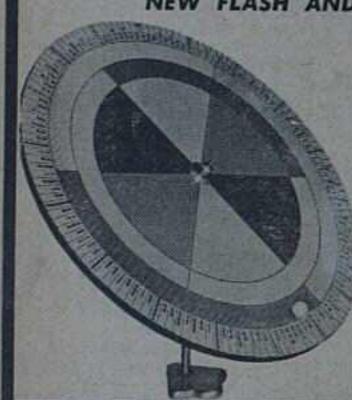
GEORGIAN ROOMS HOTEL CONTINENTAL KANSAS CITY, MO.

\$6.50 Per Person, Tax Incl.

Music by Milo Finley Orchestra Floor Show - New Year's Novelties

THE PLACE WHERE GOOD FELLOWS MEET

EVANS' NEW CIGARETTE NEW FLASH AND EARNING POWER!



Great new fast playing ciggrette store! Plenty of punchy appeal! 40" wheel operates on excellent percentage, giving from 2 to 5 packages of cigarettes on every spin, with ball indicator adding live-action bally! Beautifully colored. mounted on nickel-plated stand at about 45 degree angle. Evans quality built to give you many seasons of big earnings. This is the right one! Don't

IDEAL FOR FAIRS. HOMECOM-INGS REUNIONS, BAZAARS, ETC. Write for information and

latest catalog.

H. C. EVANS & CO. 1556 W. Carroll Ave.

Chicago 7, III.

AMERICAN LEGION PLAYL

FT. BRAGG BOULEVARD, FAYETTEVILLE, NORTH CAROLINA

Adjoining World's Largest Military Installation, FT. BRAGG & POPE FIELD OPEN NOW & YEAR ROUND, UNDER DIRECT MANAGEMENT AMERICAN LEGION (T. L. "Ted" Dedrick no longer connected)

WANT new, novel and attractive Major and Kiddle Bides not conflicting with those we now have (No junk, please.) Will consider buying or leasing. CONCESSIONS Popcorn Applies. Plons, Snow Cone (Grab, Custard, Ice Gream and Drinks all sold). Merchandise Concessions of all kinds (no P.C. or Flats). Relaries. Splendid opportunity for Tattooer! Live and let live percentage deals for all. Account disappointment can use Long Range Gallery (Martin Hurst, advise). Will place any attraction not mentioned that is in keeping with the moral requirements of this operation.

Special consideration to all those who paid deposits before reorganization.

All Address: MANAGER, EOX 225, ROUTE 24, FAYETTEVILLE, N. C. WANT Man capable of building Miniature Golf Course and generally useful.

WANT FOR

HIALEAH, FLA., CATHOLIC CHURCH FESTIVAL

STARTING DECEMBER 1ST TO DECEMBER 9TH

Rides not conflicting with what we have. Motor Drome and strictly legitimate

Concessions of all kinds. Wire to

BARNEY TASSELL UNIT SHOWS

115 N. E. 71 ST., MIAMI, FLORIDA

FOR SALE

1947 Bisch-Rocco Flying Scooter and transportation, perfect shape. 1947 Electric Plant on polished aluminum 24' semi with 1949 Int. tractor; has two 60 kw. 3 phase G.M. Diesels; a beautiful outfit in perfect condition. 1600 feet 2/0 Ground Cable with function boxes. 10-Car Allan Herschell Kiddle Ride with transportation. 20x30 and 20x40 Tents and Fronts. Beautiful 50-toot Front Entrance, neon lighted. Sound Truck and polished aluminum Cookhouse. Two genuine Circus Parade Wagons. A few old-time Circus Sunburst Wheels, front or rear, good shape. 625.00 each Note: Dick O'Brian, carnival manager, please contact us.

1814 THIRD AVE.

WESTERN MERC. CO.

ROCK ISLAND, ILL.

"GET YOUR FLORIDA VACATION MONEY"

Under auspices 175th Regiment Athletic Fund, Dec. 26th thru Jan. 1, inclusive.
Noon till 1 a.m. 5th Regiment Armory (Downtown Baltimore).
25¢ Gate Free Shows Hourly 500,000 Passes.
We have booked Ferris Wheel, Merry-Go-Round and Kiddieland. Open . . All Concessions . Grind Shows, Etc.

Address MARDI GRAS, INC.

STH REGIMENT ARMORY

BALTIMORE, MD.

One Rell \$ 1.50 Five Rells 4.00	Liberty is always dancerous, but it is the safest th we have.	SPECIAL PRINTED
Fifty Rolls 20.00 105 Rolls 20.00 ROLLS 2.005 EACH Double Coupons	TICKETS	1,000
No C. O D Orders Size: Single Tkt., 1x2	THE TOLEDO TICKET (O 'Y	

Midway Confab

Frank Bergen, owner of World of Mirth shows; Bernard (Bucky) Allen, concessions manager and newly elected president of the National Showmen's Association (NSA), New York, and Gerald Shows shows advertising manager and Col. Lew Alter will leave soon for Los Angeles to visit Mrs. Tex Mets. Snellens, shows' advertising manager, were present at a dinner party and business discussion conducted by members of the Central Canada Exhibition Association, Thursday (16), in Ottawa.
... John H. Marks, owner of the shows bearing his name, plans a hospital visit soon to be followed by a long Florida vacation with his wife. Marks will leave contracting duties to General Agent Allan A. Travers.

Blaming a bad season on an agent's folly is a fair rap at it, but there's generally so much midway fally involved it's preity difficult to say exactly whose.

Starr DeBelle, press agent, and Claude Bentley, Side Show operator on the James E. Strates the season and is employed as a shows, visited the Cincinnati of-fice of The Billboard last week Still date business was poor, acwhile en route from winter quarters in Orlando, Fla., to the out-door meetings in Chicago. Following the meetings DeBelle will return to Orlando and Bentley to his estate in Florida for the winter. . . . Fred Dolloff, well-known New England concessionaire, is seriously ill in Massachusetts General Hospital, Boston. . . Mr. accompanied by his assistant, and Mrs. Joe Jernigan are wintering in Gibsonton, Fla., after a successful season on Magic Emhome in Miami and DeLuccia pire Shows where Joe was elec- will reside at San Souci Hotel, trician and Mrs. Jernigan op- Miami Beach. . . Mr. and Mrs.

the season with Royal Crown Houston. Shows, plans to make a few dates in Georgia before heading for were Buddy Velear, Freds and from a vacation trip to the Ste.

Sonda Lee. . . . Mrs. Eleanor Anne De Beaupre shrine near Spears is at her home in Warren, Quebec. . . . After completing recently acquired station wagon, to be played by Prell.

. Mrs. Leona Crowe is in Hot Springs caring for her mother who is suffering from a heart at-

Even the midwayite who hates crowds is already so tired of the quietness of winter that he breaks his neck to get to a fair meeting.

Joe Mooney has taken over management of the Crystal Club in New Orleans. . . Rita Raye is a recent addition to the Orange State Shows. . . Mark Williams is wintering at the Clairborn Schreiber, business manager; Ed-Trailer Camp, New Orleans. . . Murry Pickford planed into Boston last week following a number of dates in Tampa, ... Scotty Mc-Neil is presenting his magic and vent act at the Club Slipper, New Orleans, . . . Marcelyn Cutler while en route to Florida, stopped off in Hot Springs for a visit with Mr. and Mrs. Bill Crowe.

This is the week-end when the tiring. but great, convention is ended by a 30 to 1,200-mile auto or train ride home.

Renee Grant, featured dancer on Roxie Lee's revue on O. C. Buck Shows the past season, is in her third week of a six-week engagement of Kane's Burlesque Circuit. She plans to open in night clubs in Florida after the Christmas holidays. . . Ray and Frances Sigler, who closed the season with Heller's Acme Shows, are in week of May, in the vicinity of Akron where they have their Detroit, and play still and spon-monogram machine, layout in sored dates in industrial cities in O'Neil's Department Store for the Michigan, Ohio and Indiana, fol-Christmas holidays. . . Ruby lowed by fairs now being lined Meol has been discharged from St. up by Wade and Bennett. Joseph Hospital, Reading, Pa., where she underwent an appen- quarters here. Wade recently dectomy recently. She reports purchased a new becon light for that she received numerous get use in promotion.

Jackpotters oplanty there have been, but never one with the nerve to pro-claim that he's strictly jackpotting.

Minnie (Francene) Meyers, fol-lowing her close with the Mark Williams unit on the Buff Hottle Shows, was hostess at a smorgasbord party in Houston. Guests in-cluded Jack Korie, Buddy Lercy. Fannie Baker, Jet Lamar, Mrs. J. W. Taylor, Billie Bell, Jerry Vaughn and Camille Lapage.

Drinks are served in rooms at lair meetings to keep the prespect from running out after the first six minutes.

Walter Lankford, former circus band leader and this year a carnival cookhouse op, has closed for cording to Lankford, but Georgia fairs made up for it.

How complicated the modern carniwal is may be judged by the amount of stuff needed to hold one together.

George Harris plans a trip to South America in mid-January, H. Frank, Chicago organ repair people, made an extended vaca-When a manager suddenly changes tion trip thru the Ozarks and agents it shouldn't be announced, per- the South. While in Fayetteville, haps because this is the sort of news Ark., they were guests of Mr. and which gets around by itself.

Mrs. Herbert Chandler, business Homer R. Sharar, who closed visited Dallas, New Orleans and

C. Joe Bennett, general agent Florida for the winter. Visiting of the Joyland Midway Attrac-Sharar in Alma, Ga, recently tions, has returned to Detroit Pa., recuperating from a recent visit with friends in New Orleans, operation. . . Trudie and Jack Clarence and Madge Thomas go Evans are preparing to leave to Florida quarters of Prell's Philadelphia soon for Florida. Broadway Shows to prepare a They will make the trip in their Posing Show for winter fair dates

Marks Scores

and two or three shows is planned for 1951. Major stress will be placed on flacking activities next year, and a name will be added to the shows for extra drawing

Officials this year included John H. Marks, owner-manager; Paul die Lang, transportation superintendent: Henry Halder, office manager-secretary, and Ralph Rothrock in charge of advertising.

Shows were managed as follows: Slim Kelley, Side Show and Snake Show; Johnnie Orneallis, Broadway on Parade and Posing Show: Eddie Wiley, Negro revue; Zachinni, Funhouse; Steve Palmer. Monkey Show, and Johnny Ray, Unborn Show.

All ride foremen received bonuses and a farewell dinner from Mr. and Mrs. Mark at Richmond, Va., with the exception of three who had left for their homes.

R. T. Wade Plans

Seven men are now in winter

ANCHOR TENTS



LET US HELP YOU With Your Canvas Needs STOP BY BOOTH 24

During the Convention

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

FLUORESCENT FIXTURES

Per Carmiral Installations. Dealers, Distributors, Concessionaires.

PLUORESCENTS POR EVERY PURPOSE

GOOD PROFITS TO DISTRIBUTORS

BELNORD PRODUCTS CORP BILIGHTES + MANUFACTURERS - DISTRIBUTORS FLUORESCENT FIXTURES

145 M. 7th St., Phile. 6, Pa. LOmberd 3-7789

WANTED

A Few Legitimate Concessions for Biggest New Year's Party Ever Held in Detroit

\$5,000 Spent for Bands Alone. 15,000 Will Attend

Good Opportunity To Get Your Winter's Bankroll In One Night

For Space-Wire, Write or Phone

BEN H. LIDDON

2236 Mich. Ave. Phone: WOodward 2-7340

'America's Finest Show Canvas' TEHTS-SIDESHOW BANNERS USED-IN STOCK

80' Round Top, 3-40' Middies, 50' Round Top, 2-30' Middles. 40'x100' Square
Hip Ends, all 10' Wall.
20'x30' Hip Roof. 8' Wall.
Bernie Mendelson-Charles Driver



WHEELS OF ALL KINDS



SEE US AT THE CHICAGO SHOW SHERMAN HOTEL BOOTH #96. NOV.

26-30. Cardinal Mfg. Corp. 230 Keap Street Brooklyn, A Y

FIESTA DEL SOL

LAKE WORTH, JAN. 17 TO 20

Can place High Act and Platform Act. Winter rates. Clean Shows and Exhibits. Lee Houston, contact.

Florida Bazaar Supply A. 1, Box 370 West Palm Brach Haverhill Grove Amusement Parki

FOR SALE

-5 Ell Ferris Wheel, Gruner Chairplane, I Kiddie Train, Popcorn Trailer and other Equipment, Estate of William Piggett, CONTACT

WALTER KASSLY

Attorney

E. St. Louis, III. 902 Spivey Bldg.

Mills 24-gallon capacity markine, 40-gallon hardening cabinet, 10-gallon mis storage, plus supplies, late model, in excellent condition, in storage Washington, D. C. First \$500.00 takes it. Cost

Robert Bennett 304 Arpen St., N.W., Washington 11, D.C.

228 W. 42nd St. New York, N. Y. Open all year round

salary and all particulars in first letter. LESLIE'S TRAILER PARTS & ACCESSORIES

Want Freaks and Novelty Acre. State

Complete line of Trailer Parts and Acces-sories available at all rimes. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S. A. Write for free 1920 Stewart Ave. S. W. on Highway 41 going south. Atlanta, Georgia. Fairles 2626.

SAMPLE RATES REVEAL COST OF RAILROADING

· Continued from page 55

	Endy Bros.' Shows-25 Cars	TV 3
Rullroad	Pinya	
Allantic C. L.	Goldsboro, N. C., to Richmond, Va.	Charge
Rich F. & P.	Richmond, to Potomac Yds., Va.	-91,381,00
Long Island	The state of the s	
	AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA	411
Erie	Jersey City, N. J., to Garfield, N. J.	4,000.00
Southern Ry.	A MANAGEMENT A LIDE WAS THE LABOUR TO BE THE PROPERTY OF THE PARTY OF	THE RESERVE OF THE PARTY OF THE
Altantic C. L.	Richmond, Va., to Wilson, N. C.	1,638.00
la la	mes E. Strates Shows-40 Cars	1,808.00
Rollroad	L. Strates Shows-40 Cars	
Atlantic C. L.	Move	Charge
Richmond F.&P	Pine Castle, Fla., to Richmond, Va.	\$7,473.00
N.Y. N.H. & H		
N. E., 19. Lt. 00 II		
	THE THE PERSON OF THE PERSON O	Contract of the contract of th
	* Ought to Pininuille Corn	A STATE OF THE STATE OF
Selffbare Will		
Southern Ry.	The state of the s	A PERSON ASSESSED.
	Cherry to Danyline va	AND ADDRESS OF THE PARTY OF
	LOUIS THE LO CHARLOUP NO	A Present to A
	CONTRACTOR OF THE PROPERTY OF	1 20 1 20 10 10
	TAUCK TAIL ID IVALETON NO IT	FR 4 FE 12 14 15
	Condition of the to the transferred C C	200 PM 100 100 100 100 100 100 100 100 100 10
	Clengeburg to Charleston C C	T DOT MA
B. & O.	STREET, STATE OF THE STATE OF T	TO THE PERSON
	Rochester to Bradford, Pa.	1.720.52
	Rochester to Bradford, Pa. Bradford to Clearfield, Pa. Clearfield, Pa. to Buffalo, N. V.	1,562 13
N. Y. Central		
	Bullato to Auburn, N. Y.	577.60
	Auburn to Syracuse, N. Y.	945.00

Levitt Back to Calif. Org

· Continued from page 55

chine.

Frank Burnstine, of Acme Sales tingent included C. B. (Jack) Aftel lobby. . . Larry Curtis, of the Jubilee was represented by Carl Joie Chitwood Auto Daredevils, Mills, manager; George Dietz, announced that the attraction will Frank Tower and John Guttridge. be featured in the Los Angeles . . . Dr. J. N. D. Hindley and son, Herald Express and Examiner,

Other Personalities

Ben Williams and Mrs. Williams, of Pacific National Exhibition, Vancouver, B. C., stopped off in Los Angeles on their way east at the conclusion of the Fresno meeting. They will attend the International Association of Fairs & Lee Williams, Ralph Williams, Terree Cornelius, Spider Rowland, Buddy Evans, Mr. and Mrs. M. J. Jack Shafton, puppeteer, offered to make fair managers a symbol for their events. . . John Billsbury, Hollywood booker, transacted his business with the fair managers with the fair ma

fair managers early and left Happy Cain, Eunice Watson, Doris Wil-

press on the meeting. . . Tom Dodge, Fresno District Fair secretary-manager and new WFA president, took advantage of the crowd to distribute Fresno's favorite product—raisins. . Russell Petit, Santa Clara County Fair, San Jose, took plenty of ribbing regarding the merits of Fresno Mrs. Louise Stumpf, Bert and Counte Gardner. Sam Shackley, Mr. and Mrs. Clyde Halk, Mr. and Mrs. J. B. Smith, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Sam Shackley, Mr. and Mrs. Clyde Halk, Mr. and Mrs. J. B. Smith, Mr. and Mrs. Louise Stumpf, Burnett, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Sam Shackley, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mrs. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mrs. and Mrs. Earl Appleton, Mr. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mrs. and Mrs. Earl Appleton, Mrs. J. B. Smith, Mrs. and Mrs. Sonny Mrs. and Mrs. Louise Stumpf, Bert and Counte Gardner. Mrs. J. B. Smith, Mrs. and Mrs. Earl Appleton, Mrs. J. B. Smith, Mrs. and Mrs. Earl Appleton, Mrs. J. B. Smith, Mrs. and Mrs. Earl Appleton, Mrs. J. B. Smith, Mrs. and Mrs. Earl Appleton, Mrs. J. B. Smith, Mrs. J. B. Smith, Mrs. J. B. Smith, Mrs. J. B. Smith, Mrs. Goy Theobalt, J. W. (Patty) Conklin, Jo Campagna, John and Louise Stumpf, Bert and Counter Appleton, Mrs. and Mrs. Coy Theobalt, J. W. (Patty) Conklin, Jo Campagna, John and Louise Stumpf, Bert and Counter Appleton, Mrs. and Mrs. Earl Appleton, Mrs. and Mrs. Louise Stumpf, Bert and Counter Appleton, Mrs. and Mrs. Earl Appleton, Mrs. and Mrs. Louise Stumpf, Bert and Counter Appleton, Mrs. and Mrs. Earl Appleton, Mrs. and Mrs. Ear raisins over Santa Clara prunes.



Carnival Girt to help minnage Drive-In by Concession Man who is wintering in a Georgia. Must be single, not over 35 and it is ft. 2 or less. Snapshot if possible but not necessary.

BOX D-464. The Billboard, Cincinnati 22, O.

Christman item. Starting December 1st. tery here December 10.

Al Joseph, come on. TOMBLY STEVENS Pravident Bldg.

Ail Multnomah County Fair con- | and Multnomah County Fair, cessionaire, showed much interest Gresham, Ore., for the 18th year, in firm's new portable drink ma- . . . Foley & Burk Shows were Pearl and Joe Archer of Joseph, Chapman, R. E. Foltz and C. F. Archer & Company, on hand to Albright, . . . Los Angeles County talk about Mrs. Archer's Salt Fair, Pomona, sent a large repre-Water Taffy. . . . Eddie Hoar and sentation to the convention. Con-

Company, took time off from their flerbaugh, B. C. Shepard, Dick Day, duties at the Home Show, which Alex Thornburn, Gladys Donlavy day and dated the convention, to and Roy Driscoll. . . . Calveras visit friends in the California Ho- County Fair and Jumping Frog

Coliseum in June to aid the fund Cecil Joe, of Humboldt County for paraplegics. Event is being Fair, Ferndale, were not so cersponsored by The Los Angeles tain they were going to get home following the meeting. Floods in the area were reported to have blocked traffic over some roads.

350 at Hot Springs

to keep an appointment in Los Angeles. . . Bert Nelson and Neal Abel made the fair meeting this year but as representatives of Fanchon & Marco in Los Angeles. . . Marie and Eddie Burke, of Eddie Burke Attractions, brought along their new baby, now about 4 months old.

Roy Garman, publicity man for Fresno District Fair, handled the press on the meeting. . . . Tom

Happy Cain, Runice Watson, Doris Williams, Effic Wilbourn, Joe Perig, John Q. Adams, Mr. and Mrs. Archie Wagner. Mr. and Mrs. and Mrs. Along Mrs. and Mrs. John H. Harry Zimdar, Mr. and Mrs. John H. Ermey, Hazet E. Howard, Mrs. John Ermey, W. Lewis Howard, Judge and Mrs. Clyde Mrs. and Mrs. Alan Christopher, Mr. and Mrs. J. A. Hensley, Bill Crowe, Swede Kjos, Mrs. J. A. Hensley, Bill Crowe, Swede Kjos, Mrs. Al Wagner, Martha Miller Pikins, Louis and Rose Cutier, Lloyd and Pauline Stoitz, Edna Goldberg, Idalee Knight, Mrs. and Mrs. C. J. Tiefenbrook, Perry Watkins, Harry J. Batt, Harry Lubliner, Mrs. E. McCrew, A. J. Karstens.

Signs Santa Clara

Everett W. (George) Coe, business manager for West Coast Shows, announced that his organization had signed Santa Clara

County Fair for the fifth season

INSURANCE 7

EMISSION Mrs. Joe Lux, Mr. and Mrs. Ben Glass, Albert Shapiro, Mr. and Mrs. John Obluck, Mr. and Mrs. Charles Raney, Mr. and Mrs. Charles Raney, Mr. and Mrs. Charles Raney, Mr. and Mrs. Dwight Bazinet, Jack Baille, Mr. and Mrs. Ben Stute, Mr. and Mrs. Robert McGarvey, Mr. and Mrs. Harry Poley, Mr. and Mrs. Al Del Galdo, Mr. and Mrs. J. D. Prager.

Nick Burrell, Billie Plant, Mr. and Mrs. Charles Wesver, Julie Wilson, Norma White, Mary Lou Willin, Stan Newman, E. Musbach, Art Nelson, Dr. and Mrs. R. L. Smith, Mr. and Mrs. B. W. Thomas, George Braughton, Mr. and Mrs. Sam V. Carpenter, Pearl Weydt, Doyle O. Kelley, Frank

Braughton, Mr. and Mrs. Sam V. Carpenter, Pearl Weydt, Doyle O. Kelley, Frank and Mary Senbert, Kelth and Peggy Chapman, Nick and Anna Elfter, Q. B. and Hazel E. Hurst, Thelma Denton, Herbert Bream, J. D. Forsyth, G. L. Miller, O. H. Olson, Jimmie and Dorothy Davis, Van and Frances Lyell, Hazel and Don Rigsbee, Frieda M. Edwards, Duane H. Faull, Mr. and Mrs. Doc Friedman, D. Yesner, Mr. and Mrs. Fred Soronson, Mr. and Mrs. Lockwood, Spike and Lucille Doroflio, Mr. and Mrs. J. G. Backer, C. W. (Cy) Massey, Moe Eberstein, Walter Make, Al Swinkler, S. Ross and Joan Gray.

PSCA Memorial Services To Be Held Dec. 10

LOS ANGELES, Nov. 25. - Annual Decoration Day exercises of the Pacific Coast Showmen's As-sociation (PCSA) will be held at Showmen's Rest, Evergreen Ceme-

Sam Dolman, committee chairman, said the ceremonies will start Wase, Yexas promptly at 1:30 p.m.

Club Activities

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 25 .- The regular Monday (20) meeting was fol- annual homecoming and bazaar lowed by the annual memorial November 16, was well attended services with the Ladies Auxiliary and included a turkey dinner, and and the Joe Moss Post, American a show emseed by Sam Dolman. Legion, participating. President Act line-up included Harry Dev-Robert Morrison opened the meet- ere, magician; Don Garback, acing and then relinquished the cordionist, and dance music by gavel to Mrs. Rose Lewiston, pres- John Lobo's ork. ident of the ladies' group. Rabbi Herman Rosenwassen gave the invocation and the showmen's prayer

The Businessmen's Youth Club, an organization operating to combat juvenile delinquency here, presented the club with a distinguished service award for its co-

Sam (Pork Chops) Ginsburg is busy preparing for the Christmas party. The sick committee reported Jack Gallagher and Sam Fishman are recuperating at their homes while Herman Maguson is up and around following his illness.

Club room visitors included Bill Green, Isadore Brodsky, Earl Lundquist and Stanley Plas.

Date and place of the joint intallation banquet will be announced later.

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, Nov. 25.-President Mae Oakes presided at the regular meeting with all officers present. Edith Streibich chaplain, read the invocation.

Letters were read from Mary Beckett, Trixie Clark, Mae Oakes, Ann Roth, Claire Sopenar and Mae Taylor. Silverware donation was received from Hattie Hoyt, while Estelle Reagan sent in cash.

Clara Etta Barker is convalescing from a virus pneumonia attack at her Chicago home, 6611 S. Aberdeen Street. Helen Wettour reported that Estelle Swaider is

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Nov. 25 .- The

Harold Robideau and Fred C. Smith were in charge of the homecoming, while Ethel Krug and Tilwas read by Chaplain Edward lie Palmateer co-chairmaned the bazaar.

> Billie Johnson, sister of Ruth Kortes, won the canasta table and chair and Bill Henn won a pair of table lamps. A good sum was realized from the parcel post package

> Two new members, Elsie Calvert Brizendine and Fred W. Wilson were initiated into the club. Members attending their first meeting included Emily and Dave Friedenheim, John Cardwell, Berta Harris, Edna Kanthe, Lill and Dutch Schue, Sam Dolman, Charles and Irene Crouse, Jack and Oril Kent, Fay Curran, and Peggy and Ed

> Next big event will be past president night December 7, and the election, December 14.

Pearl McGlynn turned in a

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 25. - Estelle Regan presided at the regular meeting in the absence of Goldie Fisher. Verna Schantz, secretary; Babe Weinstein, social secretary, and Norma Lang, treasurer, as-

Also present were Ida McCoy, Nora Gdynia, Clara Campbell, Rose Brown, Mimie Quillian, Gertrude Lang, Tillie Kohl, Lee Belmont, Jeanette Hart, Lotis Francis, Teresa Sidenberg, Mary Russo and Arlene Sidenberg

Verna Schantz was appointed temporary secretary until Sally Prevost comes off the road and Babe Weinstein was named to fill in for Verna as social secretary.

New members include Virginia Barron and Ellen Robertson, both sponsored by Clara Campbell, and Martha Bell and Evelyn Vincent, sponsored by Verna Schantz and Estell Regan.

A card shower will be given for Adele Volker and Lava Villios who are on the sick list. Trixic Clark also is ill.

Letters received from Ada Durfour, Ruth Martone, Leva Villios and the ladies of the Lone-Star Club of Texas.

Terese Sidenberg took the main seriously ill at her home in Chi- prize which was donated by Nell Allen, and the door prize, donated Pearl McGlynn turned in a by Louise Howe, was won by sizable sum from the rummage Gertrude Donnelly. Meeting closed sale in which she was assisted by with a buffet supper prepared and Edna Stenson and Jeanette Wall, served by Clara Campbell.

Used Everywhere for Over 35 Years

PRINTED TO YOUR ORDER

REYSTORE LICKET LO. SHAMOKIN, PA. Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

100,000

10,000 5 9.50 20,000 11.75 50,000 18.25



XMAS MONEY MAKERS!



HORSE, DOG, DONKEY AND ELEPHANT ON WHEELS

• 1912 High, 1012"
Wide, 21" Long
• Sturdy Steel Chassis
• 412" Rubber Tired \$4.75

Wheels Large Bright Hub Ea, in Moving Eyes
 Weight Approx. 5½
 Sample, \$5.75

e Assorted Colors Any Animal with Steerer, \$1.50 More. Any Animal without Wheels, \$1 Less.



MAMA DOLL With S-Way When an arm or leg is squeezed, she cryst When she bends, she Eyes. Eyelashes, Rub-ber Arms and Feet. Dressed in very pretty

\$36.00 Doz. \$4.00 Same as above, but 24"
High. Truly a fine Dolli
\$48.00 Doz. \$5.00



& SITTING PUPS Cute little dogs, 4" high. Every child wants one! Made of relvet cloth with ribbon bow around neck Glass eyes, threaded nose and mouth trim. Packed dozen to carton

STANDING

\$1.50 Gr. Lots Sample Dot. \$2.00

Never Before-Never Again At This Low Price! Only 300 Dozen Available! SMOKING PIPES

Special offer Twelve assorted pipes, some retall-ing as high as \$5 Each A wonderful Xnias gift for

\$3.00 Doz. Asst'e in Gr. Lets



BANKRUPT STOCK, SACRIFICING
FOR CASH
100,000 pes., asst. JEWELRY, all
boxed—some sold up to \$5.00 es.
Pins. Bracelets, Necklaces, Beads,
Earrings. Pin & Earring Sets, ETC
100 Pes. Asst. \$25.00 Lot
200 Pes. Asst. \$45.00 Lot
300 Pes. Asst. \$60.00 Lot
FIRST COME, FIRST SERVED, RUSH
YOUR ORDER AT ONCE!!

COMIC BOOKS FOR CHILDREN

Size 134 x31/2". Full color comic
books suitable for prize packages,
sive aways, Xmes stockings, etc.

Twelve different titles.

\$2.50 Per Thousand in 69,000 Lots
(Packed 5,750 to Carton)

\$3.00 Per Thousand in 12,000 Lots

\$3.00 (1,000 of each number)
Sample Thousand, \$5.00

LADIES'

GLASS MINIATURES Beautiful, artistic

the rainbo a wonderful menagerie of assorted breeds of dogs, cats, horses, elephants, giraffes, ducks, peacocks, chicks, cameis, rabbits, pelicans, fish, etc

Packed solid for shipping, one dozen (assid.) to box, each miniature individually wrapped. Large Size (approx. 2"

\$15.00 Gr. in Sample Gr. \$16.50. Small Size (approx. 1" high) \$7.20 Sor. Lets

Sample Gr. \$9.00.

\$4.00

HI TO SEE

Line

6388

Trum

The 1/2 -- 10

Imported PORCELAIN TEA SET Miniature

Style Decorated 8-Piece Service Set consisting of tray, leapot, creemer in the bowl and two cups. Sold formerly for \$1.00 retail in all novelty shops. Each set wrapped and boxed; two dozen sets to shipping carton.

Doz. Sets Sample in Gr. Carton Lots (2 Doz. Sets)

Special Price! PISTOL LIGHTERS

Large opalescent pearl handle light- \$10.50 Det. in ers. 3x2 On stand. \$10.50 Gr. Lefs \$12.00 Dez.; Sample, \$1.25

CLOSEOUT! 1,000 Dozen Charm Flacons of a

For resale only, Each 25¢ perfume flacon attractively hottled, laheled, and black capped Assorted odors. A beautiful display cabinet (worth \$1.50) given free with each gross order. Original price, \$21.00 Gross. Our price. For resale only, Each



LUCKY NOVELTY

ASSORTED NOVELTIES OF ALL

Se Items, \$.,50 Gr.; 10e Items, \$7.00 Gr.; 25e Items, \$12.50 Gr.; 50e Items, \$24.00 Gr.; \$1,00 Items, \$40.00 Gr.

NOVELTIES, TOYS, GIFTS (GIVEAWAYS)

This deal good for Grab Bags, Xmas stocking fillers, giveaways for all kinds of games.
All Usable items—Toys, Gifts, Novelles, etc., etc., for children, adults. Some items retail up to 25¢ es. 3000 PCS., \$25.00 Lot Also special lot, 1000 pcs., \$6.75

SATISFACTION GUARANTEED OR MONEY REFUNDED.

25% DEPOSIT, BALANCE C. O. D.

MDSE. DISTRIBUTING CO. 19 E. 16TH ST., NEW YORK CITY 3

Cel-Max for Sensational Values



7-Jewel ORIGINAL-Refinished Like Now

EACH WATCH IN EXCELLENT CONDITION 7-JEWELS, in Elgin & Waltham only \$9.95 15-JEWELS, available in all the above mentioned watches 12.95

907 ROOSEVELT AVE

Famous Make Watches

ELGIN, WALTHAM, GRUEN,



198 S. Main St. P. Q. Box 473 MEMPHIS, TENN.

CHRISTMAS SPECIALS

Xmas Talking Cards, \$1.80 Dox.; Per 100 \$12.50	Santa Claus Roly Poly, Ige. plastic blow-up. Dox. \$15.
Santa Claus w/Sled. Dox 6.75	Sheriff w/squeaky nose, plastic
Roll Over Cat. Doz 4.35	blow-up. Doz 7
Tumbling Fido. Dox 4.35	Drum Major Doll, Ige. 27". Dox 33.
Cat & Bell, Dox. 3.75	No. 12 Special Round Balloon,
Snappy Dog w/magnetic bone, Doz. 7.80	acst. colors. Gr 1.
Hopping Fur Dog. Doz. 5.25	White Fur Doll, 16", Doz 12,
	Lge, Walking Bear, Dox, 7.
New Born Baby Doll, looks like real baby,	
NOWOTNY-BU	RRELL & CO.

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

CLASSIFIED ADVERTISEMEN

A Market Place for Buyers and Sellers RATE: 12¢ A WORD - MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE.

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS MA-terial for any act; 1951 catalog free Kleinman, 11202 Oxnard St., North Holk-wood, Calif.

ARRANGING FOR BAND ORCHESTRA-Piano Vocala; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2169, Daytona Beach, Pla. de2

"EMCEE" MAGAZINE — CONTAINING Hand Novellie: Parodies, Monologs, Com-edies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues, Emcee-8, P.O. Box 983, Chicago 90.

LAUGH LINES FIVE READY; ALSO NOS.
1-3-3-4 at \$1 each; bits, comedy, patter, gags, radio, MC bits, hecklers answered.
Mail money to Jimmy Muir, Laugh Lines.
6185 Buena Vista Ave. Oakland 18, Calif.

"SANTA CLAUS HAS MOVED TO IN-diana." Gamble Hinged Music Co., Dis-tributor. Professional copies, Superior Melodies, 30 W. Washington, Chicago.

SENSATIONAL GAGS, STORIES, SKITS, Monologues, Acts, Patter, etc.: list free, Edmund Bodlais, Metro., Box 5556, Los Angeles 55 Calif. de23

AGENTS & DISTRIBUTORS

AAA-BEST DEAL, TALKING CARDS, \$1.20 doz., \$8.50 hundred: Jobbers, write. Co-lumbla, 7250 Melrose, Los Angeles. de2

AAA RED HOT NOVELTY FOR MEN Everyone buys; sell taprooms, bars, night clubs; it's different; it's new; they will take it away from you; send \$1 for three prepaid samples and selling plan. Shafer Co., P.O. Box 723 Kansas City 10, Mo. del6 AAA—AMAZING OPPORTUNITY TO SOME one for an exclusive franchise by National Concern; safe, new chemical process sold on money back guarantee, eliminate waterbugs, ants and other insects; information and sample box of 36 sent for \$1. Write today to National Sales Co., P. O. Box 2971, Beaumont, Tex delfi

ABALONE PEARL SEA SHELL JEWELRY Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties Juseph Fleischman, 906 Tampa St., Tampa, Fla. del

ADVERTISING BARGAINS - ADVERTISE in 100 newspapers for total cost of \$6; many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bidg., Pittsburgh 22, Pa. dep

AGENTS, DISTRIBUTORS, SALESMEN wanted for Watches, Jewelry, Diamonds, etc. Catalog and details free. W. Chapman, 4180 W. 222, Cleveland 26, Ohio. de2 AGENTS, DEALERS, ART STEREO SLIDES and Viewer at prices where we all can make money; also other Art Products. Send for price list and sample, 25s. Harwood, Box 116. Dabei, Dayton, O.

AGENTS—COMIC XMAS CARDS, \$3.50 PER 100; 15 assorted samples, \$1 prepaid. Walter B. Fox, Mobile 2, Ala.

AGENTS OUR TALKING XMAS CARDS and Birthday Cards sell like hot cakes. Samples, 50r; \$2 per dox. Walter B. Fox, Mobile 2, Ala.

AGENTS, DISTRIBUTORS TO DISTRIBUTE our Costume Jewelry; beautiful Earring and Necklace Sets, \$27 dox., assorted; gross, \$240. Send for dozen samples, H. Taulton, 1936 N. Gettysburg, Daylon S, O. de9

AMAZING NEW TALKING SANTA CLAUS says "Merry Christmas"; talking Santa Toy with 4 big candy canes sells fast at 50¢; cash in on Xmas; rush \$1 for samples and quantity prices; act now! Gary Enterprises, 1319 N. Highland, Hollywood 28, Calif.

AMAZING TALKING GREETING CARDS—Birthday or Christmas; terrific! Mystifying; says "Happy Birthday" or "Merry Christmas" in loud clear voice; sells like wildfire with 1/2 second demonstration; sample, 25c; dozen, \$1.20; gross, \$12, postpaid. Allied Sales, Dept. BB, 311 North Desplaines Chicago 6. de9

AMERICA'S LOWEST PRICES-GENUINE factory rebuilt famous make watches, Bulova, Eigin. Waltham and others; 7 Jewels \$7.50, 15 Jewels \$10, 17 Jewels \$12.00, Refinished like new. Rhinestone dials 50c extra. Satisfaction guaranteed. Time Shop, 616 Cherry St., Chaitanooga, Tenn. ATTRACTIVE TALKING XMAS CARD actually tays "Merry Christman." Send 25e for sample, \$1.50 for dozen, \$10 for gross prepaid. Shafer Co., Box 723, Kansas City 10, Mo. delf.

BARGAINS! SAVE UP TO 50%—HOSIERY,
Lingerie, Toys, School Supplies, Blades,
Novelties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfume, Soaps, etc.; send 10e for illustrated
1,000 Bargain Catalog; valuable surprise
gift Free with first order, Reliable Jobbers,
311-H North Desplaines, Chicago 6.

BEST AND LATEST, SOMETHING NEW. fast sellers; Nudie Key Chains, \$2 dozen, sells for 50c each. Unique Sales, 49 Hanover St., Boston 13, Mass. del5

BUXOM BEAUTIES WEARING NOTHING but a smile: 50 exciting poses in color, \$2. MerVine Studios, 1935 So. Broad, Trenton, N. J. de23

Write for jobbers' prices Joy Hosiers Mills, Delawanna 8, N. J. de30 BUY THOUSANDS OF NATIONALLY ADvertised products direct from manufacturers and distributors. Write far "Direct and Save." Service Publishing, 1420-F Investment Bldg. Pilisburgh 22, Pade 30

CARDED MDSE, HEADQUARTERS — AS-pirin, Combs. Handkerchiefs, Pocket Knives, Pipes. Shoe Lares. Razor Blades, etc.; over 1000 items; write for price lists. Maloney & Sons. 1083 W. Broad St., Co-lumbus 8, O. de16

CHRISTMAS CARDS—THE KIND WITH the sugar and spice built in Send \$1 for set of six cards and envelopes. Jay's Serv-ice '3 ix 864. Dayton, O de2

COMIC CARTOON CARDS—100 SAMPLES, \$1; list free to dealers. Chesshires Fun House 739 Poydras, New Orleans 2, La. COMPLETE LINE LAMPS, NOVELTIES, Toys direct from manufacturer. Room 321, 1185 Broadway, N.Y.C. def

CONCESSIONAIRES - SELL RAIN CAPES at football games; \$7.50 per 100; samples 3 for \$1. Charlie White, Fort Ogiethorpe

DEALERS, AGENTS, JOHRERS - SELL Holiday Perfumes, Oriental Incense, Ceramic and Metal Burners, other gifts, Write E. Co., Dept. B-11, 3074 Vincennes Ave. DRESSES, 184; COATS, 81; BLOURES, 25c; free catalog. Send name on postcard. Crown, 184-BL Monroe St., New York 2, day

ENORMOUS PROFITS MADE SELLING live, wide awake, comical. Christmas Greeting Cards; complete with envelopes, sample dozen. \$1: \$7 hundred; fast 15; seller. United Novelty Co., \$9 Hanover St. Boston 13, Mass. dep

EXCELLENT SIDELINE FOR PRINTING and Advertising Salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automobile Initials and Sign Letters; free samples. "Ralco," XI-Roxbury, Boston 19, March

FAST XMAS SELLER—HOLLY WRAPPED Box of 8 Amorted Whiskey Ministures, with 120-pull 10r Tip Card; brings in \$12. You sell for \$7. Your cost \$4. f.o.b. Wheeling, W. Va. Cash with order. Salesmen selling one to two dozen deals per day; set in the big money; rush order to Tri-State Novelty Co., 1810 Market St., Wheeling, W. Va.

FIGURE PHOTOGRAPHERS - ART POSES unretouched amateur models; instructive, lighting, posing; four 4x5 prints, \$1. Exchange, Jonesboro, 271BB, Tenn. delfi

"FOG-STOP" WINDSHIELD CLOTH-IN-stantly removes blurry mist, frost, steel, snow; stops windshield fogging; samples sent on trial Kristee 161, Akron, Ohio. FREE SAMPLE & INFORMATION - SEN-sational new sports article Nelson Co., Dept. J. St. Paul 2, Minn. de9

PREE SAMPLES — BIG PROFITS SHOWing amazing Glow-in-the-Dark specialties;
house numbers, pictures, plastic novelties,
anhtrays, keyholders, religious and nursery
objects, etc. Madison Plastics, 303 Fourth
Ave., New York 10, N. Y. np

GIRL PHOTOS—GET THE BEST; THESE top quality photos will sell; send \$1 for sample assortment and wholesale prices. Arthur Sellers, Box 336, Crete, \$11. de-16 GIRL PHOTOS! 132 MINIATURE POSES.

all different on 4x5 glossy photo prints
\$1 postpaid with wholesale price. Cosmo Service. 370 Beach St., West Haven 16. Conn., Dept. Bus.

GIRL PICTURES—BEAUTIFUL POSES, 22 assorted, \$1. Fred W. Him, 1314 Douglas St., Dept. AB, Omaha, Neb.

HANDKERCHIEFS, SCARFS—MEN'S, LAdies', Children's; hemstitched, satin,
striped, colored borders, linens; reasonably priced; full assortment holiday gift
boxes Alfred Rubio, 1155 Broadway, N.Y.C.
del6

HUGE PROFITS — WESTERN SADDLE Horses and Metal Novelties; beautiful two-tone bronze; bargain package, 15 different samples, postpaid for 35 cash order; unconditional 30-day money-back guarantee; free catalog. Bill Turbin, 40-41 195th St., Flushing, L. L. N. Y.

ILLUSTRATED COMIC CARTOON AND Joke Booklets, Illustrated Comic Postcards, Party Paper, Fun Novelties; hig assortment, \$1 postpaid, with wholesale price. Cosmo Service, 370 Beach St., West Haven 16, Conn., Dept. BB-CB6.

IT'S EASY TO DO YOUR CHRISTMAS Shopping Early—By Mail! Send 10¢ (refundable) for New Catalog of specially nice low cost gift suggestions: everything postpaid; everything guaranteed. R. Heavener, Box 87. Colmar, Pa.

JEWELRY BOXES — GOVERNMENT SUB-plus; for Pearls, Earrings, Brooch, Pens-Men's Sets, distinguished rayon plush lining: leatherette outside, 6½23½21"; cost \$1.50 each; unbellevable sale; \$1.95 doz.; 36, \$4.50; gross, 8½¢ each. American Standard, 1206 North 13th, Philadelphia 22

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundred new products monthly. Publishers. Gardenville 12, N. Y. de5

LOWEST PRICES ON FULL FASHIONED

Nyions you can depend on Grade #1
packed individual, beautiful cellophane envelope. I pairs to box, \$6.50 dz.; #2 grade
packed same as #1, \$3.50 dz.; #2 grade
one deren pairs to box, \$1.50 dz.; sample
order: ¼ dz. #1s, ¼ dz. #2s, one dz. #3s,
2 sample pair of men's socks, 20 pairs in
all, \$5 postpaid Your money refunded on
return of merchandise if not satisfied.
Price list of complete line of all types of
hosiery on request. We make prompt thipments on all orders. S. F. Pollard Co., 1258
Market St., Chattanoogs, Tenn. Phone
5-1741.

MAKE \$200 FIRST WEEK WITH OUR NEON
Ad Clock or return it for a full refund; exclusive territory to good men; no experience
needed: Electric Ad Clock Co., 222 North
Jefferson St., Chicago 6. de30

MAKE 100% on GLOWING CHRIST Picture, framed; sample, 50c. Outstanding Prod. Co., 1813 Columbus Rd., Cleveland 13, O. de23

MAKE PERFUMES AT HOME INFORMA-tion free; men. women. Write "Carey Laboratories," 1914 Chootsau BB, St. Louis J. Mo. de16

MEXICAN DESERT RESURRECTION
Plants: special for making money; \$20
thousand; \$3 hundred; 20 for \$1. General
Mercantile Co., Laredo, Tex.

MEXICAN CLAY NOVELTIES—TURTLES, Armadilles; Alligators, moving the head and tail, \$6 gross; Black Spiders, wire long legs, wiggly, \$7 gross; Drum Monkeys, \$10 gross; Devils and Skeletons, \$5 gross; Mexican Jumping Beans, \$7.50 thousand, \$1 hundred; sample, 20, 50; General Mercantille Co., Laredo, Tex.

MEXICAN TAME BURROS SPECIAL FOR children to ride on, \$45 each, Laredo Tex., or \$85 prepaid. General Mercantile Co., Laredo, Tex.

NEW, NEW, NEW-EXCLUSIVE MASS appeal holiday item; millions will be sold before Christmas; tremendous profits; no competition; no turn-downs; it's a natural; literature and salable samples, \$1 Wm. Callaghan, Box 1452, Great Falls, Mont.

NUDIE CUTIE TABLE LIGHTER-SHE'S A hot setler, sample and whalesale prices. \$1 postpaid New York Article Co., G.P.O. Box 405, New York 1, N. Y. des

OLD TEXAS STEER FOX HUNTING Horns, high tone, beautiful finish, 14", \$2.75; 10", \$3.25; 18", \$4.50; Straps, 50*, postpaid General Mercantile Co., Laredo,

OUT OF A JOB" SEND US A POSTCARD, will tell you free haw to get steady money; your postal will do R. C. Hainbolt, Mail Order Dept. BB, Box 189, E. St. Louis,

PLASTIC LETTERS—PERSONALIZE GIFTS with monograms, make signs, etc.; samples, 25c. Plastic Exchange, Hox 202, Bradenton 6, Fla.

POCKET NOVELTIES — DEALERS, WI have the latest—also the Old Stand-bys Pic-Tease. Photos Finish Races, Barom eters, all 20 to box. dozen boxes, \$6; 3 dezen \$17; 3 aample boxes, \$2; many new items send 25c for two different Pocket Coins flustrated Folders, etc. Lewis, 7321-1 South Peoris, Chicago 21, Ill. dei

(Continued on page 60)

GUARANTEED NEW WATCHES



EXTRA SPECIAL! NEW LADIES' AND MEN'S ELGIN, BULOVA AND BENRUS WATCHES . . .

\$29.95 TO \$71.50 RETAIL AT 40% OFF LIST



No. 18—COPY OF LADIES' 56,500 DIA-MOND WATCH. 215 carats of selected rhinestones cover the entire face of watch and entire braculet.

tine 17-Jawel movement, lifetime plat-inum finish, gorgeous presentation chest, each, \$22.00. In lots of 3,

MAY PRICES FOR XMAS CIFTS-WE REFUSE TO RAISE PRICES



No. 10 — MATCHED
PEARL SET. Exquisite 4-pince set of
beautiful pearls with
sparkling minestone
clasp. Luxurious setin-lined lewel box.
Each, \$4.25, in loss of
3, each\$2.75

Order by Number-25% With Order, Balance C.O.D. (F.O.B. St. Leeis) WRITE FOR OUR NEW CHRIST-MAS WHOLESAIE CATALOG

MARVEL WHOLESALE WATCH CO. 211 N. 7th 5t. . 5t. Louis 1. Mo.

PHOTO

Two Blades Highly Polished Carbon Steel Unbreakable Plastic Handle with Beautiful Art Photo. 1584BB \$2.90

Per Doz. 10 Doz. \$ 3.50 or More-

Per Doz.

ROHDE SPENCER CO. 223-225 W. Madison St., Chicago 6, III.



SAMPLE ASSORTMENT & 5.00 - STATE YOUR BISINESS 25% DÉTROIT ON MEL CILIB. DILDER Prisco Dete bus WEST LAKE TIRETT THE PARTIES HAT THE PARTIES OF THE PROPERTY.

BASIS CHRONOGRAPH



57.98 Dor. Lots Brand new im-ported Swisz 2 push button radium dial

sweep - second hand, unbreakable crystal.

Cold Plated. \$3.95 mm. Stainless Steel Bands \$1.50 dez. Orders under 12 watches add \$1.00 ma.

10% deposit, balanco C.O.D. NASHVILLE WATCH CO.

140 6th Ave. N Nashville 3. Tenn.

\$ Make More Money

 Damonsfrators e Punchboard Operators Auctioneers

Doglars * A Beautifuly boxed 2 pc. and 2 pc.
sets from \$1 to 34. Sells on sight!

B identification Bracelets—\$1.25 to
\$12 doz. Messive! Gleamins
finish!
Send \$10 for samples of A or B.
Many hundreds of other fact seiling
items. Write for 1950 catalog.

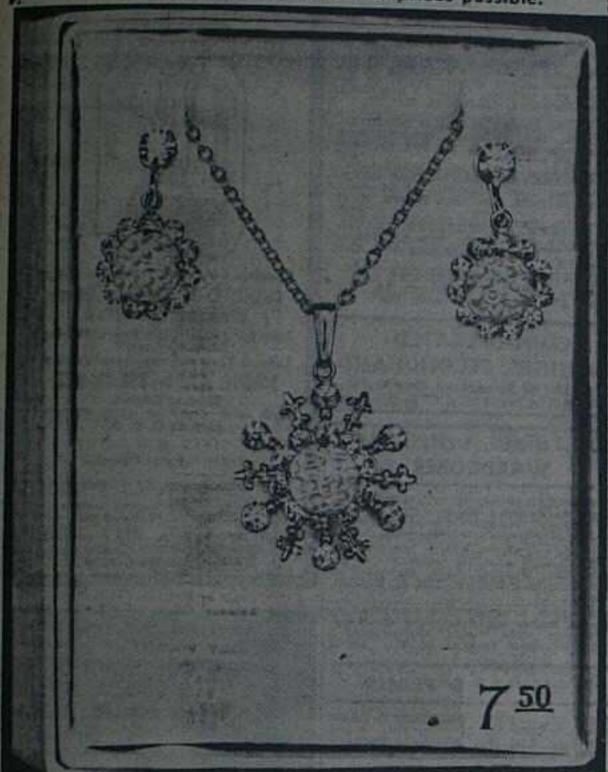
Call WA 2-3250; wire or write SUPERIOR JEWELRY CO.

LOOK - Novelty and Toy Buyers -- LOOK

illing items at low cost. Please state your silvess. Postal card jobbers, save your BLUE MOON CO., B58, Payonnapud, W. Va.

NAMED AND DESCRIPTION OF PARTICULAR PROPERTY.

Don't let lower prices fool you! As always, STERLING offers highest quality at lowest prices possible.



"SUNBURST" Enchanting Necklace and **Earring Sets**

Sensational? Yes!

Definitely outselling all other low-priced costume sets everywhere. Retails at \$7.50 per set. Imt. Cameos-Black and White, Brown and White. Also ass't Birthstone colors. \$10.80 per dox. sets, boxed.

Available in Opals-Fire Opal and Black. \$12.00 per dox. sets, boxed.

Don't confuse these sets with cheaper or inferior merchandise. Samples will convince you. 2 ass't sample sets sent postpaid \$2.50. State your business.

Remittance in full or 25% deposit, balance C. O. D. All mdse, for resale only.

New catalog sent free.

TERLING JEWELERS

44 EAST LONG STREET

COLUMBUS 15, OHIO

ELGIN · BENRUS · GRUEN · BULOVA · WALTHAM



Guaranteed Like New

For men and women, new model watches, cases and dials. Re-conditioned and sugranteed like new. Complete with leath-

Above watch with sold-plafed band, \$12.95 boxed. Set

Starts you in your own business

Yes, 25c will bring you our new 76 page wholesale catalog — take credit of 25c on your first order, in that way you get the catalog

NEW RHINESTONE EASE WATCH and 5-PC. JEWELRY SET Beautifully

Boxed. Set

WHOLESALE ONLY, 6 WATCHES MINIMUM \$1.00 additional for samples. 5 day money-back guarantee it not satisfied.

25% with order, balance C. O. D.



5 S. Wabash Ave. Dept. B-2, Chicago 3, III.

Write at once

for a generous

verking sample

of 1/60 12

desired.

Karat in size

SAVE TIME-SAVE MONEY

BUY YOUR ROLLED GOLD PLATE WIRE DIRECT FROM THE MANUFACTURER

No order too small or lurge that cannot be shipped promptly from pur large stocks.

25% deposit on all erdars, bat. C. O. D.

Sample will be shipped immediately entirely FREE OF CHARGE

THE IMPROVED SEAMLESS WIRE COMPANY 775 EDDY STREET PROVIDENCE 5, RHODE ISLAND

LOOK

Our last 2 ads on the 4-piece pen sets with flashlight brought in plenty of new patrons. Resign—our prices are lowest on the market. We give you nice, clean goods, all sugranteed. We don't ship out any junk or foreign made goods—all American made. Comes in asserted colors, all boxed, with price labels. All our pen sets have Gold-Tone Taps. Hook up with us and save \$5.00 on every gross. Delivery in 24 hours—
the amount. Mail 75¢ in stamps for sample set and wholesale prices. Save money by
suring your pen sets from us. Hundreds of people made money with us 3 years
see when we first introduced the Western Saddle Horses to The Billiboard readers.
Lets on, bays! Get your winter bank roll—your profit in dollars—our profit in pennies.
Se sanivitied hote: We still have a small supply of Western Saddle Horses in stock.
C. CAMEISER, BOX 1314, CHURCH ST., STATION S, NEW YORK CITY.

THE TO WELL DISTON DESTROY OF THE PRINT

The Perfect Christmas Premium Gift **Newest Imperial Creation!**



Made of Genuine Walnut, Lined in Velvet with Elevator Gray. Complete with Latest Paris Style, Fine Quality. Rhinestone Necklace, Bracelet and Earrings to Match . . .

Chest Complete With Jewelry

When ordering sample include \$1.00 extra for postage.

LATEST IMPORTATIONS

#500/41 3-pc. silver antimony Table Lighter. Tray Set.

#200/58 Camera

=1396 Lamp Style CO 00

#5825 Western Boot Table Lighter \$7.20



ANTIMONY SILVER HORSE G RIDER ASH TRAY

1536—LARGE ANTIMONY SALT
G PEPPER SETS, in Handsome Silk-Lined Display

481-LARGE SIZE ATOMIZER. Individ. Boxed 3022-IMPORTED BINOCULARS 4.50 827-LARGE METAL OPERA 200-IMPORTED METAL TELE-

25% deposit must accompany all orders, balance C.O.D. No merchandise will be shipped in less than dozen lots,

HOLIDAY

Order Now To Insure Delivery

#1950-Cenuine Benrus 15-Jewel Watch & Men's Jewelry Set, consisting of fine quality key chain, tie slide, collar holder & cuff links. With 571.50 resale tag. Attractively, boxed, Price Per

#1775-Cenuine Benrus Ladies' 7-Jewel Watch & Jewelry Set with necklace, brooch & earrings. Attractively boxed with \$59.50 resale tag. Price Per Set \$22.50

2422/7—Genuine Monarch Ladies' 7-Jewel Rhinestone Watch, Necklace & Earring Set. Attractively boxed with \$37.50 resale tag. Price Per Set ... \$16.50

\$500-Vanity Fair 24 Kt. Gold Plated, 7-Piece Ladies' Dresser Set in attractive silk-lined wood display case. With \$25.00 resale tag. Price Per Set\$8.50

2424-Genuine Talking Doll, 24" high. Recites full evening prayer. Attractively dressed & boxed. Retail value \$15.00. Price Es. \$6.75

10-90-Tailored Costume Jawelry Sets, consisting of highly styled necklace and earrings to match. Fine quality 24 kt. gold plating. In attractive sitk-lined velour display boxes with \$29.95 resale

2564-Musical Plann Cigarette Box and Ash Tray Combination. ny, enameled red and blue. Price Each \$5.50

#28-Combination Luxury Compact, Cigarette Case & Lipstick Holder in 24 kt. gold plate, with fine carrying chain. Dozen . \$24.00

500/31-ANTIMONY SILVER & ENAMEL CIGARETTE

200/32-ANTIMONY SILVER &

2700-S-PIECE TRAVELER SET. Gold Plated Pun, Pencil, Ball Pen, Flashlight G Knife in attractive velour display box. Price tagged 13.50

JELESCOPE, 12" long.
individually boxed

FIS—FISHMASTER HUNTING GFISHING KNIFE in leather sheath. Fine quality
steel, highly polished

Write for Pre-Korea Price List.

MECHANICAL TOYS

1052—PISTOL LIGHTERS 6202—AUTOMATIC PISTOL LIGHTERS

200/36-ANTIMONY SILVER

WALKING BEAR	\$6.25
BEGGING FUR DOG	5.75
HOPPING DOG	6.35
WALKING ELEPHANT	7.20
KNIGHT LIGHTER	4.35
SINGING CAMARIES	4.25

XMAS MDSE.

FIVE VOICE LIBBY DOLL, 30". . \$72.00 LIBBY MAMA DOLL WITH LATEX ARMS & LEGS...... 52.00 BABY ELAINE SNOW-SUIT DOLLS. 52.00 SPECIAL CLOSEOUT ST. NICK MAJORETTE DOLLS. 36" TALL. 35.00

FISH POND, 20"x12"x9"....\$48.00 SMALL NOVELTIES (From \$4.00 Per Gross and Up). 25% DEPOSIT, BALANCE C.O.D.,

F.O.B. CHICAGO Ace Carnival Supplies 5617 S. Halited St. Chicago, Illinois

Phone: ENglewood 4-4472

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin

www.americanractionis.orv.com

Stunning 5-piece office set for vest-pocket convenience! Sturdy pocket knile, hooded point pen, automatic pencil, amoothwriting ball point pen and combination key chain and flashlight (with battery and bulb). A new, sure-lire seller! Assorted eye-catching colors with gold plate caps. Beautifully boxed. Send 25% with order. F. O. H. Minneapolis. Dozen Sets. \$10.20.

BERG SALES CO

309 Hennepin Ave. Minneapolis 1, Minnesota



STREET BEFORE THE STREET STREET STREET STREET IMMEDIATE DELIVERY STYLE 4PK 3 Pc. Piattic Pen Set

LEVER Fountain Propel and Repal Mech, Pencil Ball Point Pen

540.00 GROSS S4.00 DOZEN Samples \$1.00 Ea.

order, M.O. or Cash -F.O.B. N. Y.



\$60.00 GROSS-\$5.75 DOZ. STYLE 4PF 4 Pc. Plastic Pen Set With Flashlight

\$64.75 GROSS-\$5.75 DOZ. 3 Pc. All Gold Tone Metal Set \$59.00 GROSS-\$5.75 DOZ.

STYLE 4MF 3 Pe. All Gld Metal Set With Flashlight \$82.00 GROSS-\$7.25 DOZ.

All sets incl. Gold Embossed Price Tags INTERNATIONAL PEN SHIP 7 West 22nd St. New York 10, N. Y.

NEW CUTE DOG

Walks-Shakes Bone-Good Action. We are first to have this number. DOZEN, \$8.00; SAMPLE, \$1.00 CASE LOTS OF 40 DOZEN, \$7.20 DOZ.



NO	ITEM	DOZEN
3090	CLEVER WALKING BEAR	
	WITH FISH (NEW) LARGE.	.\$7.20
3068	BEGGING FUR DOG	. 6.00
3050	BABY TURTLE	. 3.60
3053	AUTO	. 3.60
3054	AUTO	. 3.60
	TUMBLING JOCKO	
	MOUSE	
3057	AUTO	. 3.60
	DANCING COUPLE	
	WADING DUCK	
	PECKING BIRD	dialitino in direct
1100000	WALKING PEACOCK	alabert room
3073	TUMBLING FIDO	ALCOHOL: NO.
3076		
3077		THE RESERVE OF THE PARTY OF THE
3084	MUSICAL MONKEY	
3085	YEARLING	. 6.75
3089	SINGING BIRD	2.00
		110

MECHANICAL TOYS



No. 3067 LARGE CLEVER WALKING BEAR \$7.20 Dez.

All Numbers in Stock for Immediate Shipping. First Come-First Served. 25% Deposit, Bal. C. O. D.

ISCONSIN DELUXE CO

1902 No. Third St. Milwaukee 12, Wis. Phone: Locust 25431

HIGHEST PRICES ALLOWID TOR Your OLD Watches

Year old wolches and mavements me at good at money if you send prices in trade on the many wenderful and welves in our big catalog. Send for your free copy today and see how you can benefit. them to Emps. We offer highest SIND FOR FRIE CATALOG



New . Reconditioned . Gov't Surplus Hamilton o Elgin o Waltham o Benrus . Bulova . Cruen and Swiss

Full Line of DIAMONDS and RINGS

MOS WATCH CO. Wholesole Jewelers EWELRY TRADES SIDG , PHILA . S. PA

CANDY FILLED

Filled with two pounds of assorted choice chocolates.

2.00 IN DOZEN LOTS EACH

Write for Free Circular on Other
Premium Items.
Terms: F. O. B. Chicago—1/2 Deposit
With Order, Balance C. O. D.

LAKEVIEW SALES COMPANY 1012 West Belmont Avenue Chicago 13, Illinois

BARGAIN HUNTERS ALWAYS

Leather Goods lokers Items Toys Promiums Novelties Jewelry Trick Goods

Combi Pocket Knives Carded Goods Rayer Blades Kitchen Gadgets Notions Wallets

Get on our mailing list now. Send for our free catalog today. 223 N. lith Streut

Philadelphia 6, Pa. Dept. B-Wholesale Distributors Since 1932



DESIGN

\$18.00

Sur Directions, Auction Sales, Sur Direct from Reliable Importer. Glowing Oriental reproduction extra-heavy 6x9 room size RUGS! Perfect Quality Waven through to back of dur.

When through to back of durable. The selected Rayon-Cotton Yarn to give years of Wear Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and cutatos 25% deposit with order, balance C O D if not rated

LO-US TRADING CO. Deat. B-26, 1627 Locust St., St. Louis 3, Mo.

ACENTS & DISTRIBUTORS

REALLY COMIC XMAS CARDS FAST sellers; \$1 will bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind.

RFD SALESMEN—MAKE EASY EARNnings with America's leading fastest selling poultry magazine; maximum commissten plus bonus; unlimited opportunities
Poultry Tribune, Box 100, Mount Morris,
III.

SALESMEN, DISTRIBUTORS—FAST SELL-ing Jeweiry Items; direct factory con-nection. Pickering Co., H-19 Bank St., At-tieboro, Mass. del6 SALOONS AND GIFT SHOPS—BUY OUR brand new fast selling novelty; free sample. Write Certified Products, Dept. BB,

SELL HOLIDAY SPARKLING SIGNS TO stores; Xmas money quickly; 10 samples \$1; \$10.50, 100; 80¢ sellers. Byron Co., Clinton, N. C.

SELI. BOOKS—MAKE MORE PROFITS:
Magic Made Easy, Mystifying, Amazing!
300 Household Hints, Mother's Pride Cook
Book, Constitution of United States. Sample, 25e each; all four books, 30e; quantity
prices sent with each order. ELFCO, 436
North Wells, Chicago 10. de22

SELL BEAUTIFUL SIMULATED PEARLS at our new low prices: 1 Strand, dozen, \$1.95; 2 Strand, dozen, \$1.95; 3 Strand, dozen, \$5.85. Americal dozen samples postpaid, \$5, cash with order. Write: Jacobi's, 1561 Third Ave., New York 28, N. V. de9

START BUSINESS PRINTING ADVERTISing Pencils; join National Pencil Printing
Guild Free Pencil Imprinter-Co-Op Sales
and Advertising Plans; supplies at wholesale; other opportunities. Membership Application, Particulars, 12-Christmas Pencils,
printed your name, \$1, refunded. IMP
Products Co., Manufacturers, Stamping Devices, B246, Madison, Wis.

STRANGE "DRY" WINDOW CLEANER— Sells like wild; replaces messy rags, liquids; simply glide over glass; samples sent on trial Kristee 160, Akron, Ohio. 55 HOUR EASY! SELL NAME PLATES for houses, free sample, order blanks. Write National, 214-22 Summer. Boston, Mass.

ANIMALS, BIRDS, PETS

ATTENTION. WILD LIFE MEN-ADULT Cinnamon or White Face Ringtalls, \$22.50; Red Tailed Boas, \$3 per ft.; Iguanas or Tegu Lizards, \$17.50 each; also Pacass. Agouti, Cabybara, Giant Antesters and all other South American Birds, Animals or Reptiles; 14 cash, bal. c.o.d.; write for complete list. Mono Trading Co., 1980 de2

CHACMAS, PUMA CUBS, YOUNG SEA Lions, baby Ringtails, Rhesus Monkeys, tame Manguebys; baby Hippe, baby Ele-phants, Himalayan Bear Cub, Pythons, Snake Dens Chase Wild Animal Farm, Egypt, Mass.

COLORED MICE BORN SHOWMEN: EX-cite avid interest for demonstrations. Display in aquariums. Varied colors supply different assortments. Attract every age. Better than goldfish and rabbits because reproduce themselves. Act now. Write for wholesale prices in quantities. Sparhawk, Sparkill, N. V.

FOR SALE BOB TABER'S PERFORMING Rhesus Monkeys; four adults, one baby. #3668 Comer Ave., Riverside, Calif.

Book just published gives complete instructions and information. Send \$1 "Keep Them Alive!" Book will be sent postpaid.
Ross Allen's Reptile Institute, Sliver Springs, Fla.

MONKEYS — CAGE TYPE RINGTAILS, \$22.50; young Ringtails to train, \$27.50; Box Constrictors up to 7 ft., \$3 per ft.; over 7 ft., \$5 per ft.; Baby Ocelots, \$50. Terms 4 cash, balance c.o.d Special on young ringtails, 4 for \$100. The Peaky Pet Shop, 1113 Franklin St., Tampa, Fla. deg. NATURE'S STRANGEST ANIMAL ALIVE;
Aardvark, suitable pit blowoff feature,
easy to feed, none on any show, \$850; Male,
Guanaco, \$250; Spider Monkeys, \$40 each;
Glant Coypu Rats, \$45 each; Baby Water
Buffalo, \$250; other stock, Hymadras Baboon, large male, f.o.b. Ark., \$250, Warren
Buck, Merchantville 10, N. J.

SPECIAL SURPLUS SALE—SOUTH AMER-ican Red-Tailed Boas to 7 ft., \$2 per ft.; Tegu Lizards, \$15 each. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fia. de2

WANTED-EIGHT OR TEN SMALL MON-keys; must be healthy and chain broken. Mgr. Monkey Show, Kissimmee, Fla.

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS —24 words, \$3.50, Texas or elsewhere, 132,000 readers, M. Pennebaker, Kerryille,

AMUSEMENT PARK—CONSISTING OF 45 acres on edge of Decatur, Ill., for lease on 20-year basis. Write J. L. Culumber, 2013 N. Water St., Decatur, Ill., for information

AMUSEMENT ROAD TO RICHES AUTO-matic Miniature Bowling Alleys (13½ ft.) 17½ ft., 23½ ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$950 starts your indoors-outdoors. Kingpin, 120 North Court Square. Memphis 3, Tenn. A REAL BARGAIN — 100,000 PLASTIC Cigar Holders, Panatella type, 1s each; could be carded to retail for 10s. Pelite Pianties Co., P. O. Box 816. Greensboro, N. C.

BE AN EXTERMINATOR - FORMULAS, Secrets, what to charge; big profile, free particulars. Ray A. Knox, Byrn Mawr,

EARN MONEY EVENINGS COPYING AND duplicating comic cartoons for advertisers. Adservice, Armie (4-B), Wis

FREE ADVERTISING! SEE HOW WE OBtained free national advertising to six million potential customers! Expected sales: \$10,000! You can do same for your products! Details, \$1; returnable if unsatisfied! Idea Treasury, 149 Storer, New Rochelle 16, N. V.

HOW TO MAKE MONEY WITH A TYPE-writer: 10 unusual plans, 25c. Noel Camp-bell, P.O. Box 5 B, Jamaica, N. Y. de2

INDIAN BEAD WORK, BUCKSKIN, BEADS, Feathers, Moccasins, Wigs, Supplies, buy-ing direct from Indians; prices reasonable; free list Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okia. del6

OPPORTUNITY FOR MAILORDER BEGIN-ners; free details. Rowland Plain, I Laurel Avc., Binghamton 44, N. Y. Dept. B.

QUICK SIGN PAINTING — USE LETTER Patterns; avoid sloppy work and wasted time; write for sample. John Rahn, A-1332 Central Ave., Chicago 51. de23

Central Ave, Chicago 51.

SUPPER CLUB FOR SALE—THE ONLY, and very popular Supper Club in Dallas, Tex., for sale: located in the heart of densely populated residential section; this section is made up of the most prominent people in Dallas, we have no competition idue to city soning regulations within a radius of five miles; only comparable business is two major hutel rooms; the club is only 215 years old, with a ten year lease; one can get immer lease if desired; scats 330 people; fixtures, installations and equipment, including a 30 ton alreconditioner, will inventory over \$50,000; while operating only 7 hours daily, we grossed over \$110,000 in 1949; estimate grown for 1950 is expected \$150,000; expected approximate net for 1950 is \$25,000; sale price, \$55,000; thorough investigation welcomed; hooks are open; reasem for celling is that owner has opportunity to agress into food manufacturing; suitable profit from business to accommodate partnership. Write or wire J. O. Blackwell, \$702 Southwestern, Dallas, Tex.

Only Genuine Rolled Gold Plate Sold



#B2256 Genuine 1/30 14K R.C.P. Z White Stones.

Dox. \$15.75



Genuine 1/30 14K R.G.P. Medium Size Center. 4 Ruby Color Sides.



1/30 14K R.G.P. Cluster, white trim. Choice any color

center - ruby, amethyst, emerald, eapphire, aqua-marine, topas, white, fire opal. Per Doz. \$6.00

Des Moines, lows

NEW Catalog Listing Complete Line. Sample Assertment— \$7.50—\$15.00—\$25.00. \$1 Per Dex. Deposit on All C.O.D. Orders. Immediate Delivery—Any Quantity.

DES MOINES RING CO.

1155 26th Street

THE FINEST WATCH OF ALL TERRIFIC PROFIT ITEM FOR XMAS

This NEW MODERN
watch will
sell on sight!
No. MBS—Man's.
No. LBS—Ladies'.
Modernistic Numeral
10 K Yellow R.G.P.
Case with Black Dial.
17 Jewel Steel Back.
Rich looking
Black Suede
Band. Guaranteed i year! 1475 anteed I year! This Watch is LB8 really different, en excellent time
piece. Retails
for \$49.50.
25% With Order—Balance
C. O. D. \$1375

FREE: 56 PAGE XMAS CATALOGI LOUIS PERLOFF, Wholesale Jewelers 737 Walnut St., Dept. BB, Phila, 6, Pa.



· Jewelers · Engravers Demonstrators

CATALOG No. 55 BF Contains most everything in merchan dise for the jeweler.

CATALOG No. 105 Contains complete selection of engrav-

ing jewelry especially for the (STATE YOUR BUSINESS)

All Orders Shipped Same Day Received

BIELER-LEVINE Chicago 2, Ill. 5 No. Wabash Ave. ALL PHONES CEntral 6-7966

WATCH this movement



The crowds will really move when they see this newest wristwatch 17 jewel movement 5 wiss-made stainless steel back suche hand with leather replica of \$1000 watch 18 weeks of Ladies' styles.

MEN'S \$13.75 LADIES \$13.25 Order Immediately. balance C. O. D.

WATCH WIZARDS BEORE AVENUE YORK

BALL POINT PENS \$12.50

WITH METAL CAPS and CLIPS Visible Ink Supply-Cheaper Than Relills Long Lasting. Regular Size. 1500 minorit with urder, balance C. O. C. ARTHUR LEE CO., Dopl. Brunklyri 2, No Y 16 Court St.

All Extra Heavy Mountings
10 days' mensy-back sugrantes it rings
not as represented. Merchandiss for
resale only.

Only Genuine Rolled Gold Plate Sold

SAVE MONEY! WHERE TO BUY ALMOST
any product, material or equipment; 569
each, 3 for \$1. Satisfaction guaranteed.
Alcmall reply service. Donald Kelly taince
1937), B-8544 Whiteomb, Detroit 37, Mich.
1937), B-8544 Whiteomb, Detroit 37, Mich.

"WHERE TO BUY IT"-BUYER'S GUIDE, listing manufacturers, distributors, whole-salers, \$1. Ambassador Adv., 1902 Kentucky, Kast Gadadan, Ala.

WHOLESALE BUYING IS SMART BUYING; folks patronize you to save them big money; details free. Write; MCC, Dept.-T, 514 Merchandise Bidg., Minneapolis 3, Minn.

WILL SELL TO PROVEN SHOWMAN OF unquestionable ability and reputation; circuit of eight highly modern moving picture theaters, in the best Port City in the South, advantageous 20-year lease, an opportunity of a lifetime. Address Box C-262, c/o The Billboard, Cincinnati, O.

program: new, different, unusual; com-plete details 25r T. C. S., Box C. Ross-mead, Calif. de?

Sparetime; casy, pleasant. \$1 (deposit). Science Syndicate, Box 1140, Wilson, N. C.

Newspaper Promotions; honesty, ability required. Trippe, 1501 Kentucky Ave., East Gadsden, Ala.

2000 AUCTIONS AND COMMUNITY SALES listed in new 1950 Directory, \$1. Will Simpson, 2705 Jules, St. Joseph, Mo. des

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 67 in this issue.

COSTUMES, UNIFORMS WARDROBES

CLOWNS' AND BURLESK COMICS' PROPS, Wigs. Accessories! (Santa Outfits) Free lists! "Happy" Morgan's Clown Headquar-ters, 2404-N Fifteenth, Philadelphia. delf. ORCHESTRA COATS BLUE, WHITE, 54; Clown Bundle odds, 55; beautiful Curtain (12x20), 550; Minatrel Wigs, Chorus Cos-tumes, Tuxedos, Wallace, 2416 N. Haisted, Chicago.

SINCE 1869 - COSTUME BARGAINS: Chorus, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. 1st-51

FORMULAS & PLANS

FORMULAS! — NEW, DIFFERENT: SOME imported; fifty for \$1 complete. Young Productions, 2120 N.E. 122 Ave., Portland 20, Ore.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAIL-able, 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 126 S. Halsted, Chicago, Ill. de9

POPCORN MACHINES, PEANUT ROAS ters, candy floss, geared popping, copper carameleurn candy kettles. Northside Co., 509 E. 4th. Indianola, Iowa. de 16

FOR SALE-SECOND-HAND SHOW PROPERTY

A STEAL CLOSING OUT 16MM. SOUND feature Films, many priced as low as \$50, guaranteed good condition! No Junk! Adair Co., 6924 Roosevelt, Oak Park, III.

ANALYZE HANDWRITING FOR PROFIT!!— Complete Outfit, \$1 (Profits \$20-550 daily!!). Extra Charts, \$7.50 1,000. Graph-ologers, POB 971, Philadelphia. delf

BARGAINS GALORE — THEATER AND Sound Projectors, 8, 16 and 35mm.; Area. Rectifiers, Chairs, Drapes, Screens. S. O. S. Cinema Supply Corp., Dept. L., 602 W. 52d St., New York 19.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. de23 FILMS CHEAP—"LAW OF THE WILD" serial, complete, \$60. 3082 N. W. 65th St., Miami, Fla.

FOR SALE—15 INCH GAUGE STEAM Train. Four Cars; excellent condition. A. B. Jefferis, Piedmont, Mo.

FOR SALE — ONE KING FUN HOUSE, mounted on a twenty-four-foot trailer and opens up to a forty-eight-foot front complete with blower and International tractor: price, \$2,500 cash; one Smith & Smith Chairoplane, 18-foot tower, completely rebuilt at the factory two years ago. LeRot four-cylinder motor with V drive, complete with G.M.C. tractor and trailer; price \$3,000 cash; this equipment is not junk; can be seen in Altoona. Write Thompson Bros. Altoona, Penna.

G. H. Lorenson, 810 E. 6th St., Sloux Falls, S. D.

Simulated PEARLS

1 STRAND\$2.00 2 STRAND 3 STRAND DROP EARRINGS (Assid.).... 2.00 25% Deposit, Balance C. O. D. ELVEE MANUFACTURING CO. 866 SIXTH AVE. NEW YORK 1 MUCTAY HIN 6-4177-8

Sell Ultra-Blue Stock Signs

00000000000



222 Mittellet

To stores over 1000 slogans, cumedy, general, religious, uttrahiue signs for homes and general display.
MAKE MONEY on our fast selling signs! COST 6c-SELL 35c

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Ralig's Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
Above Samples Malled Postpaid.
100 Ultra-Blue Stock Signs, 7x11, 52. No COD's.
L.; LOWY, 812 B'way, N. V. J. N. Y., Dept. 184

Noisemakers, Party Hats

JOBBERS: Stop in at SALLY'S for the hest prices on noteemakers, hats, horns, confett, ste., for NEW YEAR'S.

> Sally Distributors Minneapolls, Minn,

EW Skill Sensation "WISHING WELL" Greatest Low Priced Counter

Game in Years!

"IT'S LOCKED"



Requires only 6"x6" Counter Space Collects 1c to 25¢ Coins Galore GIGANTIC PROFITS! Solls for \$10 or Start Route, Sharing Collections.

Cafee & Taverns Everywhere Waiting. SAMPLE, \$7.50-\$59.40 DOZ. Cash with order or 15% deposit, balance C. O. D.

Write, Wire or Phone-

ORDER DIRECT FROM

LEGALSHARE INDUSTRIES P. O. Box 86-X 222 Second St. Huntington Beach, California Ph.: LExington 6-3218



Sample Set \$1 Min. 1 Doz.

WE DARE THEM ALL . . to duplicate these outstanding values? 3 different patterns in complete 3-piece sets convisting of necktace, pin and earrings in 23R gold plate. Colors aqua, rose, pearl, sapphire, etc., boxed. Our supply is limited so we urge you to order immediately! This is a new deal not listed in our catalog.

25% Deposit, Balance C.O.D.

Wholesalers and Distributors

1759 ARAPAHOE, DENVER 2, COLO.

Look at These Prices

Then Act Right Now! CAMERAS-\$6.00 per doxen FILM-\$1,80 per dazen rolls CARRYING CASES-\$1.50 per desen Deposit of \$5 required on camera orders.

-STOCK UP SUPPLY will be SHORT! MARNE SALES CO. Dept. B.C. 4

4024 22nd St., Long Island City 1, N. Y. Profit Making SPECIAL

PRECISION MADE

SHAVER

Individually wrapped with \$22.50 price tag. Including simulated pigskin pouch.

ELECTRIC

DOUBLEHEAD SINGLEHEAD GROSS LOTS \$1.75 ea....\$2.50 ea. LOTS OF 60 1.85 ca..... 2.60 ea. LOTS OF 12 1.95 ea..... 2.75 ea.

Full Line of Watches Available. Sample, \$1.00 Extra. 25% Deposit, Balance C. O. D. CALUMET BLDG. MIAMI, FLA.

STEEL OR WOOD DHIAHRS

folding or Non-Folding Frompt Helivery, Minimum order 1140 B'way, H. Y. (27 St.), Dept. S. MU 3-1265





A mounted original Western Designed Metal Horse, Dependable electric clock mayament, Case 6" high, 8" wide, A complete true Western motif. Finished in rich lustrous two-tone bronze, Overall size 11" high, 17" long on wood base. Individually boxed.

HULA LAMP \$10.50 Ea. \$11.00 Ea. With Beautiful Matching Tasseled Shade.

HORSE CLOCK \$6.75 Ea. \$7.25 Ea. Sessions Self-Starting Sweep Second Hand Movement, Gold, Silver or Rose Gold Finish, 25% dep. with order, bal. C.O.D. F.O.B. Chicago.

COOK BROS. SIGN. Maxwell St. WHOLESALE ONLY

"NEED A SALES STIMULATOR? Try FAN BLADES-the best

buy for the money. They open the duzt to profitable repeat business and lead to MORE sales of other items, too. You'll be grateful for the tip!"



Write for details and sample order.

FAN BLADE CO. 12 Green St.,

DIRECT From Manulacturer Sensational Value

Beautiful 3 piece
set Hooded point
fountain pen, automafic pencil and
precision ball pen.
Assorted colors
with gold plated
cops. Attractivaly
boxed.

SPECIAL PRICE

Sample Set, \$1.00 Smart gold-plated finish.

35% depusit with order, Send \$2.50 for Samples. ORDER NOW!



H. EPSTEIN New York 10, No.

HAWAIIAN NUDIE DOLL

Made of soft fiesh-like plastic rubber - lifelike over 715" high She wiegles, she shimmles, she bumps, she grinde without any me chanical device

\$13.80 Doz. Without Sample, \$1.25 \$12 Doz. for \$3.50, Blonde, Brunette & tedhead Send \$10.00 for assorted amples of our complete mer-

No C.O.D.'s Jobbers: Write for quantity prices on all items.

PARISIAN ART PRODUCTS



IMMEDIATE DELIVERY!

 Electric Flash Boards · Electric Bingo Blowers Wire or write for Catalog

the A. Koberts inc. 817-923 Broadway, Newark 4, N. J.

PHOTOS in MILLIONS B = 10-2f, Posterd-2f.

B = 10-2f, Posterd-2f.

Bowers 20 = 30-52, 30 = 40-53.

Marw RATURAL COLOR PHOTOS

Posterd-1f, B = 10-12f is

quadry, All other diss.

Vrite for PREE somple & the BE

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

LARGE JUMBO "POPMASTER" POP CORN Machine, all electric, 110 volts, 24 pound size Kettle, stainless steel Bins, never used; \$200. Send 1/2, bal c.o.d. Oakdale Sales, 2800. N. Clark St., Chicago, III.

GREAT BERNARD AND WIFE QUITTING show business; selling Magic Equipment and Personal Jewelry; Shooting Through Woman, Sawing Woman Half, hundreds Assorted Silks, Trunk Escape, Mind Reading Outfit, Doll House; 5 Sets Tails, practically new; Tables, many other effects, Man's 3 Karat Diamond Ring, Gold Stude Ladies' Diamond Diemer Ring, Diamond Bracelst, Diamond Watch, Contact Ray Bernard, care Hillboard, Palace Theater Building, NYC.

NEW 6 PLANE KIDDIE AIRPLANE RIDE without Planes. \$550, f.o.b. C. B. Hartin, RT. 2, Corona, Calif.

NO. 5 PERRIS WHEEL, 8 CAR AUTO BIDE, Gasoline Train and Concession trailer; all used one season; \$6,500 takes all. N. C. Schultz, Pleasant St., Berea, O. Phone Berea 4-5576.

OFFICE TRAILER — 1949 HOWARD, 27: tandem, truck rims, steel body; perfect thruout; this trailer is the finest mobile office obtainable; dishes, chairs and filing drawers included; priced at \$2,695. Rogers Chevrolet Co., Hantoul, III. de23

POPCORN AND CARAMEL APPLE TRUCK, late model, very flashy, worth \$3,000, in spring; will take \$2,195. Candy Flore Trailer, 5x8 ft., Challenger Machine, like new, complete unit, \$650. A. R. Sultze, Box 216, Winona, Minn.

R. S. DeVRY PROJECTOR, AMPLIFIER \$149.95, 16MM. Paster Service, Box 369. Stephenville, Tex.

RUBBER TANK BARGAIN—NEW 30'x50': complete with supports; sell or rent. W. L. Seaks, 439 Houseman Bldg., Grand Rap-ids, Mich.

SPECIAL — FOR SALE ONE USED C-Cruise Major Ride: capacity 36; located in Pennsylvania, \$6500; one slightly used Little Skipper Riddle Ride; capacity 20; located in Oregon, \$2000, C-Cruise Corp., Seventh St. and Muriark Ave., West Salem Ore

TESTED KIDDIE RIDE BUILDING PLANS
-Auto, Boat, Chairplane, Airplane, \$5
each; Ferris Wheel \$8; Train \$10. Free
catalog Brill, Box \$75, Peoria, III.

WILL TRADE TWO POWERS 6B, NOW operating, for good 16MM. New Theater, Port O'Connor, Tex. 16MM. SOUND FILMS FOR RENTAL— Special weekly and monthly rates to roadshows. Rogers Films, Box 3526. East

Atlanta, Ga. 16MM, SOUND — 1,000 FEATURES, 2,000 Shorts, Serials, \$5 reel; 50 DeVry, Natco Projectors, \$150 each, Roshon, North Court Square, Memphis, Tenn.

35MM. WESTERNS, SERIALS, SHORTS— Buy, sell or trade. Thompson Brox., Box 595, Fort Smith, Ark. de16

INSTRUCTIONS BOOKS & CARTOONS

BIG MONEY REPAIRING SEWING MA-chines; complete illustrated instructions, 52; satisfaction guaranteed L Rodgers, 637 Eighth, Portsmouth, O. de2

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Hag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Och-kosh, Wis.

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG,
10c: Joker's Noveities, Magic, Fast-Seiling
Specialties! (Pitchmen's Headquarters), Arlane Mrg. Co., 4462-B Germantown, Philadelphia. del6

AAAA-2 2-HEADED NICKELS, \$1 each; heads or tails. Jet Motivation & Co., 13 Harrison Pl., Clifton, N. J. de9

A BRAND NEW #23 CATALOG MIND-reading, Mentalism. Spooks, Hypnotism, Moroscopes, Crystals, Palmistry, Graphology, Magic: 144-page illustrated catalog, Buyer's Guide: both 50s; wholesale, Nelson En-terprises, 236-B S, High, Columbus, O. de-30

BLUEPRINTS MINDREADING, PUBLICITY, Escapes, Books, Chemicals; list, 30c, Genoves, G.P.O. Box 217, Dept. B, New York I, N. Y. del6

MAGIC BEER BOTTLE PRODUCTION—
Produce a beer bottle from friend's pocket, etc.; real looking rubber beer bottle that packs in palm; one dollar prepaid; order one now. Jack Eastwood, 6941/2 Jefferson, Chillicothe, O.

RUBBER FRIED EGG—SUNNY-SIDE UP; have fun; fool your friends; real looking; dozen, \$2.56; single sample, 25¢ prepaid Jack Eastwood, 6041/2 Jefferson, Chillicothe.

SUB-MINIATURE RADIOPHONE FOR Mentalists. Weighs less than pound, easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 236 South High, Columbus, O. de23

MISCELLANEOUS

NEW CONEY FUR COATS, \$22.50; CHIL-dren's, \$8. National Fur Dreing, 447 S, Hewitt, Los Angeles III, Cattle de23 SIDEWALL WATERPHOOF AND MILDEW proofed, complete with gromments and rope; Green or Khaki, approximately 8 oz.; 5x100', \$62.74; 7x100', \$72.50; 8'x100', \$82.15; 9x100', \$92; 10x100', \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canyas Products, 417 W. Jefferson, Detroit 26, Mich Phone: CAdillac 5691 de9

STARTER ROPES PLASTIC COATED FOR long wear; resists rot, mildew and salt-water, ideal for Power Mowers and Out-board Motors: 50e each ppd. Wilson Products, 7448 Vincennes, Chicago 21, III. de9

MUSICAL INSTRUMENTS. ACCESSORIES

CALLIOPES BOUGHT, SOLD, REPAIRED, rebuilt; Coin Barroom Pianos, Music Rolls, Lee Co., 934 N. Lancaster, Dallas,

FOR SALE—VIBRA HARP "DEACON 30," perfect, \$100. Box 595, Billboard, 1564 Broadway, N.Y.C.

HAMMOND ORGAN WANTED-ANY MOD-et, any condition; anywhere. Hen Thomp-son, 26 Englewood Ave., Waterbury 4, Conn. del6

HAMMOND ORGAN WANTED — ANY model, with or without tone cabinet; pickup anywhere; used Solovek rebuilt for organ, \$190; used Vibratone, good condition, reasonable. Glenn Davis, \$355 Madison, Chicago 44, III. de?

INVENTION-MULTIPLIES VIOLING Sound Waves; attach instantly, will not damage instrument. Hig attraction; \$1. Pat Lewis, Howard, Kan.

POWERFUL, STRONG MAGNETIC VOICE developed with Diaphragm Exercises (new Invention). Write Inventor DZ. Box 665 (8v), St. Louis, Mo. det6

PARTNERS WANTED

MENTALIST ASSISTANT — WONDERFUL opportunity for someone who is willing to invest in an established act; have good equipment; prefer female with wardrobe; experience unnecessary; will teach you. Those interested call Prof. J. Stonehurst, Southington, Conn. 262W1, or P. O. Box E. Milidale, Conn.

Sander, 2 horse motor, 150 ft. cord. only used one roll of paper; will sell for \$240 teley, and stage (not ballroom); solid professional background and training essential; and st., Monmouth, III.

LARGE JUMBO "POPMASTER" POP CORN Machine, all electric, 110 volts to pound.

PERSONALS

FREE—A HANDSOMELY BOUND NEW Testament for you. Write Showmen's Testament Fellowship, P.O. Box 1, Pontiac, Mich. de9

HAVE A CHICAGO MAIL ADDRESS — Business or personal, information free Schullz House, 3118 N. Seminary, Chicago, 6e30

JAMES WALTER MITCHELL JIMMIE: Darling, please come home. I love you. Please come back, Jimmie, please do. All is forgiven, my darling, please come home. I need you. Your wife, Buth Mitchel, Marion, N. C.

WE COLLECT MONEY JUSTLY DUE YOU-33%; no collection, no charge. Central, 501 Wm. Oliver Bldg., Atlanta, Ga.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals, Mounts, Photo Novelties; DP Cameras, Booths bought and sold, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ja20-51

DIME PHOTO OUTFITS CHEAP — ALL, sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices; Eastman DP Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903, PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, III.

de30

DIRECT POSITIVE OPERATORS — WE have the new Eastman Direct Positive paper, chemicals, backgrounds, comic foregrounds, folders, glass and metal frames; write for new catalog, Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. dc2

LOW COST FOLDERS—POLAROID SIZE and also 3x5 size, \$2.50 hundred, \$20 thousand; 5x7, \$4.25 hundred, \$37.50 thousand; 8x10, \$6.50 hundred, \$60 thousand. Available both horizontal and vertical, with word "Souvenir" printed on cover and also with plain covers. Also high grade mounts, and largest assortment. Photo Frames and Photo Albums, from lowest to highest prices; for Frames, Mounts, Mailers and Direct Positive Cameras, be sure to write us. International Sales Co., 414 E. Baltimore St., Baltimore 2, Md.

ROADMAN'S HEADQUARTERS FOR 16MM., sound and silent Projectors, Cameras, Films, Accessories; bargaingrams free; trades welcomed. Mogull's, 112 W. 48th

THE NEW EASTMAN IMPROVED TYPE
Direct Positive Paper now available in
all sizes. Marks & Fuller, Inc., 70 Scio St.,
Rochester 4, N. Y. de30

PRINTING

ALWAYS LOWEST PRICES! QUALITY J-color 14x22 Window Cards, \$6.50 hun-dred. Tribune Press, Earl Park, Ind. de23

ATTRACTIVE 100 815x11 LETTERHEADS and 634 Envelopes, Hammermill bond, five lines copy, \$2.25 postpaid; no c.a.d.'s; samples, Dickover Printing-Lithographing, 5233 Cleveland, Kansas City 4, Mo. de16

ATTRACTIVE PRINTING AT REASON-able prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$5. Modern Print, Box 34, Hyattsville, Md. de?

DECAL NAMEPLATES PRINTED — YOUR copy; advertise and identify your product or service; 28 eye catching designs; send stamp for colored, illustrated folder Grand, 2506B 52nd, Kenosha, Win de23

MAKE YOUR OWN STAMPS AND PRINT-ing Cuts; easy; self-molding process. Plexi-rubber, Argyle 4. Wix. "NEARGRAVURE" EMBOSSO LETTER-heads! Sparkling! Dynamic! Distinctive Designs: Midways, Magicians, Orchestras, Circus, etc. Samples 10s. Sollidays Color-print, Knox, Indiana.

POSTCARDS PHINTED FROM YOUR photos, 2,000, \$19; 4,000, \$32; 6,000, \$42; 12,000, \$78. Mayrose Co., \$23 Chandler, Linden, N. J.

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50e; 1,0000 Business Cards, \$2.75; Smallwood Printery, 2715 Vine Cincinnati, O. de2

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing Cato Show Print-ing Co. Cato. N. Y. del6 1,000 NAME ADDRESS STICKERS, \$1: FREE catalog. Imprint, Emporia, Kan. del6 1,000 BUSINESS CARDS \$4.75; 200 6%, Envelopes and 200 Whitebond Letterheads, \$15x11, \$3 Webster's Printshop, Farmland,

SALESMEN WANTED

PHONE SALESMEN FOR RADIO STA-tions; now working Iowa; good proposi-tion for reliable, sober men. Box 971, De-Moines, In de2

SCENERY & BANNERS

NIEMAN CARNIVAL - CIRCUS BANNERS the best, not the cheapest; no disappoint-ments. Nieman Studios, 1236 S. Halated St. Chicago. CA 6-2544. de2

TRV OUR SHOW BANNERS PRICES REA-sonable. Enkeboll Art Co., 6126 Florence Blvd. Omaha 11, Neb. 622

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. jai3-51

EVERYTHING YOU NEED FOR TATTOO-ing-Electric Tattoo Machines, Designs, Colors; complete outflis; Illustrated cata-log free Milt Zeis, 728 Lesiny, Rockpurt, de30

WANTED TO BUY

USED PHONOGRAPH RECORDS, 1920 TO 1940 period; any quantity, any label. Jacob Schneider, 128 West fifth St., N. Y. C.

WANT TO BUY BOTH TIGHT-WIRE AND tight-rope equipment or information about obtaining this equipment. Geraid Thomas, Rt. 6, Yakima, Wash,

WANTED TO BUY-SINGLE LOOPOPLANE with 5 h.p. motor, Candy Cotton Outfit, nicely framed Grind Show, one legitimate Concession. Address Owen, Box 283, Or-

WANTED-RING CURB AND MAT: also other Small Show Property. Describe in detail, size and condition; must be cheap for cash. Also Trained Animals. Box FC-263, c/o Billboard, Cincinnati, O. J. B. Barton, 25 Counties Slip, N. Y. C. 4.

GEM'S HOT IDEAS MEAN Cold Cash For You! Breaking Sales Records PISTOL LIGHTER \$8.00 Original "Conti-nental model. doz Black please WRITE Tamfic FOR OUR Sample handle gras Profit - Big Volume 52Mb-AUTOMATIC CATALOG PENCIL LIGHTER tiegant triple-chromad finish, salety catch,pro-pai-repai feature. Looks like \$10,00 3-Pc. Lighter Set timony. A real flash-s \$1350 red-bot seller t Sample 51.50 HOTTEST MECHANICAL TOYS IN AMERICA Bout All Lge. Walking Bears_ \$6.75 Dex. Competition Begging Poodle Dog 5.75 Der. "CORONA" Lge, Walking Elephants ____ 6.75 Der. POCKET 5.75 Dez. Jumping Fur Dog 1.50 Det. Itchy Dog LIGHTER Singing Canary 2.40 Des. 3.00 Dex.

High chrome finish. Fully automatic. Dancing Couple Immediate Delivery On Every Item On This Add 25% Deposit With Order. \$720 Balance C. O. D.

GEM Sales Co. Betroit 26. Mich.

SUZY SCORES AGAIN!!! Genuine The Most Beautiful Doll Ever Manufactured!

They're the Hits From Coast-to-Coast! OUT OF THE RESERVE

Prices F. D. B. Detroit

533 Woodward Av

DELIVERY Va Deposit, DU F. O. B. St. Louis Balance C. O. D.

DOZEN SAMPLES \$1.00 EACH (No C. O. D.'s)

Comes in 10 assorted styles. Brides included. Each one more attractive than the other. Each doll individually packed in Window Box. Dells. 8" tall. Packed 6 dez, to carton. Can ship any quantity while stock on hand lasts. First come, first

SUZY DOLL CO. Dept. SD-2, 315 N. 7th St., St. Louis, Mo.

ELGIN - BENRUS - BULOVA for Promotional Deals and Big Profits firand new 1950 model cases for 7-Jewel sents and ladies. Rebuilt movements, guaranteed



CEntral 0440

CASE WATCHES \$0.95 Copies of ex-pensive \$200 h \$300 watches, \$9.95 7-Jewel Ladies New

17-Jewal Wholesale Only-25% Deposit With Order, Balance C. O. D. Open Account to Rated Houses.

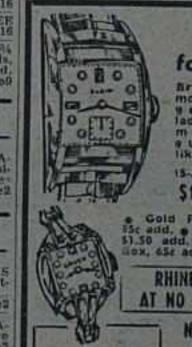
元福(8) 200 . .

Watch Sets.
Consists of gold olated
cuff links, key chain and
the holder with hand set
rubs rhinestones or plain
gold. With chinestone dial
watch, guaranteed like
new — Elgin, Waltham,
Gruen, Benrus or Bulova
7-Jewel 545 Bears 7-Jewel, \$45 Ratail, Only \$14.75 Bet 15-Jawel, 355 Retail, Only 377.93 Set 17-Jewel, \$65 Retail, Only \$19.95 Set

For Greater Profits Send Cashorstampsu
for our 72-pase
new 1931 whole1 a to catalog;
will be credited
to your first order.

17-Jewei, \$14.65

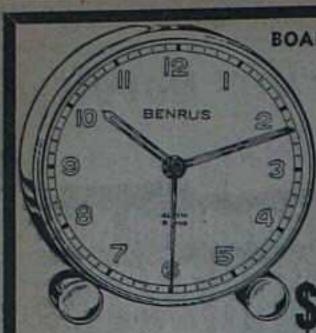
WATCHES—brand new Swiss—WATCHES Ladies' and Gents' yellow 10K R.G.P. Case Stainless Steel Back, raised gilt numbered dial, black silk cord and leather strap. These watches are not pin lever movements. They are fully guaranteed and are made to sell for 3 times our prices. All watches come in attractive gift boxes. Rhinostone dials—50¢ extra. Immediate delivery. 25% deposit with each order, balance C.O.D. Send for our free wholesale Diamond and Watch catalog. ADMIRAL SALES CO. 106 S. Seventh St. Philadelphia 4, Pa. Room 316



Windsor Walch

7-Jewels, with rhinestone dial.

Phone



MERCHANDISE

ONLY

BOARD OPERATORS! BINGO! PREMIUM USERS!

> Factory Cost! NATIONALLY ADVERTISED

RETAILS AT \$19.75 Fed. Tax Incl. LIMITED

QUANTITY IN LOTS OF

SAMPLE: \$8.50 Prepaid

IDEAL FOR OFFICE, HOME Every Clock Guaranteed

JACK COHEN

ORDER NOW - 25% DEPOSIT BALANCE C. O. D. IF NOT RATED

2519 5. PERCY ST., DEPT. 88-1 .

7 JEWEL 21/4" 221/4"

. PHILADELPHIA, PENNA.



POT OF GOLD DESIGN BLANKET 54x72 Packed 30 to Case

EACH IN CASE LOTS OF 30 53.40 Each in Less Than Case Lots \$4.00 for Sample Postpaid

Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.

WISCONSIN DELUXE CO.

1902 N. Third Street, Milwaukee, Wisconsin

BE SURE TO VISIT OUR SHOWROOMS WHEN IN CHICAGO



Stunning is the word for this most distinc-tive of all I am a s. Beautiful on the man-

tie, plane, or suitable as prizes. Has 34 frosted glass shade with clear crystal crimped top. Height 1514". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

M. K. BRODY

CHRISTMAS SPECIALTIES

Large Walking Bear, doz. 4.75 Medium Walking Bears, dor. 5.00 Walking Penguins, dos. 1.29 Acrobatic Fur Mankeys, det. 2.00 =2029 Paper Dancing Santa Claus, 65¢ dor.; gr. 7.20

25% deposit required on all orders, balance C.O.D.

Send for our FREE 44-page Catalog. Serving the trade in Chicago for over 34 years.

1116 S. HALSTED ST., CHICAGO, ILL. L. D. Phone: MO. 6-9520

THE PERFECT

CHRISTMAS GIFT ITEM Genuine Swiss Movements
Hand spun and polithed metal boxes
Assortment of Sparkling Colors
Assorted Pepular Tunes
Each Musical Powder Box is in a
Decorated Acatate Container

\$2.75 each-\$30.00 dozen

FREE! WITH EACH POWDER BOX a 24-hole punch card, 1c to 39c per sale - takes in \$8.25 Prices F.O.B. Indianapolis-Include postage with orders.
25% deposit required with C.O.D. orders.

Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 23, IND.



\$6.00 PROFIT IN JUST 30 MINUTES

Make this your biggest Christman by selling the Biggest Little \$1.00 item in history. Our Personal Charm Creme Sachet Ensemble an exquisite Creme Sochet a rumanile fragrance Perfume and a lovely miniature Corsage. Think of it all for \$1.00 plus tax it looks and smells like many times that value. Everybody who were it wants to buy it for themselves or for gifts. Let people see them in restaurants,
shops, office buildings. They'll ask for them on sight.
You'll be amared and pleased at how fast they go. Many
sell a whole dozen in just a few minutes. Get ready
now for your hissest Christmas ever. Send \$6.90 deposit
for your first dozen, packed in beautiful lithographed
carton. We guarantee your money hack if you fall
to sell them.

Don't delay. Write for information on this Ensemble and hundreds of other fast selling items.

GOODIER COMPANY

400 North Bishop Dallas B, Texas Division of Universal Laboratories

PISTOL LIGHTERS, JEWELRY & RINGS SEND FOR CATALOGUE



We have 81 Exclusive Styles in Expensive Looking, Flashr 14K Gold Flate and Silver Flate MEN'S and LADIES SOLITAIRE—BRIDAL SETS—CAMBOS — SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Deliar Ring Sales

Prices from \$1.00 to 372,00 Per Dat also 101 New, Flashy Jewelly Heme

HELP WANTED—ADVERTISEMENTS

RATE-12c a Word

Minimum 52

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AERIALIST (GIRL) EXPERIENCED: FOR single high ladder act information contact Lee Slade, 2646 Park Avenue, Detroit, Mich. Ge9

FEMALE IMPERSONATORS WANTED—
Must be clover, Singers, Dancers, Comediana; send pictures, details, etc., lo
J. A. Graziano, General Delivery, Milwankee, Wis.

des Ellyn, McCurdy Hotel, Evansville, Ind.

AERIALISTS MALE AND FEMALE; LONG GIRL AERIALIST BOARD WHILE PRACseason in established high acts: state ticing, good pay, steady job, trailer acall, photo. Xcellos, 102 Gold, New Britain. commodations; state particulars, Contact
Conn. del Eugene Snyder, Billboard Office, Cincin-

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

PAMAHASIKA'S SOCIETY CIRCUS—DOG.
Pony, Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Matawa; presented by the only original Prof. Pamahasika. Address Geo. E. Roberts, Manager, 2504 N. Bth. St., Philadelphia. Pa. Sagamore 5536.

MISCELLANEOUS

HYPNOTIST DESIRES JOB NIGHT CLUBS, private parties, personal instruction of spiritual research. Don Davis, 1228 33d.

THE COSMIC RAY HEALER-KNOWN AS the Divine Healer or Hely Man. Prof. Erwin Spies, 202 Lyell, Rochester, N. Y.

MUSICIANS

A-1 Planist-After Nov. 25; PREFER location; draft exempt. Write Don. Reynolds, 727 Harrison, Apt. 205, Kausas City.

..EAD TRUMPET — EXPERIENCED mmercial musician seeking hotel work dependable organization. Write Box C-200, care Hillboard, Cincinnatt, O. ALTO MAN, DOUBLING TENOR AND clarinet; draft exempt; territory bands need not answer, play on cut or no notice dustrial City, Mo. Phone 25105.

AT LIBERTY-STRING BASS, WORK WITH phone. Harold Hagerty, Wainga, Ill.

AVAILABLE - EXPERIENCED SOLO OR combo piantat, doubling organ. Contact Oliver Compton, "Once the Ship," Dreshuch, Minn. Phone La Crescent X-28R2.

BASSMAN AND VOCALIST, WELL EXperienced, seeks job in Western recording band with future, doubles on rhythm
guitar; fakes good; plays popular too; union,
don't drink, dependable, personality, wardrobe, married; travel anywhere; write
full particulars. Delton McDade, 514 lvy
51. Chico, Calif.

DRAFT EXEMPT GUITARIST-AGE 24, single, 10 years' experience, sober and reliable; available immediately, will travel. Write to Bill Vincent, 171 East Huron, flad

DRUMMER-AGE ES, FINE EQUIPMENT, experienced shows, jump, society, Latin, commercial, combos: will travel; call or wire. Tommy Tidwell, 506 N. Crawford St. Wayerost, Ga. Phone 1056.

GIRL BASSIST, DOUBLES VOCALS—DE-sires change; experienced; prefer small units, particularly trios. Write Musician, Box C-294, Billboard, Cincinnati, O. del

HAMMOND ORGANIST WITH LATENT equipment; male, good appearance, large repertoire; congenial, no lush, experienced all lines; conscientious worker, so anywhere; available about New Year, Address Organist, P. O. Box 271, Flint, Mich. de2

ORGANIST — I FURNISH HAMMOND organ. Experienced radio, botels, dance units, Can work single, furnish due or trio. Young, stellst. Address: Organist, 530 Broad Avenue, Albany, Ga. Telephone

PIANIST — AVAILABLE IMMEDIATELY;
Soung, sober, reliable; union; all around;
(ast-butterfly style; prefer society or tenor
bands; experienced; minimum \$70 clear,
Joe DeGregory, 534 Linden Ave., Steuben-TENOR AND CLARINET SECTION ONLY; draft exempt, available immediately; pay own transportation. Musician, Box C-265. Billboard, Cincinnati, O.

TROMBONE EXPERIENCED ALL LINES; prefer location; age 24, union, 4F, available December 1. Al Burlingame, Box 489, Mitchell, S. D.

THOMBONE—HIGH D LEAD MAN FROM
3 bone section, territory band closing for
season; available now; tone and articulation
a-la-Dorsy G J Stanley, 1150 No. Ninth,
Springfield, Ill. Phone: 3-5867. de9 TRUMPETER-VOCALIST—READ OR FAKE: Florida location wanted. Rick Shorey, 230 Waggoner St., Evansville, Ind.

PARKS & FAIRS

HALLOON ASCENSIONS, PARACHUTE fumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 5. Dennison, Indianapolis 21, and de2

VAUDEVILLE ARTISTS

NELLIE TAYLOR — MUSICAL ACT. Chimes, Sleigh Bells, Trick Violin, Paper Tearing. Home address, 258 East Church t. Homer City, Pa.

VOCALISTS

commercial, combos: will travel; fall or wire. Tommy Tidwell, 506 N. Crawford St. Wayerost, Ga Phone 1056.

EXCHILENT PIANO AND SOLOVOX player; attractive girl; unusual novelties far shancing, dining, entertainment; no vocals Box C-266, Billboard, Cincinnati, O. Phone Elgin, III., 2880-E.

WRITE FOR COPY-BE SURE TO STATE BUSINESS

Mechanical Toys MA 401—Itchy Dog Dog S2.00 MA 402—Promonade Duck Dog 2.25 MA 403—Pocking Bird Dog 2.25 MA 404—Dancing Couple .. Dez. 2.35 MA 405—Rodee Cowbey .. Dez. 2.85 MA 406—Crawling Baby ... Dez. 3.25 MA 407—Comicsi Ape ... Dez. 4.00 MA 408—Hulz Dancers ... Dez. 4.25 MA 409—Lge, Crawl, Baby, Dez. 6.50 MA 410-Crazy Car Dox. 6.75 MA 411-Rejuctant Bear . . . Dox. 7.20

Special Ring Values Doz. \$2.00 MA 412-Man's Yellow Metal MA 413—Man's Yellow Metal MA 413—Man's Yellow Metal
Birthstone Ring. Dex. 10.80
MA 414—Lady's Yellow Metal
Birthstone Ring. Dex. 6.75
MA 415—Lady's White Metal
Birthstone Ring. Dox. 4.20
MA 416—Lady's White Stone
Tiffany Ring. Dox. 2.75
MA 417—Misses Yellow Metal
Friendship Ring. Dox. 1.30

Established 1886

25% DEPOSIT WITH C. O. D. ORDERS, POSTAGE EXTRA. When requested, a change apren will be sent FREE with each order for \$25.00 or more.

EVIN BROTHERS

TERRE HAUTE, INDIANA

Merchandise You Have Been Looking For Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Timesre, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready-Write for Copy Today MPORIANT: And Type of Goods You Are Interested In.



CARNIVAL, PITCHMEN, NOVELTY SHOPS

WE MEET THE COMPETITION Novelties, Premiums, Delle, Clausware, Satons, Balloons, Parasols, Monkeys, Horse Clocks, Toys, Souvenirs, Slum and many, many other Items.

Engagement 32 43 Doz. HARRY MAHREN RING CO. Combination \$3.00 Doz. Wedding 1.63 Doz. 303 316 Ave., N. Y. 16, N. Y. Plut Perrane

WE CARRY A LARGE STOCK FOR IMMEDIATE DELIVERY

Sell DUNHALL WATCHES For BIGGEST PROFITS

9 Sand for FREE Cutalog 6 14K Gold Pinted Chronograph



17 JEWEL WATERPROOF WRIST WATCH INCABLOC

MOVEMENT

DUNHALL IMPORTS Co. IOI CEDAR St. N.Y. 6 N.Y



cover entire bracelet and watch cover, Brand new gnaranteed 17 lowel Swiss movement. Delivered with watch box - 5120 price lag. Min, order 3-\$1,50 extra for sample. 25% with order - balance C. O. D.

WRITE FOR. CATALOG TODAY!

ONLY

WILLIAM TAPPER CO 1740 ALTON RD., MIAMI BEACH, FLA



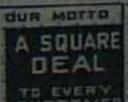
Genuine Latest Styles

Send \$2.00, bat. \$17.50 C.s.d.
Be in business for vourself!
Bis profiles Buy direct from
reliable who is a a le firm
latest 1951 style Fur Coats!
All sizes and colors, if not
satisfied men a y refunded
within 3 days! Wire or write
today for free price list and
catalog! Apents wanted!
ROSE FUR CO., Dept. F-21
20 W. 27th St. New York!

ins Merry Christmas -six HAPPY NEW YEAR

the tissue fringe 10'x15" Hanners, autiful 4 ply in 3 miors. Easy to pw. proven quick drop. Sales at \$2.00 -2 for \$3.50. All class business, offices, smes. clubs. \$7.65 des. Spiel with ders. 23% deposit, balance C. O. D. mple, \$1.50 premaid. Jobbers. write.

INTER-WEST HOVELTY MFG. CO. 2277 Hytand Dr. Salt Lake City & Ulah



est Sales, Hig Prof-s — Part or full me, prigted Koch CUSTOMER LER, 215 Goets Ave., Lemay 23, Miss



Bart Mfg. Co.

McCoy, Mr. & Mrs. Mickey

AND DESCRIPTION OF THE PERSON NAMED IN

MAY BE BUT-IT'S BIG PROFIT BUSINESS FOR TOP SALESMEN

S-T-R-E-T-C-H-I-N-G RUBBER BUST AND WAIST RULE



BRAND NEW —
TAKING THE
COUNTRY BY
STORM—No diet
required to measure down to an
hourglass figure.
A RIOT OF FUN—
Souvenir packaged
with envelope and
with envelope and
sets of Keeping Fit" enclosure. Terseller, TRIAL order price \$1.50

S-T-R-E-T-C-H-I-N-G RUBBER



Guaranteed to measure any fish to cham-pion tength. No fisherman can afford so be without this Honest Fish Rule that stretches and measures a Front. Bass, etc., to legal size. Salesmen in winter fishing areas can make sensational profits on this new Bonanza 25s souvenir noseity. TRIAL order price \$1.50 dozen



Totle toopen Cattention and gets attention. Big Giant Size Simoleons 15 inches fong. The most sensational and dramatic premium novelty of the season. Made to order for BIG MONEY DEALS, Sensational 10s selleror give away. Price \$2.50 per 100. Free Advertising Sales Kit. We imprint ad on order of 500 or more.



The most unusual and novel advertising premium ever created. Has action—is Exciting—and always a Riot of Fun. Nothing like Rubber Money to put over that "Streich Your Dollar" advertising measure. Pays Big Commissions. Souventr Lucky Rubber Money—10c seller Price \$4.00 per 100. Free Advertising Sales Kit. We imprint ad on order of 500 or more.



eurtlaining. remium that la

Lucky Emblem. The "Good When Caught Short" Lucky Penny Novelty is brand new. Terrific 25r seller. TRIAL Order price, either one, \$1.20 dozen.



PHONY DOUGH Pays the Real McCoy to sales

the increasing demand for Phony Money. Exciting, attention-challenging mexpenhanquets, conventions, special events, etc. Assorted ones, fives and tens. Sells for \$1.00 per 100 assorted. Your price 40s

B GGER PROFITS FASTER SALES for Meinhardt Salesmen. We offer you a most complete line of Advertising Premiums and direct-selling novelties. Join up with this most progressive and successful Premium house in the country. Do it now, delay may cost you big

Send trial order now, at once, for proven profit-makers and get free details of fast-selling advertising specialties for businesses in all lines ACT NOW

HOUSE OF MEINHARDT B-12 4138 SHERIDAN RD., CHICAGO 13, ILL.

500 ITEMS

that guarantee a PROFITABLE XMAS TOYS NOTIONS HOUSEHOLD STAPLES FREE WHOLESALE CATALOG GORDON MFG. CO.



100 W. HINTH ST., KANSAS CITY 6, MO.

BRUSHLESS SHAVE CREAM MIX

MAKES
INTERESTING DEMONSTRATION

In private use since 1930
Package makes pound "Quality"

Team a Fur yourself; for others
Iteles make shaving easier, pleasurer a Leaves skin soft, smooth

(Excellent family skin cream) a

Itelestalis SAMPLES

3 packages \$1 H. GRAUBARD, Dept. B

Flash! New Three-Star Sel Pountain Pan & Pencil & Ball-Point.

In DeLuxe Valour Platform Gift Box.

Write for New Low Prices. Sample 75c. ARGO PEN-PENCIL CO.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only if you are having diall addressed to you in our care look for your name EACH WEEK Mail is listed according to the office of the Billion your name EACH WEEK Mail is listed according to the office of The Billboard where it is held Cincinnati New York Chicago of St Louis To be listed in following week's issue mail must reach New York Chicago or S. Louis by Wednesday morning or Cincinnati office by

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Cincinnati 22, O.

Parcel Post

Douglas, Ebrich, 28c Page, P. E., 16c Hanson, Carl L. Herther, Clarence (Li Mis, Tim & Estrella, Hanson, Lois T. Sciose Plates 18c)

Johnson, Mrs. O. D., Scott, Lillian, 17c

25c Spelinan, James 25c Harmon, Mrs. G. L. Lillian, Geo.

Adams, Bob
Adams, Harry
Adams, Harry
Adams, Walter
Akins, Eddle

Akins, Paul

Akins, Paul

Cross, W. C. (Doc)

Harris, Jineury

Patricia it Hause, Paul

Hauser, R. F.

Hauser, R. F.

Herrick, Man

Cross, W. C. (Doc)

Herman, Al H.

Herricks, Mrs. Cari

Alberti, Raten

Alberti, Raten

Commission, Mrs.

Cussin, Abe Cussin, Joe Cussin, Richard Cussia, Richard Daira, Mickey (Daira Alexander, James Alland Maurice Allen, Cases T. Allen, Kenneth Allen, Sailor Jack Allman, Frank Darlen, Bill Data, Daniel M.

Austin, Mr. Billy
Ayres, Mrs. Viols DeWayne,
Railey, Robt. Decker, Joe
Balo, Patsy V. Marshall Del Carmen, Carmen
Barackman, Merrin Demetro, Dewer
Bern, O. G. Demetro, John
Bernetto, John
Bernetto, S. R. C. Barber, John Barnet, Harry Calvin Barnes, Richard L. Barry, Phillip Baxett, D. Dennis Derby, S. R. (% Chas.)

Dever, Mrs. Pauls
Dick, Hilly
Dichert, Ed
Dinn, Jon. J.
Dinn, Rohr,
His. Alrin W.
Dokis, Mrs. Nell
Donavan, Mrs. Pon
Donavan, Florer
Donavan, Florer Donithan, Floyd Donnier, Rosemary Jahriz, Rosemary Jahriz, Rosemary Jahriz, Rosemary Jahriz, Rosemary Johnson, Renest H. Johnson, James J. Duffer, Jr. Harry Wm Johnson, Johnson Peter Duran, Balub Lucien Johnson, Sara Johnson, Sa

Hauer, Geo. H.
Rayless, Wm.
Bean, Johnny
Beanisley, Barbara
Gell, Fred
Bellowa, Alan

Bernani, Durothy

Bernard, Jr., B. E.
Bible, Roy
Blekett, James
Bligham, Perry
Black, James Dec
Blassinsgame, Wm.

Broady Asia
Broffa, Sonny
Broom, E. H.
Broom, N. C.
Brower, Jos. J.
Brown, A. C.

Trari Paster, Lenter Rockelman, Frederick N. Eastman, B. H. Bollart Shows Eddy, Mrs. Samuel Boste, Geo. Wm. Horsvold, Arthur E. Boseman, Cathrine M. Boyd, Mrs. Pauline Boynton, C. H. Edity, Mrs. Sami Editards, Boh Editards, Karen Ellis, Bene-Ellis, Chester Ellis, Mrs. P. O. Engel, Geo Enns, Phil Evans, Thus A. Evans, Wando Ewell, Bene-Heart, Laurel J. Breeden, Wm. D. Briggs, Albert Britt, James Dewey Ewell, Pezzr

Ferruson, Mrs. Militres Klivette, Worshum Ferruson, Stephen Alber Kline, Cemore Fents, Feblie Knied, E. Brunk, Wallace Bryant, Wm Franklin Buck, Mrs. Doris Ruck, Mrs. Doris
Rumanl, Arthur
Risher, Geo
Rumbe, Howard
Rume, Mrs. Eunice M. Fisher, Geo
Rums, Mrs. Eunice M. Foles, Mrs. J.
Rumsstein, Mrs. Sam. Foles, Mrs. J.
Rumostein, Mrs. Sam. Foles, Virgil
Fondenberger, Chas. Lev.
Buttler, Mrs. Whitle Fontaine, Paul
(Peaches) Ford, Artie A.
Campbell, Frank Aller Fort, Mrs. Mary
Campbell, Geo. Formul, Ernest H.

C10000000000000000000

191 SOUTH STREET, cor. Plain St.

Grayson, Floyd Grey, Jimmy Griffith, W. J. Gross, Jim Guardalibline, Victoria Gueth, Louis Hallis Hartman Habilton, Dare Hamilton, Olis Wm. Hamman, John W. Hammond, W. C.

Dixis Herrick Linds Herrick, Carl F. (Muscles)
Hilbert, Marvin Wm Martin, Carl G.
Hilleman, Alfred G. Maupin, Mrs. N. J.
Hill. Donellas R. Mare, Prof. L.
Circus, Hill. Donellas R. Mead, Wilhur K.
Hill. Franc.
Hills, Franc.
Hillen, Dhisy & Violet Mehl, Tom
Ginkle, Mill.
Hilton, Dhisy & Violet Mehl, Tom
Ginkle, Mill.
Hillen, Chiral Merches, Times
Higgs, Clifford Meterer, Marry
Marger, Cliff V. Holtes, Milit Metters, Marty Medices, Mrs. Marie Merces, Clint V. Holtes, Virgil Delbert Merces, L. Z. Middleton, Mr. A. Mrs. Holman, T. C. Middleton, Mr. A. Mrs. Holliday, Lodin Verli Holtes, Mrs. Pegrs Miles, Doe J. C. (Jack) Holt, Robt, W. Miller, Calvin L. A. Holtkamp, L. B. Holtkamp, L. B. Holtkamp, L. B. Holtkamp, L. B. Holtkamp, Sam (Mn. Miller, Carls (Med. Shope) Miller, Mr. & Mrs. Dan Miller, Don Miller Donkey Co. Harker)

Howard, Harry E. Howard, John Howran, James Hov. Mrs. Cora Hobbard, Paul Huches, Marie Hunt, Arthur Hunter, Bill Hurley, Joe Hutchens, H. R. Hutchison, Mrs. L. Hutchison, A. E. Hutcher, Virgil Hyde, Phil

Jenkins, Brownie Harves Mort, Stanley Tolinson, Ernest Harves Morton, Clauses O. John Jeanstie E. Johns, Fred C. Johns, Robt. Wally Kardan, Mrs. Sam Keathly, Rob Keaton, Hazel Kratin, Riggene Zollie, Kreenin, Patrick Joseph Kellhach, Harnid Keith, Robert H. Keller, Mr. & Mrs. W. C.

Formal, Wando

Ewell, Pezer

Fair, Mary Lan

Fairh, Irripe

Farmer, Mr. (Koka the Kelly, James

(Clown) Kent, Larry

Farriegton, Berbert E

Fee, Harry W

Feltz, Juhnny

Ferronat, James V,

Kindade, Gene

Kirstle, Woodson Kerbr, Mrs. Agnes
Kerbr, Mrs. Agnes
Kibler, William
Kibler, William
Kirkwood, George
Kirkwood, Gene
Kirkwood, Albert Lerox Oblorne
Kirkwood, Albert Lerox Oblorne
Koch, R. C.
Kock, Bohby
Kork, Bohby
Kirkwood, Albert Lerox Oblorne
Koch, R. C.
Kock, Bohby
Korkwood, Albert Lerox Oblorne
Korkwood, Albert Lerox Oblorne
Kirkwood, Albert Lerox Oblorne
Kirkwood, Albert Lerox Oblorne
Kirkwood, Albert Lerox Oblorne
Kirkwood, Gene
Chasey, Mick
Chasey, M Kerres, Peter Kumalae, Pred Kemmelline, Donald LaBlumbe, Bruce

NOTICE, ENGRAVERS

50 DIFFERENT IDENTS. SEND FOR FOLDER.

DEXECO. INC.

Formerly Dexter Engraving Jewelry Co.

" SEND FOR THE COPY TODAY!

ATTENTION CONCESSIONAIRES
AND NOVELTY WORKERS
Our general catalog illustrates
The latest and must complete

PROVIDENCE 3, R. L.

Miller F. W.
Miller F. W.
Miller Mrs. Flossie Mar.
Miller Halnh A.
Miller Hobert G.
(Restaurant)
Mindorff Jack
Mindorff Jack
Mindorff Jack
Mindorff Mrs. Ruth
Mirchell Mrs. Fred
Mitchell George
Mitchell James Waller
Mitchell Paul James, M. E. Mitchell, George
Mitchell, James Walter
Jackson, Mrs. L. M. Mitchell, Paul
Jackson, Wrman Moure, Edge
Jacoba, Mrs. Robt. E Morian, Lee (Red)
Jahrig, Rev
Jahright, Rev
Jahright, Rev
Jahrig, Rev
Jahright, Rev
Jahright, Rev Mose, Arthur Murphy, Bernard J. Murphy, Mrs. V. E. Murphy, Warren M. Murray, Bills Myer, Sr., Mr. & Mrs. Navarro, Monte Navar, Nick Nealand, Walter Neville, Ray Ashley Newson, J. T. Newton, Harold Newton, Harnid Newton, John Robert Nicholas, Stere Nichles, H. H. Nordman, Jr., Sherman Norton, Jacob Prancis Normond, Albert or Mrs. Lantise Rimeard, Arthur Cherker, Lee Carlains Courted, Arthur Cherker, Clobe Lee Cherker, Chan Lee Cherker, Cherker, Chan Lee Cherker, Cherker, Chan Lee Cherker, Cherker, Chan Lee Cherker, C Latta, G. F.

Littenberg, Mrs. Lor-Privett, Mr A Mrs.

Lockwells, Skating Quinn, Don
Longston, Mrs. Maurice Raiford, Allen James
Long, Leon
Long, Leon
Lough, Mrs. Maurice Raiford, Allen James
Lough, Mrs. Ramin Randell, Fr.

Latter, Foldie

McReide, William

The Most Terrific Novelty Items Of The Year ...



IN LOTS OF 3 DOZ. OR

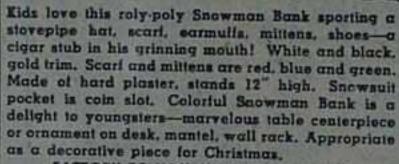
"FUZZEE" is a natural for punchboards an I premiums, a fast seller for novelty or variety stores! The newest idea in table lamps . . . an all-purpose lamp with a life-like Cocker Spaniel base . . . a furlike finish that makes it look and feel like a real dog. So appealing, everybody wants to pet him, buy him!

Sensational New

Cocker Spaniel

"FUZZEE" is 16" high, with 12" shade richly illustrated. Clever. different, "FUZZEE" is a red-hot item for Xmas business! Worth up to \$10.00 retail. Available in black or brown at FACTORY - TO - YOU distributor price—only \$2,50 each in lots of 3 dozen or more. RUSH YOUR ORDER - TODAY! (52.75 each, 1/2 doz. to 3 doz.) Prices F. O. B. Factory, Chicago. \$2.75 in Lots of 1/2 Doz. to 3 Doz.

Young Ones — Grown-Ups Want This Spectacular



FACTORY-TO-YOU WHOLESALE PRICE \$5.40 Per Doz., F. O. B. Factory Chicago Minimum Shipment-3 dox. except with lamp orders.



SEND COUPON

A. N. BROOKS CO., 500 S. Michigan Ave.

Dept. 19A, Chicago 5, III.

Please rush my order for the following: "FUZZEE" COCKER SPANIEL Lamps SNOWMAN Banks () I am enclosing 5 payment in full. 1 1 am enclosing 5 25% Deposit, send C.O.D.

City State State

** KATE" She Wiggles - She Shakes Improved - Beller Action. Plastic Base 52.00 Dr. "SURPRISE"-The Dos "Didit"
RED DEVIL—Hanst from rubber band
MONKEY—On a rubber OCTOPUS -- Scares the heck SKELETONS On a rubber

Beaumont Brokerage Box 2535, Cole Station Les Angeles 44, Calif.

Ne C. D. D. dobbers, Write.

STOPS FOGGY WINDSHIELDS NEW Chemical Mitt SAMPLES FOR AGENTS

RRISTEE CO., BEPT, 1595, ARROW & ONTO Send for Free Catalog

Costume Jeweiry, Wrist Watcher, Lighters Novelties, etc.

CASH SALES COMPANY LOS Fifth Ave. Fittsburgh 17, Pa. ATTentic 1-1344

PENNANTS

For All Purpotes. Send 25¢ for Samples and Prices. THE FELT WORKS

PROVIDENCE 3 P

A Few Shopping Days Left-Rush Order Now! THE BIG 4-**Xmas Specials** 3 PC. PEN SET WITH PEE WEE LIGHTE?

(asst. color grips) \$12.00 daz 3 PC. PEN SET WITH GENUINE MOTHER OF PEARL GRIPS \$13.50 doz. 3 PC. PEN SET WITH CHARM LIGHTER— Smaller than pestage stamp. Mighty in performance. 3 PC. PEN SET WITH LADIES' OR MEN'S

WAILETS .. S12, S15 & S18 doz. The New AUTOMATIC SAFETY COMB.

PENCIL AND LIGHTER

S10 setailer. Never before at this price.
Silk lined box.
Same in plain box.

11.50 der.

SIZIOT FIGHTEOR .\$5, \$7.50 and \$15 per doz.

In chrome, black & pearl handled grips. TABLE LIGHTERS-2 to 7 Piece Sets. \$2.50 to \$30 doz.

Over 50 different mechanical toys such as Performing Seul, Singing Canaries, Walking Gorilla, Bear etc., & Rancher with lariat.

Sarry, no open accounts, please No catalogs until January We meet or beat all prices

25% deposit absolutely required. WE PREPAY WITH FULL REMITTANCE ENTERPRISES 175 Fifth Ave. ORegon 3-2419

GLAMOROUS, GORGEOUS, ALLURING ART STUDIES

MERCHANDISE

and just at NATURAL

ON FULL COLOR ANSCO FILM



NEW MODELS! QUICK PROFITS!

ART STUDIES

Slides

INDIANAPOLIS 25, IND.

2x2 Color Stides

150 New and All

Different Pos

BEAUTIFUL

MODELS

NEWEST and LATEST assorted poses of Hollywood's most beautiful models!

20 gross \$11.52 per gr. \$10.08 dox. \$ 7.20 5 6.72 gross \$18.00 \$16.56 gross \$14.40 per gr. \$12.96 10 gross \$12.96 per gr. \$11.52 Distributors, Write for Quantity Discounts

25% DEPOSIT, BAL. C. O. D. CHEMOLD CO.

4407 SAN FERNANDO RD.

Wholesale Only GLENDALE, CALIF.



Letter List

· Continued from page 63

Richard Trende, Lawrence Re

Richelman, Clarence Remark Thomas, George Richelman, Clarence Remark Thomas, Robert L. Thompson, George Richers, Clifford R. Throne, Remark L. Throne, Remark Riches, Clifford R. History, Affred Juseph Blower, Clifford R. Throne, Herschof LeMat Throne, Herschof LeMat Throne, Herschof LeMat Throne, Clifford R. Thebreak, Edit Stellard History, Edited Thebreak, Edited Thebreak, Edited Throne, Months, Edited Throne, W. R. Hone, George Throne, W. R. Hone, Jack R. Trone, W. R. Hone, Jack R. Trone, M. R. Trone, Months, Edited Robert D. Turile, Months, Months, Edited Robert D. Turile, Hobert Viscoli, Months, William Van Abrilain, Charles W.

Rony, Donne Ruel, Robert D. Stole, William Russell, Phil Rvan, Mrs. Margaret Salrier, Baymond C. Sambars, Mrs. Ethel F. San Fratelli, Joe Schliebert, George Schlier, Witt. Scholle, Harry Scholle, Thomas Scott, Nathaniel

Scott, Nathanter Wallane Scott, Tomory Wallane Walton, Lore Scotter, Victor Wallane Walton, Lore Scotter, Littian Want, Lermant Shavire, Nathan Warts, Mrs. James William R. Works, A. A. Walla, Comic Toddy Shelte, John P Shelter! Offic Sheminters, Kremett Sheminters, Kremett Sheminters, Kremett Shorters Frank Victor West, Froi W.
Shirekers Gos West, Froi W.
Shinker Gos Wheeler Frank
Shoat, Mr. Nors Ann Whoeler, Mr. N. E.
Shorers, Saleman D. Whetsel, Samir
Shrayer, William White, Hook
Sirak, Joseph M. Whitehores Chief Shoat, Mrs. Nors An Shoaters, Soloman D Shorters, William Strak, Joseph M Sleeman & Docker

Harry (Smiller) Wirks, Robert T.

Smith, Mrs. Lellan, Wire David
Smith, Mrs. Lellan, Wile David
Smith, Mrs. P. D. Williams, Proplant E.
Smith, Mr. A. Mrs. Ras Williams, "Henry
Smith Blobard A.
Santh William E. Wilson, Alice Honey
Smith William E. Wilson, Ruddy
Smith William E. Wilson, Ruddy Smaglick, Mr. & Mrs. Harry (Smilley)

Start Woodson A Stanley, Mitward Warbnet, H. C. Stermark, Arthur Sterena Ell I Scuiber, Mrs. Josephine Somer Rob

Section Elimer Surties Mrs. Milited Surarte Herman Secret Greenia Secret Greenia Tanner, Alfred R. Tate Denothy F.

MAIL ON HAND AT

CHICAGO OFFICE

188 W. Randolph St.

Chicago 1. In.

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway

New York 19, N. Y.

Pasteur, Lauis Purris, Cveil R. Rose, Lavise Smill. Bros.

Strin, Sam String, Sam String, Sam Williams, Ned Young, E. S. Zaharre, James

Coleman, Max Comberland, Charles L.

MORRIS MANDELL, INC.

26 East 13th St. (Dept. B) New York 3, N. Y.

Combertand, Char Hip, C. J. Percuni, Mrs. M. Giscore, Skip Gorman, J. W. Hall, John L. Hartman, Edwin Herman, Edwin

MAIL ON HAND AT # ST. LOUIS OFFICE 390 Arcade Bldg.

St. Louis 1, Mo.

Kithii, Mina Billie Kutha, Jisamie Gene Lempert, John Lame, Lucky Lame, Lucky Lander, Charlie Lee, Jennie Leeright, J. H. Turnel, Man Virolt Arkley, Ann Var Archard Charles W Arkley J. W. Valentine Mr. A Mrs. Alben, Harry Health W. M. Arkley, Lee Variborrift, W. E. Andrew Lee Variborrift, W. E. Andrews, Killey Variborries, Millimet Andrews, Millia Vigas, Clarence Archard, Mills Vigna, Clarence
Ratter, Maria K.
Wallace, Lerence II
Walsh, Mrs. Katherine
Ratter, A. J.
Washburn, Jr., Frances
Ratter, Vigna, Clarence
Walsh, Clarence
Walsh, Mrs. Katherine
Ratter, A. J.
Ratter, A. J.
Ratter, Clarence
Walsh, Clarence
Ratter, Vigna, Clarence
Ratter, Vigna, Clarence
Ratter, Vigna, Clarence
Ratter, Vigna, Clarence
Ratter, Authors, Mills
Arcent, Linck
Arcent, Li Marie William V. Med'rary, W. H. (Text)

Med'rary, John P.

Malliam, Jacon to

Malliam, Jac Lehman, Phris K. Lehman, Marie Lenston, Hilly Long, Kreneth K. Miller, Jerry Miller, Maybolle, Moore, Charles H.

Misory Charles H.
Misory, Frank
Misory, Frank
Misorah, Laten
Myran, Clem G.
Midlins, M. Jorra
Mives, C. X. Duck
Niver, Robert B.
Niver, William Colonia Wm. Notice from E. O'Leary Mrs. Virginia On he Helen Parker, Borry Folkildson Cerria, Mrs. Marris Darrin, Mriein E. Davies, Mrs. Audrey Davies, Lincile V Davies, W. W. Davy Mr. & Mrs. Jack Pasha, Bill Davy, Mrs. Jack Davy, Mrs. Jack Dave, Mrs. Debra Pation, Pat Dav. Edion Pierre, Wendall

Dar, Elden
Desn, William
DeLaner, Mrs. John
Delaner, Mrs. Lide M.
Hammer, Charlie
Ray, Charlie
Ray, Charlie
River, Miss Mellie
River, Miss Mallie
River, Miss Mallie
River, East
Florent, C. W.
First, Mr. & Mrs. Tex
Rose, Miss Pater Ann
Florent, Gus X.
Ray, Geo.
Rayer, Robert M.
Ruddy, Geo. Firth Mr. & Mrs. Tet Forster, Gas X. Fass, John D. Freeman, Miss Dorie
French Thelma Jenkins Scott, T. P.
Free Pul Carlon Scottin Glenn
Follon, James Lather Servis, Edward F.
Garle, Mrs. Kay
Garle, Mrs. Kay
Stati, William
Garle, Mrs. Kay
Smith, Edward Ra

Gerarber, Illie. Cillean, Burn Smith, France Million Cillean, Burn A Smith, Steelberh Cilcaser Endrian A Smith William D. Remarks Starker John Gestrich Harold Starker John Spiles Dieband (Rabe) Steinner Bennie Grenert E. W. Smillean Ranche Grester, Albert J. Thoch Mrs. May Grester, Albert J. Thoch Mrs. May Grester, Albert J. Thoch Mrs. May Hall Blow Thomas. Jack Hall Edward L. Holler, William Thomas. Jack Harler, William Warker, Miss Florence Harvey, Mrs. J. P. Wagner, C. W. Hestanli, Harry Wagner, C. W. Warner, Roster House, Charles H. Warner, Stanfer Houses, Charles H. Warner, Roster Harvey, Charles H. Warner, Russel Edward Hamphere, Charles H. Warner, Russel Edward Human, Miss Louis R. Wester, Mrs. Ruth Indiana, Miss Louis R. Wester, Mrs. Edward Johnson, M. V. West, Mrs. Edward Johnson, M. V. West, Mrs. Edward Libberton Raches Wester, C. L. Micks Williams V. L. Miss.

Senson Hobbin Jowel West Mrs. Edward Mrs. Edward Mrs. Edward Marchen Harold Mrs. Wheeler V. E. Mickeller, Mr. & Mrs. Wheeler V. E. Mickeller, Mr. & Horse Williams. Rill Waller Kennedy, Al A Diete Williams, Mrs. Walter Wilson, Robert St Witsman, William Kennedy, Phili Kerner, Dorothy Kare, James P.

King, Latry Kirk Latry Kirk Stown, Jon. J. Woods, F. A. Kurlin, Judan, Jon. J. Weight, Donald M. Kahler, Johnny & Lone Stowner, Verb Kurelow, John

REINFORCED FOLDING CHAIRS Immediate Delivery New, durable, roomy and reasonably priced Made of tough, mixed Northern Hardwood WRITE FOR LOWEST PRICES



SOUVENIR

TRAVEL

Stock Subjects

48 STATES AND OTHERS

A FEW EXCLUSIVE

TERRITORIES

STILL

AVAILABLE

Schnecklith Harry &

Princip Bates Princip Million Streeten

Selling Like Hot Cakes!

POCKET SIZE-RETAIL SOL each Actual fotos that MOVE and seem ALIVE when tilted! Six gorseous "girtle" subjects and 2 religious. Plastic finish. 215"x314".

Samples 50c ea., Postpaid Ramit \$2.00 for 8 different subjects. JOSBERS INQUIRIES INVITED 121-8 W. 42nd St. New York 18, N. Y. D. ROBBINS & CO.

ASSORTED

30 Jewelry Hems (retails 50y & up) 10.00 100 Jawelry Hems (retails \$1 & up) 25.00 B. LOWE

Holland Bldg., Dept. 32, St. Louis 1, Ma.

100 Jewelry Hems (retails 25c & up) \$ 5.00



ILLUSTRATED COMIC BOOKLETS THE KIND MEN LIKE!

They are loaded with rare car-tooms. Full of Fun and Humar. 20 DIFFERENT booklasts Gravan, Dept. 2104, Sox 520, G.P.O., N.Y.C. 1

GIVE TO THE RUNYON CANCER FUND

UNUSUAL OPPORTUNITY FOR POSTCARD & NOVELTY JOBBERS



Top Rated Companies Only Need Apply

min write min wire min phone minin the NORSID Mfg. COMPANY, Inc.

21 ATHERTON STREET, YONKERS 1, N. Y.

300% TO 500% PROFIT !! EVERY DAY!!

CASH IN ON THESE MONEY MAKERS THEY ARE TERRIFIC!!

\$2.65 000 Gelffe wit real and a bir



GOLD

PLATE

FILL FINISH



\$4.50 to 577 — Heavy Mounting — Hand Set parkling Full Cut Imported 1-Ct. Stone I's a Gern and a Beauty. ABOVE 1 SAMPLES POSTPAID, 11.96 Deposit with all C. Q. D. orders. State Your Business.

PROVIDENCE RING COMPANY et Westmintter St. Providence, R. I.

CHRONOGRAPHS-2 Push Buttons, Swiss-R dium Dial, Sweep Second, JAP Chreme Expansion Bands.

CALENDAR Chrome Sweeps. Ea. 4.65 New LUCERNE 17 Jewel Ladies' Rhinestone WATCH. Ea. . 11.75 Ladies' White Gold-Filled Expansion Band 1.75

5 Pc. Castillini Jewelry Sets. Ea. 4.00 3 Pc. Gold 5 Way Flash and Liter Set. Doz..... 9.00 3 Pc. All Gold Plate Pen Sel. Doz. 6.50

3 Pc. Plastic Gold-Top Pen Sel. Doz...... 4.50 4 Pc. Pen & Flashite Set. Dz. 6.50 4 Pc. Pen & Knife Sel, Dz. 6.50

25% with order . . bal. C. O. D. MIIDRAY SALES CO.

422 So. Les Angeles St. Les Angeles 13, Calif.



FAMOUS COVERED WAGON LAMP CLOCK

\$12.95 in lots of 4 or more

Samples, \$14.75.

(Limited Quantity on Hand)

IMMEDIATE DELIVERY.

25% With Order—Bal. C. Q. D.

Ind for Catalos on Largest Variety of unch Board, Carnival and Merchandise

Dixie Merchandise Co. Los Angeles 12, Calif.

WANT TO MAKE REAL MONEY!

You can positively make \$30.00 a day and up yelling a brand new stem gaing in every type of food and heverage story, factories, laboratories, hospitals, etc. First time advertised. Write for free details today to JOHNSON-MARTMAN Dept. BB-122
53 West Jackson Blvd. Chicago 4, III.

LADIES" FULL FASHIONED NYLON HOSE, S6.50 DOZ.

GAINOR SALES CO. Phone: TOwnsend 8-1221

CEEAN UP WITH PLASTIC RAYON TOWELS

SUNDEAM PRODUCTS

MAKE MONEY with FREE STOCKING

Amazing replace replaced free a they run se usag within gravition (Good Housekerpins free person). Not said to store Good Housekerpins Graviting within No experience named FREE sankling and maney making soulds.

KINDEX CORP. Babylon 37, N. Y. Eabylon 37, N. Y.

DE SILVA

ALTERNATION IN 22 Laxington Ave.

At \$1, G. W. Keeton is supply-





in 2 Minutes

PDQ CAMERA CO.

1161 N. Cleveland Ave. Chicago 10, III.

Watch has Famous PIERCE 17-jewel move-

ment. Established since 1883, recognized

the world over. Pre-timed by electronics

COOK BROS. 816 W. Maxwell St.

IT'S THRILLING - IT'S SENSATIONAL

SALESBOARD OPERATORS! Use our special 1500 hole board with two easels Takes in \$75,00—Pays out 53 Packs of Cigaretter

PROFIT-\$61.25 (Less cost of 4 Peek-A-Views) Cost of board-\$2.95

Full cash with orders under \$10.00-25% Dep., Bal. C.O.D. on

pearls ... pre-elsion - set i n tarnish - restat-ing metal like real platinum.

beautiful than other, Each
comes in gorgeous 4x8x2
black and red plastic presentation chest shaped like curved
on book suitable for more jewels.
Send 25c—12 monthly illus, circulars, 25% Deposit
on C.O.D. Orders.

Truly a sensation at this rock-bottom Burke price 10 as-oried designs, one more

with original Factory Written Guarantee

all others.

Can't be

Duplicated!

FAST-SELLING

PHOTOMASTER

Makes finished
photos in 2 minutes. Takes and
finishes 30 to 40
everlasting black
and white or sepia
photos an hour. No dark room. Guar-anteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 214 by 314 in. Comate partable photo studio. 780% PROFIT.
Write quick, get details about the great
PHOTOMASTER. Dept. 88

lunch kit called Aladinette. The French American Reeds Manu-facturing has introduced a new shoulder portage. The kit includes zippered, leatherette case has an dollar retailer, "Chord Master." a half-pint vacuum bottle. . . An-for any standard ukulele, the at-tachment has six push buttons case with a handle is Faribo's that contact the ukulele strings Pak-a-Robe, an all-wool plaid and deliver a ukulele note. On blanket, Closed, the item serves the face of the Chord Master are as a cushion. illustrated six-chord diagrams to enable the player to interpret any

Merchandise Topics

ukulele sheet music in terms of ing perfume in lipstick form. The the Chord Master. . . . Designed perfume (not cologne) is solid and for no-glare video reception, Art comes in a lipstick case for easy application. . . To imitate mother, candy lipstick at 10 cents retail is offered by Par Beverage Cor-Specialty has a 101/2-inch fluorecent television lamp with a 31/2inch Telechron clock in the base. The lamp's steel shade reflects the poration. . . . In answer to The Billboard's request for informalight backward. . . . Another teletion, Levine Advertising Comvision item is Palmer D. Weeks's PDQ CHAMPION all-aluminum television table pany. Washington, reports that (open center) for \$20 retail. The table—size 15 by 30 inches—has they can supply rubber stage money with or without an advertising imprint. . . . Mile-o-Meter an enamel finish and tapered is a new car gauge that checks square legs. . . . Charlie Brand reports that last week he shipped the number of miles obtained by an auto from its gasoline. The his millionth fur-trimmed Santa \$9.75 retailer operates at any Claus with jingle bells. The item is popular with parade workers. cruising speed. . . Leake Manufacturing has introduced their . . . A. J. Ganz is showing Draype's Turbo-Jet gas saver. The device is reported to boost gasoline miletowel holder at 25 cents. The plastic holder has specially deage from 2 to 22 per cent. A signed three-way grippers for easy mechanic can install the \$9.50 insertion and removal of the

towels. . . . For working girls,

Aladdin Industries has a new

ARLINGTON 5-PC.

MEN'S ENSEMBLE

WATCH AND

JEWELRY SET

BRAND NEW WATCH

MOVEMENTS

25% Deposit, Balance C.O.D.,

F.O.B. Chicago.

WHOLESALE ONLY

Chicago, III.

The new Art Viewer that presents a perfect, full color, three dimensional view of beautiful, beautiful models. PEEK-A-VIEW comes with a different slides.

Retails at \$5.95

Sample \$3.00 Postpaid

Jobbers! Write for quantity

discounts.

Hearts of Pearls

Neck ace-Earring Set

RX-10. Hearts of Pearls enhanced by simulated diamonds. Originally created by a famous jewcier for 5th Ave. Store, Burke brings you all the darzling beauty—all the costly details of the genuine, 48 luxury-size simulated diamonds surrounding 3 most unusual heart-shaped soft-sheen realistic

INDUSTRIES New York 1, MU 4-6756

SAMPLE SZ

PER DZ. S18

PER DOZEN

609 Spring Garden St. Dept. M Phila. 23, Pa.

Consists of 1-pc. Gold-Filled Stainless Steel Back Expan-sion Bracelet and Watch with guaranteed BRAND NEW 17-

ewel movement. Dial set with 8 round stones and 2 paguettes. Matching Cuff

Each

Pittsburgh:

seller in an hour.

United Merchandise Company. Inc., offers Fuzzy Fido, a dog-eats-bologna novelty. It works via a hidden magnet that attracts or repels. Retail price is 59 cents. ... Harry A. Vinton Company has new jiffy hangers (six for 25 cents) that solve the problem of the housewife who dislikes driving nails into walls, Guaranteed to support 10 pounds, they are tape and a little metal hook. Moisten, apply against any surface. Dampen, and the hanger comes off the wall without disfiguring. . . . Mullen Bros. offer miniature cards operated by remote control. . . M. J. Golden Company offers doll and pig banks to the drug trade. . . . Jada Novelty Company has an electric organ that plays. Also a pipe organ that plays, equipped with kiddie chair.

Los Angeles:

Ed and Phil Israel, of Normandie Sales Company, announce the Little Atom, world's smallest pistol. Measuring 1½ inches in length, it is designed for a watch charm or ladies' charm bracelets. It comes with revolver, ramrod and 12 rounds of ammunition. Comic Christmas cards are being marketed by Herbert, of Hollywood. Spokesman Herbert Hass says he has a large assortment ready for immediate delivery.... New Talking Santa Claus Toy is being offered by Gary Enterprises, with four big candy canes. J. M. Berg, of Beaumont

Brokerage, has come up with 12 kinds of walking animals, featuring bears, seals and camels. They are ready for the yule market.

Here and There:

Nautical Nuggets, New York, specialists in resort souvenirs, announce two new items, a boat in a bottle with varicolored sails and hulls and a well in a bottle. Both are two-ounce pinch bottles lettered to retail to 50 cents.

M. Nowoiny, of M. Nowoiny & Company, San Antonio, has been joined by Joe M. Burrell. The firm will be known as Nowotny-Burrell & Company.

3 pc. Costume **Jewelry Sets**

All new 1951 numbers in original and exciting creations. All sets preplated with 24K gold followed by a heavy plating of 24K Hamilton gold. Attractive boxes and plenty of eye-appeal.

Complete with Guarantee

printed in Gold and Blue

@ Each set has \$29.50 Gold embossed price tag

 Beautifully arranged in 5½x7½ satin lined Gift Box

SPECIAL LOW PRICE! 5 \$3.00 VALUE

2,670 sets sold last month! Money refunded if you are not completely satisfied!

Dayton 7, O.

1231 W. Third St.

ATTENTION SALESBOARD **OPERATORS!**

Here's the year's prize winning

THE WALKING DOLL 19" Tall, she actually walks, stops, rurns. Has "stop" and "go" switch Gorgeously dressed in Nenon material. Adults as well as children love this doll.

> Individually boxed and guaranteed?

SPECIAL SAMPLE DOLL





Original 3 - Pc. Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets

Five Piece

Gold Plated Travel Set

Consists of beautiful gold plated PEN, PENCIL, BALL PEN, FLASHLIGHT and PEN KNIFE in plush box with \$22.50 Gold Embossed price tag. DON'T BE FOOLED BY IMITATIONS!

WE ALSO HAVE THE PLASTIC FINISH SET AT \$10.50 DOZ.

25 DIFFERENT STYLES FROM THE ORIGINATORS OF EXQUISITELY DESIGNED COSTUME JEWELRY SETS Write for Complete Illustrated

Catalog!

SET PICTURED - - NO. 304 Necklace, Bracelet, Brooch & Earring Set. 24 K Geld

Plated, Linked Chain, Silk Lined Sample Set \$4.00

ALL SETS FOR RESALE ONLY!

		HORNS
THE HELDELDER TEU		\$8.00 GR. 9.00 GR. 18.00 GR.
the second second second second	STATE OF THE PERSON NAMED IN	ICHTER S8.00 DOZ.:

"DREAM GIRL" LITE-UP PENCIL \$4.00 DOZ \$6.00 DOZ \$6.00 DOZ ... \$6.00 DOZ ... \$12.00 DOZ ... \$12.00 DOZ ... \$12.00 DOZ ... AUTOMATIC TYPE PISTOL LIGHTER

4 PC. PEN & KNIFE OR PEN & FLASHLIGHT SET ... \$6.00 DOZ.

3 PC. ALL GOLD PLATE PEN SET ... \$5.75 DOZ. \$63.00 GR.

GOLD KEY CHAIN FILIGREE PEN ... \$2.00 DOZ. \$63.00 GR.

WORLD'S SMALLEST COCKTAIL LIGHTER, Chrome Finish \$3.50 DOZ. \$24.00 GR.

SMALL MESH POCKET LIGHTER, IDEAL GIFT ... \$4.00 DOZ.

MECHANICAL TOYS-IMMEDIATE DELIVERY! HOPPING FUR POODLE DOG\$4.50 DOZ.; \$48.00 GR. LARGE WALKING BEAR
SAMBO THE MINSTREL MAN
MECHANICAL WALKING SEAL
LARGE WALKING ELEPHANT
SMALL WALKING BEAR
SAMBO THE MINSTREL MAN
ST. 80 DOZ. S72.00 GR.
S6.75 DOZ. S75.00 GR.
SMALL WALKING BEAR
S4.25 DOZ. S72.00 GR.
SMALL WALKING BEAR SANTA ON SLED MECH. STRUTTIN' PUPPY
LARGE CRAWLING BABY
KITTY KAPER
RED NOSE REINDEER
S5.50 DOZ
85.75 DOZ
86.75 DOZ RED NOSE REINDEER

RED NOSE REINDEER

ELEPHANT ON BARREL

WALKING SANTA CLAUS

\$4.25 DOZ | \$48.00 GR.
\$5.00 DOZ | \$57.60 GR.
\$6.75 DOZ | \$72.00 GR.
\$3.25 DOZ | \$36.00 GR.

25% Deposit Required With All Orders; Balance C. O. D.

Write for Novelty Catalog! KIM & CIOF

912 Arch Street Philadelphia, Pa. Market 7-2283

LOWEST PRICES Shipment same day or your money returned. THE BEST LARGE WALKING BEARS (Clever or Lovely). Double action, walks, then stops to look around and repeats. \$7.20 per dozen. Retails at \$1.25. POLAR BEAR. Same action but all white plush, \$8.00 per dozen, 5end for list of lowest prices on Sharpshooter, Jumping Fur Dog, Walking Dog, Reindeer and Giraffe,

634 SO. HIGH ST. AKRON, OHIO



DIBTHIBUTORS NOVELTY BOODS

One doz. orders are plus postage of 40; dez.

Full remittance with order saves C. O. D.

BRAND NEW!

TERRIFIC

SELLERI

ART PHOTOS

GLAMOROUS YOUNG MODELS All New - Best Ever Offered - Not Pinups! WHOLESALE DEALERS ONLY

Sell on Sight! . Big Profit Prices! 12-4x5, 8&W, Each Set = 12 Different Sets = \$350 per 1000 SETS = \$40 per 100 SETS . 12 SAMPLES So.

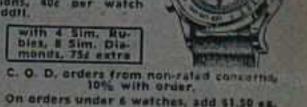
1/2 Deposit-Balance C. O. D. Shipped Prepaid With Full Remit-tance.

STANDARD SALES 7471 Melrose Av., Los Angeles 46, Calif. Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttens \$7.98

Lots of 12 \$2.25 Lots of 6 3.25 Watch Band, \$7.60 Der. Boxed, watch band, guarantee slip, instruc-tions, 40c per watch

ARD WATCH BALLIAN





MERCHANDISE

Cleverest Doll Ever Designed -Sells on Sight!

She walks by herself. swinging her head and arms! Any child can make her walk. Simple to

Walking Doll is dressed in designed organdy pink, blue or maire-with lace trimmed petticoat and panties. She also sleeps. and has attractive life-like eyes and lashes.

10 inches

Samples, \$11.50 Each





NOW . . . A Dell That's Guaranteed to say her prayer, "Now I Lay Me Down To Sleep," delights every youngster!

"Miracle Skin," sleeping eyes and lanhes. Blonde or brunette hair. Dressed in blue or pink ninon.

#7/121 \$66.00 #7/124 \$75.0° 21" Size \$75.0° Doz.

Additional dolls, same as above, but without talking unit

#7/10-21" Size..... #7/11—24" Size..... Doz. 60.00

#7/12—27" Size..... Doz. Each Sample, \$1.00 extra Better prices for quantity users

25% DEPOSIT, BALANCE C. O. D.

Joe End & Company, Inc.

435 WEST BROADWAY

WAlker 5-8280

OUR NEW XMAS CATALOG IS NOW READY, WRITE NEW YORK 12 FOR YOURS.

Don't Be Half Safe

THE ORIGINAL STILL OUTSELLS

DE LUXE JEWELRY SET

24K Gold Plated 5-Piece Jewelry Set.
Gold embessed \$29.50 price tag and
24K gold plate label. Plush silk-lined
box. Must be seen to be appreciated.
This set cannot be duplicated for
anywhere near this price. SATISFACTION GUARANTEED. Immediate
delivery. Available in other styles
than illustrated. Comes in Rose, filue
and Multi.

\$ 7.00 Doz.

Samples. \$5.00 ea.

25% Deposit, Balance C. O. D. If not for resale add Federal Tax Phone: ORegon 3-6330



CUTTLER & COMPANY, INC. 928 Broadway ... New York 10, N. Y



A NOVEL CHRISTMAS GIFT

MODEL 1170-Glittering 22" aluminum foil tree glows with soft inner light. Comes in five Christmas color combinations; red, green, blue, gold and silver. Includes base, cord and bulb. Each tree boxed individually.

PRICES

SAMPLE PRICE

DOZEN PRICE 52.98 Ea. - - -

FRANK J. McCANN PORTAGE, WIS. 107 W. EMMETT ST.

BINGO GAMES-SUPPLIES Punch Boards, Raffle Cards, Carnival Goods, Noisemakers, Paper Hats, Decorations -- Write for our

Special Winter Catalog - Be Sure and mention your line of Business MIDWEST MERCHANDISE COMPANY LATHER BERTAD, MAG. \$1.00 STARTS YOU IN BUSINESS . NO EXPERIENCE NECESSARY



Start a year round business. Steady income. America's fastest selling religious jeweiry. Millions of prospects. Sell on sight.

FREE . . . Sellors Get started at once to make over 100% profit. Send \$1.00 today for a sample Miraculous or Sacred Heart pendant encared in crystal clear everisating Plexiglas. 18" gold plated chain with safety in crystal clear everisating Plexiglas. 18" gold plated chain with safety inch. Red. Blue, Gold or Crystal backing. Complete with gift box. Retails for \$2.50. Send \$1.00 for sample, PREE Crucifix and Catalog. STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B4, New York 23, H. Y.

Pipes for Pitchmen

by Bill Baker-

of plastic, I can locate it for you."-Henry V. Varnet.

BUSTER DOSS . . .

blackface comedian on the Sherwin Med Show, is wintering in Hugo, Okla., where he's doing a daily program over KIHN called Salute to Showmen.

A lot of pitchmen we know are getting back into their gogetting form.

THE ROBERT NOELLS . . operators of Noell's Ark Gorilla Show, added another performer to their chimp line-up with the arrival of Delilah, born at their quarters in Conway, S. C., November 18. The Noells are en route to Florida for the holidays.

Famous Last Words: "I hit the jackpot in my tip every time I work."

"THERE ARE HUNDREDS . . . of showfolk in the Akron-Cleveland area," letters Henry H. Varner from his Akron headquarters. "It's too bad that they haven't banded together in a club or organization."

Is your case one of much talk but few sales?

GEORGE H. BROOKS . .

fires thru the following from his Houston headquarters: "Came in here from Muskogee, Okla., last.

10 Years Ago in Pitchdom

Whitey Baltz was working hones and blades in Pittsburgh to satisfactory results. . . . Harold E. (Doc) Latell, corn punk exponent, rambled into Cincinnati from Elkhart, Ind., where he managed to grab off some lucre. . . . Dr. Keith's Med Show went into quarters in Fort Smith, Ark. . . . Eddie L. Kiehl was gathering in the shekels working a Denver location. . . . Wendell Hedden was working a jewelry layout in a downtown Cincinnati department store. . . . Irving Douglas was purveying juicer and grater sets in Danville, Ill. . . W. H. Belmont had his herbs going great guns in the Neisner store, Buffalo. . . Edwin Herbert was clicking with herbs in the J. J. Newberry store, Cleveland. . . Sgt. Frank Poulus and Doc Victor Perry opened a pitch store at 42d Street and Sixth Avenue, New York . . . George Haney closed a successful demon-stration with the electric pants pressers at one of downtown Cincinnati's best pitch locations. . . Mr. and Mrs. Simpson were working med thru drugstore in Albany, Ga. . . . Hustlers at the De-troit Rodeo included Duke Long, Red Moyer, Red Davis, Jackie Andrews and Frank Collins. . . . Morris Kahntroff was reported to be getting the gelt working Savannah, Ga. . . George Gomez was confined in Presbyterian Hospital, New York. . . Art Lovi was working "your name on a tropical sea shell" at the Kress store, Miami. . . . While en route from New York to Columbus, O., Fred W. Langer stopped over in Pitts-burgh to visit with Tommy Burns, Al Marks, Don Fedigan and Al Miller. . . George Miller was working patriotic banners thru Oklahoma to excellent biz. . . . Novelty workers playing the Bos-ton Rodeo included Mr. and Mrs. Roy Horning, Big City Murphy, Jimmy Moran, Pepper Martin, Willie Leonard and Ed Lewis. . . .

fee Shop in St Louis were Jimmy fee Shop in St Louis were Jimmy Moyer, Sleepy Downing, Alonzo Moyer, Sleepy Mason and Red Shallow, Lefty Mason and Red

DOC AND BABE SHERWIN . . . | month. State Fair of Texas, Dalhave their med show safely ensconced in quarters at Hugo, Okia.,
after a successful 1950 season.

Pitchmen's Soyings: "Il it's mode

Was stricken with asthma and I'm

was stricken with asthma and I'm still being treated at the Jefferson Davis Hospital. Worked the Shrine Circus here for Earnest Jacob a local operator, and did well with novelties and souvenirs."

KENNETH T. MILLER . . .

is working Christmas banners to retail stores thru the Carolinas to exceptionally good business, he reports.

Are the lucky boys still looking for their luck?

CHET GREELEY . . .

and Arthur Burns are working Christmas items in New Hampshire to reported good business.

Come on, you old-timers, pipe in!

JACK ANTHONY coil worker of note, has his layout in a prominent location at the Home Show, Orlando, Fla.

Good spots make a pitchman happy: bad ones make him a philosopher.



Oak Balloons

For Immediate Shipment Write for FREE Catalog

STATE NOVELTY CO. Cleveland 13, Ohio 618 W. St. Clair

JOBBERS-DISTRIBUTORS Terrific Flash & Value in Real FUR & PLUSH Stuffed Toys for the Christmas Season



12x10" REAL FUR Scotty Dog, asst, colors FREE \$15.00 plastic harness

asst, colors 10 dr.
18" Rayon Plush Bear, \$21.00
asst, colors 11x9" Rayon Plush Scotty 17.20
dr.

ACE TOY MFG. CO.

JUST OUT!! NEW SERIES #2 Mild Cigarette Viewer HOTTEST ITEM OUT!



OUICK SALES \$6.00 per (10 pecks per carton) \$5.75 per in 1/2 cartons lots (10 cartons)
\$5.50 per in case lots (20 cartons)

25% dep., bal. C.O.D. F.O.B. Chicago-OPEN SUNDAYS

ADLER SALES Sub. of W.S.L. Dist. Co.

Chicago, IR. 549 W. Roosevelt Rd.

MORE FOR YOUR DOLLAR Sensational 1 Dz. Closeouts

Makeup

Any East Counsely Schnox with

Sou Eart Metal Automatic

Needle Dispenser with 50

assurted needles

soe Each Plastic Compact with

\$1 Totlet Water in fancy bettle 35s Nylon Toothbrush, window boxed

504 Figurines, wonderful assertm's 504 Writing Portfollo w/Env. Paper, etc. Scatter Pins & Earrings—Beau-

164 Scatter Pies & Earrings—Beauties

254 Faney Silver Plated Ashtrays
506 Military Type Hair Brushes

21 Pinaud Face Powders

260 Oil Painting, 4xtV2, from Rol
land, mounted, ready for wal

254 Lunch Rox, fibre, leather
handle, bolds food, thermos,
etc., minimum 2 dr.

260 Genuine Leather Address

Books

276 Tobacco Pouches, eliskin lined
21 Famous Lipstick, gold pl. case
260 Mennen's Quimana Foot Pow
der or Tale
260 Silk Pillow Sachet—perfumed
254 Patented Comb & Brush
Cleaner

21 Nylon-Saver Liquid—a few
drops in water preserves nylone

ORIG. RET. EA.

Amalino Price S1 per 1/2 D1.

Amazing Price S1 per 1/2 Dz.

474 Famous & Beautiful Weston
Lighters

51 Unbreakable Strand Beautiful
Pearls

52 Clever Mechanical Ruler Pencil
Combination Chrome & Gold

ORIG. RET. EA

NOW! Only ST EACH 53 Full Sire 100% Automatic Pistoi Lighter with genuine pearl

handles
527 53 Famous make you'll recognize 3 strand pearls
510 Cigarette Case & Lighter Combination—Automatic
53 Silver Table Lighter Combina-

\$3.50 Anson Men's Jewelry Sets Lighters

All full size—no midgets. All bril-liant chrome. All in gift boxes. All bright chrome \$5.40 dz.
With massive black handles \$5.90 dz.
With pearl handles \$7.80 dz.
With pearl handles \$7.80 dz.
Fully 100 Automatic 59.00 dz.
Fully Automatic Beautifully ensine
turned \$10.00 dz.
Fully Automatic with Pearl Han
dles \$12.00 dz.

Less 10% in gross lots!
Ministure Lighter, smaller than
postage stamp
All Chrome \$4.80 dz.
Pearl 6.00 dz. Pearl

Unbelievable!

Cigarette Cases, polished chrome.
automatic, holds 29 ... \$14.40 dz. FREE CATALOG-WRITE TODAY

25% Deposit on C.O.D. Orders TED BURKE INDUSTRIES
Dept. B-23, 10 W. 27 St., N. Y.

ARRIVED AT LAST!

STOPS-OPENS MOUTH-AND WALKS AGAIN I

SUSSEX SPANIEL FUR DOG

NEW

51/2" long 4" high \$6.00 doz. in \$6.60 doz in \$7.20 single

LARGE CLEVER WALKS-STOPS-WALKING SHAKES HEAD-BEAR

AND WALKS AGAIN! \$5.75 doz. in



Gr. Lots 6 Dr. Lots Single Per Dr. Per Dr. Dr. \$4.50 \$5.00 \$4.00 \$.50 \$1.40 4.40

Chicago 7, III. SEcley 6-3937



MIDGET BIBLE a Little from New edition fine

Imported Novelties

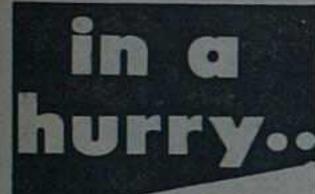
UNITA COMMODITIES CORP. 545 5th Ave.

Salesboard Sidelights

Roy Galentine, Galentine Novelty Company, South Bend, Ind., reports big business doings on the firm's Blackhawk boards. Galentine's Redepak Ticket Deals The 1,000-hole boards, available in come in for mention in the same a variety of styles and in 5, 10 plus biz vein. . . E. Horowitz, and 25-cent play, can be removed H. & H. Novelty Company, Cleve- and replaced in less than a minland, puts in his own encouraging word on the subject of sales. H. Punch price can be changed by & H. branches in Miami and using the proper coin unit on the Louisville are singled out for special targeting on the good news front, with the Ohio area also kinn, says orders are coming in in such quantity as to put total sales-wise.

Walter McNamara, the McNamara Company, Chicago, calls in to point out that the firm's new Ki Wash and Tipitin insert pellet boards are nickel punch, not quarter, as reported two weeks ago. Walter looks for some good things to take place during the coming months, activity-wise.

Sam Feldman, sales manager for Harlich Corporation, Chicago, announces company's two latest coin numbers are proving top coin coining items. Silver Seals, dime play, and Dough Ra Me, in En route, they caught Polack and five and dime play, both continue West shows. F. E. Schmitz and to feature Harlich's pull-out com- A. Morton Smith, also of Gainespartments for easy insertion of ville, saw the Polack and West coins by the operator. Sam sees orgs. . . Ed Wiedeman brought volume level business in store for his elephant from West Bros. the 1950-'51 winter season, which Circus to Gainesville for a rest. should pan out well in spite of The bull was injured in a fall. closer paper supplies.



delivery from stock. Save you money and fime. We stock one of the largest selections of Salesboards. Complete display in our showroom.

Den't less LOCATIONS and customers by running out of STOCK. SAVE MONEY by not OVERBUYING. Let us carry your stock.

WE ARE AS CLOSE TO YOU AS YOUR TELEPHONE. CALL LOMBARD 3-2674 OF LOMBARD 3-7644. STOP IN TO SEE US WHEN IN PHILADELPHIA. YOU WILL RECEIVE PROMPT AND COURTROUS SERVICE.



COIN MACHINE EXCHANGE

Distributors of Coin-Operated Machines and Salesboards

PUSH CARDS

Now ready for immediate shipment, our 1950 line of attractive and unusual Turker Push

WRITE FOR FREE CATALOG W. H. BRADY CO., Mirs. Established 1914 CHIPPEWA FALLS, WISC.

PUSH CARDS

We stock hundreds of different sixes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by

RAY MERTZ & CO.

525 5. Dearbarn St. @ Chicago 5

SALESBOARDS

STATE STATE OF THE LOCAL CO.	
1000 25r Charley Beard Pref. \$50.00	5 .72
THE DESCRIPTION OF PARTY AND THE PER SE CO.	3.5
1500 Blank Beard, Checkered	1.25
1899 Lulu Board, X Tk Prof. 12.00	1.49
1800 254 J.P. Charley, X Th. Pend 427 80	
1200 206 Tex. Charley, Seal 102 72	1.12
1900 35 J.P. A3301746 B.C	2.18
1800 10; J.P. Ameried Bds 48.00	1.35
1800 54 J.P. Girlie, Latest 37,50 1800 254 J.P. BLOCK BUSTER \$1,00	10.24
100 6 for 15r GIANT HOLE 27.00	1,49
3460 St J.P. Barrel Avs. 40.00	1.90

DELUXE SALES CO .- BLUE EARTH, MINN.

R. C. Walters Manufacturing Company, St. Louis, has built up ute, boss R. C. Walters states.

cabinet . . . H. C. Hayes, DeLuxe in such quantity as to put total business above par compared to last year.

Sectional play continues to be a top topic of conversation at Gam-Sales Company, Peoria, Ill. The vari-colored tickets, in four sections per spindle, appear to be more than holding their own as a real play incentive feature, according to Phil Sax.

Under the Marquee

· Continued from page 53

Vandai who wrote "Barnum slept here" on the walls of a circus sleeper had his facts wrong. Nobody could Club on the Coast for the veterans. have slept in it.

the past season with Horne Bros, ished several engagements as local Moose put on minstrel fourth season at the store.

for a return to the Big Top tele- ones next season.

A SPECIAL SALE OF USED PENNY Scales, & Candy Vendors, Lotion Machines and many other money saving bargains Free lists! Adair Co., 6026 Roosevelt, Oak Park, III.

ALI, KINDS OF ARCADE MACHINES, IN-cluding Pinballs, or will sell arcade as a going business. See Equipment at 297 North St., Pittsfield, Mass.

BARGAINS-EIGHT 1e ACORNS WITH two extra Service Heads, \$79, \$10 each; just like new; Ten Ford Gum Machines with brackets and locks, \$50, good candition. Need Northwestern 49's 1s or 5s Peanut or Gum. J. J. Zachiel, Culver, Ind.

CAST IRON STANDS—WEIGHT, 25 LBS., 54 each; in lots of siz of more, \$3.75 each; top flanges, only 30c each; top plates for two venders, \$1.30 each; top plates for three venders, \$1.55 each; all prices f.o.b. factory; 1/2 depoint, bal c.o.d. King & Co., 2702 Lake St., Chicago 12, III.

CIGARETTE MACHINES - FOR THE finest in eigarette machines see Central; write for details; we also buy Used Equipment. Central Vending Machine Service Co., 2007 Parrish St., Philadelphia 4, Pa.

ERIE DIGGERS REPAIRED - FARTS AND new Oak Cabinets for sale; also 20 good used Erie Diggers and 12x12 top and frams for sale. Frank Evans. Route 6, Box 715, Pine Biaff, Ark. 642

FOR SALE — RESTENBAUM TROPICAL Drink Containers with Motors, \$75 each; like new Arcade Marhines also, 297 North St., Pittsfield, Mass.

FOR SALE-2 CLEAN USED PIN BALL Games: 1 Phoenix, 1 Roundup, 1 Buccanter, 1 Robin Rood, 2 Stormys, 2 Singapores; above machines in the best of condition; make me an offer; 1/2 tash, balance c.o.d. Louis Expinosa, 222 Delaware St., San Antonio 3, Tex.

FOR SALE—SHUPPLE ALLEYS, SKEE Balls, Strikes and Spares, Geneo Gliders, Hally Grippers, Parts for Strikes and Spares and Warlitzer Skee Balls, Will trade for American Bank Boards, Decatur Skee Ball Co., 511 Central Avc., Decatur, Ill.

FOR SALE-HIGH DIAL TEN STRIKES, \$29.50; also Low Dials, \$23.50; in first glass condition; these Ten Strike will make you just as much money as the expensive games; why not try a few? We need the room. Reliable Skeeball Co., 2512 Irving Park, Chicago, Ill.

GUARANTEED MACHINES — GOTTLIER Baskethall, late, \$94.50; Bowling Champ,

NPA Ban Hits Okla. City Plan

But Pete Baker is going ahead with his planning. That city bond money is still in the bank waiting and Baker isn't calling up his architects to tell them to stop working on those preliminary designs for buildings.

Plans Outlined

Tho it must be pushed back for the present, here are some of the things planned for the Oklahoma fairgrounds:

The proposal is for a fairgrounds that can be used the year 'round, with sandlot baseball, tennis and outdoor sports in the summer; the coliseum for winter sports in addition to the State Fair, livestock shows and sales, and church groups needing the large capacity.

Biggest single outlay of cash, \$3,000,000, would be for the livestock group, including the coliseum with dormitory facilities for 4-H and FFA groups.

It includes one other major building for agriculture, soil conservation and natural resources.

vision program December 2, to be followed by a series of theater dates starting at the Palace in recreation display building. New York December 7.

Those were the good old financial days when there was an office investigation every time a ticket seller checked in less than three bucks long.

Karlo and George Perkins recently played at the Wavecrest Show was produced by Raymond Post, late of Earl Carroll's Thea-Billy Winters, singing clown ter, Los Angeles. Karlo has fin-Circus, is wintering in Tampa, Santa and soon will open at Sears where he has been helping the in Westwood, Calif., it being his

Marie Griffey, of Canton, O., he's not sure when he'll get there. Prof. George J. Keller is break- is visiting friends and relatives ing another jaguar for his wild in Springfield and Chicago, Ill. animal group. The cat was re-ceived during his Houston Shrine engagement. His act is scheduled ning to be with one of the big

Minimum S2

MORE \$5525 FROM YOUR BEVERAGE
Venders with Allied's brand new Hot Kit
Conversions; many already successfully in
une; operators report as much as 32%
increase in winter sales; 50 day guarantee;
models to fit most popular venders; low
priced; write or wire, stating type of
equipment. Allied Vending Service, 1567
Fulton Ave., New York 57.

NICKEL MACHINES - 10 CANDVETTE, like new; 12 Candy King (slightly used); make an offer. Harold Watson, Indianols.

PORERINO-14 TABLES, CLEAN, PERFECT condition, one or more, 885 carh, f.o.b. Wildwood, N. J. Late Deluze Model, Write: James Travis, 700 E. Main, Millville, N. J.

STAMP FOLDERS DIRECT FROM MANU-facturer; low, low prices, immediate de-livery; write for prices and sample. J. Schoenbach, 1845 Bedford Ave., Brooking, N. Y. del

STAMP FOLDERS DIRECT FROM MANU-facturer at lowest prices. Write Plymouth Press, 506 W. 122 St., New York City.

TWENTY NATIONWIDE TWO PLAYER-shuffle games, like new, 275 each; will trade for late model jukes Send h, bal. c.o.d. Oakdale Sales, 2860 N. Clark St., Chicago,

UNEEDA CANDY MACHINES, \$40; POP-corn Machine, \$25; Peanut, Gum Ma-chine, \$4.95; Stamp Machines \$2.95 U.S.P. Waterbury 5, Cons.

WANTED — CORADIOS; 1-HOUR PLAY only; also Silver Ring Se Bulk Vendoral state best price. Roy Glies, 2812 Cave Road, N. W., Roanoke, Va. deb

WANTED C-8 ELECTROS; STATE PRICE, are and condition. General Vending Co., 1230 Purchase SL, New Bedfurd, Mars. de9

WANTED-1000 CUP WESTINGHOUSE CUP Vendors, state lewest cash price. Box No. C-126, c'o Billboard, New York, N. Y.

WILL ACCEPT BEST OFFER-SINGLE OR lot, 5 Mills 400 cup, 2 Bradley's, 2 Tele-Coins, 4 Juice Bars, 5 Drink-O-Mats, 4 flavor selective, Box No. C-127, c/o Billboard, New York, N. Y.

25 (ROD'S) COLUMBIA COIN OPERATED Radios, used 3 months (2 hr., 23s). Write Box 233, Cedar Falls, In. del

10 DRINK-O-MATS-LIKE NEW, 4 FLAVOR selective, with changemakers \$775 each. Coldrinx, Inc., 250 W. 57 St., New York City.

USED COIN-OPERATED MACHINES

Only advertisements of Used Machines accepted for publication in this column

Remittance in full must accompany all ads for publication in this column.

No charge accounts

Forms Close Thursday for the Following Week's Issue

A-I BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, lowest prices; what have you to sell? Mac Postel, 6416 N. Newgaard Ave., Chicago, III. de30

A SPECIAL SALE OF USED PENNY

MILLS 25c GOLD AWARD, 325; 5c and 10c Buckley Criss Cross, 385 each; 10c Buckley Chrome Criss Cross, used two months, \$175; 5c and 10c Buckley Chrome Criss Cross, used two months, \$175; 5c and 10c Buckley Chrome Criss Cross, used two months, \$175; 5c and 10c Buckley Chrome Criss Cross, used two months, \$175; 5c and 10c Buckley Chrome Criss Cross, used two months, \$175; 5c and 10c Buckley Criss Cross, \$155 each; 10c Buckley Chrome Criss Cross, used two months, \$175; 5c and 10c Buckley Criss Cross, \$175; 5c and 10c Buckley Chrome Criss Cross, \$175; 5c and 10c Buckley Criss Cross, \$175; 5c and 10c Buckley Chrome Criss Cross, \$175; 5c and \$175; 5c

RATE-12c a Word

to the ball club during the summer | It would house horticulture, apiary, months. That's out the window club exhibits and State College exhibits.

750G Recreation Area

It would cost about \$750,000 to provide for recreation. Included would be the grandstand, race track and carnival area. The proposal includes a picnic area which would serve as camp grounds for the fair, swimming pool and riding

Entrance facilities would figure about \$75,000 for bus and cab space, rail lines and general parking space.

A vast improvement would be made in facilities for industrial displays: a "made in Oklahoma" building, one for farm machinery and space for industrial and oil field equipment, including room for the University of Oklahoma to demonstrate work in minerals, chemicals and petroleum. And for a 20th century touch-an electronics building.

Education Looms Big

The exposition buildings for educational displays would include an arts and photography building, bandshell; health, foods and dairy products - building; liberal arts building and a travel, sports and

There would be barns for beef cattle, dairy cattle, horses, hogs, sheep and poultry.

Then there would be about \$850,000 needed for utilities and service quarters.

Every year, Oklahoma kids go up to the barrow show in Austin, Minn., and the American Royal in Kansas City. And they come home with more than their share of ribbons. This only adds to the tremendous growth in farm youth organizations here in the State and the old fairgrounds are pitifully inadequate. It was Pete Baker's dream to move across town to the new site by September, 1952. Now

Brandon Nets

· Continued from page 54

use of the livestock judging area for softball, establishment of a trailer camp on the south end of the grounds, more extensive use by the general public of wooded areas on the grounds for picnics, Music Vending Amusement Bells Counter the building of a new curling rink, removal of a horse barn to increase parking facilities and rebuilding of the zoo.

THE BILLBOARD

WE ARE NOT HIGH in PRICE

WE ARE NOT TOO LOW



WRITE TO EMPIRE FOR AMERICA'S MOST COMPLETE LINE PUNCH BOARDS FUSH CARDS

466 W. SUPERIOR ST. CHICAGO 10, Mohowk 4 4118



WE ARE MANUFACTURERS AH Kinds-PULL TICKET GAMES TIP BOOKS

Suy Direct From Manufacturer at Very Very Reasonable Prices. Columbia Sales Co. -S JO2 MAIN ST. WHEELING, W. VA

> JAR TICKETS RED. WHITE AND BLUE

TUCKY SEVEN

BINGO TICKETS

SALESBOARDS-JAR TIC NEW LOW PRICE ALL ORDERS SHIPPED SAME DAY RECEIVED

Play Description

254 KWARTER KOLORS, THICK Det \$15.00

56 LUCKY BUCKS, THICK Det 7.50

56 Sf CHARLEY, THIN Det 17.60

256 J.P. CHARLEY, THIN AVE 52.00

256 TEXAS CHARLEY, THICK AVE 102.90

56 SOUTH PACIFIC GIRL BOARD AVE 36.59

56 HOLD THAT LINE, GIRL BOARD AVE 27.20

56 FLAMING GIRL, GIRL BOARD AVE 27.20

106 TEN CENT SAW BUCKS AVE 45.00

256 SIX TWO BITS AVE 114.22 WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

On Sticks-Sizes 1000-1200 1240-1400 Stating your requirements. Large stock. Plain Tip Definits, Jackpot

Boards, Coin Boards, Super Grant Holes. 25% deposit with all orders-balance C.O.D. MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

PUNCH CARDS MASTER SEAL CARDS, ONE WINNER



240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

USE BLACKHAWK BOARDS



SF LIFE BOOK AVG 8 15.18
SF CHERRY BOOK AVG 27.15
SF POKER FACE AVG 22.37
SF RED KING AVG 17.28
SF HOLES OF DOUGH DEF 55.49
10c TREASURE SHIP AVG 151.00
10c INDIAN HUNT AVG 136.00
25c POKER HANDS AVG 22.50
25c POKER HANDS AVG 22.50
25c POKER DERBY DAY AVG 23.00
25c YOUR CHOICE AVG 263.00

Rush your order today. Enclose 25% deposit, pay balance plus shipping charges on delivery Freight paid on orders of \$100.00 or more. GALENTINE NOVELTY COMPANY 322 East Colfall Avenue

Communications to 188 W. Randolph St., Chicago 1, III.

NAAPPB SETS STAGE AS 19 COIN FIRMS SHOW

Game, Vender, Music Equipment Displayed for Outdoor Industry

CHICAGO, Nov. 25 .- With the | Again emphasizing the growing | Shooter, Rotary Merchandiser, machine industry will exhibit such equipment as amusement games, arcade pieces, vending machines, Pearce Award won by Exhibit a music machine, photo and voice Supply Company at the 1949 conmachines, and supplies, including strups and popcorn.

Arcade Court Test Delayed Again in NYC

NEW YORK, Nov. 25. - The arcade license case, which has kicked around in city courts since last spring, was delayed again Tuesday (21), this time in the hope that new legislation now before the city council will make the litigation unnecessary.

Arcades housing Poker Rolls and other specified group games were refused licenses last March on the grounds that they are gaming devices. A test case was instituted by the industry to force reconsideration by the license department. But it has been adjourned time and again. Now measures have specifically authorizing the disputed equipment. The case, tax and Alaska statehood, brought by Herman Wolff, has It would be possible for been set aside until January 9.

many standard arcade coin amuse- determination of Sen. George Ma- ums), Chicago, and Charles E. ment devices, the recent death of lone (R., Nev.) to resume, if neces- Hires Company, Philadelphia. the assigned official court referee sary, his talkathon which shunted has led to similar delays. A. Joseph the bill aside in the regular ses-Geist, plantiff against the license sion. department, is seeking to have the units removed from the city's unacceptable list. He has challenged be a different story, however. Onecharges by the city that the games man filibusters are seldom effecare easily convertible to free play live unless made during the close and is pressing for an early trial of a session.

stage set for the 32d annual con- importance of coin-operated mavention of the National Associa- chines to the outdoor amusement tion of Amusement Parks, Pools industry is a special award to be and Beaches to open at the Hotel given to the exhibitor "for the Sherman here tomorrow (26), ad- most meritorious exhibit dealing in vance registrations indicated that games and/or arcade equipment." last year's attendance of 4,400 This will be the Paul H. Huedewould at least be equaled. At least pohl Award and consists of a 20 firms affiliated with the coin plaque donated by Paul H. H. ede-

Tell Plans

Among the firms which have anwill exhibit are Exhibit Supply a few other new products.

Company, H. C. Evans & Company, Como Manufacturing Corwill be as follows: Sunday poration, all of Chicago, and International Mutoscope Company, Long Island City, New York. Exhibit will show its Dale Six

Lame-Duck Sesh

is on the agenda for the upcom- ville; Mike Munves Corporation, ing lame-duck session of the 81st New York; Greyhound Devices Congress. The debate, however, Company, Brooklyn: Coca-Cola is expected to embark immediate- Company, New York: Orangely upon controversial bills of a Crush Company, Chicago; Sero been introduced to the council more general nature, such as rent Sirup Company, Brooklyn; Memcontrol extension, excess profits phis Metal Manufacturing Com-

CMI Board Cancels 1951 Convention

CHICAGO, Nov. 25 .- The board for next year. CMI officials also Institute at its winter meeting here this week voted not to have a materials are available. In calling national convention and show in off the show, CMI also took recogheld in January, 1949.

berg holding the gavel at the Distributors' Association business session, the board decided (NCMDA) at its meeting in Chithat in the face of growing short- cago last September. ages of materials necessary to the production of coin machines, plus output in a majority of traffe plants, it would be virtually impossible to plan an adequate show

Premiums Hypo Game Activity

CHICAGO, Nov. 25. - While business in general on amusement games has been off, premium sales are holding strong, according to local distribs. Reports from operators in the Illinois, Indiana, Wisconsin area serviced by these distribs indicate play on games day (21). Cobalt is used in the can be traced in most cases to the manufacture of slug rejectors and use of premiums.

of directors of the Coin Machine disclosed that manufacturer members planned to continue coin machine production just as long as 1951. The last CMI show was nition of the stand against conventions taken in the form of a resolu-With CMI President Sam Wol- tion by the National Coin Machine

Serv-a-Card Salesman (an electric card vender), Big Broncho, Pony Express, Surprise Package (a dime operated unit which vends a box with a surprise article in it), Vitalizer (a foot machine), Robot Ticket Vender and possibly a few other new models. Evans will display two wheels for the carnival trade plus its Constellation music machine. Como will show the Hollycrane and possibly a shuffle game conversion. Mutoscope's exhibit will consist of its photo and voice machines, a service vender which can massage the back, arms, chest nounced the coin machines they or tummy by electrical impluse and

> Exhibition hours for the show will be as follows: Sunday (26), 10 a.m. to 8 p.m.; Monday (27). 9 a.m. to 1:15 p.m. and 3 p.m. to 8 p.m.; Tuesday (28), 9 a.m. to 1:15 p.m. and 3 p.m. to 7 p.m., and Wednesday (29), 9 a.m. to 1:15 p.m. and 3 p.m. to 8 p.m. Recesses allow time for business sessions, and the early closing Tuesday is for the annual NAAPPB banquet.

> > List Firms

The other 16 firms in addition to Exhibit, Evans, Como and Mutoscope are A.B.T. Manufacturing Company, Chicago; Auto Photo, Los Angeles; Capitol Projector Corporation, New York; King Amusement Company, Mount Clemens, Mich.; Philadelphia To-WASHINGTON, Nov. 25.—The boggan Company, Philadelphia; Johnson anti-gaming device bill Blevins Popcorn Company, Nash-It would be possible for the Sen- phis; Automatic Products (cigaate leadership to sandwich in the rette and beverage venders), New In another case here, involving Johnson bill if it weren't for the York; Joyce Distributors (premi-

TURKEY TALK TAKES OVER

CHICAGO, Nov. 25 .- While the coin machine field, from the manufacturing viewpoint, was undergoing a period of uncertainty due to unsettled domestic and international conditions, the industry took time off this week to celebrate the traditional Thanksgiving holiday.

Practically every factory here this week gave each em-ployee a turkey, some complete with fixin's, and most of them announced they would close down production lines Friday, giving the workers a long week-end.

However, all stressed they had made plans to have their offices and sales and service departments staffed for emergency calls Friday and Sat-

French CM Operators Find Cafes Top Spots

PARIS, Nov. 25 .- Coin machine in quantity on locations are Genoperators here may soon feel the co's Gun Club, Airport, Stop and effects of the new French 20-franc coins issued November 13 to repany's Spotten and Chicago Coin's place the outworn 20-franc notes. The new coin, minted from an alloy of aluminum and bronze, is yellow in color and approximately the same size as the old aluminum franc, but weighs four grams.

French government is expected to issue new 10 and 50 franc pieces. Most of the coin machine equipment now on location operates on the 10-franc coin (the equivalent of three cents U. S. money).

Railway stations, cafes, the street fairs and markets are the types of locations in which machines are

Inflation Hit Venders

Operators are watching the coinage developments with keen interest since much of their equipment has been outmoded by inflation, particularly those using two and three franc coins. Small chocolate in Paris since the tobacco industry bar machines at the Metro (sub- is State-controlled. The lowest way) stops, and perfume dis- priced French cigarettes sell for pensers in cafe restrooms which at 65 francs, and American smokes one time carried excellent French bring 150 francs, making it virperfume, have stood empty for tually impossible for them to be several years.

The newest American made coin free market. machines in Paris date back to 1939, according to Paris-France- coin machine locations are the Automatic, distributors and opera- cafes, nightly gathering places. tors. The answer to the lack of Only a small proportion have manew machines lies in the difficulty chines of any type, and in most, of obtaining import licenses which for lack of other entertainment and in turn can be traced to this coun- diversion, customers are allowed try's lack of U. S. dollars. Among to play chess, checkers and domithe American machines still seen noes at indicated tables.

Fiesta.

Other Prominent Machines

Numerous French cafes sport Billiards-Electrique, a version of the American pinball, along with At the beginning of the year, the Football, Hockey (non-automatic).

Some Aventure (a horoscope vender with a loud-speaker attachment), Sphinx and Comet.

> usually found. Many locations still operate phonographs with ear phone attachments - making a five-franc charge to listen to a recording.

Cigarette machines are unknown vended even if tobacco were in a

Biggest single group of potential

PREMIUMS AID PLAY

Coupon Contest Plus Top Prizes Boosts \$

By Robert Latimer

DENVER, Nov. 25.-Operators pany (mechanical horse), Mem- of pinball and game routes complaining of low collections may find the solution in tying in a weekly "coupon contest," according to Jack Williams, head of Capitol Sales Company, operating and distributing coin machine cen-

> Like many other larger scale operators, Williams has found play down on many varieties of games, including bowling games, shuffleboard, sharpshooter types, and half a dozen others included in his 100-game route. "There are many reasons," the Denver coinman said. "Rising costs of living make the average player think twice before pushing in the chute. There also has been a shortage of really new and exciting equipment, etc. Thus it takes something a bit unusual to spur the same play which was commonplace a year or two ago."

Prize Drawing

For the past few months Williams's method of boosting collec-tions has been to coupon all games with tickets which entitle both low and high score winners to participate in a weekly prize drawing. "We let the ladies share in the idea," he grinned, "by dividing scores into two brackets. For example, on one game, all women shoot in a bracket which is topped

with 200 points, while there is a separate classification for men's scores up to 350. If the lady player hits the 200 mark she automatically gets a coupon, otherwise the top score under that figure for the week is the winner. Men are expected to shoot well above the women's scores, of course, to

Each winner whose score is certified by the location owner, bartender, etc., receives a ticket from a double-row roll. The player gets half the ticket, while the other is dropped in a box for collection once per week by the mechanic servicing the route. Ticket halves must match, of

Pin Games Get Canadian Gl's

ST. JOHN, N. B., Nov. 25 .- Pinball games have provided a major indoor diversion for members of the Canadian army, including those enlisted for the special force to serve outside the Dominion. In this category are the men now in training in Canada and the U.S. for service in Korea and Germany. At Canadian training camps the pinball machines have been available and they have been empha-sized at Fort Lewis, Wash., where those assigned for foreign duty are being detailed for final train-

The pinball games also have been a means of stimulating fraternization of the Canadian and U. S. trainees at the camp. Com-National is working day and night also is high on the list of hardtwo armies in the games.

KALAMAZOO, Mich., Nov. 25 .-Lewis H. Bullard, credited by some trade old-timers with the invenmore than the usual run of giveaways.

an essential part. Steffens said it substitutes. A spokesman for one order, and the earlier order taking pany and produced most of the was still too early to tell what firm said the amount of cobalt as per cent of the aluminum machinery in the first pharmaceueffects the curtailment would used could be cut by increasing (Continued on page 69) tical plant of the Upjohn Company. (Continued on page 69) tical plant of the Upjohn Company.

the increased emphasis on defense output in a majority of trade NEW EQUIPMENT OUTLOOK

Cobalt Slash Hits Makers Of Rejectors, Juke Boxes

By Dick Schreiber

chine manufacturers this week to ease the situation. end were still trying to assess the effects of the government's 70 per cent cut in the civilian use of cobalt. The cut was ordered Tues-

CHICAGO, Nov. 25 .- Coin ma- National is working day and night also is high on the list of hard-

No Curtailments-Yet

"We have not yet had to curtail our production," Steffens said, about the effects on the 70 per "and we have made deliveries on cent cutback, said he would not

premiums on their games in the pre-Thanksgiving week, but the St. Louis. National Rejectors is amount is vital to continued protest had been unsuccessful, not one of the industry's largest users on the first sheet metal boat and a folding day bed. He duction. Presumably, all of the 1951 realistically, manufacturers was co-founder of the Kalamazzo only cutting down play on the first sheet metal out patents on the first sheet metal boat and a folding day bed. He

to-get materials.

Who Gets What?

One manufacturer, questioned Bell Inventor Dies want to risk an opinion until be Operators here this week reported they had tested live turkey tion was a statement from Fred industry uses, Steffens pointed out, but they had tested live turkey to the proportionate amount of learned what disposition would be made of the 30 per cent of the machine, died here Tuesday (21) industry uses, Steffens pointed out, but they are the age of 85. Bullard also took

only cutting down play on games of magnets in which cobalt plays companies are working to find believe the effect of the cobalt Sheet Metal Manufacturing Com-

MUSIC MACHINES

Communications to 188 W. Randolph St., Chicago 1, III.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Set Merchandising, Music and other departments up front in this issue of The Billboard are: DISK PRESSERS READY TO JACK UP PRICES. Indies

may not be too hard hit (Music Department). RMA BOOSTS ROSTER. Newly activated org of record pressers holds meeting (Music Department). SEECO CUTS THREE SPEEDS. Latin-American diskery's

first 45 records out this week (Music Department).

MGM SIGNED UP WITH ALL ARTISTS. Signs George

Shearing and Johnny Desmond (Music Department).

BALLROOM OPS HUDDLE OVER TAX SETBACK. Meeting 26th over Appeals Court decision on cabaret tax issue (Gen-

PMA MAY BRING DISK MAKERS' UNITY. Phono association may try unity with record manufacturers (Set Merchan-

And other informative news stories as well as the Honor Roll of Hitz and pop charts.

Conn. Assn. Prez. Cites Intra-Trade P-R Need

HARTFORD, Conn., Nov. 25, - | mental to the industry. That's Before the coin machine industry wrong, of course, but how many can sell itself to the general public, men do you know who tell you of its own industry.

owner of General Amusement not doing anything wrong? Game Company of Hartford, and Coin Association, Inc. (CSCA).

He told The Billboard: "Not enough people in this industry seem to realize the tremendous amount of public relations and good will work being accomplished by the various state-wide and regional coin associations thruout the country. Somehow, somewhere, some coin operators have gotten the notion that everything happening for public relations and good will in this business is coming out of nowhere."

Sell Industry

on, "don't realize that it's their with 'heir opposition and gone state - wide and regional trade down the path of bad business group planning that's doing this practices, in Fish's pinion, would all-important job of selling the industry to the outside world.

"Too many people in this business of ours have the mistaken greatest expression of intra-indusidea that because they belong to try faith would be to have 100 per a grop of coinmen they have the cent coin membership in these asright to do a lot of things detri- sociations."

it must sell itself to all segments that because they're members of an organization designed to build That's the opinion of Abe Fish, good will in the industry, they're

president of the Connecticut State continued, "must stop arguing "All phases of the industry," he with each other. Our state-wide and regional organizational groups are set up to fight unfair taxes, there was a market for such a legislation and other matters pertaining to the coin machine industry.

> "Any man in this industry of ours who thinks that a coin association membership card is his privilege to dictate to business accounts, to his opposition, to the world in general should have another thought coming."

The best expression of faith in the industry on the part of these "These same people," he went men who have persisted in fighting be to drop arguments and air their grievances at association meetings.

"And I might note that the

OPS COME FIRST

Milwaukee Record Rep Features Fast Service

operators in Wisconsin and the Upper Peninsula of Michigan, who have been in the business any length of time, soner or later get to know about Stuart (Stu) Glassman, of Radio Doctors in downtown Milwaukee. In due time the majority of them find their way to his shop, if only for a look and to find out what numbers are hot.

word gets around to music men that his shop is an invaluable aid to them in conducting their businesses, and his reply is: "The ops come first with us. They get first choice here on any labe! any number and any quantity."

In actual gross sales, coinmen account for only about 25 per cent of the store's total volume. But the importance of working thru op-

Offer 45 R.P.M Wurlitzer Kit

NEW YORK, Nov. 25.-Allied Vending Service has developed a 45 r.p.m. conversion kit suitable for non-current Wurlitzer phonographs from Model 500 thru Model 1100, according to Edward Lerner, owner. He said actual conversion can be completed on location, if necessary, in about 30 minutes.

The kit for the 1100, including a new set of gears and record adapters, is being offered at \$9.50. Earlier Wurlitzer models require additional equipment such as preamplifiers, lightweight tone arms nine months, many manufacturers and kits for these units list at present situation. They point out \$39.50. Full instructions for the that steel was supposed to present conversions are included with each a bottleneck three months ago,

larity via constant repetition of floats to the bottom of the openjuke box play cannot be over- ing when the pencil is in writing emphasized, according to Stu. More position. On the reverse side of retail customers come into the the cabinet is the following legend: shops to buy records when they "The juke box built for the a light green or other cheerful have heard them on juke boxes in operator." their favorite recreation spots, he believes.

Stu's appreciation of the value of operator's business are important Pen Company, Union, N. J. Ask Stu why, in his opinion, the factors. An operator can get anything that he needs here, all in one place.

Disk Variety

The shelves of Radio Doctors consistently carry about 245 different labels, with the emphasis on latest pop hits and jazz recordings. Known for his accurate ability to predict new hit numbers, Stu has built up a wide reputation for seeing the possibilities of any waxing making money for the operators. When the recent hit, Pedler's Serenade, on the Clipper label came out, Stu was one of the few

NEWS ABOUT NO NEWS

Low-Priced Selective 45 Juke Rumors Flying Fast

CHICAGO, Nov. 25 .- A report | not told the name of the manufac- | known to have flexibility as to Automatic Merchandising Associ- cations were that it was .. f "m ation (NAMA) convention and was which had "coin machine knowgaining momentum in trade circles | how.' here this week, had a manufacturer, new to the music machine in Appleton, Wis., told The Billfield, ready to introduce a 12-se- board his firm was not contemplatlection 45 r.p.m. phonograph, in a ling such a michine at this time. counter model, to the industry "be- There have been rumors to the fore the end of the year." Unit, effect Ristaucra which would be selective, was a selective unit. quoted as listing for \$169.50.

While the identity of the manufacturer was a closely guarded secret, it was learned that several music operators who attended the NAMA convention, were approached on the exhibit floor of the Palmer House and queri-d as to whether they would be (1) interested in acting as a distributor in their respective areas for such a unit, and (2) be interested in purchasing such a machine. They were assured the phonograph actually ready, that production plans were set and that the unit plans were set and the unit p survey of the field had indicated

Mfr. Mum

Operators, while listening to he proposition, later said they were

GIMMICK

AMI Reps Get For Promosh

GRAND RAPIDS, Mich., Nov. 25.—Continuing its promotional program under the direction of William Fitzgerald, advertising and sales manager, AMI has prepared a special pencil publicizing the Model C. The pencils are being sold to distribs at cost and are then being given to operator-customers by the reps.

The automatic pencil, in a goldcolored metal, features an open. area approximately one inch in MILWAUKEE, Nov. 25 .- Music erators to build a record's popu- the middle. A miniature Model C

> A large AMI is engraved below the clip, while AMI and its address Other reasons, of course, Lesides appear below the opening. Pencil is manufactured by the Secretary

PMA Selects Dec. Hit Tune

CLEVELAND, Nov. 25. - The Phonograph Merchants' Associathe Month for December.

In addition to being placed on more than 3,000 music machines on the subject of records, Scott reports: "The first time I heard the recording of "That Horse In addition to being placed on sional." (Continued on page \$1) land, RCA distrib.

Joe Cohen, head of Ristaucrat, effect Ristaucrat would introduce

Another report had the manufacturer of the new juke hoing Chicago Coin, but this too rppe_red unlikely. Chicago Coin is still working on its Band Box unit. but as far as could be learned was not building a juke box.

The proposed Permo phon is

SCMG To Air At Meeting

LOS ANGELES, Nov. 25. -Southern California Music Guild (SCMG) will hold its second open business meeting here Monday (27) when the fair trade act as it applies to music machine operators will again be outlined, David A. Wallach, president and general manager, announced.

The call for the second session fol- pioneered in the juke box busilowed a meeting of the board Mon- ness, would be hard hit by the day night (20). The directors also tax. went on record as sanctioning conapplicants.

which started during the National turing firm involved, but the indi- selectivity, and is not as yet ready. 45 Interest High

69

Talk of the new 12-selection 45 r.p.m. juke spread thru the industry quickly this week, as initial reports of the new Seeburg 100selection 45 r.p.m. began filtering in. They were complimentary and there was every indication that the new speed juke was finding a niche in the industry that would continue to grow.

To Hold, Says AMI President

WASHINGTON, Nov. 25 .- Juke boxes will stick to nickel play; according to John W. Haddock, president of AMI, Inc., Grand Rapids, Mich. Haddock made his forecast while here to testify before the House Ways and Means Committee, which is holding hearings on a proposed excess profits tax.

"There is nothing to indicate that the established price of 5 cents per play will be increased," he told newsmen after the question came up at the hearing. Haddock, like most other witnesses at the hear-SCMG held its first meeting two ing, strongly opposed excess profweeks ago when officers and a its tax legislation. He told the board of directors were named, committee that his firm, which has

The hearing this week featured tinuance of the membership drive opposing testimony by spokesmen. and the coming meeting is being from all parts of the electronics held for the benefit of prospective industry as well as the TV and radio broadcasting industry.

Merchandising Music

YULE PROMOTION . . . Here's | bilities. Altho I had to plug it

a suggestion from Robert B. Young, Les Angeles, which should help to boost the Christmas-New York grosses on jukes. Young says that he uses water colors, purchased in a dime store, to tint sheets of title strip paper, using they have, in his case, boosted his machines' grosses.

45 BOOST . . . John P. Scott, Pomeroy, O., talks about hits and the location which is hurting juke 45 r. p. m. machines this week. On the latter, he reports his firm, Meigs Music, recently put its first Seeburg 100 selection 45 r. p. m. being installed. These are keeping people in their homes in the phonograph out on location. Firm picked its best location, put the tion (PMA) this week selected 45 phono in, and found the play Buy Me a Baby Brother, recorded increased tremendously. Scott by Spike Jones, as its Hit Tune of says the only way he can describe the phono's tone is "third dimen-

dealers in town who recognized disk also will be promoted during the recording of "That Horse it's potential. He plugged it to the the month by Mainline of Cleve- Named Pete" by Carson Robison, it looked to me to have hit possi-

for several months, the record is now a real money-maker both on the phonograph and over the retail counters." It just goes to prove again that ops can pick

TV TROUBLES . . . What to do about television competition has colors. After the sheets have posed a major problem for R. Anthoroly dried, he types up the de- gelleli, Brownsville, Pa., operator. sired title strips, then inserts them He says that while television is in his machines. Young has found on nobody will play the juke, and the strips catch the eye of the he'd like some suggestions as to prospective juke box patron, and how he can combat this situation.

One important factor was recently brought out by a studythat is that it's not only tele in ing people in their homes in the (Continued on page 72)

ab Check Of Mulled by MGA

NEWARK, N. J., Nov. 25.—Lab-oratory tests of current pop rec-ords for wearing qualities are being planned by the Music Guild men on the road securing raw ma-terials for their suppliers in order ization headed by Dick Steinberg.

Operator reports since the onset parts.

From Washington came the word that record quality has deteriorated on some labels, he said, with Korea would not spell an end to others apparently still able to turn

nation's preparedness program once a month, is to grade records for both wear and reproduction.

COBALT CUT HITS PHONOS

· Continued from page 68

supply for military purposes, will taining sufficient steel-altho at | men on the road securing raw maresult in cutbacks in new machine much higher prices-to keep their production. How serious these cutbacks may be, no one this week would hazard a guess.

Some Optimistic

Having maintained production schedules in the face of real and artificial shortages for three to but most manufacturers are ob- turers said they now have to keep tion and quantity defense orders? said.

lines moving.

Copper wire, say the purchasing agents of coin machine manufacturers, is the industry's No. 1 problem today. Expediters for manufacturers are paying twice and nearly three times the normal market price for copper wireand even at those prices are ex-

to insure a flow of component

allocations unless the new Con-gress makes drastic changes in the Purpose of the tests. eriencing difficulty.

Expedite for Suppliers

Most coin machine manufaction and cumulity defence ordays?

What will take up the slack in the substantial gap developing between cutbacks in civilian production inferior ingredients," Steinberg

78--80--78--77

67--67--67--67

45--45--45

80--82--79--78

84--85--84--84

MUSIC MACHINES

YANKTON, S. D., Nov. 25 .-Mike Imig, head of Mike's Music Service and president of the South Dakota Phonograph Association (SDPA), this week completed arrangements with Request Records in Minneapolis to press four sides which were cut by Billy Dean and the Westernaires. Under the arrangement, Request will press the sides and will act as distributor in Minnesota, Iowa and Nebraska. while Imig will handle distribution thru the balance of the country.

Designed for juke box presentation as well as general retail sales, the four sides include Sioux City Sue, How Can You Say You Love Me. The Black Hills Are Calling Me, and Darling, You've Broken My Heart.

Promotion of the four sides will he handled thru various operator associations and with disk jockeys in leading cities, Imig reported.

Dallas Disk Rep

DALLAS, Nov. 25 .- W. H. Oliver, for the past 29 years associated with retail business here, has opened a new record outlet called the Dallasan Shop at 206 South Madison Avenue. In addition to handling disks for retail sale, Oliver also will service juke box operators in this vicinity.

THE BILLBOARD MUSIC Popularity Charts

Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT

85--88--84--82

88--88--88--88

72--72--72

77--80--75--75

74--77--73--71

· Continued from page 34

POPULAR

JO STAFFORD (Paul Weston Ork)

Stardust COLUMBIA 19056-Je in peak form, fashiam a tender, modern musical reading of this classic pop. A strong catalog addition which spinners abould wear out frequently

77--80--75--75 You Don't Remind Me A pretty hallad from Cole Parter's "Out of This World" score is handled skillfully with a heat by the throck with next Weston support.

LOUIS JORDAN & HIS TYMPANY FIVE 81--82--80--82 Lemonade DECCA 27324-With support of a leading organ (Bill Davis) and rhythin section, Jordan shows at top form for an amusing medium blues. Could score in r and b circles.

74--75--71--75 (You Dyed Your Hair) Chartreuse Rhythm novelty builds a fine best and shows off good Jordan vocal and alto sax but ditty doesn't stack up;

BILL KENNY-THE SONG SPINNERS It Is No Secret DECCA 27326-Kerny and the Spinners combine for a winning, moving rendition of this Stu Hamblen moralizing slice of religion. Should score in pop as well as r and b quarters.

I Hear a Choir Another ballad moralizer is done up with sincerity and warmth by the king link Spot and the fine thurst unit. But not a potent as top side.

MITCH MILLER ORK Smile, Smile, Smile COLUMBIA 39053-A mappy, ruusing sort of comball waitz is handed full French Norn-mit-male chorus Miller styling, Falls just short of the

The Sea of the Moon A new lovely from the "Pagan Love Song" flicker is handed a pretty mutical but dulish reading by the Miller combo

GUY MITCHELL-ROSEMARY CLOONEY (Percy Faith Ork) You're Just In Love

COLUMBIA 20052 Delightful "Simple Melody"-type ditty of much promise from "Call Me Madam" is accorded a pleasant, unspectacular coverage by a pale of the more talented hewcomers. 83--83--83 Marrying for Love Twestome factions a growing duet of the fine "Call Me Madam"

hallen. If same catches, this disking could pick up heavy action JUNE HUTTON (Lee Gordon Singers) 76--78--72--78 Tear Drops From My Eyes
DECCA 27329-Miss Nutton isn't quite up to the spirit and drive of this r and bibred ditty, the the best and Gordon Singers set a solid

foundation for a disking which could draw coin. If You've Got the Money I've Got the Time 83--85--81--84 Bright two-best slicing of this catchy country coverly spots Miss Hutterin a happy go and a sharp, free wheeling, spirited blicking. Could pick up cain with help of exploitation

SONG SPINNERS-LARRY FOTINE ORK 82--85--80--82 Christmas in Killarney
UECCA 27331-Delightfully bright Trish-flavored ditty for Christmas should make a strong pitch for semonal acceptance. This live allicing is one of the better readings and could register particularly in tarern

68--70--67--67 Jumpin' Jiminy Christmas Follow's band gets a big, full sound in the handling of a lessee seasonal bouncer.

DICK HAYMES-TOMMY DORSEY ORK I Guess I'll Have To Dream the Rest 77--80--75--75 DECCA 27312-Haymes Joins his old host in carving a warm, mood dance afficing of this pretty ballad revival.

Everything Happens to Me 72--73--71 Haymes slices a warm reading of this fire oldie with tasteful support of Tommy and his crew.

SONNY BURKE ORK Mambo Number Five 74--78--72--72 DECCA 27314-Barke, one of the kingpins in the rise of the mambe and Perez Prado, does up another of the Mexican's originals with incluive tootling sparking

Jing-A-Ling Jing-A-Ling Mambo 78--82--75--78 Clever adaptation of the catchy melody from Olsney's "Beaver Valley" in the mambo meter should attract solid deepsy response. SMILEY BURNETTE (Ewing Sisters)

You Put Me On My Feet CAPITOL 1304-Pop-Western novelty trifle is done with much ada 67--67--67 Rosie the Elephant Novelty may get some kid attention.

LES BAXTER ORK 74--78--73--71 Somewhere, Somehow, Someday CAPITOL 1299-Salan concert styled pop is pretty, but perhaps too arty. Arrangement for large chorus and ork is knowing and skilled. 77--80--76--74 Hungarian dance adaptation is given the same big treatment. Mice,

swirling gypsy effects here. PEGGY LEE (Dave Barbour) 85--85--85 Ay Ay Chug a Chug CAPITOL 1298-Miss Lee gets off a lively, appealing novelty in her patented rhumba-calynse vein. Humby Dave puts down a zippy cleffing,

with band unison-chanting the catchy refrain. 76--77--76--73 Where Are You? Lovely, evocative rendition of the haunting standard. ANN JONES

64--61--64--67 He May Be Your Man CAPITOL 1303-Thrush does an old-time Lem Fowler blues with a

63--61--63--65 You've Got the Right of Way Here the tune and treatment are pop-hillbilly. Tune's a bright lingle at brisk tempo.

THE CLEF CLAN-KAREN O'HARA-THE MARVIN WRIGHT COMBO

35--35--35 A Thimble Full of Love ORBIT R-420-Gal, group and combo are professional enough with a slow ballad-but the ballad is tepid stuff, boring after a few measures. 40--40--40

Fire on the Mountain. (Don Carl Eugster-The Clef Clan-Marvin Wright Combo) Wartiler of ability takes the vocal lead on this up-tempo bunk of art, themest on a forest fire. The company does get a mood of catacirsm

and disaster, but dominant feeling is that of a pubsery commercial for dousing butts. THE EMBASSY TRIO

Nevertheless MASTERTONE 75-100-1-Unbilled warbler does well enough with the revival, backed by piano-bass-guitar, but what label hopes to accomplish

by a late release in face of major company disks already in hit status is a mystery. 20--20--20--20 The Lost Call Doogeral done by male trio is teeble.

JOE HEYNE ORK 37--39--37--30 Little Waltz (Petite Waltz) RONDO R-623-Would this be a French recording by the composer's ork, featuring plane? Recording is abjumal-sounds like a bad air check.

37--37--39--35 A Waltz From Tyrol Swiss type waits in the gemutiich continental vein. Recording is blurry here too.

ENZO DE MOLA-LLOYD SHAFFER ORK-THE SATISFIERS QUARTET 46--46--46--46 Santa Lucia, I Love You ADAM 1039-Lagging production of a bit of exotics, with English and Italian choruses.

55--55--55 De Mola's legit voice and phrasing don't libe with this coy type popa tune with possibilities, by the way.

GALLI SISTERS (Radd Green Ork)

47--50--47--45 Santa, Send Someone to Me NATIONAL 9133—Gals drag thru a Christmas turcher at a painful 50--52--50--48

Because, Because Because He's Santa Claus Some improvement over flip, at least in tempo, but the novelty doesn't hold tagether. VIC BELLAMY (The Celestial Strings) 64--64--64

Just a Baby's Prayer At Twilight
ASA 1010-Warbler has a big bary voice with warmth and timber. Backing is a string quintet for an unusual effect. 60--60--60--60 Wayfarin' Stranger

Norman and group do a warm, effective job with the folker, but appeal will be limited. FRANKIE LAINE (Harry Geller Ork) 76--76--76

What Am I Gonna Do This Chrstmas? MERCURY 5553 Tune's a competent jule torcher, but Laine doesn't get his usual comph into it. 70--70--70

Merry Christmas Everywhere
Frankle goes global here with Christmas words of cheers for kids in
Asia and Europe. He ca-dieffered the tune.

RALPH FLANAGAN Melody of the Breeze VICTOR 20-1971-Particularly Millerish is the gound on this danceable instrumental written by Flanagan himself. Real tasty.

80--81--79--79 It's Raining Sundrops
Tune from the flick "West Point Story" gets a bouncy wocal and instrumental rendition as belits the thome. Flanagan trie handles

VAUGHN MONROE ORK (The Moonmaids) Use Your Imagination VICTOR 20-3977-Cole Porter balled from "Out of This World" figures to get plenty of attention. This disk should get a good share of

the action. 87--87--87--87 I Am Loved Beguine, also from the show, is typical Porter. Monroe's reading is typical of some of his winning efforts.

(Continued on page 72)

perators... Increase Your PROFITS

115 (-1:(-)

for the



SMALL TAVERNS

Ristaucrat '45' is the only Music Box **Built Specifically for the Small Locations**

PLAYS 12-45 RPM RECORDS RESTACKS AUTOMATICALLY

The Ristaucrat '45' is making gold mines out of the small spots for scores of far-sighted operators. Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristaucrat '45' because of the low investment, low servicing costs, and the remarkable 45 RPM records. Put a few Ristaucrats on location and test for yourself. You'll be amazed. Write today for complete details.



RENTALS-PARTIES

Lightweight, clear toned Ristaucrats are big hits with patrons, and especially with location owners, These owners like the extra revenue the Ristaucrats provide.



ISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Tris

True or False?

[A QUIZ FOR MUSIC OPERATORS]

1.	The margin between costs and income makes AMI ownership especially profitable. TRUE	FALSE
2.	All AMI juke boxes are characterized by consistently high trade-in or resale value.	FALSE
3.	Low depreciation of AMI equipment nets the operator a higher income	FALSE
4.	The accumulator on the AMI juke box is outstanding for the number of plays it stores up for fast action when the crowds are heaviest	FALSE
5.	One door service saves time and money for operators and pleases locations as well. TRUE	FALSE
6.	There is no relationship between the gross weight of a juke box and operating costs. TRUE	FALSE
7.	Record costs are substantially less for the man who operates AMI juke boxes TRUE	FALSE
3.	Music inventory moves faster, more profitably, when merchandised by an AMI juke box.	FALSE

Take your time in answering. Think each statement over carefully. After you have done so check the squares you think applicable.

[For Answers, Turn Page]



THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT

Continued from page 70

more noise is neatly mated with Sure' music and vocal chorus.

POPULAR

THE THREE SUNS To Think You've Chosen Me VICTOR 20-3976-The new Benjamin-Weiss penning that's been making

79--78--79--80

BOB LAMM

No Tears for You

True or False?

Do not read further until you have answered the quiz on the preceding page. Then come back and check your answers here.

1. True. Lower initial cost, less service expense and easier maintenance bring substantial economies in the operation of an AMI juke box. There's more of the take left for the AMI operator, less that has to go into the operation.

2. False. While AMI Models "A" and "B" sell at premium prices, scarcely anyone would trade in the current, money-making "C."

3. True. Operators who trade in a Model "A" juke boxfive years after it was purchased new-realize as much as \$400 and more on it. Equipment that pays out fast protects your investment, makes you more money.

4. True. AMI is fast, flexible. Patrons may store up as many as 24 plays at one time-and 24 nickels, too.

5. True. Whatever is called for, service attention or regular maintenance, the operator can service the AMI juke box almost entirely from the front door. It gives him access to record rack, play meter, coin rejector, tone arm and turntable, cashbox and other mechanisms. Service is fast, the juke box readies for play with the minimum delay that pleases locations.

6. False. With Model "C's" light weight one man can easily move the box from place to place by himself, leaving other employees free for other duties.

7. True. The play meter which is standard on the Model "C" tells instantly what titles are getting the play, making money for you. The fast acting mechanism moves quickly from selection to selection and requires less time to prepare for the next play.

8. True. Only 20 records are needed to offer a thoroughly satisfying selection of music on the AMI. Gravity ride and other design features get the most out of every record, reproduce music with amazing fidelity of tone-even with scratched or warped records.

Music Systems Specials

POST-WAR SEEBURG 148-M L. Blond \$419.50 8200 Hitones \$ 69.50 148-M 379.50 8800 Hitones 59.50 H-148-M Hideaway 339.50 H-146-M Hideaway 249.50 147-5 299.50 147-M 339,50 146-M 269.50 146-5 235.00 WURLITZER 1015 Wurlitzer \$229.50 1250 New Wurlitzer ... Write

ROCK-OLA

PRE-WAR

9800 Hitones	59.50
Seeburg Low Tones	69.50
WURLITZER	
500	49.50
500	59.50
700	79.50
800	79.50
850	69.50

1422 \$149.50 950 69.50 SEEBURG WALL BOXES MILLS

Mills Constellation \$169.50	(Post-War)
PACKARD	3W2-L56 Three Wire \$ 29.50
Packard Manhattan \$189.50	W1-L56 Wireless 19.50
Packard Hideaways 75.00	50% depasit, balance C. O. D.

Music Systems, Inc. Exclusive Seeburg Distributors

10217 Linwood Ave. Detroit 6, Michigan

2600 Euglid Avenue Cleveland 15, Ohio

Toledo, Ohio

245 N. Division Avenue Grand Ropids, Michigan

1302 Juckson Avenue

It is No Secret Fine soverage se the Stoort Hambles dist with the trie and rocal cherus turning in property reserved performances.	81828180
DINAH SHORE (Henri Rene Ork) Nobody's Chasing Me VICTOR 20-3475—A nonderful Parter lyric, a Shore rocal in "Button and Spec" fashion and some live of the lyric, a Shore rocal in "Button	87888687
My Heart Cries for You Country-style waits takes us potancy with this stating. Should be a big one for Dinah.	888889
THE CLOVERS Yes, Sir, That's My Baby RAINBOW 11122-010in is sung in a sine tempe, in what sounds like an attempt to be different. It is, but not enough.	65666565
When You Come Back to Me Quartet with link Spots voicing does a good job with a new halled that	73737274

Land backing, but nothing exciting happens with fair balled. I'm Gonna Lock My Heart to Love More of the same, the this side sounds like a more commercial country ballad.	71707172
ENNY VAUGHAN	
CORAL A0334—His own fine ork barring gives Vaughan a heavy assist on this size balled aidie. Fx Canadian along gives Vaughan a heavy assist.	70727068
I Guess I'll Have To Dream the Rest Coverage platter on the revisal is good enough to get a piece of the action.	707070
OROTHY CLAIRE (LeRoy Holmes Ork)	
MGM 10835—Art another without of the main	707070
(I Get a) Funny Feelin'	68686869

light ballad of little consequence falls to ring the bell despite nice vocal by thrush Claire. TOMMY TUCKER ORK (Don Brown-Karen Rich) Christmas in Killarmey

MGM 10054—The new seasonal ditty gets a danceable rendition

from one and chomis. Jing-A-Ling Jing-A-Ling sould get some of the action due on the neverly based on Dianes 'Beaver Valley" there. Competition will be a bit heavy.

RUSS CASE ORK (Bonnie Lake) 62--62--61 ome music from the film "Where Darger Lives" is effectively played in typical furth Case orking. BLUE BARRON ORK

Red Checks and White Whiskers

MGM 10701—This candidate for seasonal honors is nicely handled by 73--75--71--73 ork and thorus but doesn't impress Jolly Jolly Jingle Just amother yule mitty. Bobby Beers, Setty Clark, Blues Notes vocal brightem up the disk

LEROY HOLMES ORK The Billboard March MGM 10858 -- Cleanly played is this polite jump version of the famous used section work, good horn sale and solid beat. Oh, Babe! 77--80--75--77 vocal group and are give the ritter a spirited rendition,

FRANK PETTY TRIO Goofus MGM 10849 Clever corny version of the revival, particularly the 79--79--79 hoked-up plans. Cheeky-Cheeky Hoopla

Unimpressive vocal and instrumental disking of a light French-style

JOHNNY DESMOND (Tony Mottola Ork) You're the Only One for Me MGM 10850—Continental targe sung in both English and Italian and 76--79--75--75 with much freeing. Impressive Desmond on the forced ditty. C'est La Vie 72--73--71--73

Attempt to fallow up on "C'est SI Bon" doesn't quite match the

DOES 45 R. P. M. WORRY YOU?

No matter which way "the cat jumps," present and future Constellation Operators can have complete protection for their investment. In addition, they will have an inexpensive method of testing the practical aspects of 45 R.P.M. on their own loca-

EVANS' 45 R. P. M. CONVERSION KIT

Soon Available at a Moderate Price

Already developed and ready for production. Evans' 45 R.P.M. Conversion Kit can be quickly and easily installed in your Constellation right on location. Yet, the conversion need not be a permanent addition. Should your experience prove 45

R.P.M. impractical, simply reconvert by removing the conversion!

Whatever the trend. you'll know where you're going and what you're doing without risking heavy investments in equipment of limited performance.



1556 W. CARROLL AVENUE SEE OUR COIN MACHINE AD ON PAGE BE

NEW YORK, Nov. 25.—A coprehensive merchandising and pagraming service for independent phonograph operators and associtions was launched here this weby Yermie Stern, producer of cored title strips.

Seeking operator subscribers a monthly fee basis, the enterprise Hit Parade Program Service, Impegs its package offering to a placeted by the Music Guild of Non-Jersey during the past three years of the stern claimed adherents to plan can save as much as 50 miles.

plan can save as much as 50 p cent of their normal record-buy costs, milk pop tunes of their fr potential, and keep informed of o velopments in the industry. He st the New Jersey association is t company's first subscriber.

Key to the program is a servi Stern buys from Dick Steinber Music Guild of America (MGA a research firm. This includes national survey of tunes said to most popular on juke boxes, wi disks rated according to their cu rent earning capacity. With the weekly survey, operators will receive a bulletin of trade iter compailed by Steinbarg Also to compiled by Steinberg. Also to offered will be occasional publi relations pieces aimed at bettering location and patron attitudes.

Stern, owner of the Hit Parase name, said the names of top-rate tunes will be imprinted on h multi-colored Hit Parade tit strips for free distribution to suit strips. scribers. Strips for reverse dis sides will also be distributed. will "utility" strips for use in lising local favorites that do n rate high in the surveys.

Fees set for the service are star gered from a minimum of \$5.5 for 20 machines to \$19.50 months for 300 units. A unit refers the either a phonograph or a wall both Stern said. Special rates will apply o associations buying the Dirvic for all its members.

Stern, who also distributes H Parade posters for use as pla stimulants on location, has office at 545 Fifth Avenue here.

Merchandising Music

· Continued from page 69 evenings-and away from the juke locations, whether the latter have television or not.

DISK DATA . . . On the recording front this week, two opera-tors write in to register ideas which they feel will help the juke box operators. First there's Evan Griffin, Washington, who says he'd like to see the larger firms put a hard finish on their records. He points to the London sides cut in England as a good example of

disks with wearing qualities. Taking another tack, but one which has cropped up many times in the past, Thompson & Company. Exmore, Va., wants to know why distribution can't be bettered. They say that many times they order disks, only to have as many as 75 per cent of the platters arrive after the tune has lost its popularity.

Trade Directory

New Equipment

Flying Saucers - five-ball -Genco Manufacturing & Sales Company, Chicago.

Distributors

Consolidated Productions, Inc., Detroit, appointed W. P. Neekamp to cover Tampa, St. Petersburg, Sarasota and Clearwater, Fla.; Diamond P. Califano to cover upper New York, and Mary E. T. Johnson to cover Honolulu.

Personals

Lily-Tulip Cup Corporation, New York, appointed R. W. Hollman, Jacksonville, Fla., to manage the Southeast Florida area; John Bryan to manage the Northern Florida area; William A. Morgan, fountain specialists, for the North Central division, located in Detroit; Emil Gotsch, specialist on mass feeding and transportation, Chi-eago, and Grant Yost was ap-pointed water cup specialist in the Chicago office.

THE BILLBOARD Music Popularity Charts

· Album and LP Reviews

90-10C TOP5 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

CLASSICAL

Capitol-Telefonken (33) L-8119

· Continued from page 18

POPULAR

eactivity and theater should find a receptive market in Jewish-American makes. Slicings are transfers from 785 and are served up continuously to using Mirlam Krussyn as emice with plants ander according fill-irs.

EASY SNOOKS-Fanny Brice (3-10'() Capitel DC-3061

Here's a truly distinguished kidisk offering that should also become a big money item. It's enderful, witty entertainment for both monpels and their elders, and parents will be grateful w the lescon it puts across so painlessly. With Manley Stafford at long-suffering "Dadity," Snooks learns on individual sides—to tell the truth, to se good, to be clean, table manners, about crossse streets and to be kind to animals. The thoroly professional scripting is by Warren Foster.

Not suitable.

Sides can be used over and peer.

BOZO ON THE FARM-PINTO Colvis- 88 Capitel DBX 3076

The continued success of Born's offerings is hard to explain, but since this one is at least as good as meet, it may be figured a sure thing. All the formula stuff is here—the colorful picture took, the clown character and fair-enough music. The story is empty, contrived stuff redeemed by a multitude of villy noises, and the art work is strictly

Not suitable.

JOCKS Lotes some without the added reader

DANCE HOLDUP-WILLIAM BOYG (Z-10") Capitol CBX-3075

LAF Baze the Clewn, Hopatong can do no arrong. The astoundingly popular TV-film character is atsurance enough that this will be a top seller. The photon in the picture-book album are like stills. right out of his flicks, and the acting is also. on the film par. The story-for the record-is about as dull and obvious as a Western tale

JUKES Not suitable.

Far below radio story level, but it's Hoppy.

SUNDAY SCHOOL SONGS FOR CHILDREN 75 Capitol DRS-3078

fer Little Hands; Jenut Laves Me, Little Feet Be Carefull IIII Be a Sunbeam Away in a Margar irus toves Little Children.

Ritter, accompanied by quitar, cuts the familiar children's hymns with real, rhythmic, easy-going Western flawer. His adult fans will want 'em for he kids, and tots should go for the painless presentation.

JUKES Not suitable.

Individual songs will fit well into childres's programs.

BUGS BUNNY SINGS-Mel Blanc (2-10") Capitol DBS-3077

in Glad That I'm Sugn Bunny, Vosemite

Sam: I Taut I Tam a Puddy Cat: Daffy Duck's Ringrouly.

All this material is pretty familiar to moppets of morre-going age. All characters represented by equiti-voiced Blanc are fratured in Looney Tune and Merrie Melodies cartoons. It's silly, scree-ball stuff, with unquestionable appeal. 'Duck's ball stuff, with unquestionable appeal. Rhapsody" is a craty chase set to Litzt's "Hunparcas Respony," Package art will help plenty.

Steamer be a smeath. JUKES

Single sides can be space on marpet

SONGS FROM "CALL ME MADAM"-Ethel Merman, Dick Haymes, Elleen Wilson, Gorden Jeckins' chierus and ork.

(4-10") Decca A-813

the Ocarrest It's a Lovely Day Teday, You're Just IN Lave; Something to Dance About The Best Thing for Your Marrying for Love; Once Upon a

By virtue of contractual commitment, Ethel Merman, who is the focal and vocal point of Irving Berlie's "Call Me Madem," has been inared from and of the forthcoming RCA Victor original cast recording project to do an album of the show's ing poor for Decca, hand-in-hand with some of that latel's most likely talents-Dick Haymen, den Jenkins and Eileen Wilson. There's little sion that the combination of the success of the thou and this twoyant calesmanship of Miss Mersian will team to sell a lot of "Madam" allum for Decca. Still it's not an original cast on and it's but possessed of the show's personality despite the presence of ta Merman. If it's Merman they want, this is the set they'll have to set. If it's the original show and its arrangements, they'll have to wait for the Victor set. If it's both they want, then they'll have to get two albums. And it's not unlikely that many a stile packaged sale will be made. This set is smallable an all three speeds and the disks are also bring marketed as singles. Goold be that some of the individual etchiosy could step out on their man, Marman and Haymes on "You're Just in Law," William and Haymes on "It's a Lovely Day Today," and Marman doing the two plop ballads, "Bett Thing for You" and "Marrying for Love," are the best single side pers.

ded as best est in high in the

Show - wise spinners mints, especially the

As unial, the thrush delivers with assurance, control and invery, unrestrained tones even while hitting some impossible notes. Sure of her ability, the slogs without hambone or phony fireworks. One repres-the does the mad scene in German rather than Italian.

GIAN-CARLO MENOTTI: THE CONSUL- 78 Newsy, Gloria Lane, Andrew McKinley, Leon Lithner, Cornell MacNeil, Lydia Summers, Francis Monachino, George Jongeyam, Maria Andirecti, Maria Marie, (2-127)

ERNA SACK OPERATIC ARIAS-EIN 74 Lucia di Lamermoor. Mad Scene; Muritia: To as a result, is a departure from the tradition of for which Capitol's domestically produced classics Appraise My Dear Che; Linda di Chumonia; O Luce | the measured melodies of 19th century opera. It is have become noted in collector circles.

Decca (33) DX-101

di Ciesti Anima; Don Patronie: I, Toe, Know the | a splendid job of composition, just as the book in a matterpiece of creative and executive writing. Miss Sack's amusing coloratura voice has won many. The show is Miss Newsy's, as "The Mexicum" was fans here—as a matter of records, mainly. Capitol Miss Powers'. It is in Mits Newto's scenes that here dips into the prodigious Telefankes files for the music reaches its grandest peaks and the drama-four lovely renditions of familiar operatic arias. Its most searing impact. Her all-out performance is tremendous. Album should find a market among those who have seen the production and must the enjoy it again, and among hintertanters who will want the recordings at a very good west best thing.

> 4-The Hollywood String Quartet-Alvin 71 Dirikin-Kurt Reher (3-10")

Canitol (33) L-8118 The this most familiar of Schoenberg's works atquired recognition as a targe stelles ork piece which was adapted for use for the sailet, "Pilitar of Fire," it originally was written as a programmatic piece for sextet. This it the limit record-Decca has done a splendid job of re-creating log of the work in its original sextet form and it Menutif's hit work of "lyric sheatre"—the design was accomplished under the personal supervision nation he terms to prefer to the word opera. The of the composer, who also wrote the inner notes! theme is man's inhumanity to man, the plot the accompanying this LP. The Tristanceque work is futile attempt of a libertarian in an iron curtain performed with musicianly understanding by Hollycountry to extricate himself and his family from wood String Quartet with addition of violist Alvin the tolls of the State police. Action is carried Dinkin and cellist Kurt Reber. The shamper reforward largely then unmetered werse. The music, cording maintains the excellent technical qualifies

MOZARTE CONCERTO NO. 26 IN D MAJOR 6 Conrad Hamen, German Opera House Ork, Berlin, Arthur Rother, Cond.

(1-12") Capitol-Telefunken (33) P-8109

The written after some of his great, meaty concertos and symphonies, this, the so-called "Corporaficially pretty and substantially elight works. Written as a crowd-pleaser for some festive occasions it is desoid of the majesty and grandour of the mature Mezart. Soloist Hansen does a straightforward, sober job, as does the orthestra.

Weinrich-Preludes and Fusies in A 62 Major, C Major, A Minor ("Great") (1-10")

MGM 1331 E-527

These are the same fine musicualt readings Weinrich produced some years back on the Princeton baroque organ. The interpretations and the sound have always been notable for their purity and authenticity. However, they are not new cuttings and in the transfer to LP an even found was 404 achieved. For example, the first side starts bril-Hantly and ends foogily. A limited collectors' market will take it as it,

(Continued on page 80)

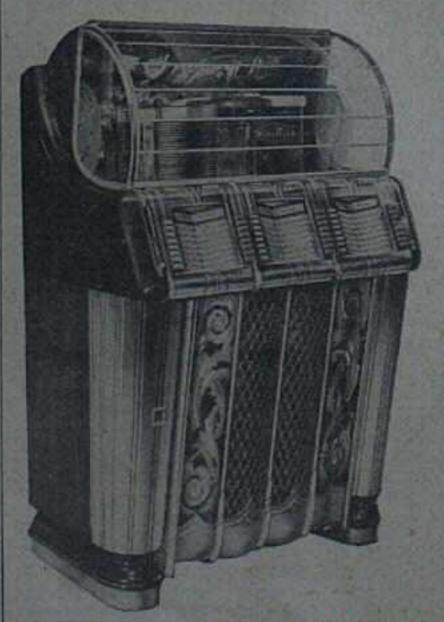


When Wurlitzer introduced the Model 1250, we told you it was the most versatile phonograph on the market.

That's what it is!

Today you can't buy another phonograph that plays 48 tunes from 24 records, or 48 hit tunes, back to back, without any modification. It is the only juke box

that will play any make or speed in the new seveninch records. No other gives you six musical classifications. No other has such variety of coin set-ups.



And that isn't all either. The 1250 doesn't obsolete your present remote units. Wall boxes will play the 24 topside tunes without any change-or-all 48 tunes with only slight changes.

For any and all standards, it's the newest phonograph on the market-honestly and fairly priced. It's the operator's phonographbuilt for you. Look at what you get for what you pay. You can't miss this conclusion. The Wurlitzer Model 1250 is the Number One Phonograph today!

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

Spacarb Vend Centers To Bow in Two Cities

NEW YORK, Nov. 25. - The center is planned for Boston unfirst of a projected series of vend- der the direction of Ned Williams, ing machine centers sponsored by of Spacarb New England. This Spacarb, Inc., to serve as central showroom is scheduled to open in show places for rounded mer-chandising lines of non-compet-panies are half owned by Spacarb, ing manufacturers will open in Inc. Washington early in December, I. H. Houston, Spacarb president, dis- be to display and demonstrate closed this week.

The outlet will be managed by and newcomers to the industry. Bayne Phipps, who will set up a Except in the case of the Spacarb division of Spacarb of Washington drink vender and the Bert Mills to handle the enterprise. A second coffee machine, sales of units will

Food Eng. Corp. Now Delivering Bułk Milk Unit

"Mechanical Cow" Gets Health Okay; See Nat'l Distrib

MANCHESTER, N. H., Nov. 25. -Having taken over the gravity feed bulk milk vender developed by Northeastern Engineering here. the Food Engineering Corporation reported this week the machine has undergone five months' location testing and is now being delivered to a few operators and dairies to establish pilot operations. New machines, F ad Engineering said, will be placed or location in New York, Massachusetts and New Hampshire.

H. A. Loebel, of Food Engineering, said the "Mechanical Cow" has been approved by health au- operators using spring or weight

Final Figures On Calif. Red Feather Drive

LOS ANGELES, Nov. 25.-Arch Riddell, secretary of the Red Feather campaign committee of the Cigarette Merchandisers' Association of Southern California, Inc. (CMASC), has announced final figures on the 1950 drive by the vending industry in that area.

During the year the Red Feather message was carried to vender customers by 9,975,000 book matches, 3,145,000 paper cups, 9,000 vender tape messages and 31,000 stickers. Total pieces of Red Feather vender advertising came to 12,060,000.

Riddell stressed that the figures were not estimates, but actual authenticated results based on (1) reports of sales by two cup com-panies (Dixie and Lily-Tulip); (2) four match firms (Diamond, Lion, Ohio, Universal), and (3) sales of tape messages and stickers by the association (which ordered and reordered seven times on stickers).

Candymen Told Biz Controls Will Be Mild

CHICAGO, Nov. 25. - Candy manufacturers expect a minimum of controls, they were told at a re- Packing Company, Inc., holds the gional meeting of the National view that 100-count prices could Confectioners' Association (NCA) not increase over a nickel as this at the Stevens Hotel here last would cut too deeply into opera-Thursday (16). A group of gov- tor profit. And a dime cookie pack, ernment agencies' representatives he said, would have to be of such

SHINER STORY; SECOND CUSTER? CHICAGO, Nov. 25 .- An "unofficial" showing of a shoe-

shine machine at the NAMA convention here last week saved this type of service equipment from total extinction in the exhibitor ranks. From a high of 10 separate

shine displays during the 1948 NAMA show, the 1949 event featured a single machine by Northwest Engineering & Manufacturing Company. This year, Veeder-Root's display of a Uneeda shiner was not to promote the unit itself, but to illustrate another use of firm's coin counters. Cans of paste polish were set on the shiner, with two hand daubers chained to the cabinet. Visitors hand-applied the polish to footgear, then held their feet in place under the buffing wheel.

Comment heard from one user: "At least it saves elbow

EXPAND PENNY PROFITS

Bulk Ops Talk Taxes, Insurance, Efficiency

CHICAGO, Nov. 25.-Increased | al units could be serviced each

Illinois Vending Company, Chica- servicing, repair patterns help to go, opened the Tuesday (14) evening meeting, introducing Ben L. Rauch, Fort Worth, Tex., operator, as the first panel speaker. All four speakers treated different aspects of the meet theme: The Shrinking Penny-How to Maintain Service and Operate Under the Limitation of the Penny.

Time Savers

Rauch told of his own service procedure break-downs, resulting in time-saving on the route to the extent that three or four addition-

ism staying locked when a coin is

4. In some scales, the coin trip at

times will not fully release the

mechanism, thus not allowing the

dial to turn sufficiently to register

5. In new spring scales, the spring

usually settles after a few months'

use and requires adjustment back

to "zero" (manufacturers contend

Up Service

Sets Consumer

Mag Ad Skeds

PHILADELPHIA, Nov. 25 .- To

build prestige for its franchised

operators, as well as create fresh

frozen fresh coffee. The ads will

stress such employee benefits from

venders as increased efficiency; re-

duction in absenteeism and em-

Generally, scale makers suggest

o, raugue of springs, in scales

many operators do not do this).

using this type construction.

deposited.

correct weight.

efficiency in servicing procedures themed the opening talks during the penny bulk operators Pioneer Venders session of the NAMA confab at the Palmer House last week. Closing subjects targeted taxes, sanitation and insurance coverage. Chairman Joseph D. Brodsky, Illinois Vending Company, Chicareduce overhead and add up to an (Continued on page 76)

ON-THE-JUMP

Mobile Phone System Aids Mo. Operator

CARTHAGE, Mo., Nov. 25 .-Installation of radio phones in his route trucks has resulted in a twofold benefit-permitted almost immediate attention to service calls and effected a several hundred mile a week saving by cutting callback mileage, according to Sam McQuire, who heads McQuire

Novelty Company here. With mileage savings more than paying for the phone installations over a short period, and with location loyalty markedly increased by the prompt attention given emergency service needs, McGuire lists the mobile phone system as 'part and parcel" of his operation. It's almost as much a prime factor

in his business as the coins and (Continued on page 77)

E. L. Porter, representative of American Scale Manufacturing Company, Washington, advanced the thought that the greatly increased use of home bathroom scales over the past decade has "cut into the revenue of coinoperated scales." Models in Gum Vender Exhibs

CHICAGO, Nov. 25 .- Stick and to 45 per cent of all customer com- tab gum vender displays, shown Manufacturing Corporation introduced a companion nickel-pack unit for its penny tab-stick mawhich has six columns and cabinet design to compliment Stoner

OFF-WEIGHT WHY-FORS

(Continued on page 78)

Main function of the centers will

equipment for interested operators

not be among the duties of center

personnel. Interested parties will

be referred to company repre-

sentatives for sales pitch follow-

Fee Basis Firms

so far, on a monthly fee basis,

are National Vendors for cigarette

equipment, Stoner Manufacturing for candy and Fred Hebel for ice

cream, Houston said. Pre-contract

Companies pacted for the service

Scale Makers Present Inaccurate Readings Story; 6-Points Tell Why

from operator and customer levels plaints are: (The Billboard, October 14) have resulted in a six-point "reasons why" answer from manufacturers surveyed for their views.

Consensus of most of the seven scale makers was that different operating problems occur with the type of equipment used. Thus, (Continued on page 77) type scales, ticket or dial and, in the latter instance, units with a Maiches ter or mask, will find different problems peculiar to each type of equipment.

Summed up, the scale manu-

Vendo Boosts Changer \$5.45

CHICAGO, Nov. 25 .- The standard dime-quarter service coin changer, with a \$5.45 higher price tag than last year, was the sole changer unit featured in the Vendo Company's NAMA exhibit last week. New price is \$79.95 to op-

ing, a penny service charge stand- sumption of both since 1935. Both ard dime-quarter changer, a penny have jumped about 150 per cent in changer accepting dimes, nickels, the intervening 15 years, he deand two standard changers for use clared. with penny scales. All four models

CHICAGO, Nov. 25 .- Off-weight | facturers' six-point explanation for | cale complaints, real and fancied, the majority of off-weight com-

> I. A person will vary in weight from one to three pounds in a day. 2. Many operators do not make an adjustment when the "zero" reading is slightly off.

3. Same states allow five pounds play, which prevents the mechan-

D 11 1

More Lig Sales CHICAGO, Nov. 25,-More than 98 per cent of all smokers carry book matches, according to a sur-vey by Fact Finders Associates. Results of the poll were cited by R. B. Barton, of the Diamond Match Company, in an address to cigarette operators at the NAMA

convention here last week. matches, and their convenience to their (customer) own weight vari- last week, were keynoted by one the smoker, has affected the ations during the course of a few new model in each category. Stoner growth of eigarette consumption, days. just as greater use of cigarettes has stimulated book match sales. Vendo introduced four test He supported this view by tracing changer models at the 1949 meet- the comparative increase in con-

Suppliers of book matches at the have been abandoned following in- convention, in addition to Diadifferent trade reaction, it was re- mond, included Lion, Universal and Maryland.

COOKIE PRICES HOLD; TEST DIME PACKS

cookies took on increased imexhibit pictures at the NAMA convention last week, the big story was that bakeries were making every effort to hold the price line . . . and succeeding, for the present, at least. Current price range for 100-count packs is on a par with 1949 figures: \$2.50 to \$2.75. freight extra. But a boost of up to 5 cents per 100-count is seen probable after the first of the year if the cost of ingredients, labor continue to rise.

Martin Fox, president of Austin were on hand to air the assurances.

National Production Authority's (NPA) industrial economist, J. H.

Stehman, said the agency plans to exercise virtually no control over marketing. Candy firm: should lets.

have little trouble in obtaining ingredients, but they may have tention of holding to present prices until January 1, has mailed circulars stressing this stand to all its

CHICAGO, Nov. 25. - While operator customers. Specifically, the message states, after stressing portance in the over-all supplier the importance of the operator as a customer, that the company guarantees that it will maintain its present prices" until that date, These vary from \$2.65 to \$2.75 f.o.b., depending on cookie type,

**** * * * * * * * * *

(Continued on page 76) ployee turnover.

NEWSREEL, TELE FILM SHOT AT NAMA VENDER EXHIBS

CHICAGO, Nov. 25,-Two special movies, one for television, were taken of exhibits at the 1950 NAMA exhibit last week. NBC Television shot a film for a general newsreel on automatic merchandising, which will be featured on the air as a 10-minute story of the industry. It will be telecast over network stations within the next few weeks.

lications.

Second film, taken under the auspices of the State Department, is to be shown in Germany. Ten German students, conducted thru the exhibit by the department on a special tour, were given close-ups of the progress made in American vending equipment. The State Department film highlights the newest types of vending units, and was taken of three new machines "in action." These were the Rowe milk vender, Spacarb's hot and cold drink machine and Stoner's refrigerated sandwich vender.

operators step up their maintenance programs to eliminate as much of the mechanical causes for off-weight readings as possible But they stressed that at least 35 Rudd-Melikian

He said the development of book plaints could be traced directly to by four firms at the Palmer House chine, latter placed in production after the 1949 show and now listing for \$31.50. The nickel vender, candy equipment, will be ready for delivery shortly, according to Bip Glassgold, Price is yet to be set, Both models may be stand, wall r vender-mounted.

Second new gum vender was interest in the company's equip- announced by Alkuno & Company, ment, Rudd - Melikian, Inc., is Inc. A wall-mount model, with launching a national advertising fancy mirror face, it lists for \$62, program in Time, Business Week, stocks two flavors and has 260-Fortune and Forbes. Two-third pack capacity. Unit vends nickel pages will be used in these pub- packs of gums such as Dentyne 140-pack capacity), and Chiclets Wil Roberts Advertising will (120-pack capacity).
andle the advertising for Rudd- (Continued on page 78) handle the advertising for Rudd-Melikian, and copy will feature the company's hot coffee venders, hot-cold combinations, and Kwik-Kafe

Mountainaire Lotion Unit

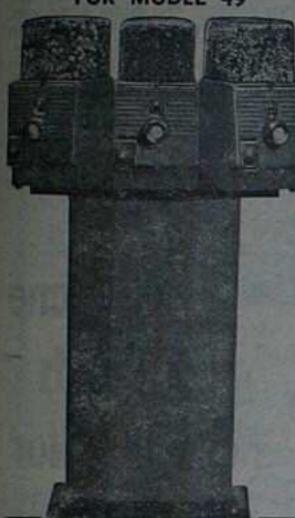
CHICAGO, Nov. 25. - Mcun-ningire, Inc., introduced a suntan lotion vender as a second produet (firm makes a coin-operat electric shaver) during its NAMA exhibit last week. William A. Pitchford, firm head, stated the unit, a pilot model, was being previewed to determine operator reaction.

A wall model, approximately 12 by 14 by 7 inches deep, it is expected to list for under \$50 After depositing a dime, customer turns delivery handle to receive a half ounce of lotion in his hand. De-livery is thru a small spigot. A mosquito repellent is also being formulated for dispensing thru the

Pitchford said the cabinet would be anodized aluminum or stainless steel, whichever material was in better supply.

FROM EVERY LOCATION With the New Northwestern .

CABINET STAND FOR MODEL 49



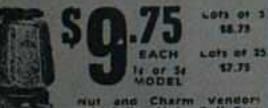
WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION 829A ARMSTRONG STREET, MORRIS, ILL





BRAND NEW



73 Deposit, Balance C.O.D

DIT OF DI BRACKET WITH EACH MACHINE BLOYD MFG. CO. VALLEY STATION, KY

Supplies

Candy Bar Sales Up

WASHINGTON, Nov. 25 .- Manufacturers' sales of candy bars took a sharp upward turn in August, the Census Bureau announced. Total sales of bars for the exhibited candy and candy-cookie A \$5 price increase was ansame period last year.

1950, to 501,002,000 pounds worth placed it in production). \$168,228,000. Comparable 1949 New machines were unveiled by

Cocoa Price Up

price of cocoa.

The department stated that the extra). average price for a pound of cocoa hit 40.5 cents in August for an increase of about a nickel over July and nearly a dime over the June average of 30.8 cents.

The August increase marked the fifth successive monthly rise in seven-column unit, with 160-bar cocoa prices from the 1950 low of capacity, lists for \$149.50. Rowe's 22.8 cents reached in March, The odd-cent unit is available (for 6, postwar low of 18.5 cents was reached in June, 1949.

Smokers Increase

gust to hit a mark of 587 406,000. ducer).

The increase in sale of smokes over July marked the highest monthly gain on record for both cigars and cigarettes. Commerce attributes most of the increased smoking to higher incomes and to war tension. August is traditionally a month of heavy sales of tobacco products, but sales this past August top those of the same month panel shown on the pilot models. in recent years by 12 per cent.

Cig Sales

WASHINGTON, Nov. 25. - A record total of 363,000,000,000 cigarettes is expected to be sold this year in the U.S., a 3 per cent gain over 1949, according to a report by the Agricultural Economics Bureau. With high current rates of employment and income expected to be even higher in 1951, the 1950 record is likely to be est monthly mark in history, acbroken next year.

'51 Sugar Quota

culture Department is working out \$1,000,000,000. a sugar quota for 1951 amid indiless than the 1950 quota.

sugar hoarding spree, the total cents per und amount available for 1950 jumped the year period. to 8,700,000 tons. Actual use of sugar for the year is not expected to go beyond 7,800,000 tons. Thru the by Census to be 20,082,000 pounds week ending October 21, distribu- worth \$5,328,000, compared with tion amounted to 6,908,925 tonsan increase of about 600,000 tons 000 a year earlier. The slight deover the same 1949 period.

most all available Cuban carry-1951 quota can exceed 8,000,000 past September. tons, even allowing for a U. S. carry-over.

Peanut Candy

has reported. During the last pea- cent packs. It vends 5-cent size. nut season, August 31, 1949 to September 1, 1950, candy makers used 125,282,000 pounds of shelled peanuts in candy. The total for the 1948-'49 season was 107,181,000

Salted peanut use dropped off slightly, however, amounting to 118,291,000 pounds for the 1949-'50 season, compared with 120,081,000 pounds for the preceding season.

Candy Sales Climb

WASHINGTON, Nov. 25 .- Sales of candy by manufacturers are continuing at near record levels, the Census Bureau reported this week. September sales leaped 34 per cent over August and 11 per cent at the preceding September.

The \$109,000,000 racked up by candy makers was the fourth high-

New Models Hi-Lite NAMA Candy Exhibs

Use Cigarette Vender Cabinets, Plastic Panels; Most Prices Remain Unchanged

CHICAGO, Nov. 25 .- Ten firms unit, details were not released. August sales totaled 81,648,000 on continued model units by two is unchanged in design. pounds with a value of \$28,205,000 manufacturers, were increased by as compared with 61,072,000 one and were announced for the its eight-column candy machine, pounds worth \$20,687,000 in Au- first time by another (which in- introduced during the 1949 NAMA gust, 1949. This brought the cumu- troduced is unit during the 1949 meeting, is now in production and lative total for January-August, convention but only recently lists for \$160 without base. Latter

figures were 456,105,000 pounds, DuGrenier, Rowe, Sheppard and with a wholesale value of \$163,- Vendall. DuGrenier's eightcolumn vender, using James H. Martin's patented dispensing mechanism and housed in its man-WASHINGTON, Nov. 25 .- Fur- ual cigaretie unit cabinet (The ther rises in wholesale candy bar Billboard, November 11), is priced prices are likely, Commerce De- at \$194.50. Bar capacity is 160, tion presented its full line of Unipartment forecast in reporting an- Firm continues its Model B other substantial increase in the Candyman, 72-bar capacity, at \$89.50 without stand (latter \$16.25 and Senior Model 8C were fea-

New Rowe Unit -

Rowe Manufacturing Company introduced another candy vender using a cigarette machine cabinet (Rowe Diplomat manual). A 7-cent candy) for \$12.50 extra-Machine will also vend dime bars.

William F. Sheppard, Inc., Cincinnati, announced initial delivery WASHINGTON, Nov. 25 .- Sales on its seven-column candy-cookie of both cigars and cigarettes shot unit (The Billboard, October 21) up in August to set a postwar rec- will be made approximately Deord, Commerce Department re- cember 15. Price is \$115 without ported, Cigarette consumption to- base, latter \$10 additional. Protaled 39,126,000,000, an increase of duction of the first 1,600 units is 12,000,000,000 over July. Cigar assured from firm's steel stock sales soared 180,000,000 over Au- (available to the contract pro-

Plexiglas Panel

Vendall Company's 1951 eightcolumn machine, distributed nationally by Belvend Manufactur- Supply Bottleneck ing Corporation, features a new fluted plexiglas front panel Brings Allocation (painted to match the metal cab-A second model, with a metal face num delivery tray, will be availhigher.

Vendall is also readying a sixcolumn wall-mount candy vender, new one-quarter horsepower motor Other than that it would be a de- suitable for use in ice cream, botsign departure from the present tle and food venders. Its stand-

cording to the bureau. The cumu- said the new motor, Model 700, is lative total for the first nine months now in production. of the year reached \$644,000,000. WASHINGTON, Nov. 25 .- Agri- indicating a 1950 mark of close to

Bar sales amounted to 94,500,000 cations that the allowance will be pounds, valued at \$34,920,000, compared with 93,274,000 pounds worth After a hefty increase in the \$32,535,000 in September, 1949. 1950 quota announced to kill the The average price climbed 2.1 cents per - und to 37 cents over

Sales of bulk goods, which in-21,356,000 pounds valued at \$4,700,cline in poundage sales was more Since the current quota took al- than made up by the average price increase from 22 cents in Sepover stocks, it is unlikely that the tember, 1949, to 26.5 cents this

Correction

CHICAGO, Nov. 25 .- The Pond's WASHINGTON, Nov. 25 .- Pea- Tissue Vender, introduced at the nut candy made a comeback dur- NAMA convention by Alkuno & ing 1949-'50 after several years of Company, Inc., was incorrectly declines, Agriculture Department reported last week as stocking 50-



first eight months of the year combination venders at the NAMA nounced by Coan Manufacturing jumped 10 per cent in pounds and show last week, with four new Company, bringing its candy unit three per cent in dollars over the models highlighting the presenta- to \$99.50 (\$101.50 on time purtion. Prices remained unchanged chase). Firm's U-Select-It vender

Mills Industries, Inc., reported is \$17.50. Cabinet, mechanical refinements over the pilot model were noted, with coin mechanism now permitting vending of both 5 and 10-cent bars (latter requires a two-nickel deposit). Bar capacity

Stoner Line

vendor candy models, unchanged in design, price. Models 102, 120

Alkuno & Company reported its Life Saver, gum and hard candy unit continues at the \$72 price. The cracker vender, however, was upped from \$69 to \$72.

National Vendors, Inc. (as it did during the last two NAMA exhibits), displayed its Model 81-E electric merchandiser. Unit, with a 400 maximum bar capacity, sells at a multi-price level (5, 10, 25 up to 50 cents) and is expected to list for about \$450. Unit is designed to accommodate eigarette and other small-size package items in addition to candy. However, as during the last two shows, production plans were not crystallized.

Atlas Tool & Manufacturing Company exhibited its Super Selective candy unit unchanged in construction and price (\$149.50 with base).

inet) in place of the stainless steel For Howard Motors

CHICAGO, Nov. 25 .- With oppanel and steel instead of alumi- per wire its most troublesome supply bottleneck, Howard Industries able shortl, and will list for is allocating motor assemblies to \$199.50, it was announced. The vending machine manufacturers, it de luxe unit is priced slightly was learned at the NAMA convention last week.

The company also introduced a ard vend motor is rated at onefifteenth horsepower.

C. S. Polacheck, director of sales,

15 OVER 200 DIFFERENT HIGH -13" WIDE

WEIGHT, 165 LBS.

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

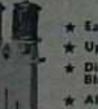
Invented and Made Only by

Manufacturing Company 4650 W. Fulton St. Chicago 44, III. Est. 1889-Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago



COLUMBUS VENDING'S "BI-MOR" GETS IN THOSE HARD TO GET LOCATIONS



* Easy to service-no tools, time or bother.

* Ups your sales, profits, cuts service time and call backs.

Displays merchandise to best advantage—finished in all White, Blue Hammerloid or Light Green.

& Always dependable for smooth operation, they earn more money. Write today and learn how you can earn more money with Columbus Vendors.

2005 E. Main St., Dept. B Columbus 9, Ohio

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds

ONLY

\$59.50

Complete

"TOPPER"

Reg. U. S.

Pat. Off.

VICTOR'S TOPPER LINE

IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

The most practical MULTIPLE bulk vendor ever bull . . . featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand ... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one rendor on a stand.

SELECTIVITY . . . the most important factor in successful automatic vending . . . makes everyone a potential customer for VICTOR'S REVOLVING SUPER-MARKET.

TOPPER DELUXE yends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment! Available with or without side display windows.

Topper Deluxe Vendors are also available in Single . . Double . . . and Triple

See SUPER MARKET TODAY

at your distributor

VICTOR VENDING CORP.

Mark this down as the

Biggest Basketball Buy in Town!

6 Asst. Bright Colors ... \$ 4.75 M

Copper Plated 8.75 M

Silver Plated 11.00 M

Gold Finish 11.00M

24 Team Names, %" Plastic

BIG BASKETBALLS-

Best Buy in BASKETBALLS!

Don't Forget Our Bigger Than Big

WARNER BROS.' CARTOON

CHARACTER CHARMS

WB-Bright Plastic Charms ... \$3.00 M

WB-M Copper Plated Charms 5.50 M

WB-S Silver Plated Charms 6.50 M WB-C Gold Finish Charms . . . 6.50 M WB-I NEW! Inlaid Finish Charms . 6.75 M

SQUARE . NEW YORK 3, N. Y.

Merrie Melodies and Looney Tunes Charms

5701-13 W. Grand Ave Chicago 39, III.

Bulk Ops Talk Taxes, Insurance and Efficiency

Tax Talk

Crosby pointed to increasing rates of personal property taxes, topped

by levies of \$100 per \$1,000 in New

Britain, Conn. And in some areas,

In the question-answer clinic

concluding the meeting, the im-

portance of carrying liability in-

surance, preferably comprehensive

to cover machines and products, was stressed. Ford Gum reported

it paid out 40 cents per machine

for comprehensive coverage, with

an independent operator an-

nouncing his insurance costs came

There were some operator com-

plaints of having insurance pre-

miums increased when renewed

for a second year. They found

suring firms when claims were

Charms Again

to climax the meeting, repeating the discussion pattern of the 1949

bulk operators' session in Atlantic City. Fred L. Brandstrader,

NAMA legislative counsel, told of

action now under way in Suffolk,

Va., on the question of contamina-

tion resulting from use of charms.

Food Inspection Bureau, stated

that charms, if constructed of

proper materials and kept pack-

aged until placed in the vender,

would not be viewed as "an impor-

Cookie Prices Hold

tant source of contamination."

Herman, speaking for Chicago

The charm question cropped up

to \$274 per 1,000 venders.

paid out the previous year.

Citing the new tax problem,

· Continued from page 74

aproximate \$150 annual savings, | 435 million were turned out (160 he said. The big thing, Rauch states, is for operators to examine their servicing routine step by

Tax Talk step, break it down to discover where they can save time, do a better job, and in the doing save dollars

Mobile Shop

Robert K. Hawthorne, New Eng- it is now not possible to depreciate land district manager for Ford equipment down to nothing, he Gum & Machine Company, fol- said, lowed thru on the more efficient servicing theme. He reported the recent addition of mobile cleaning facilities to attack the cost-saving problem directly. Because of the bulk operators fixed item costs of taxes, equipment, salaries, the single path open to such savings is in his servicing methods, he pointed

Ford Gum's new sanitation procedure places two men on a service truck, latter's interior specially fitted to permit machine cleaning. filling en route. The regular serviceman removes machines from this to be a general practice of ineach location, passes it to the second man who remains in the truck. A cleaned, filled unit is exchanged for the unit removed. En route to the next stop, the unit which was removed is cleaned, re-filled. Ford has worked out a program of keeping serial number records straight for bookkeeping purposes, Hawthorne stated.

Chicago Regulations

Speaking on Chicago's sanitation regulations as affecting bulk venders, Gustave L. Herman, acting chief of the city's Food Inspection Bureau, told operators of required machine construction, sanitation practices. The bureau now advocates that bulk machines be sanitized at a central shop, rather than on location, where a thoro job is not possible on globe and base. Machine design must provide a self-closing door on the delivery chute, with the chute itself of sufficient pitch to permit full delivery of merchandise by gravity, exploratory step in the opposite thus eliminating need for patron to reach in chute proper.

J. J. Crosby, Peerless Weighing & Vending Machine Corporation, Long Island City, gave statistics on minting of pennies and concluded with warnings of another type of tax becoming an ever-increasing operator problem.

While the "shrinking penny" is true, value-wise, it does not hold quantity-wise, Crosby said. There were 12 billion, 150 million coppers minted since 1935, while in 1949,

TOPPER is tops

Victor's Topper ceaches near neights in efficiency in vending tharms and ball cum Parked auc sold 4 machines to the case \$45.00 per case in lots of 1 to 3 cases

10.50 per machini

TOPPER DELUXE

Single, \$12.95

Topper Standard

with Plastic Globe

511.25

· Continued from page 74 Blue-Jay Foods, Inc., taking ar

price direction, announced it will introduce a line of 10-cent cookie packs within 30 days. President Harry A. Shankman said the line would feature chocolate coated goods and be packed 100-count. He said that while an operatorsurvey on dime cookies indicated opposition to the idea, an actual test would have to be made in the field before the idea was written

Blue-Jay Intros

Increasing its 100-count cookie lines to 11, Blue Jay introduced two new packs last week, a banana cream and a rhocolate-covered graham cookie.

Gordon Foods, Inc., displayed its full line of vend packs, \$2.65 to \$2.75, and forecast a possible price rise early next year. Federal Sweets & Biscuit Company, showing five packs of cream-filled cookie sandwiches ranging from \$2.50 to \$2.75, reported increased operator buying compared to that written during the 1949 convention.

Promotion Salesmen

VENDERS

If your present deal doesn't average you \$2,000.00 per month—write us!
Our bays drive Cadillacs, enjoy protected territory and terrific rate of commission. Write

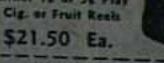
BOX D-445, The Billboard
Cincinnati 22, Ohio

Limited Quantity Brand New MILLS YEST POCKET BELLS \$65.00

6 FOR 5!

S25.00 E

BRAND NEW IMPS Either Is or Se Play



"HIT-A-HOMER"



SPECIAL DEAL FOR JOBBERS

WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.
Full Payment Must Accompany All
Orders Under \$20.00 WRITE TO DEPT. V FOR COM-PLETE LIST OF COIN-OPERATED

609 SPRING GARDEN ST.



U. S. Flag Pin Buttons!



A REAL SALES BOOSTER that vends perfectly! 55.00 Per Thouand

1 3 deposit with order; C. O. D. for balance, F. O. B. Oak Park, Illinois Write for quantity prices on 25M or over. Also have a complete selection of charm items.



chines start at \$11.2 and drop to \$10.50 per machine on quantity Send for free descrip-tive leaflet!

R. H. ADAIR COMPANY 1735 W. Romerell Rd. Oak Park, Illinois Phone: EUclid & 7217



COIN MACHINE EXCHANGE 1012 Milwoukes Ave. . Chicogo 22, III.

PRE-POPPED POPCORN

WEST COAST DISTRIBUTOR

Ace Vending & Dist. Co.

2702 W. Pico Blvd., Los Angeles & Calif.

For the Southeast

TOP QUALITY LOW PRICES!

JACKSONVILLE POPCORN CO. Jacksonville, Fla. 425 E. Bay St.

FIFTY HOT DOGGERS

George Sylan DeLuxe Model 88 Electric, like new

> \$45.00 each; \$2,100.00 lot

COMMERCIAL COIN MACHINES, INC.

28 Hattford Ave., New Britsin, Conn.

BRAND NEW VENDER

WATCH IT POP WHILE YOU WAIT

fust deposit coin-place bug under chute and in 30 seconds you are enjoying the best bag of popcorn you have ever eaten.

IT'S COMPLETELY AUTOMATIC

It's unique—absolutely different—scientifically engineered with sound efficient and simple working parts. It's revolutionary to the entire industry. It's a huge money maker for route operators or individual owners.

Airports, Union Depots, Bowling Alleys, Theatres, Bus Terminals, Taverns, Employees' Recreations, Drug Stores are only a few of the excellent type of profitable locations.

NEEDED DISTRIBUTORS-SALESMEN

Limited openings are available for exclusive terri-tories on this marvelous new invention. Compe-tition is no problem as there is absolutely noth-ing like it on the market today. There are no limits to the sales and location possibilities for this colorful new vender.

This is your opportunity for an extremely profitable and unseasonable connection. Write immediately giving complete qualifications and sales experience. We are not interested in persons with an earning power of less than \$10,000.00.

MANUFACTURED BY

JAYHAWK POPCORN COMPANY, ATCHISON KANSAS

From LITTLE ACORNS mighty INCOMES grow! slides into placeno screws!

UNION

ALL-PURPOSE VENDOR · Vends all bulk more .- nots, gum balls, condy, charms,

· Painhed, easy-to-clean merchandise chute.

. Tamperproaf! Held by top lock and body clamps only. · Guaranteed mechanically -weight less than 7 lbs. Distributoral

Choice Territories Still Open! Write, Wire, Phone! East & Midwest: M. J. Abelsan, gan, sales mgr. 1349 5th Ave., Pittsburgh - AT 1-8478

Pacific Coast Distributor Commission Venture Market HAR manufacturing co., inc. 1023 Grand Ave. Los Angeles 11411 Knightsbridge Ave., Culver City, Calif.



Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all ever the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fastselling vending candies.

LEAF GUM CO. Diviol Leaf Brands, Inc.

Chirogo, U.S. A.

LEAF GUM Emplies Your Machines Faster The Finest Quality Gum All Orders Filled Immediately Write—Wire—Phone RAKE COIN MACHINE EXCHANGE

109 Spring Garden St. Phila. 23, Pa. LOmbard 3-2676

Here Is the New Flexible CRACKER VENDOR four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3%"x2" x7x". Has large merchandise display and selfilluminating plexiglas sign. MODEL 700 Metal Cabinet and Base, It on Base, 40". Wt. on Base, 64 Lbs. VERY LOW PRICE Immediate Delivery In Green Metal Lustre Finish. Write for Cataog of Complete In e, including inarette Ven-TAKE ADVANTAGE OF Alkuno & Co. M. Y. 54, N. Y.

TOPPER

\$10.50 Ea.

1100 OR MORE

2320 MILWAUKEE AVE.

VENDER BILLBOARDS

Op Builds Good Will Aiding Civic Projects

DENVER, Nov. 25 .- Offering his | more than 10 years, according to many cigarette venders in scores Dikeou. of locations for the display of posters, stickers, etc., in connection with civic drives, has built much good will for Panayes G. Dikeou, president of the Colorado Cigarette Vending Machine Company here.

Dikeou, who pioneered eigarette vending in the Colorado capital, points out that every cigarette vender is the object of close scrutiny by anywhere from 25 to 200 customers per day. He stated they carefully read everything printed on the surface of the machine before inserting their coins. This attention, he indicated, means that any message carried to the public via decalcomania stickers, posters, by Shortages But etc., will "register" more effectively. Therefore he considers his cigarette vending route not only useful as a means of livelihood, but as an important arm in putting over State and city government campaigns, charity programs, "national weeks" of various types and ical counters from Veeder-Root standard 40-quart milk cans into a similar events.

Vender Billboards

Whenever a national charity drive, a city "obey the law" or other campaign is scheduled, Dikeou telephones headquarters and offers the use of his machines as advertising billboards. The resulting stickers, placards, etc., are passed out to route men, servicing the machines, and thus Dikeou estimates that he can contact some 15,000 or 20,000 individuals within a few days via the "billboard value" of his machines. Each serviceman carries a chemical solution, sponge and scraper for removing the stickers after they have been utilized for their purpose.

Consistently following out this program has led to much good will and prestige for the cigarette vending industry in the city of Denver, Dikeou believes, Since first opening up his routes, which were a natural outgrowth of the Dikeou Bros.' Wholesale Candy & Tobacco Company, which Dikeou likewise owns, he has constantly endeavored to keep cigarette machines "interesting" over and above merely representing a convenience for obtaining a pack of "smokes."

For example, match packets which are delivered free with every pack of cigarettes contain individual letters from the name "Dikeou," and the customer, who collects seven spelling out the name, may turn them in for a free carton of eigarettes. This has stimulated sales tremendously for

duces new brands of cigarettes as according to Roger W. Zaug, they come on the market and gives president. He said the company's each the benefit of advertising pro- program has been held up pending motion and the "top spot" in the completion of special wrapping machine as well. Due to this, he machinery for the cigar pack. has won much good will from national cigarette distributors. "There unit, designed to replace three are many ways in which the ciga- columns in large cigarette venders, rette vender can be of service to at the NAMA show last week. List his local community," the Denver price is \$5. Also displayed was operator says, "if he will take the Modern's private brand cigar, trouble to ferret them out and Zaugar, in a three-stogie pack for make a practical application of quarter sale thru machines. his many public locations."

Veeder-Root Hit Can Fill Orders

CHICAGO, Nov. 25.—Scarcity of die-casting alloys, should it be Features of the unit are a dis-further intensified, may diminish posable, all-plastic valve which the flow of electrical and mechan- measures and pours directly from production lines, it was learned cup. The valve is discarded after last week at the NAMA conven- the 40-quart can is emptied. The tion. The company, however, is valve operates magnetically. still able to fill orders out of Loebel said, thus eliminating all stock, according to N. B. Perkins, moving parts except an internal executive.

The company has announced no The vender also has an autonew price rise since last September, matic switch from an empty to a when lists were increased about 6 full can. It has a rotary delivery per cent.

On-the-Jump · Continued from page 74

the equipment they're dropped into, he reasons.

Describing the mechanics of the system, McQuire says when service calls are taken at headquarters, all such calls on the wave length ounce drinks. to which the truck systems are tuned. Too, in the event a route-

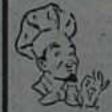
man is away from his vehicle when such a call comes thru (when he may be in a location servicing equipment) a hook-up to the horn starts it blowing until he picks up

the receiver. McQuire also has a receiving set installed in his personal car to solve the problem of keeping in constant touch with his office.



POPCORN SHIPPED

ANYWHERE IN THE COUNTRY



Packed in 31/2 peck stassine begs. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.

3441 W. North Ave.

CHICAGO 47

Advertising-Sales Promotion Man WANTED

LOGAN DISTRIBUTING COMPANY

your operation of Victor machines.

YOUR VENDING HEADQUARTERS

VICTORS

WE SPECIALIZE-

PARTS

SPECIAL OFFER!

Send for free descriptive literature. Get on our

mailing list. We have everything you need for

SUPPLIES

2000 Charms

MERCHANDISE

4 Single Unit Toppers 25 Lbs. Leaf Ball Gum

CHICAGO 47, ILLINOIS

MACHINES

Must have knowledge of vending machine business, preferably on candy, tobacco or soft-drink supplier end. Mail order and advertising space selling experience desirable but not necessary. Give full details including references and past earnings in letter (no multi-copy resumes, please). Good opportunity. Start at \$4,000 or \$5,000 a year, depending on experience. BOX 597, The Billboard, 1564 Broadway, New York 19, N. Y.

CONFIDENTIAL

PEERLESS WEIGHING AND VENDING MACHINE CORPORATION

still has a few "ON LOCATION"

scale routes for sale Scales from \$30,00 and up-WRITE OR WIRE

Peerless Weighing and Vending Machine Corporation 29-26 Forty-First Avenue Long Island City 1, New York

Modern Vend'g Converter Set For Early 1951

CHICAGO, Nov. 25 .- Modern Vending Service, New London, Wis., will begin shipping its cigar conversion unit and Zaugar cigar Similarly, he constantly intro- packs after the "first of the year,"

Firm displayed its conversion

Food Eng. Corp.

· Continued from page 74

thorities in a number of key cities, and that national distribution is not far off.

Disposable Value

plastic plunger.

mechanism of stainless steel which fills the cup behind a stainless steel barrier then rotates the cup out to the customer without exposing the interior of the machine.

Stainless Steel Interior

The inside of the cabinet is of stainless steel, the outside of allwelded steel construction. Maximum capacity of the unit is 80 quarts in two 40-quart cans. This, they are relayed to the local phone | Lobel declared, will provide 320 company. Latter then broadcasts eight-ounce drinks or 480 51/2-

No price has been announced on the vender.



Paul A. Price Co.

New York J. N. Y

220 Broadway

BEAUTIFUL COLORS-TREMENDOUS **ASSORTMENTS** Super Charm Mix\$2.00 per bag Cembo 50-50 Mix 4.40 per 1,000 Plastic Charms #1 2.50 PLATED Charms #1 4.25 Plastic Charms #2 PLATED Charms #2 Plastic Wonderful #70 ... PLATED Wonderful #70 ... GOLD & SILVER #1 GOLD & SILVER #2 Plastic Footballs PLATED Footballs Plastic Boxing Gloves PLATED Boxing Gloves Plastic Bowling Pins PLATED Bowling Pins
Plastic Comic Strips
PLATED Comic Strips License Plates Plastic Rings PLATED Rings Plastic Funny Faces Plastic Funny Faces with Rhinestone Eyes 10.00 PLATED Funny Faces 8.50 PLATED Funny Faces with Rhinestone Eyes 14.00 A lo Z Charms 2.00 Grocery Charms 12.50

NEW ITEMS CONSTANTLY. ARE YOU

ON OUR MAILING LIST? IF NOT,

SEND US YOUR NAME.

Samuel Eppy & Co., Inc. 91-15 144th Flace, Jamaica 2, L.L. N.Y.



A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good

> 4 or more \$11.25 each 100 or more \$10.50 each . ROY TORR LANSDOWNE, PA.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES U-Select-It, 72 Bar Size. Each ... \$27.50 CIGARETTE MACHINES

Write for low prices all makes.

COUNTER MODEL Phone: BA. 5-0606 HARRIS VENDING

2717 N. Park Ave. Philadelphia 32, Pa.



and hit paydirt every time with the Atlas Midget Vendor. Ask about our NEW 40 PAGE CATALOG.

Distributors, Salesmen, WRITE NOW.



MANUFACTURING AND SALES CORP. 12220 TRISKETTED, DEPT. TEE CLEVELAND 11. ONIO

GIVE TO THE DAMON RUNYON CANCER FUND

TOPPER



Only \$10.50

VENDING MACHINES

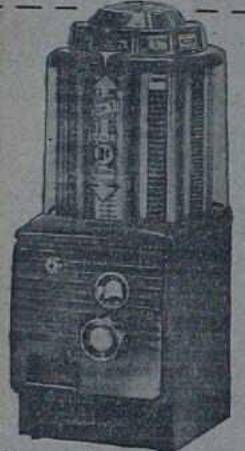
GIAIS OF Plastic GIODES, UN. EQUALLED FOR VENDING: BALL GUM, CANDY, PEA-NUTS, CHARMS, SALTED PEA-NUTS, ETC. Lowest Prices on Ball Gum, Candy, Charms, Stands. We stock all parts and sup-plies.

"TRY the BEST, WRITE TODAY!

H. B. Hutchinson Jr. 50 North Ave., N. E. Atlanta, Ga.



OPERATORS -HERE IT IS!



Northwestern

SELECTIVE TAB **GUM VENDOR**

A sensation from the start! It has everything operators want in a gum vendor . . . big capacity . . . fast servicing . . . simple construction.
It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois

Try this famous vendor for 30 days. If

If doesn't EARN MORE MONEY for you,

return it and we'll refund your purchase

price in full, plus freight both ways. You

have nothing to lose, and we know we

will gain a satisfied customer.

Food Venders In Spotlight

High Percentage Of Refrigerated Type on Display

CHICAGO, Nov. 25.—On of the most significant developments in this year's NAMA exhibition was Meter of Canada, Ltd., Toronto, the large number of refrigerated They are the only automatic food venders displayed on the floor for the first time, ranging from wan. Manually operated meters beverage and food units designed Moose Jaw. to dispense a light lunch.

A surprise entry in the refriger- OK la. Meters ated food field was Stoner Manufacturing Corporation, Aurora, III. Using the same general exter-

100 Capacity

The Stoner unit holds 100 sandwiches, uses a dispensing mechanism identical with the company's other Univendors with the exception that the trays are somewhat wider. The machine has a quarter mechanism, can sell at 15-20-25 cents depending on the product. Refrigeration is furnished by a 14-h.p. General Electric compressor, and the entire vending compartment is insulated with threeinch spun glass.

system with no fans or coils, provides a large pre-cool space for additional sandwiches. Over-all cabinet dimensions are 75 inches 2,339 cars. high, 20 inches deep and 251/2 inches wide. Built into the pianohinged door is a large visual dis- City Hall Venders play of the five food products of-

Both Rowe, New York, and Freshway, Chicago, had their refrigerated sandwich machines on the floor. Altho this marked the first time the units were displayed at an NAMA convention, shipments of both had begun prior to the show. The Lunch Box, produced by Cincinnati Metalerafts for Lunch-o-Mat, Inc., Chicago, marked its initial appearance in an NAMA show altho the machine has been offered to operators for the past three months. The Lunch Box handles pastries, half sandwiches, milk, canned juice and (Continued on page 82)

lorthwesten NEW REDUCED SPECIAL SPECIAL \$14.35 Factory Fresh Vender Confections ase Let Prices Feeney LB. Almonds BB/ Jumbo Jumbo
Pistechies 69/
Spanish 21
Peanots ... 25/
Blanched
Virginias 35/
M & M's ... 41/
Vending
Cashew
But

Buts 67/ Beans ... 25¢
Pine Hurs ... 54¢ | Rainbow Beans 25¢
Ball Gom Bubbles ... 27¢
Parts—Supplies—Charms—Write for List.
BADGER SALES CO., INC.
2251 W. Pico Bivd., Los Angeles 6, Calif.

MODEL

Prices

LESS THAN 25

LESS THAN

\$15,15

180 OR MORE

Regina Tests

REGINA, Sask, Nov. 25,— Thirty-seven automatic coin-op-erated parking meters being tried here are proving profitable. Rec-ommendation is expected to be made again by the traffic board that meters be installed for curbside parking. Twice before, the city council rejected the proposal.

The meters were placed on parking lots last July for a 12-month trial thru Dual Parking They are the only automatic meters operating in Saskatcheare being used in Saskatoon and

CEDAR RAPIDS, Ia., Nov. 25. -Despite protests from clerks and for lines as the non-refrigerated other workers in the downtown Univendor line, Stoner brought business area, the Cedar Rapids out a full-size, five-selection re- City Council Thursday (16) voted frigerated machine priced at \$495. to install parking meters in the municipal owned lot adjacent to

Greene Square, City Park.
Recently 208 petitioners and two
attorneys fought a proposal to limit parking time on the 278-car lot. New plan is intended to cut down all day parking and force a faster turnover for shoppers. Safety Commissioner E. A. Prochaska said percentage will be about 70 for shoppers and 30 for long time parking.

New meters will be installed as soon as possible. Concrete is-The vender uses the cold plate lot for properly anchoring the ma-

Metered parking in the business area now accommodates only

Benefit Employees

COUNCIL BLUFFS, Ia., Nov. 25. -Candy and beverage venders are cities across the country, expanbeing installed in City Hall corridors here to effect two "munici- Boston outlets is dependent on conpal benefits," according to City Manager Oliver Comstock.

The equipment will -ut down the loss of man-hours due to employees leaving the building for mid-morning refreshments, and profits will be used for employees' anniversary, wedding, birthday gifts, etc., he stated.

Candymen Told

· Continued from page 74

container materials, he said. He pointed to the order allocating plies of foil wrappers.

the Bureau of Employment Security, reported manpower controls are not needed now, while L. B. Taylor, director of the office of materials and facilities of the Pro-duction and Marketing Adminis-tration, said the outlook for commodity supplies is good. He declared the container problem may force improvisation by candy makers, however.

Commodities market expert Malcolm Forbes, of Merrill Lynch, Pierce & Beane, said the outlook is for a silghtly larger world supply of cocoa this year and an entirely adequate supply over-all.

POPCORN

Find out about the original "Pop" Corn Sex PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.



WRITE, WIRE, PHONE

POP'CORN SEZ CO.

8329 Delaware Ave. UPPER DARBY, PENN. Phone: Allepheny 4-1019

ALL LOCATIONS ARE MONEY MAKERS WITH THE LOW COST

CUP DRINK VENDOR Vends the nation's leading

Meters Matters Bottler Reps To Seek More Sugar in '51

WASHINGTON, Nov. 25.— Agriculture Department expects that representatives of the nation's soft dring bottlers will again be on hand to urge a large sugar quota when the agency holds its Novem-ber 28 conference with industry spokesmen in preparation for an-nouncing the 1951 quota.

To be discussed by Agriculture, sugar producers and industrial sugar users are inventories, the effect of anticipated high consumer income on sugar demand, the relationship between the wholesale price of sugar and the general cost of living, and the current trend in sugar demand.

The usual conflict is expected to develop between the industrial users who want the quota large so that prices will be low and domestic beet and cane sugar producers who want a small quote for the opposite reason.

Spacarb Centers

· Continued from page 74

discussions are currently under way with producers of milk, fruit juice, sandwich and gum ma-

Houston pointed out that the centers will also permit location management to check the full services that modern venders can give in a one-stop convenient manner. Advertising and direct mail drives on a local basis will be undertaken by the outlets to stimulate inquiries. The centers will also provide transient office facilities for subscriber salesman passing thru the territory.

Staffs will include personnel trained by the subscribing factories.

While it is planned eventually to set up similar centers in major sion beyond the Washington and tinued availability of materials for vender construction. Should serious shortages develop, subscribing manufacturers may be reluctant to stimulate demands beyond their ability to supply, Houston explained.

New Stick, Tab

• Continued from page 74

Two remaining gum venders were exhibited by Northwestern Corporation and Ajax Distributing Company, Newark, N. J. Northaluminum, which will affect sup- western featured its 10-column tab unit, at \$25.95 (\$24.95 for 100 or J. B. Borus, regional director of duced during the 1949 NAMA more) without change as introshow. The Shipman unit, listing for \$44.50, is a nickel machine with a 60-pack capacity, or 30 gum and 20 Life Saver rolls. Unit has the familiar Shipman stamp vender cabinet. Ajax officials reported it would be sold with a special Ajax name plate on the front panel thru territory east of the Mississippi. Elsewhere, outside Ajax territory, it would retain the Shipman name-

WYLCTOR'S AMAZING NEW B Special Dec. Offers

552,25

S51.25

PISTACHIOS

Platating)
25 lb. Earton
Large, 854 lb.
Extra Large,
659 lb.
Full Cash With
Order,
Plattic Autographed Foothalfs, 34.25 per
M. Matel
Plated 54 66

COLORED Graphed FeetBALL GUM - Balls, 34.35 per
All Sizes 25 T or M. Matal
40 T carton, 26t Plated, 34.00
1b. 160 T lots,
24r lb. with
Freight prepaid. Write for our
FULL CASH FREE Complete
WITH ORDER Charm List.

1/3 Deposit, F.O.B. Brooklyn, H. Y.
Belance C. O. D.
Orders Under S10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y 461 Sackman St., Brooklyn 12, N. Y. Phone: Dickens 2-7972



TOPPER DE LUXE (Illustrafed) Lats of 100 . 511.95 Samples, \$12.95, VICTOR'S MODEL

\$12.75 Ea. 24 or more \$12.00 Ea. VICTOR'S TOPPER Lots of 100, \$18.50 Sample, \$11.25,

Scolmor VENDING CO 2035 FIFTH AVE. - PITTSBURGH 19, PA

STANDS
All steet — aluminum finish.
No need to add sand, gravel,
cament, etc. Ready for lecations. Weight 17 lbs. EXTRA HEAVY STANDS S3.99 each
We are factory distributors
for all leading makes of
VENDING MACHINES.
One-Third Deposit on All Orders.

GIGARETUE MAGRITUES Rowe Crusader, 8 Col., 380 Pack

SALE!! MODEL

DuGrenier 9 Col. 308 Pack Cap. \$62.50

Cap.\$135.00 Rowe President, 10 Col., 475 Park Cap. 110.00 Rowe, 8 Col., 380 Pack Cap. .. 100.00 Rowe Royal, 10 Col., 420 Pack Cap. Rowe, 8 Col., 320 Pack Cap. . . Rowe, 6 Col., 240 Pack Cap. ... Rowe Imperial, 8 Col., 240 Pack Cap. Rowe, 6 Col., 180 Pack Cap. ...

Uneeda, 9 Cal., Model 500, 350 Cap. Unceda, 9 Col., Model A, 270 Pack Cap. Ungeds, 9 Col., Model E, 270

Pack Cap. Uneeds, 8 Col., Model E, 220 Pack Cap. 59.50

CANDY MACHINES VENDIT, 150 Bar Cap.\$47.50

25c CONVERSIONS: PARTS GUARANTEED

SALAS

57.50

85.00

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all realers and models

UNEEDA VENDING SERVICE

Reconditioned 166 CLYMER ST EVergreen 7-4569

As ts BROOKLYN IT. N. Y.

PISTACHIO, Jumbo MERCHANDISE AND SUPPLIES Queen Queen Asset Almonds, 480 Ct., FANCY TULIP, Large 432 INDIAN NUTS CASHEW, Whole CASHEW, Whole CASHEW, Buits CASHEW, Buits VIRGINIA PEANUTS, Whole Complete Line of Parts, Supplies, Stands, Glober, Brackets, Charms, etc. Time Parment Plan Available Today (1) ome Payment Plan Available Trade-Inc Accepted MOE MANDELL 438 WEST 42nd STREET, NEW YORK 18, N. Y . CHickering 4 0142 4105 16th AVENUE, BROOKLYN, H. Y . GEdney 5 3600

MONEY BACK TRI

GUARANTEED NORTHWESTERN SPECIALS-Used

ATLANTIC'S triple tested values SPECIALI Reconditioned Like New Ready for Location. SEEBURG 14655239.50 146M 269.50 WURLITZER 1100\$395.00 1015 265.00 GOOK (With Mirrors) 125.00 500K (With Mirrars) 125.00 1/2 Depasit, Bal. C. O. D. Write For Complete Music List.

NEW YORK CORP.

Exclusive Seeburg Distributors 583 10th Ave. (Near 42no St.) Yew York 18, N. Y. Bryant 9-5620

SLOT MACHINE SA	LE
2 Sc Sun Chief	Used
2 SSr Sun Chief	310
1 Ea. 5-10-25 FDX Life Up. Es.	200
5 54 Sun Chief	5210 220
2 25¢ Sun Chief	230 300 400
1 10r Fex Life Up	145
1 SOr Club Royal 1 Ex. 5-10-25¢ Blue Bell	200
Terms: 15 Deposit, Balance C.O.	D. SE
Box 156, Lewiston, Idaho, Call 1268,	4575

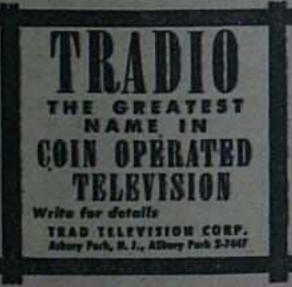
SLOT MACHINES

SC GOLDEN LUCID	17.50
Sc DEUCES WILD 1	95.00
5c Q.T.'s	69.50
Over 200 Slot Machines In	Slock.
Write for Prices. 6-5c BONUS SUPER BELLS . \$1	69.50

9-1015 WURLITZERS..... 275.00 5-750E WURLITZERS 94.50

STERLING NOVELTY CO., INC. 667 So. Broadway Lexington, Ky. Ph. 2-6886





Genco Distribs Show New 5-Ball Flying Saucers

CHICAGO, Nov. 25.—Flying Saucers, a new five-ball game by Genco Manufacturing & Sales Company, is now on display at all firm distributor showrooms. It features seven ways to make replays and has a newly developed visible tilt pendulum.

Designed with a wide-open playfield, game's scoring gimmicks include a series of seven kick-out R. J. MacNeil, Refreshment Servpockets which spell out Saucers, and stretch rubber bumpers which, with the aid of a pair of flippers, keep action at a fast pace thruout the game. Scoring goes to several million points.

The tilt pendulum is visible on the backglass at all times. Location tests proved that players were not only interested in the game itself, but also in seeing how close they could come to tilting the machine without committing a foul.

Lily-Tulip Makes New Appointments

NEW YORK, Nov. 25,-Frank T. Roche, sales manager of the Lily-Tulip Cup Corporation, has set several changes in field sales assignments, and has established a Southeast Florida sales territory.

R. W. Hollman, Jacksonville, who formerly was territory manager for the Northern Florida area, takes over the new territory, operating from headquarters in Miami. John Bryan, formerly of Atlanta, moves to Jacksonville to take over Hollman's old assign-

fountain specialist for the north Mrs. MacNeil. "Take the problem central division with headquarters of selling candy to women. Women in Detroit, while Emil Gotsch, con- are more interested in their figures takes over Morgan's former post deny themselves, unless you proas specialist on mass feeding and vide candy not too high in calories. Grant Yost, formerly a salesman content at locations where a large turns for the effort put forth." in the Chicago arer becomes wa- percentage of the employees are ter cup specialist in the same city. women."

Venders Sell More Of Nation's Candy

CHICAGO, Nov. 25 .- Commenting on the increasing importance are almost alike in taste: they all of the candy operator to the confectionery manufacturer as a volume customer, Philip P. Gott, president of National Confectioners' Association (NCA), told NAMA conventioneers last week that venders have been moving a larger share of candy each of the last three

Quoting the Department of Commerce, Gott said manufacturers' volume of sales to operators amounted to 2.9 per cent in 1947, 3.2 per cent in 1948 and 3.6 per cent in 1949.

Leaf Appoints 2 New Sales Division Heads

Brands, Inc., announced two additions to its sales organization. manager of the firm's bulk and package division and Robert Goldstein was appointed sales manager of the count goods division.

Horell's 15 "ears in the candy business includes seles promotion, merchandising and advertising. He recently was associated with Ruthrauff & Ryan, an advertising agency, where he handled candy accounts. Goldstein, who promoted Leaf's Chicago district sales organization, was in the brokerage business here before joining the

free buyers guide for operators



2011 MARYLAND AVE. BALTIMORE 18, MD, PHONE: BELMONT 1800

CONTRACTOR FOR LANDINGS

GAL SHOWS 'EM HOW

Pa. Woman Op Parlays Candy, Service Into \$\$

By Leon M. Leffingwell

MILLVALE, Pa., Nov. 25 .- "Put new candy bar in one of our vending machines and that compartment is apt to be empty the ice, Inc. "From then on, however, sales will depend on how good the bar is.

"So the trick to getting heavy repeat sales is to keep your machines loaded with good and fresh candy bars. But with so much candy on the market, can you tell the good bars from the junk?"

"We Pride Ourselves"

"We pay more for the candy we stock in our machines," Mrs. Mac-Neil explains, "and our machines are constantly emptied. We just don't get 'stuck' with candy that doesn't sell."

It's all because Refreshment Service in selecting locations and products, looks (1) for locations where people don't tamper with equipment, (2) for nice people who won't pass up the best candy and (3) for candy that will please public taste overnight.

Making Money

venders, Refreshment Service does not move its machines frequently, to "hit" the nurseries. but relies rather on good candy bars to keep their machines unloading.

What Is Public Preference?

"Of the problems we've solved in candy vending," Mrs. MacNeil said, "we're most proud that we know good candy. If we believe a candy bar is good, customers generally think so, too. And people seem to prefer certain bars."

Mrs. MacNeil's appreciation of fine candy may come from her own early attempts to make a home-made bar: she encountered many complications and expenses and decided that manufacturing candy was expanding the vending business too far!

"We have no trouble getting into new locations," Mrs. MacNeil says assuredly. "We keep books, maintain tight control and employ a reliable and courteous service-

Results Surprise

"Besides, the results we get are surprising. Place a new candy bar | ESTABLISHED 1923 in one of our vending machines | 624 S. Third St., Louisville 2, Ky. even tho the bar isn't advertised, CHICAGO, Nov. 25. - Leaf and the bar-column will be rands, Inc., announced two addi- cleaned out overnight! For people will take a chance on buying a Judson Horell was named sales new candy bar once, and if it's good candy, everyone wants to

Self-Service Laundry Op Aided by ALD Ads

CHICAGO, Nov. 25 .- ALD, Inc., has sounded the opening gun on a new program to promote public interest in and knowledge of automatic self-service laundries. Advertisements appearing in leading newspapers and week-end magazine sections play up the advantages of washing the "workless way" in pleasant surroundings at low cost.

The ALD ads feature the Laundromat Half-Hour Laundry trade name.

Seek Pa. Cig Tax Cut

HARRISBURG, Pa., Nov. 25 .- A 1-cent reduction in Pennsylvania's 4-cent-a-pack cigarette tax will be sought by the State Association of Tobacco Distributors (SATD) in the 1951 Legislature.

"Such a reduction," an official said, "would bring the tax in Pennsylvania down to a point where it would conform with taxes levied in adjoining States."

Arthur F. Schultz, of Erie, was elected president of the distributors' organization. Other officers named were A. Goldbloom, Pittsburgh, vice - president: Charles Stallman, York, secretary, and

THE RESERVE OF THE PARTY OF THE

sample it. Favorite bars (Clark, Hershey, Milky Way, O'Henry, Brach) will sell anywhere, and you see them everywhere.

"But if the new-bar column in our machines, after an initial sellout, is only half-empty on our secand trip around, we feel only 50 per cent of the people liked the bar. So we experiment with it at different locations for a monthor-so: put an experimental bar in the machine right alongside a favorite bar. If the favorite-bar column empties and the new-bar column stays pretty full, we pull the new bar out for keeps."

A Hobby

The MacNeils entered the vending field in the latter part of 1937 when many people were out of work. "We had a little money, says Mrs. MacNeil, "so we bought some machines and started with the penny vending machine, buying 25 machines, then buying 25 more machines at a time."

Today a regular man is hired full-time to handle our route and make major repairs on the machines spread out over a 50-mile radius. In addition, Mrs. Mac-Neil herself handles many reason-Contrary to the practice of some ably distanced emergency calls to restock the machines. She likes

Her husband, a full-time structural steel designer for one of the nation's largest engineering cor-"But your machines won't empty porations, oversees the vending William A. Morgan becomes unless you know how to sell," says business on Saturdays, evenings and during any other spare time. Thus the MacNeils' service has grown as a sideline-for them it centrating on the Chicago market, than in eating sweets. They will replaces all other possible hobbies (gossiping, bridge parties, et al.). "We like vending better," says transportation in the same office. So we vend candy of lower caloric Mrs. MacNeil, "because we get re-

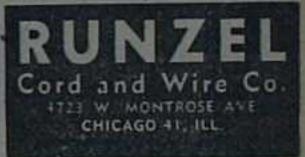
18 OR 20 STRANDED

NOW AVAILABLE IN

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . simplifies wiring disgrams . . Facilitates field repairs . . . Insures positive accuracy . . Saves time. Service organizations and distributors see invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wise

MANUFACTURERS . . our facilities for building wiring harness to meet your specitications is unexcalled. Some of the world's targest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements selicited.



AS IS CASH SALE!

Not Reconditioned, But All Intact Buy Now and Save Money on Parts!

SEEBURGS: Rex. Casino, Vogue, Classic, Crown, 8200 Conversion, 8800 Hitone, 9800 Lotone, 8200 Lotone. WURLITZER: Twin 12 Hideaway, Victory Model 24, 616.

ROCK-OLA: 1939 Deluxe, 1940 Master. MILLS: Throne of Music, Empress.

Terms: 1/3 Deposit, Balance C. O. D.

| Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

240 Jefferson St., Lexington 2, My. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio 603 Linden Ave., Dayton 3, Ohio 325 N. Illinois St., Indianapolis 4, Ind.



DECEMBER SPECIALS



ONE BALLS CHAMPION, Bally 199.50 PUDDIN' HEAD, Gence 3 27.58
CITATION, Bally 199.50 THRILL, Chicago Coin 27.50
SPECIAL ENTRY, Bally 41.59 BANJO, Exhibit 27.50
VICTORY SPECIAL, Bully 27.50
CONSOLES PHONOGRAPH BOWLERS

FIVE-BALLS

WURLITZER #800
ROCK-OLA DELUXE
SEEBURG 146-S
SEEBURG 147-S
SEEBURG 147-M
SEEBURG 148 HIDEAWAY
SEEBURG 8000 R.C. L 9800
SEEBURG REGAL A ROYAL ARCADE

T & L DISTRIBUTING CO. 321 CENTRAL PARKWAY MAIN STST CINCINNATI 14 OHIO

PARKER HAS BETTER BUYS

UNIVERSAL PHOTO FINISH . S
BALLY CHAMPION
BALLY JOCKEY SPECIAL
BALLY VICTORY SPECIAL
BALLY SPECIAL ENTRY KEENEY PIN BOY

UHITED SHUFFLE ALLEY

SENCO BOWLING LEAGUE

ROCK-OLA SHUFFLE LANE

GOTTLIEB BOWLETTE ILIKE NEW) 6450

PACE SLOTS, 5, 10 or 25;

CHICAGO COIN ALLEY

147.50

MILLS VEST POCKETS (A-1)

AIREON CORONET PHONOGRAPH 147.50

WILLS VEST POCKETS (A-1)

AIREON CORONET PHONOGRAPH 147.50

SOUTH TIER BOWLETTE ILIKE NEW) 6450

PACE SLOTS, 5, 10 or 25;

CHICAGO COIN ALLEY

168.50

BALLY DOUBLE-UPS

168.50 "SPECIALS" EVERY PIECE GUARANTEED BEADY FOR LOCATION. IF WE DON'T HAVE IT

ONE-THIRD DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT. PARKER DISTRIBUTING COMPANY David Vipond, Scranton, treasurer. 311 ETH AVENUE SOUTH, NASHVILLE, TENHESSEE PHONE -4114-43 1131

RECONDITIONED EQUIPMENT N THE NATION

Do not confuse our Reconditioned Equipment with so-called "Clase-Outs" or "As Is" Equipment. Every machine we sell is

Beautiful Shape, Ready For Location SHIFFLE GAMES

The state of the s	
With Lite-Up Pins	\$ 39,50 45,00
Original Disappearing Pin	
Bally Speed Bowler	95.00
Genco Play Alloy with I Delle	177.30
Williams Twin Shuffle With	59,50
Rock-Ola Shuffle Lane With	59.50
Williams Deluxe Bowler	39.50
thingle player with original	127.50
fly-up pins, not a conversion)	

SHUPPIE GAME CONVERSIONS

Original Bally \$94.50 Fly-Up	
Original United Conversion for	75.00
Super Shuffle Alley, Reg.	
249.50	69.50
for Double Shuffle, Reg.	
187 50	69.50
Shuffle Alley, Reg. \$49.50	44.50

MUSIC

Solotone Master Entertainer Hideaway, Selects 10 Records or 4 Radio Stations, Brand New Brand New Boxes for Above. 29,58

WANTED! CITATIONS AND CHAMPIONS

Must be A-1 condition. Write quantity and price.

1/2 Dep. with orders under \$50 1/2 Dep. with orders over \$50

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

Buy With Confidence!

NEW SHUFFLE GAMES

Universal High Score Bowler United Skee Alloy

Chicago Coin Ace Bowler United 4-Player Rebound Universal DeLuxe Twin

NEW GAMES

Exhibit Six-Shooter

Cottlieb Joker

Genco Flying Saucer Jennings Challenger, 5-10 Chicago Coin Punchy United Red Shoes

Williams Rag Mop Falcon Shoe Shine Machine—\$95

NEW 1 BALLS

WINNER . TURF KING

RECONDITIONED 1-BALLS

Penguin Names Three New Reps

DETROIT, Nov. 25 .- Three new distributors have been appointed to handle the Penguin coinoperated hair dryer. The appointments were made by Consolidated Productions, Inc., manufacturers of

W. P. Neekamp will cover Tampa, St. Petersburg, Sarasota and Clearwater, Fla.; upper New York (including Albany, Amsterdam, Schenectady and Troy) will be handled by Diamond P. Califano, while Mary E. T. Johnson will service Honolulu.

Penguin distributors make installations of the hair dryers in beauty salons and follow up with service. The machine operates on a quarter, allows customers to have their hair dried without using ear pads, hair nets or shoulder

Natl. Popcorn Week Hypes Industry Biz

CHICAGO, Nov. 25 .- Promoting popeorn sales thru the industry's first National Popcorn Week (October 25-27) was a blanket publicity program enlisting radio and television stations, newspapers plus point-of-sale poster pluggers at important retail outlets. The highlight was a broadcast by trade leaders on Mutual Broadcasting System's (MBS) Man on the Farm program.

Appearing on the Quaker Oats Company-sponsored MBS airing was National Association of Popcorn Manufacturers' (NAPM) Executive Vice-President Thomas J. Sullivan and L. L. McNally, representing the Popcorn Processors' Association (PPA).

PHONOGRAPHS-

R	econo	litia	ne	d-	Re	linis	hed
Seeburg	46-M				***		\$275
Seeburg	47-M	black	100				325
Wurlitze			ue		555		275
AMI Mos							395
AMI Mod	iel "B	1					495

A.M.I. Model "C" Write Wurlitzer 1250 Write

CHITEEL E CAMEC

Reconditioned and Refinished
Shuffle Alley, Late 5 5
Shuffle Alley w/disapp, pins 100
Genco Bowling League with
Ganco Bowling League 73
Chicoin Bowling Alley 125

GAMES—Ready for Location Exhibit Dale Gun\$75

Major I	cag	ue	B	as	eb.	1		Ħ	剱	ø	W	944	50
		16			-			0	2	a	8		(4)
		666	86	*	22	**	**		13	9	**	**	33
		800	88	8	86	85	55	8	g	8	8	**	40
					80	80	m	80	66	и	1	no.	

5-10-25c WIRELESS WALLOMATIC

Terms: 1/3 Deposit, Balance C. O. D. HOME OF PERSONAL 2200 N. WESTERN AVE. - PHONE ARmitage 6-5005 · CHICAGO 47

Division of ATLAS MUSIC CO. ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19 ATLAS MUSIC CO., 221 MINTH ST., DES MOINES 9

FOR YOUR BEST LOCATIONS!

TROPHY	359.50 219.50 199.50 119.50 84.50
The state of the s	04.20
SHANGHAI	44.50 34.50 134.50 139.50 54.50 34.50 44.50 44.50 49.50 69.50

Operators in Wisconsin, No. Illinois and Indiana-Use the COVEN Finance

SHUFFLE CHAMP . WRITE UN, SHUFFLE ALLEY \$ 49.50 W/FLY-AWAY PINS. 89.50 SPEED BOWLER 199.50 UN. TWIN BOWLER . 99.50 BALLY SHUFFLE BOWLER KEENEY PIN BOY ... 49.50 WMS. BOWLER 59.50 DRAW BELL, 5c or 25c. \$ 99.50 WILLIAMS ALL STARS .\$ 99.50 CHICOIN ALL STAR HOCKEY . 29.50 HIT-A-HOMER 19.50 WURLITZER 1015 ... \$274.50 SEEBURG 146 M 259.50

SEEBURG 8800 79.50 BUY NOW! WURLITZER 1250 1217 Hideaway

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff

BALLY HOOK BOWLER distributing company Chicago to III. INdependence 3-2210 Authorized Distributors for

Sally and WURLITZER

Phonographs

Products

THE BILLBOARD MUSIC Popularity Charts

Album and LP Reviews

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

Continued from page 73

CLASSICAL

STRAVINSKY: APOLLON MUSAGETE AND CONCERTO GROSSO IN D-RGA Victor Ork-Igor Stravinsky, Cond. (1-12") Victor (33) LM-1096

The composer conducts a very fine string orchestra in a strong, virile reading of two of his compositions for strings. The disk is hardly likely to capture wide public imagination what with the abstruse, difficult nature of both works. First hearing indicates that there are rewards here for those prospectors who will dig by hard and repeated listenings. Recording is a brilliant engineering achievement.

STRAVINSKY: DUE CONCERTANT COP- 70 PIANO-Joseph Fuchs-Leo Smit (1-12") Decca (33) DL-8503

As one of its first longitair issues, Decca has provided a coupling of provocative modern pieces, interpreted by one of the finest contemporary fiddlers. Fuchs, with a lush, sure tone, is also possessor of fabulous technique. Decca's excellent recording and pressing have helped his cause, 185. The Stravinsky is a purgent, not particularly thgratiating work, except to the clique of Stravinsky addicts. The Copland, on the other hand, is a romantic, modern piece of sweep and warmthno less modern in its harmonies and colors. Decca's packaging is classy.

CHRISTOPH W. GLUCK: PANTOMIME 72 BALLET "DON JUAN" -- Vienna Symphony Ork-Rudoiph Moralt, Cond. (1-12")

Westminster (33) WL-50-28 Thirty-one sections, grouped in four movements, comprise this thornly pleasing ballet disking by the operatic master of the 18th century. Beside the courtly elegance that characterized much of the French dance music of the period, Gluck was already introducing the human, dramatic elements that later characterized his operas and influenced the modern development of the latter form. The recording is close to too-rung and the playing is excellent. Should sell wherever it's boosted.

CHOPIN: NOCTURNES-Maryla

Columbia (33) ML-2143 Nocturnes No. 2 in E-Hat, Op. 9, No. 2; No. 9 in B Minor, Op. 32, No. 1; No. 6 in G Minor, Op. 15, No. 3; No. 1 in B-flat Minor, Op. 9, No.

1; No. 15 in F Minur, Op. 55, No. 1. As a group, the Nocturnes are probably the most popular of Chopin plano works. So far most of these have no competition on LP. Miss Jonas' interpretations are mild but appropriately introspective. It's a fair-enough program until one of the high-powered names comes along with the definitive readings.

MOZART: REQUIEM The Vienna Hof- 70 London (33) LPS-230-231

The market for this monumental work has been saturated to some extent by the fine Cetra-Soria version, but London's longer distributing arm hould reach many new buyers. Reading differs greatly from the Italian one, but is just as potent in its own way, which is the mellow, glowing-fromwithin style associated with the Weingartner variety of interpreters. The Cetra set is more thratrical, featuring as it does a cast of Italian opera stars. Integration is paramount in the London version. Incidentally, the latter follows Mocari's instructions in the use of boy sopranos. Excellent, modern

VIOLIN RECITAL BY OSSY RENARDY-Paganini; Le Streghe; Kreisler: Liebesleid, Liebesfreud, Caprice Viennois, Tambourin Chinois; Wienlawski: Scherzo Tarantelle; Schubert: Ave Maria; Paganini: Caprice No. 17; Caprice No. 24 (1-12") London (33) LLP-159

Paganini and Kreisler are the componers most prominently dealt with by Renardy in this potpourri of violin solus with plane accompaniment. Three Paganinis and four Kreislers are among the nine bowed miniature classics Renardy dishes out on this LP recital. Renardy places heaviest emphasis on the lyric values of the pieces and turns in a generally pleasant and thoro performance of these short works. Primarily designed to complement the following here for Renardy, this set with its romantic fare could score sales also because of the evergreen values of these encore pieces.

SCHUMANN: QUINTET IN E-FLAT—Ar- 75

Victor (33) LM-1095 This is the best all-round recording of the almost-Byronic chamber work to date, and the powerful name value of Rubinstein should attract buyers beyond the regular chamber music clique. Music is flowing, meladious stuff-the essence of

SCHONBERG: GURRELIEDER-LIED DER 74 WALDTAUBE - Philharmonic-Symphony Ork of New York-Leapold Stokowski, conductor - Martha Lipton — ALBAN BERG: THREE EXCERPTS FROM "WOZZECK"—The Philadelphia Ork-Eugene Ormandy, conductor-Gertrude Ribla (1-10")

Columbia (33) ML-2140 he teacher and his most prominent pupil, Schonhery and Berg, here are represented with excerpted portions from among their finest writings. The Schonberg is a slice from his gisantic cantata, "Gurrelleder," and as cooked up by Stokwaski with Miss Lipton's superb solo assistance comes off as a stunning tidhit. The "Wozzeck" excorpts, which have been done before on the Artist tabel by Werner Jancon, are a concerted group-ing which altogether reflect the importance of

63 the nature of the content is such that proper merchandising could make this palatable stuff for Waynerians and Richard Strauss admirers as well as Stokowski and Ormandy collectors.

> GEORGE COPELAND PLAYS DEBUSSY George Copeland (1-10") MGM (33) E-526

Prefute in A Minary Afternoon of a Faun; The

Copeland, an intimate of Debusty, it acknowledged in some tirtles at the prime interpreter of the master's music. Possibly the LP cutting has done him an injustice, but the plane tone and conceptions here have a sharp edge that doesn't flatter the impressionist's sensitive tonal fabrications. Availability of some familiar works in plans scorings on LP may account for some sales.

MOZART: DIVERTIMENTO IN E-FLAT MAJOR (K. 563) for Violin, Viola DO and Cello-The Pasquier Trio Vax (33) DL-6030

This chamber work, one of Mozart's tast, is a blood brother to his last three and greatest symphonies-all were composed in the same year. It's in six movements and covers an exceptional variety of munical thought, including some of the master's most profound. All told, it's a richly rewarding item superbly interpreted by the Pasquiers one of the few established trio groups. The recording, while not up to the most modern standards, is adequate.

BARTOK: RHAPSODY FOR PIANO AND 77 ORCH (Opus 1), and 15 HUNGARIAN PEASANT SONGS; SONATINA-Andor Foldes with Lamoreaux Orth, Roger Desormieres,

Bartok's first published work (1904) could well he one of his most commercial in today's market. It's a full, lush hunk of stuff owing much to the tions poems of List and Strauss with some of the richness of Brahms inbred as well. The recording is live, and Foldes plays brilliantly. For initiated sume all Futuramic obligations. and "Sonatina" may have a more profound appeal, Actually, they're light, playful products of the more mature Bartok

GIOVANNI GABRIELI: SEVEN CAN- 58
ZONAS-New York Brass Ensemble, 58 conducted by Samuel Baron Esateric E5-503 (33)

The low numerical rating of this set is certainly not meant to be a reflection on the musical or technical merits of the package. Gabrieli (1557-1612) was one of the great innovators of musical history, as is here evidenced. These brass works signaled the beginning of orchestration. Further, they are composed of solid harmonic and contrapuntal elements in the Bachian sense. The music itself has depth and dignity, and it's played superbly by the young ensemble. Further, the the William Wrigley Jr. Company, recording may serve as a model for most larger announced the firm's first gum companies. Better-informed clerks could move

PROKOFIEFF: DIVERTIMENTO, OP. 43 73 Sun SINFONIETTA, OP. 5/48-Vienna Symphony Ork-Henry Swoboda, conductor (1-12")

Westminster (33) WL-50-31 Two substantial works by the Russian modern cleffed in neo-classic style. Despite the adherence to earlier-day forms, the great componer's in dividual, modern personality is stamped strongly on these thoroly ingratiating works. They're fairly light, with the "Divertiments" for the most part to be classed as "ballet music." Both are leaded with warmth, wit, and melody-in the modern sense. Interpretation, while not overly detailed, has vitality and comprehension. Recording it brilliant-superior to most. No competi-tion for either offering to date.

BRAHMS: SYMPHONY NO. 4 IN E 73 MINOR OP. 98-Boston Symphony Ork-Charles Munch, conductor (1-12") Victor (33) LM-1086

Because it's the Boston ork and LP, this one will have to sell, but to real Brahms fanciers it could be the disappointment of the year. The plawing romance of the gargeous work almost entirely eludes Munch, who delivers a dull, forced reading. Victor's engineers haven't helped, either. Recording is thin, dullish, and low level on this

HETRO LOCATELLI: ELEGIAC SYM-PHONY (TRAUERSYMPHONIE) und CONCERTO GROSSO IN F MINOR-Vienna Symphony Ork-Henry Swoboda, conductor (1-12")

Westminster (33) WL-50-30

The Westminster indie wavery forges ahead with another prestige waxing, pursulny its commendable policy of bringing to life fine, out-of-the-way music. Locatelli, a contemporary of Bach and student of Corelli, was a master in the line of great Italian violin virtuosi. The "Elegaic Symphony" is a stately, broading work; the concerto is graceful and elegant in the Italian man Performance and recording are excellent.

OLD VIENNA -Helen Traubel-Frank Black, 78 Victor 1333 LM(x)-39

im Prater Blub'n wieder die Baume; Yours Is My Heart Alone: Vienna, My City of Dreams; Love Roundelay: The Merry Willow Walter I'm in Love

With Vienna. The Wagnerian soprano comes up with a real surprise here. She sings the wooderful Viennese schmaltz times with purity, warmth, and wraffected simplicity. Most of them are identified with the fate Richard Tauber—but Miss T. sings

Canada Dry Intros New Three-Flavor Manual Dispenser

CHICAGO, Nov. 25,-Canada Dry last week introduced its new manual three-faucet dispenser (non-coin operated) at the NAMA convention. Unit, which is cabinetcooled and comes complete with a four-horse-power pump, offers two carbonated and one still drink. It is finished in the traditional Canada Dry colors, and has a cup dispenser mounted on the cabinet. J. Fanella Sr., who manned the Canada Dry booth, said the unit will list for \$695 f.o.b. New York. It is now in production.

Tag Indevco With 312G Legal Suit

NEW YORK, Nov. 25 .- State Supreme Court here heard preliminary arguments Tuesday (21) Surven Cathedral; Clair de Luce; Minterett; Dance in a suit against Indevco, Inc., producers of the Koffee King vender, asking damages totaling \$312,000. Plaintiff is Erwin Von Gemmingen, erstwile Midwest distributor for the company, and the immediate point at issue is whether the controversy should be arbitrated or go to trial.

Von Gemmingen, whose distributor pact was terminated in September, claims he never received machines suitable for commercial placement altho he was assured the venders were mechanically sound. Thru his attorney, Deane Ramey, he said he had undergone considerable expense in promoting the machine in his territory, but was unable to deliver because of technical failures. He charged, further, that he was induced to enter the distributor pact with Indevco by fraudulent misrepresentation.

Labeling the allegations "ridiculous," Indevco attorney, Harold Segall, stated that most of the claims made by Von Gemmingen date back to an old contract with Futuramic Machine, Inc., previous owners of the Koffee King vender. He decared Indevco did not ashaving purchased only the vender's trade mark and patents.

The fraud claim is "completely false," he said, maintaining that Von Gemmingen's distributor pact was terminated because he was unable to realize quota commit-

Wrigley To Build New Gum Factory

CHICAGO, Nov. 24.-Phillip J. Wrigley, chairman of the board of plant to be built west of the Mississippi will start going up next summer. Exact site has not been

Plans call for a \$3,000,000 plant, able to turn out \$8,000,000 worth of gum per year. It will be staffed by 300 workers.

Chase To Award Prize For Oldest Invoice

ST. LOUIS, Nov. 25. - Chase Candy Company, in celebrating its 75th anniversary in 1951, is offering cash and other awards to candy wholesalers and retailers who come up with the oldest involces issued by any of the firms which make up the present organization. For the oldest invoice, Chase

will pay a \$75 prize. Awards for all invoices dated 1926 or earlier also will be made.

Invoices issued by these firms will be honored: Chase Candy Company of St. Joseph, Mo.: National Candy Company, St. Louis, or any of the affiliated factories consolidated with National.

Entries should be mailed to S. H. Cady Jr., Chase Candy Company, 4230 Gravols Avenue, St. Louis 16, Mo, Photostatic copies will be accepted in li- of original

Personnel Changes At Hollywood Candy

CENTRALIA, III., Nov. 25 .-Hollywood Candy Company has announced additions and changes in executive personnel. James Shaltry, formerly Ohio representative, has been promoted to promotional sales director, while James Cairnes, formerly crew manager, now fills firm's salesmen procurement and training post.

Murray Raimer has joined the staff as syndicate sales director, leaving Frank Egan, who formerly enthralling modern music of durable substance. segment of birrers who should find fittle trult held the post, free to devote full Certainly modern collectors will look for it but with this serving.

THE BILLBOARD MUSIC Popularity Charts

· Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 COOD 0-39 POOR

CLASSICAL

TCHAIKOVSKY FANTASY-The Vienna Symphony Ork-Rabert Stelle, Cond. Lendon (33) LPS-234

This patchquill of snatches and fragments from SEETHOVEN: SQUATA NO. 30 IN E the orchestral works and concerts of Tchailbooky is designed as a portrait of the Russian. As it teres out, this effort, arranged by Stoltz, simply reliterates that Tcharkonky was one of the greatest melody writers ever, for this half-hour of excerpts is primarily rich in memorable times and secondarily fastinating in those portions where Stola has used the original orchestral patterns conjured to the Russian. The disking is aimed at the semi-classic and upper crust pop market. Only contains partial to Tcharkovsky and seeking a musical index of his better-known pieces would east this. Consequently, the market for this effort thould lie with the more externive Gould-Kestelanetz market.

HAYDN: SYMPHONY NO. 64 IN A MAJOR 00 AND SYMPHONY NO. 91 IN E FLAT MAJOR - Vienna Symphony Ork-H. Sanboda, Cond. (1-12") Westminster (33) WL-50-23

Two el the lesser-known of Haydn's many symonles are handsomely rendered by Swooda and Another pair of works in the Baroque style are

SHUFFLE ALLEYS

20 Chicago Coin Bowling Alleys, with Life-Up Pins, late model \$ 69.50 10 Chicago Coin Bowling

5 Universal Super Twin Bowler 139.50

5 Ch'cago Coin Shuffle 1 Chicago Coin Trophy Bowl (Floor Sample) 229.50

1-BALL Universal Winner ... Write 1/2 Deposit-Balance Sight Draft. GENERAL DISTRIBUTING CO. 223 N. Broad St. New Orleans, La. TUlane 6729

fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game! Now Taking Orders! WE'LL ACCEPT TRADES WANT TO BUY!

ost-War Music -- Advise what you have and lowest price. Available for immediate delivery KEENEY ELEC. CIG. VENDOR

DAVE LOWY & CO. reducts in the Metropolitan Area and No. N. J. S94 Tenth Ave. NEW YORK, N Y. Phone: CHickering 4-5100

USED MUSIC

-	Ready for Location
Rock-Ola	1822 \$175.0 1015 269.5
Aireon I	eiuxe (1942)
Term	1/3 Down, Balance C. O. D.
Subu	ban Distributing Co.
the Phys	to tame Coast Columbus 12. O

full utilization of horms and woodwinds in the body of the ork. Recording is very good, A good. buy for Hayda fanciers who would enlarge their scope beyond the "Clock," "Surprise," "Drumroll," etc.

MAJOR, OP. 109; CHOPIN: SONATA NO. 2 IN B FLAT MINOR, OP 35-Wilhelm Backhaus (3-12") London (33) LLP-266

Backhaps does wonderfully with these plane sonatas -the Beethoven, one of the lesser known and lefrequently recorded of his works, the Chopin, of course, the well-known "Funeral March" Sonata The planist perform with a delicate, lyric approach, virtually ringing out the melodies in these melodic works. The Beethoven piece is airy, graceful and tender, in contrast to the turbulent passions and storms of many of his popular piano compositions, and is a delightful surprise and contrast piece. Recording is bell-clear, medium close,

VIVALDI: CONCERTO IN A MINOR AND CONCERTO IN D MINOR-Rest Saba-Uni-The London Chamber Ork-Anthony Bernard, Cond. (1-10") London (33) LPS-256

and a bit on the light side.

the Vienna ork-in effect the house conductor restored on record with grace and linesse. These and orthestra for the Westminster label. This concerti were written for viola d'amore, a member disking doesn't augur to make a big stir in the of the viol school which even in Vivaldi's day was eurset, but it is an example of the fine disappearing from the scene. The works are perservice many of the smaller LP firms are perform- formed here under conditions which are probably in making available hitherto reglected compo- close to those for which they were written, sition. The 64 has a - more of the bareque, Sabatini plays the viola d'amore in the solo role with the emphasis on strings; the 91 is further while a cembalo and chamber prohestra perplans the line that the to Beethoven, with forms the transcriped orchestral portions. The charm, grace and melodious aspects of Vivaldi are heightened in this waxing by the fine full range and big hall recording. With the current favor for paroque styled music at its peak and Vivaldi one of its best known exponents, this disking could take a firm hold in that market with proper merchandising. It makes a completely delightful listening experience.

RELIGIOUS

YOUR FAVORITE HYMNIS-The Three Surg (3-7")

Victor (45) WP 285 Abide With Me, Lend Kindly Light, Beautiful life of Somewhere, Are Maria, Whopering "ope, cated.

The Suns, knowing hands with any sort of familiar bymes instrumentally and turn them put in a reverent, skillful and tasteful manner. The tria added chimes for the religious effort and they too are employed in an appropriate manner. This is a tine album which should each up signate standard business with the family trade.

> JUKES Not Suitable

When in need of instrumental hymns, these are tough to

Yale & Towne Exec

STAMFORD, Conn., Nov. 25 .-Appointment of Carl M. Linge Jr., of Rowayton, Conn., to the newly created post of advertising and sales promotion manager of the latex tabbed a critical material by Stamford division of the Yale & NPA, Topps Chewing Gum has cut Towne Manufacturing Company, back production of bubble ballgum makers of locks for postage meter 16 per cent and is presently unable machines, was announced by to service new accounts, Charles Meade Johnson, general sales man- Zubrin, in charge of merchandisager. Under Linge's direction, a ing, announced this week number of previously separate functions, including advertising, sales promotion, trade exhibits, market-sales promotion, trade exhibits, marketing and trade relations, have been co-ordinated into one department

EUROPEAN OPERATORS . . .

We Are Happy To Announce Our Appointment as SOLE DISTRIBUTOR of the

> JUKE BOX for the

NOW DELIVERING Gettileb's SPOT BOWLER Williams PINKY FIGHTING IRISH Exhibit's SIX SHOOTER United's RED SHOES

We Carry a Tremendous Stock of 45 RPM RECORDS.

BENELUX COUNTRIES

CO THE BILLBOARD

Buy With Confidence From Europe's Largest Distributor of Coin Machine Equipment New and used machines are delivered promptly, in excellent condition the operators funds are not tied up for lengthy periods.

INTERNATIONAL AMUSEMENT CO. BELGIAN AMUSEMENT CO., LTD. 33 W. 46th St., New York 19, N. Y. Kroonstraat 138, Antwerp, Belgium Telephone 54035 Ultemburg 2-1251

Established and operating since 1921 in Middle Tennessee, near New Johnsonville and Kentucky Lake. Machines, with licentes in 4 countlest 20 Music Machines, 18 Pin Balls, 10 Commies, best stock of service parts in Tenocesce. Price, \$10,000.00 cash

BOX D-168

CINCINNATI 22, OHIO

Milwaukee Record Rep

· Continued from page 69

ops and the local disk jockeys, and guidance of brother Jerry Glassbad sold almost 1,000 copies before it was generally available in the other local shops.

THE BILLBOARD

Thru his many contacts in the bers. music field, especially among the leading recording artists, Stu gen-40-69 SATISFACTORY erally is hep to what is go ug to be available on most labels even before many of the record sales- concerts in Lilwaukee. Radio Docmen who call on him.

Began Early

He began working in the store after school and weekends at the traffic thru the doors. age of 13. In the six years since 12 graduating from high school, Stu, who recently was married, has completely taken over managefrom his father, Lazaar Glassman. Lazaar Glassman is the first to concede his son's record merchandising know-how.

An encyclopedic memory, when it comes to remembering record titles and catalog numbers, often amaze customers and is a big aid to Stu in rendering quick service to waiting customers.

mailed out every 10 days,

Seventy-five operators, covering a 50-mile radius around Milwaukee buy a large part of their disks , all of then from Radio

Op Discounts

Special discounts on all purchases are extended to operators on purchases of records, needles and tubes. In addition, free parking is supplied to these customers thru an arrangement with a nearby parking lot. This free parking feature is important beer se of the congestion prevalent in the downtown area where the store is lo-

The regular retail phases of recmuse, prove musterful dispension of hymnal mel- ord merchandising are not by any ody in this package. They tackle half a daren means overlooked. Their volume of disk sales yearly rates with the highest among all retailers in town, and keeps consistently growing.

Second Store

Another store, located on the North Side, and operated under the same name, Radio Doctors, follows the same business poli ies as the parent store. Here, affairs are under the careful and coable

Topps Allocating **Bubble Gum Output**

NEW YORK, Nov. 25 .- With

Cut back is for November and December and government officials have yet to disclose what the allocation allotments for next year will be. Zubrin said established operator accounts are still being furnished adequate quantities of ballgum.

Business Briefs

NEW YORK, Nov. 25 .- American Tobacco Company reported net income for the nine months ended September 30 declined to \$30,-954,000, equal to \$5.31 a common share, from \$34,008,000 and \$5.88 for the like 1949 period. Sales dropped to \$645,868,000 from \$650,616,000 a year parlier. Thirdquarter net income increased to \$13,684,000; sales were boosted to \$236,529,000 from \$230,637,000 the same 1949 quarter.

Coca-Cola Company reported for the nine months ended September 30 a consolidated net profit of \$25,-192,576, or \$5.89 per common share on 4,275,978 shares outstanding. Earnings compare with \$29,895,855 and \$7.27 on 4,108,865 shares in 1949. Net profit applicable to common stock for the third quarter this year was \$10,561,926, com-pared with \$12,959,621 for same quarter last year.

Diamond Match Company directors this week called a special stockholders meeting for December 14 to convert 600,000 shares of preferred into new unulative preferred and common stock.

man, and Oliver West. Jerry and Ollie get great pleasure oceasionally, when they outself the

downtown store on certain num-

A lover of jazz music, Stu Glassman has had an active part the past few years in successfully sponsoring and promoting Norman Granz's Jazz at the Philharmonic tors was the only place in town where tickets were on sale to the general public for the concert this year, resulting in plenty

The walls of the shop display autogra; hed pictures of recording artists and plenty of promotional material. While there is nothing pretentious about the shop, everyment of the record department thing is easily accessible and clever signs keep shoppers interest high.

Newspaper Ads

Consistent running in the local papers of a cleverly written advertisement personally written by Stu is credited with keeping a large following of retail record customers informed on what is available.

The most important factor in winning the favor of music op-A mailing list that contacts 277 erators, according to Stu, is to deactive operators in Wisconsin and velop a prompt, one-stop service, Northern Michigan is religiously handling all labels possible. "If the maintained. The mailing pieces ops get the hot nickel grabbing consist of post cards listing the top numbers as soon as they a 2 out, 10 tunes, and the 10 up and coming then I know that I'll get my share numbers, largely based on The of the retail business. That's why Billboard surveys. These cards are ops always come first with us. It pays off, all the way around."



BRAND NEW ROL-A-TOPS 5c-10c-25c PLAY

Above Prices F. O. B. Chicago

WATLING MFG CO.

4650 W. Fulton St. CHICAGO 44, ILL.

Est. 1889. Tel.: CAlumbus 1-2772 Cable Address: Watlingite, Chicago

Cleaned, Checked and PRICED TO SELL!

	MES
Crating above, \$20.00 per machine 7-Hi Pool Table \$49.50 Genco Glider 34.50 Genco Bing a Roll 89.50 Bally Hy Roll 69.50 Triple Action 29.50 Trade Winds 29.50 Mardi Gras 29.50 Merry Widow 34.50 Screwball 39.50	Puddinhead
PHONOGRAPHS A	AND ACCESSORIES

SEEBURG COLONEL SEEBURG 8200, 8800, 9800 ROCK-OLA PLAYMASTER 3 Complete Hostess Systems (units of 10)-MAKE AN OFFER!

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota. North Dakota, South Dakota and Upper Michigan



CLEARANCE SALE ON POST-WAR PHONOGRAPHS

10 Wurlitzer 1015's, equipped with Cobra Tone Arm, clean, \$265 ea.

8 Wurlitzer 1100's, exceptionally clean lot

25 Wurlitzer 3020 Wallboxes, ready for location

2 Wurlitzer 1017 Hide-a-Ways

ALSO AVAILABLE-46, 47, 48 SEEBURGS

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS Tel. Liberry 2- Step.



RECONDITIONED GAMES READY FOR LOCATION \$34.50 Ea.

Build Up Bermuda Cinderella Caribbean Cover Cirt BALLERINA

Mardi Gras Thrill
Merry Widow Trado Wind
Robin Hood Trinidad
Shanghai Triple Actio

666 N. BROAD STREET, PHILADELPHIA 30, PA. PHONE: FREMONT 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE-ALL WAYS"

Completely Reconditioned LATE MODEL PHONOGRAPHS



AT LOW BARGAIN PRICES

Here's a special list of better quality late models. Every phonograph is in tip-top shape . . . completely reconditioned . . . ready for many years of profitable service. Check your needs and order now at these low bargain prices.

These Shaffer Specials Mean Savings for You!

	SEEBURG	
148-ML		\$425.00
H-148-M Hideaway .		309.50
147-M		325.00
H-147-M Hideaway .		279.50
147-5		250.00
146-M		279.50
H-146-M Hideaway		250.00
	WURLITZER	
"1250" New		WRITE
"1100"		\$375.00
		237,30
	ROCK-OLA	
"1422"		****
1722		.\$149.50
	AMI	
	The state of the s	
Model "C", New		WRITE
Model "A"		.\$350.00
	WILL DAVE	
	MAII BUAR	

SEEBURG	ROCK-OLA	
W6-L56 \$55.00 W4-L56 49.50	POST-WAR\$	12.50
3W2-L56 29.50 W1-L56 24.50	THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TRANSPORT OF THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TRANSPORT NAMED IN COLUMN TWO IS NAMED IN COLU	
WURLITZER	POST-WARW	RITE
"3020"\$35.00	STEPPERS	RITE

WALL DUALS

WRITE US FOR COMPLETE LIST OF ALL MAKES OF PRE-WAR PHONOGRAPHS

Terms: 50% Certified Deposit, Balance C. O. D. All Items Subject To Prior Sale

SHAFFER MUSIC CO.

Cincinnati, Ohio

Indianapolis, Ind. 1327 Capitol Ave.

AUTOMATIC COIN YOUR RELIABLE DISTRIBUTOR Est. 1944



Limited Quantity-Brand New

VEST POCKET

RECONDITIONED GAMES United Shuffle Alley, fly-a-way pins \$131.50 Universal Twin Alley 145.00 Williams Twin Bowler 89.50 Keeney Duck Pin, 8 Ft. 208.00 Keeney Ten Pins 89,53 Bally Jockey Special, FP 129.10 Bally Gold Cop. FP 149.50 Universal Photo Finish, FP 335.00 Keeney Twin Bonus Super Sell, 5:-25: 275:00 Chicago Coin Pistol Pete 159.50

Date Gunz, latest triple swifth model 109.50

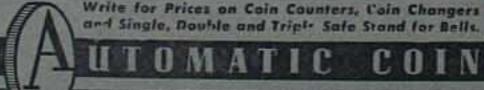
NOW DELIVERING MILLS SENSATIONAL

ALSO BRAND NEW BLUE BELL BLACK BEAUTY, TOKEN BELL. TOKEN "21" BELL. Write.

NEW EQUIPMENT CENCO FLYING SAUCER BALLY TURF KING WILLIAMS RAG MOP COTTLIEB JOKER CHICAGO COIN FIGHTING IRISH EXHIBIT SIX-SHOOTER UNITED SKEE ALLEY UNIVERSAL HIGH SCORE BOWLER

PIN GAMES Bally Carnival \$79.50 Double Shuffle 94.50 Cottlieb Cinderella

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS! Mills St. 10t or 25t Golden Falls Handload—Mills St. 10t or 25t Black Cherry Bells—Mills St. 10t or 25t Jewel Bells—Mills 30t Black Gold Handload—Mills 50t Black Cherry, 2/5—Jennings 10t Standard Chief—Jennings 25t Sun Chief—Rebuilt 10t Jewel Bells. in New Cabinets. PRICES



MACHINES & SUPPLY CO.

TELEPHONE: CApitol 7-8244

GE AVENUE • CHICAGO 39, ILLINOIS.

IN FACTORY SEALED CARTONS

Fighting Irish, New Write

Fighting Irish, New Write

Bowletje ... 135 | Punchy ... \$225.00

Rosney Pin Bay

Williams Sinale Bowler ... 175.00

Williams Sinale Bowler ... 175.00

Keetney Cig. Mech., Smoke Shop,

NEW—Write. 4135-43 ARMITAGE AVENUE . CHICAGO 39, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

Food Venders in Spotlight Scott-Crosse Set

similar items in its eight racks, Angeles. The unit stands 72 inches Scott-Crosse has been named e sells for \$750. It is substantially high, 24 inches deep, has four coin clusive distributor for J. H. Keen the same machine as the Dari-Mart inserts and four delivery trays. & Company in Southern N milk and juice vender, differing The Fruit-o-Matic lists at \$895, in outward appearance only in the features automatic delivery (with Morris Gross, manager of the or lid which has been cut out to four fractional horsepower motors give full display to the items supplying the action). The new stocked.

Statler Combination Unit

Brand new was the Lunch-o-Mat displayed by Statler Manu- ous Fruit-o-Matics. facturing Corporation, a large, eight-column machine to handle canned juice, full and/or half sandwiches, pies or pastry. Statler is offering the machine at \$950 and will have an installment program for operators.

During its four days on the convention floor, the machine was kept closed but Statler Vice-President Larry Reiss said operators would get a look at the interior mechanism in a series of city and regional showings to be held around the first of the year. The model displayed had a Statler Niks biscuit machine fastened to one side and a coin changer fastened to the other. Both of these items will be offered as optional equip-

Front loading, the machine has separate locked doors on the interior so that portions of the machine can be serviced without giving access to the remainder. Reiss explained the unit was so designed to enable operators to make delivery deals with milk companies and, if they wish, with sandwich firms. All racks, except the two designed for canned juice, are built to handle a variety of food products.

Two Fruit Machines

New to the convention and to all but a few West Coast operators were two refrigerated fruit machines, one a non-selective apple unit, the other a four-selection machine designed to handle as many varieties of fruit.

The apple machine was shown by Frigid Fruit Company, Yakima, Wash, It stands 71 inches high, 28 inches wide, 231/2 inches deep and lists for \$565 (an earlier Frigid Fruit model listed for \$742). An all-purpose coin mechanism takes nickels, dimes and quarters and makes change. Refrigeration is furnished by a 1/6-h.p. hermetically sealed unit. The machine has a maximum capacity of 119 apples.

On hand with its selective fruit machine was Fruit-o-Matic, Los

Premiums Aid Play

· Continued from page 68

course, and the location owner keeps a sharp eye out to determine that nobody is "beating the sys-

Top Prizes

All tickets are collected and brought in simultaneously at the end of the week to qualify for the drawing of a highly worthwhile prize. Instead of novelties, Williams offers all nationally known, well-branded prizes, such as folding cameras, flash attachments, Canfield pop-up automatic toasters and other electric housewares. One such prize is drawn, delivered to the location at which the lucky winner played his prizewinning game, and presented to the man or woman with plenty of "ceremony." "This is fine public relations," Williams said. "In most cases we insist that the location owner display the prize for a few days before actually turning it over to the winner."

Ups Collections

One prize a week has had the effect of increasing route collections by a highly acceptable 35 per cent, according to Williams, the spread being approximately the same over the entire route. "It's getting to be a premium world in all varieties of sales," he stressed, 'so that the usual customer expects to get something extra by buying a certain brand, etc. We in the amusement game field are no exception, and thus the chance of winning a worth-while prize is keeping our players spending their nickels,"

CLOSE-OUT OF GAMES

Lehigh Specialty Co. 826 N. Broad St., Philadelphia 35, Pa. As Keeney Distrib

PHILADELPHIA, Nov. 25. Jersey and Eastern Pennsylvan let, disclosed this week

Firm will handle the manufa model displayed at the convention turer's electric cigaret machin has plastic trays instead of the four-player alley and its bowli wire trays incorporated in previ- conversion for full-length shuff



SHUFFLE GAMES

Playing Fields Resurfaced!
Chi Coin TROPHY BOWL 5235
Keeney DOUBLE
BOWLER
BOWLER
BOWLER
Universal SUPER TWIN
BOWLER
Universal SUPER TWIN
BOWLER
Universal TWINBOWLER
EXPRESS
Universal TWINBOWLER
TIP
Chicago Coin BOWLING
ALLEY
Williams TWINSHUFFLE
Keeney PIN BOY
55

Have YOU received your copy of our BIG ILLUSTRATED

PREMIUM CATALOG!

Write for your free copy today

REGRESATION Don't take our word. It's easy to make

Guaranteed and Reconditioned

claims. Just ank any operator who has

reconditioned equipment from FIRST Dis-

FIVE BALL GAMES

Your collections will sour with GENCO'S new PLYING SAUCERS

Newest and hoffest 5 ball game. Intriguing action, Timely as tomorrow. Exciting new visible till feature. Now delivering!

FLY-AWAY PIN CONVERSION for UNIVERSAL'S TWIN BOWL-ER only. Motor driven \$59.50

> RECONDITIONED CONSOLES



NATIONAL GUARANTEED VALUES!

Gottlieb Joker Gence Flying Saucer Williams Ray Mop Exhibit Oasis United Red Shoes

RECONDITIONED SHUFFLE GAMES

10 Chicago Blue Cab., Twin Reb'd \$90 10 Universal Twin Rebound 90 10 United Super Twin Bewler, disappearing pins 200 10 United Shuffle Alley with

7 Keeney 2-Player, disapp, pins. 190 3 Chicoin Baseballs. 100 10 Bowlettes
7 United Shuffle Alley
S Genco Bowling League
3 Bally Shuffle Bowlers

10 WATLING "400" DELUXE SCALES

EXCELLENT CONDITION WRITE FOR PRICE

NEW SHUFFLE GAMES

United 4-Player Rebound United Sken Alley Chicago Coin Ace Bawler Bally Hook Bawler Universal 15-Pin

Write for Prices

RECONDITIONED 1-BALLS
 Champion
 \$258

 Photo Finish
 300

 Citation
 215

 Gold Cup
 135

 Jockey Special
 100

RECONDITIONED PHONOGRAPHS 10 WURLITZER 1015's \$274.50 EACH

PREMIUMS

Write for our new illustrated Fall Catalog, now being mailed. Large selection—wide variety. Weekly Promium Specials!

TIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. Phono: BUckingham 1-6466

WANTED

USED MILLS SLOT MACHINES HIGHEST CASH PRICES PAID! BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

WILL SACRIFICE FOR QUICK SALE

WILL SACRIFICE FOR QUICK SALE

Complete set of Illusions consisting of Levitation Doll House Spidera Electric Chair with plenty gadgets and switches mounted on Flash Board Larg Size Production Tube on legs Outstanding Brooms Illusion for Bally, complete with brooms One of the best lay-down type Sword Boars in business, usin biades through top, sides and pole through center. Flash Globe Illusion, complete with caltinet, stage and curtain. This illusion cost me over one thousand dollars as is made so that two to three hundred people can see it at one showing a tremendou altraction. Ask anyone who knows me about its maner-geiling power. I will furnish story with it that will get money. The Globe is 15° by 30° and 15° high. The cables is 8° high, 6° deep and 4° wide. Any size girl can work it. All illusions are knowledges 8° high, 6° deep and 4° wide. Any size girl can work it. All illusions are knowledges in the capture of th

BUCKLEY WALL and BAR BOXES



BUCKLEY MFG. CO.

1223 W. Lake Street, Chicago 24, Illinois

Look at the Savings!

RC 364.50 9880's \$54.50 1, RC 54.50 Crowns 34.50 54.50 C. Grands 34.50 ROCK-OLA Masters ... 354.50 | Supers 354.50 MILLS Throne\$49.50 Empress ... \$79.50 E HAR SIN

Maestro, 30 Rec. \$229.50 Hideaway 199.50 Music Mirror 149.50 WURLITZER

ALL PHONOGRAPHS COMPLETE AND IN WORKING CONDITION

AMUSEMENT GAMES Reck-Ola 22' Shufflehoard 598 50 Senco Glider 39 50 ood-Ettes 59 50 Vms. All Star 59 50 Groetchen Metal Typer ... 79.50

Terms: 1/2 Certified Deposit Belence C. O. D. All Games Plus Crating Wisconsin's Leading Distributor



1227 W. Vliet St., Milwaukee S. Wisc Phone: WEst 3-3224 Exclusive Distributors for Wurlitzer Music in Wisconsin and Upper Mich.

DISAPPEARING PIN CONVERSIONS For UNIVERSAL TWIN BOWLER and CHICOIN BOWLING ALLEY

ALL NEW PARTS

Motor Driven Pin Reset

PRICE

- · Automatic Scoring of Strikes and Spares Visible in Center of Unit.
- Color Schomes Same as Original Cames
- Shaped Flyback Pins
- . Easy and Quick To Install

JOBBERS, WRITE M & T SALES CO.

2547 Fullerton Ave. Chicago 47. III. Phone: Dickens 2-2424

RENO, NEVADA, ROUTE

FOR SALE

If you can qualify for Nevada Gambling License

100 PIECES

Kentuckys, Lexingtons, Mills Pace, Jennings Slots, 1250 Wurlitzers, Rock-Olas, Hideaways, 14 Coin Boxes, Late 5 Balls, '49 Truck, Shop Equipment, Plenty Extra Parts and supplies.

\$35,000.00

BOX D-464, C/e BILLBOARD CINCINNATI 22, O.

CALENDAR FOR COINMEN

November 26-29-National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.

November 30-Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

November 30-Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

December 4-Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

December 5, 19-Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

December 5, 19-Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

December 6-Coin Machine Operators' Association of Harris County (CMOAHC), Chamber of Commerce Building, Houston.

December 7-Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.

December 7-Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

December 7-Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland. December 11-California Music Gulld (CMG), monthly meeting, 311 Club, Oakland,

December 12, 26-Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia:

December 13, 27-Music Merchants' Gulld (MMG), semimonthly meeting, Narragansett Hotel, Providence.

December 13-Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Stone Cottage, Elmhurst, Ill.

December 14-Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

December 14-Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting. Maccabees Building, Detroit.

December 20-Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.

December 26-Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York. December 28-California Music Gulld (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento:

January 22-Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

January 25-Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Turning Back the Clock

10 Years Ago

of the 1941 model jukes was re- Buckley Manufacturing Company leased by Rudolph Wurlitzer Com- opened a new plant at Ogden pany. Called the Colonial Model Avenue and Lake Street, mean-780, it was a radical take-off on while retaining its general offices previous machine design, reduc- on West Washington Boulevard. ing the use of plastics to a mini-mum and accentuating wood cab-announced it would produce a new background (speaker cloth) and schedule. He made this statement, subdued illumination. Said to en-tail custom construction, it was to games without the approval of our be produced on a limited basis.

Machine Industries, Inc., an- before going into production. nounced that the 1941 Coin Ma- Firm's first games in the proposed chine Show, set for the Hotel Sher- series was One-Two-Three, with man, Chicago, January 13-16, would be the first "double-deck" exposition for the industry. Explaining, he stated the hotel had Company and D. Robbins & Comthrown open an entire new floor pany never used before for convention purposes to house the increased display of coin-operated equipment and allied merchandise. The new floor, Gottlieb said, would be in addition to the exposition hall, Grand Ballroom, and the mezzanine. The new area would be the floor below the main exposition

Reasons for the increased space was twofold; more exhibitors and larger displays by most firms.

Charles Young, Delaware River Music Company, Haddonfield, N. J., was elected president of the Novelty Manufacturing Company, Philadelphia Phonograph Oper- Chicago Unit had been introduced ators' Association for the 1940-41 term. Jack Sheppard, Bell Amuse-ment Company, Philadelphia, was to shoot a ball like a machine gun. named vice-president Paced by the top hit, I'll Never

Smile Again, comers-up on the juke hit route included There I Go, The Same Old Story, Falling Astrolograph, Unit was fully auto-Leaves and Our Love Affair. On Ola Manufacture and Charles the possibilities list were Freneni, Tico Dreums Met and Seven Beers With the Wrong Woman.

Watling Manufacturing Company was ballyhooing its new entry in the bell field, Big Game. previous release, Leader.

15 Years Ago

CHICAGO, Nov. 16, 1940.—First CHICAGO, Nov. 16, 1935.—

inets. In line with the colonial counter game every two weeks. theme, machine featured pewter Howard J. Peo, firm head, said finished hardware, spinning wheel an entire series of games would grille with vari-colored patchwork be produced and released on this distributors." New models were Dave Gottlieb, president of Coin to be approved by the distributors East River to follow. Distributors included Supreme Veding Company, Inc., American Vending

> Chicago Coin Machine Company introduced a new game, Pippin. Feature of the unit was its back rack which had a double-kicker action. Another feature receiving boasts from officials Lou Koren, Sam Gensburg and Sam Wollberg was game's playing field, which was mounted in the cabinet so that it could slide out along a resting ledge.

> A new trigger plunger for pin games was announced ready for release in the Midwest by Korth on the Pacific Coast several months Sample units were \$2 each.

> J. P. Seeburg Corporation introduced a new horoscope machine, bid for the ope' business was its new pin game, Screamo, billed as another Jigsaw in play-pull

Taking the cream of the juke The unit, a console featuring 10 play for the week were these num-reels, was available with Wat- bers: You Are My Lucky Star, ling's Mystery Cash Payout, Here's to Romance, Begin the Beweighed 134 pounds. . . Exhibit guine, Why Should I?, I've Got a Supply Company was getting set to Feelin' You're Foolin', What a release its newest game, Zombie, Wonderful World, Boots and Sad-after winding up production on its dies, Broadway Rhythm, Truckin' and Me and Maries

YOU'LL CLEAN UP WITH Williams It's got the ACTION with a "BOP!"



GOT IT! DOUBLE HEADER

HIGH SPEED REBOUND BASEBALL GAME

and do better all year 'round with the game that's set an earnings record unmatched by any other!

SEE-BUY THESE WILLIAMS' HITS AT YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY

Creators of Dependable Play Appeal!

4242 W. FILLMORE STREET

CHICAGO 24, ILLINOIS

21012

CONSOLES

schine Guarantee

E ALLEYS (used)

ucky Strikes 150.0

eg. Alley

SCELLANEOUS

Coded Cable

Brackets

Wall flox \$17.50

NOW

FOR BETTER	BUYS—BETTER	BUY
COUNTER GAMES (new) (if a Homer \$27.50 (hree of a Kind \$15.00 Funch a Ball \$15.00 (letric Skill Gum \$47.50 (letric Skill Gum \$47.50 (letric Skill Gum \$47.50 (letric Skill Gum \$15.00 (letric Sk	ARCADE EQUIPMENT Acme Shoe Shiner \$150.00 Batting Practice 65.00 Bis Inning 185.00 Boomerang 25.06 Chi Coin Hockey 85.00 Chi Coin Pistol 125.02 Chi Coin Basketball 195.00 Chicken Sam (Conv 95.00 Evans Ten Strikes 75.00 Exhibit Silver Buffet 135.00 Falcon Shoe Shiner 125.00 Goalee 100.00	New M Blue Bel Blue Bel Blue Bel Super Bo Mills Due Bally Dr Evens Re Evens Re Evens Re Evens Re Evens Re
MUSIC Nurlitzer 41 \$ 65.00 Nurlitzer 410 \$ 65.00	Heavy Hiller 50.00 Jack Rabbit 100.00 Keeney Air Raider 100.00 Lo Boy It Scales 50.00 Mills Modern Scales 10.00 Panorams 225.00 Pitchem & Battem 175.00 Photomatic, early 275.00 Photomatic, late 550.00 Quizzers with film 125.00 Records Gram 135.00	SHIFFL United B United S Express Keeney L Bally Bor Genco Be Gottlieb I Chi Chin Belgium Williams
Nurlitzer 800 95.00 Nurlitzer 1015 295.00 Nur 1017 (Mideaway) 265.00 Nur (Colonial) 95.00 Tack 400 (Mideaway) 125.00 Tock Ola 19 75.00 Tock Ola 19 85.00 Tock Ola 14 200.00 Tock Ola 44 275.00	Scientific Xray Poker 85.00 Siros Brush Up	Packard 30-Wire 1 Per Ft. 30-Wire 0 Per Ft. Packard 1
VENDERS (used)	Melional 7A (no base) \$75.00 Monarch, 10 column 85.00 Uneedapak 500, 15 rol 85.00 Rowe Pres., 10 col. 73.00	Terms: 1/2 deposit with all

Columbus Gum, 1e ... 6.50 5ilver Kine GB, 1e ... 6.50

palance

M.S. GISSER "

MACHINE EXCHANGE, INC. 2021-2025 PROSPECT AVE - CLEVELAND IS, OHIO ALL PHONES: TOWER 1-4715

Northwestern Nut :40 4.50

Northwestern Gum =33 6.50

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYCIENE

YOUR EXCLUSIVE DISTRIBUTOR for EXHIBIT DALE Six Shooter League Bowler Nickel or dime play. Easy to service. Plenty of player appeal. Earnings at the highest right now. See World Wide today. Here's the fastest rebound shuffle alley ever made! 1, 1, 3 or 4 players. This is a PROVEN WINNER. SEEBURG SHOOT THE BEAR RAY GUN STS WILLIAMS STAR SERIES EXHIBIT DALE GUN. Latest Model ************************* NEW 5 BALL GAMES WILLIAMS DOUBLE HEADER Best by location test. A real sleeper the year 'round. I or 2 player rebound. Flyaway runners. Singlest Doublest Triplest Home Runst Competition at its best. Order now. Surprise Williams RAG MOP Gettlieb 4 HORSEMEN Williams PINKY Gottlieb JOKER Gence FLYING SAUCER Gence HARVEST TIME ********** ******************* RECONDITIONED FIVE BALLS Suttons & Bows 393 Carolina One-Two-Three 65 Triple Action Thrill 35 Blue Skies \$75 Star Dust 60 Lucky Inning 60 Marviand 60 Big Top 75 Majors of '49 5 45 Trises (not 115 Hawaii 115 Ramona 75 Trinidad Popin Hood 45 Paradise FLY-AWAY PIN CONVERSION RECONDITIONED SHUFFLE GAMES for CHICAGO COIN BOWLING ALLEY Chicago Coin BOWLER Chicago Coin BOWLING ALLEY Chicago Coin BOWLING CLASSIC Genco BOWLING LEAGUE Genco GLIDER Keeney DOUBLE BOWLER United SHUFFLE ALLEY IWith Original Fly-Away Pinsi Universal TWIN BOWLER IWith Original Fly-Away Pinsi Williams TWIN SHUFFLE Universal SUPER TWIN BOWLER Rockels SHUFFLE LANE Williams DELUXE BOWLER The proven unit with genuine Williams parts. The best Fly-Away Pin unit ever made. Motor driven. Perfect scoring. Increases collections. Beautifies every game. Just released . . not to be confused with other Fly-Away Pin conversions. Guaranteed unconditionally. Write for quantity price. Sample \$\$7.50. ************************ ONE BALLS Williams DELUXE BOWLER Williams SHUFFLE BOWLER TURF KING (new) GRANDSTAND (new) UNIVERSAL WINNER (new) RECONDITIONED RECONDITIONED CONSOLES Bally CLOVER BELL (naw) GOLD CUP Bally CLOVER BELL BAILY SPOT BELL BAILY TRIPLE BELL Universal ARROW BELL NEW SHUFFLE CAMES Keeney SINGLE BONUS United TWIN SHUFFLE ALLEY RESOUND United 4 PLAYER SHUFFLE ALLEY United SKEE ALLEY, 71, ft. Bally HOOK BOWLER Universal HIGH SCORE BOWLER Universal DELUXE TWIN BOWLER Keeney TWIN BONUS Keeney THREE WAY BONUS Bally DRAW BELL Chicago 47 EVerglade 4-2300 2330 N. Western Ave.

Coinmen You Know

Chicago:

up by the Thanksgiving holiday, United Manufacturing reported vention, and dropped out to the man Hy-G Music Company, St getting under way on production Mills Industries plant. Grant Paul; R. B. Williams, Commercia of its new Double Shuffle Alley Shay also was on hand to assist. unit which features disappearing Mike Ziv came to the Loop to pins, rebound action and official lunch with Bill Helreigel Jr., and Leo Weinberger. Southern Auto bowling action. Billy DeSelm. his son, Philadelphia, and Harry matic, Louisville, Universal Presi general sales manager, reported Mielhe, Williamsport, Pa. As is the firm was also in production its usual custom, Bell-o-Matic emof its Skee-Alley unit. Visitors last week included Herman Paster, Mayflower Distributing, St. Paul, and Leo Weinberger, Southern Automatic Music Company,

of the president of Bally, was one of the guests at the Margaret Etter Creche (day nursery) celebration at the Hotel Sheraton Saturday (18). A picture of Mrs. Moloney and Mrs. Max Pray. president of the nursery, appeared in the society section of The Chicago Tribune Sunday (19).

Benny Strong, band leader now playing the Trianon here, was in for a visit with Al Stern, head of World Wide Distributors. Strong and Stern have been friends since their boyhood days. Monty West feels sure that World Wide will have its samples of the Rock-Ola Rocket '51 in a few days. Soon after its reception, firm plans a from a brief road trip in the inseries of formal showings down terest of the Dale Six Shooter State as well as in Chicago. Len gun game. The firm will have Micon says game sales, both new several booths at the NAAPPB and used, are moving fast and show which began Sunday (26) bases part of the reason on ops at the Hotel Sherman. Ford getting worked up over impend- SeBastian, Joe Batten, Ed Hughes ing shortages.

At Monarch Coin Machines, Clayton Nemeroff says lots of NAMA visitors were in for a look at Monarch's wares. Among the steady action on the four different things they were after, he says, was the firm's Pop Corn 'Sez' pop- Ryan, vice-president, states. The corn machines. Monarch also quartet are High Score Bowler, readied for NAAPPB show visi- the 15 pin shuffle game; Winner,

Chicago:

Vince Shay, head of Bell-o-cialty, Philadelphia; R. G. Duhy
Matic, played host to a number of distribs who were in town last and Herman Barber, F.A.B., Al week to attend the NAMA con- lanta; Harold Leiberman, Leiber, ployees all received a Thanksgiving turkey from the firm.

returned from a short business (NCMDA), is making plans to trip to Indiana over the week-end, the NCMDA winter meeting, ten then was bedded early in the tatively slated for Miami in mid Mrs. Raymond T. Moloney, wife week with the flu. Joe Kline, January. . . . Movement of the Finke's partner, will travel thru H. C. Evans office staff to new Illinois on firm business next plant at 1556 Carroll Avenue week. First reports the premium almost complete. Over-all plan biz, off slightly last week as ops Rex Schriver states, is to movused turkeys as prizes, swung all personnel plus equipment in back sharply as the week drew such a way as to not hurt produc

> Ben Coven, local Wurlitzer and Bally distributor, is proud of a pany, is back from a trip to Cleve letter he received last week from land where he called on Morri Dom Pigati, Highland Park opera- Gissert, Cleveland Coin Machine tor. Pigati reported he put a Exchange, and Detroit headquar Wurlitzer 1250 into a location ters of Art and Dale Sauve. Gott which had been averaging \$25 a lieb's newest five ball, Punchy, i week, and the new juke boosted now drawing repeat orders, Alvir the gross to \$100.

Frank Mencuri, Exhibit Supply Company, returned Tuesday (21) and Mencuri will be among the Exhibit Supply top staffers who will greet conventioneers.

Universal Industries is getting products it has on the line, Bill a one ball; Feature Bell, a console, and Shuffle Tournament, the Visitors at Exhibit Supply last conversion which makes a full week included Al Rodstein. Ban-size shuffleboard into two shuffle mer Specialty, Philadelphia; Harry Rosenthal, Pittsburgh; Wesley Knudsen, Knudsen Novelty, Salt Lake City; B. D. and J. D. Lazar, Fittsburgh; Irv Morris, of Irv Morris, Inc., Newark, N. J., and Irv Blumenfeld, General Vending Sales, Baltimore, Sales, Baltimore, and Herb Rosenthal, Banner Specialty, Philadelphia; Harry Rosenthal, Pittsburgh; Wesley Knudsen, Knudsen Novelty, Salt Irv Weiler, Consolidated Distributors, Kansas City, Mo.; Irv Blumfeld, General Vending Sales, Baltimore; Dave Simon, Dave Simon, Inc., New York; Al Rodstein and Herb Rosenthal, Banner Specialty, Philadelphia; Harry Rosenthal, Pittsburgh; Wesley Knudsen, Knudsen Novelty, Salt Irv Weiler, Consolidated Distributors, Kansas City, Mo.; Irv Blumfeld, General Vending Sales, Baltimore, and Herb Rosenthal, Banner Specialty, Philadelphia; Harry Rosenthal, Pittsburgh; Wesley Knudsen, Knudsen Novelty, Salt Irv Weiler, Consolidated Distributors, Kansas City, Mo.; Irv Blumfeld, General Vending Sales, Baltimore, Dave Simon, Inc., New York; Al Rodstein and Herb Rosenthal, Banner Specialty Rosenthal, Banner Specialty Rosenthal, Pittsburgh; Wesley Knudsen, Knudsen Novelty, Salt Irv Weiler, Consolidated Distributors, Kansas City, Mo.; Irv Blumfeld, General Vending Baltimore; Dave Simon, Dave Simon, Inc., New York; Al Rodstein and Herb Rosenthal, Banner Specialty Rosenthal

Music, Dallas, and R. E. Williams dent Mel Binks is planning an other Eastern trip.

S. I. Neiman, public relation Wally Finke, First Distributors, chine Distributors Association tion schedules.

> Elky Ray. D. Gottlieb & Com-Gottlieb says. . . . All Chicago Coin Machine Company distribu-

Vital Statistics Births

A son, Alexander H., to Mr. and Mrs. Meleth Rapport in Pittsburgh November 7, just eight days after his namesake grandfather, A. H. Rapport, premium distributor, Melvin Rapport succeeds father as head of A. H. Rapport Company.

A son to Mr. and Mrs. Bob Wenzel, Minneapolis, November 21 in St. Paul. Father is a partner in Automs

Deaths

Mrs. Olympe Berube, 66, of Hartford, Conn., mother of A. J. Berube, coin machine operator, recently in that city.

Mrs. Esther Lane in Minneapolis last week. Her husband is Bobby Lane, coin machine serviceman in Minneapolis.

BRING'WESTERNS'to your spots! CROWDS LIKE 'EM!



now have samples of the five New York: Il Punchy and reaction to the me is encouraging, Sales Maner Ed Levin reports. Based on boxing theme, the game feapres action till the final ball

rops out of play. Howie Freer, Empire Coin Manine Exchange, has just comleted a shipment of a United hunte game mechanism and score oard to Australia. Game had o be shipped in many packages small weight and small size. ackages several weeks hence he then put the game together. Shipment included full assembly produre. Gill Kitt and Ralph Shefeld. Empire partners, report peretual inventory control has oved a big aid to warehousing y Levin is back from a swing

Bally Sales Manager Jack Nelon says the Hook Bowler game more popular now than when irst introduced. "Players seem o like the book shot idea and the powered rebound unit. Art Garvey, the Notre Dame football star, this week. who is now Bally district manger in New York and New Engand, arrived in Chicago in time o spend Thanksgiving in Chiigo. Meanwhile district mangers. Phil Weinberg and Ben Secker, are in Texas and Pennylvania. . . At Como Manufacoring, all hands are busy getting out Hollycranes and the firm's onversion for the Rock-Ola Shufe Lane, Keeney Pin Boy and Bally Shuffle Bowler.

At World Wide Distributors Al Stern and his top staffers, Len Micon. Monty West and Bernie Auerbach are getting lined up for he local debut of the Rock-Ola locket '51 music machine. Micon lates that orders are still coming n from operators who have yet to ee the new baby. Auerbach is oncentrating on premium sales upied with music and game or-

naking steady progress with the niversary Thanksgiving Day. AAMA show last week he greeted opened a record shop in Brooklyn. lot of old customers plus many prospects. . . . One of the surprise visitors at the convention was Sid Luckman, Chicago Bears quartermck, who also has his own TV program.

Los Angeles:

Monica. He is an old-time op-trator who recently returned to the field. Ray Walsh, who is sort of official trucker for the industry, has added a new truck to his fleet to take care of the jobbers' needs, . . . Frances and Ed Wilkes, of the Paul Laymon ompany, recently celebrated heir 13th wedding anniversary.

Jack Neil of Riverside in the city and introducing the jobbers and operator friends to his new on. . Stan Turner, who handles the Wurlitzer parts department at the Laymon company, just back from a trip to Bakersfield. While there, he called on Mrs. Phil Brown, who has one of the oldest yet most modern music routes in Kern County.

Walter Keene, of the Kenonatic Company in Taft, in town and receiving congratulations upon his new and up-to-theminute offices and shop. The projcet was completed sometime ago with many of the operators cropping in to view the new setup and extend good wishes. Louie Uhl and Jimmy Owens rehashing the merits of certain airplanes. Uhl served in the air force and Owens flew in World War I and also holds one of the oldest pilot's licenses. . . Lou

Wolcher, of Advance Automatic Company, in the city from San Taneisco. Dottie O'Brien, Capitol recordng artist, made a personal apearance at Leuenhagen's Record Bar Tuesday (14). The p. a. was

scheduled for Monday but was postponed because of weather-Howard Tripp, of the Venforlator Manufacturing Company, Fresno, took time off from his susy schedule to go to Visalia to all a few head of cattle, ... Lou Shows in to visit his son, Jack. head of parts department at Badger Sales.

Nash Gordon and Dorothy Wolk of the Automatic Music Operators' Association (AMOA) staff, were busy last week doing the spade work for the org's annual dinner-election-meet, to be held at the Henry Hudson Hotel Tuesday (28). Among the special guests who will attend are Meyer Parkoff, of Atlantic New York; Barney Sugarman, of Runyon Sales; Joe Young, of Young Distributors, and John Haddock, then the operator receives the president of AMI. An annual report will be given by Al Denver. AMOA prexy, and Sid Levine, attorney, will address the members on legal matters. A home phonograph will be given away as a door prize.

Jack Ehrlich, of Hart Music Company, has purchased a bar nd sales staffers. Roadman Stan- and grill in Brooklyn. . . . Al Arnold, of Empire Amusement, is hru the Illinois territory and now located in new route head-quarters at 215-01 Peck Avenue, Queens Village. . . Dave Luizker, of Premier Music, left last week for a Florida vacation. Willens, of Capitol Projectors, is back on the job after a hospital stay, and is planning to attend the outdoor convention in Chicago

> Al Simon, Chicago Coin factory agent, handed out cigars last week to mark the birth of a daughter, Randy Ellen, Sunday (19), to his wife, Ruth. . . . Joe Hanna. of Utica, N. Y., in town on a shopping trip last week. . . . Stuart Lyon, head of Lyon Industries, has returned from a Midwest biz trip.

> Company, suffered a broken leg Monday (20) when he tripped and fell off the stoop of his home. . . . Another local accident victim was Herman Rabinowitz, who operates under his own name. His car was hit and wrecked by a truck, Tobey reports, but he came out of it with

Toby Halpern, who operates

jukes here as the Tobern Music

only slight injuries. Barney Schlang, of the jukemen's union, watched his nineyear-old son, Alan, score three touchdowns Sunday (19) as the youngster sparked his Cub Scout team to an 18 to 21 victory over another Scout squad. . . . Ben and Jack Nelson Jr., general man- Mrs. Chicofsky, of Benray Music, ger of Logan Distributing, is celebrated their 15th wedding an-Victor vending line. At the Ralph Elefanti, of Elite Music, has

Hartford, Conn.:

Joe and Ted Zdonczyk, of Del Amusement Company, Water-bury, Conn., won the door prize at the Connecticut State Coin Association meeting at Hotel Bond, Hartford. The prize, an George Dudley, Porterville op-trator, took advantage of his donated by Atlantic-New York mp to Los Angeles to buy coin Corporation for J. P. Seeburg farming machinery. . Al Reiz. Corporation, music machine man-ufacturers. Also on the program who does not get into Los An- was playing of a number of new celes too often, made one of his recordings by Russ Vincent, Hartbuying trips here from Santa ford singer, who was a guest at

made hats to be passed around, Vince reports that Danbury, which has as its primary industry hat manufacturing, is really pushing hat sales these days.

THE BILLBOARD

Paul Rechtschafer, of Reliable Coin, Hartford, has just finished erecting a new home, and the trade talk is that Paul is soon to be walking down the matrimonial path with a local girl. . . . Frank Avilla, the New Britain, Conn., coin operator, has moved into a new home.

Abe Fish, who is owner of General Amusement Game Company of Hartford and also president of the Connecticut State Coin Association, recently made a trip into Providence to chal with some of the coin operators on current conditions in that State. . . . Abe says that Connecticut association membership is now at the 65 mark. The next Hartford meeting is slated for the Hotel Bond, December 14, at 8:30 p.m. All interested coinmen are cordially invited to attend.

Blynn Beck, Eastern regional division sales manager of Pitney-Bowes, Inc., the Stamford, Conn., postage stamp vending machine manufacturer; addressed a recent meeting of the Lions' Club of Stamford, pointing out that there is an increasing acceptance on the part of business and the public loward postage meter mailing, and adding that the Stamford firm, organized in 1920, has placed more than 100,000 meters thruout the country.

Offices of the record division of Stern & Company, Hartford area distributors of Columbia Records, were ransacked the other night by thieves. Desks were ransacked in the Stern offices, and coin boxes on soft drink machines were opened, police said. . . Meanwhile authorities have been investigating two burglaries in South Glastonbury, Conn. The theft took place in two taverns, located about 50 yards apart. Cartons of cigarettes were taken and pinball machine coin boxes rifled in both places.

Mr. and Mrs. Ralph Colucci, of Seaboard Distributors, Inc., Hartford, were recent New York week-end visitors. . . Francis E. Stern, president of Stern & Company, Hartford distributors for Columbia Records, is back from a combination business and vacation trip to Los Angeles, . . . Osborne Griggs, owner of the Hartford branch of Coca-Cola Bottling Company, has purchased the Coca-Cola plant at New Britain, Conn., which has been operated by the Coca-Cola Bottling Company of Connecticut. Griggs, according to trade talk was in competition with Morton Downey, the singer, for the acquisition of the business. Terms of the sale were not disclosed.

necticut and Massachusetts banks and finance companies at a recent Hotel Bond, Hartford, luncheon, The informal gathering was held to stress the tremendous growth of the television industry to date and also to consider the controversy over color and black and it is only temporary. white television.

Recent Hartford visitors were Johnnie Trifero, district manager for Columbia Records, who lunched with Ralph Colucci, of Seaboard Distributors; Leonard Berens, and James Smith, Stern & Company ... Ralph Jr., and Robert, twin sons of Mr. and Mrs. Ralph Colucci, of Seaboard Distributors, recently marked their ninth birthday with a big party.

Indianapolis:

Mrs. Lottie Berman and her staff were guests at the Service Men's Center and enjoyed the games Sicking, Inc., presented to the boys for recreation in the new ley. quarters in the War Memorial Building. The games will be kept in condition and serviced free of any charges. If and when more are needed, Sicking, Inc., will furnish them to the center.

Jacob Waymire, operator at Elwood, Ind., is hunting in Michigan. . . . Kenneth Lowe has been added to the office staff at Southern Automatic Music Company

. . Sam Weinberger, of the Southern Automatic Music Company, distributors for AMI phonographs, spent several days in Fort Wayne visiting the branch there, and returned to the city by way of Chicago on a business trip.

Visitors on coin row were Mr. and Mrs. Ralph Henley, Bloomington, Ind., and Bruce Timmons, Greenville, O. . . . The new Rocket Rock-Ola is expected to arrive at the Calderon Distributing Company within the coming week. Plans are in the making for a grand preview and opening. Business and collections are none too good. There is a general slump in sales here.

Shaffer Music Company has on demonstration one of the new 100 selection 45 r.p.m. Seeburg phonographs in the salesroom of the Associated Distributors, RCA Victor distributor. . Sue McMahon. has been added to the office staff of the Shaffer Music Company as

It was reported that the new Seeburg unit is arriving in fair shipments and at regular intervals . . . Collections as reported by out-of-town operators are much improved. This is true in many of the small towns where there is a manufacturing concern with government orders. Pay checks are larger and spending is more liberal.

Among the operators visiting coin row buying equipment and parts were James (Jim) Miller, Samuel Roskin, president of operator at Columbus, Ind.; Rus- r. p. m. juke box.

tor, brought in some Danbury- to a group of officials from Con- | sie Company, Columbus, and Earl Leonhard, South Bend, Ind. Sicking, Inc., has on display Chicago Coin's new five-ball game, Funchy, United's Red Shoes, Genco's Flying Saucer, and United Skee Alley. There is a lull in the game business at present but

> Calderon Distributing Company is anticipating the arrival of the new Rock-Ola Rocket-51 most anytime now according to Al Calderon. He says there will be a big opening when the phonograph arrives. . . . Southern Automatic Music Company announced the opening of an A. M. I. service school for phonograph operators and their servicemen every Wednesday night. From indications and prospective attendants the school is about to become popular. Southern Automatic Music is now making deliveries on the new Williams Rag Mop; Gottlieb's Joker and United's Skee Al-

Milwaukee:

Deer hunting was on the minds of a good share of Milwaukee coin machine people when the season opened last week. Among the many hunters stalking the woods in an attempt to bring home some venison, were: John Zaniewski, serviceman at the Banaco Music Company; Casper Reda, music and game operator, and Stan Johnson, routeman at the Wisconsin Novelty Company.

The Frank Bartniks, of the Banaco Music Company, were expecting visitors for the Thanksgiving holiday week-end from Cleveland. The company was Mr. and Mrs. A. Witalis, coin machine operators from that town.

Bob Puccio and Joe Pelligrino, headmen at the P. & P. Distributors, broke away from their everyday chores for one day last week and drove into Chicago on busi-

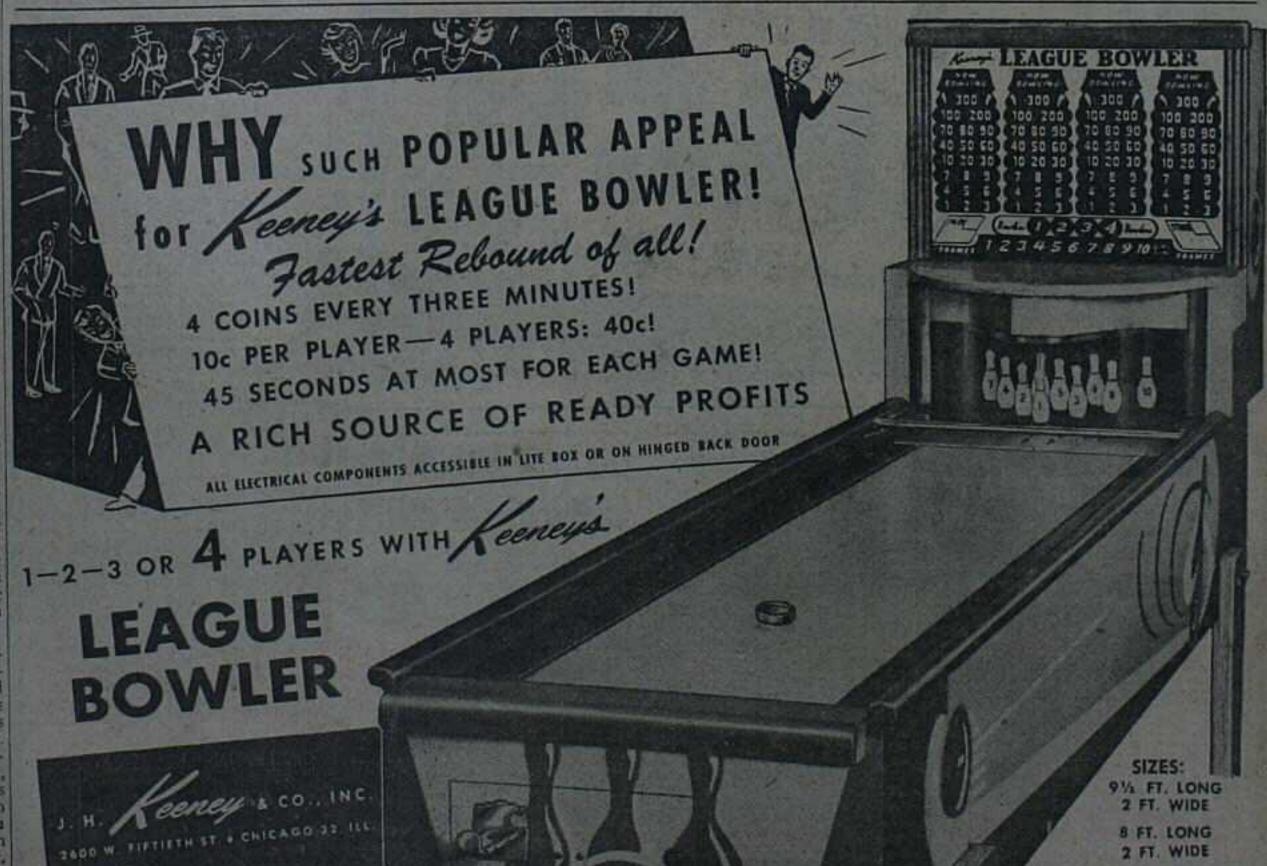
The front office of the Sam Hastings Company is jampacked with boxes full of premium merchandise that Sam bought in anticipation of future price rises. Business, especially in the premium line, has been very good, according to Sam.

Glen Gaedke, partner in the G. & W. Novelty Company, in South Milwaukee was laid up for about a week following some minor surgical work. . . . Irv Seiwich, G. & W. Novelty Company service is off on an extended vacation.

Philadelphia:

Leo Brody, of Atlantic Pennsylvania Corporation, and J. Cameron Gordon, Seeburg regional rep. addressed the entire sales staff of the Raymond Rosen Company, RCA distrib, Saturday (18), on the recently introduced Seeburg 45

(Continued on page 86)





Central Ohio Coin Quality Buys

USED I-BALLS

USED PIN GAMES Shanshai 5 49.50 Sally 79.50 Just 21 119.50 Just 21 119.50
Triple Action ... 42.50
Ballorina 57.50
King Cole 57.50
Melady 49.50
Alice in Wanderland 59.50 Alice in Wonderland 59.50 Rebin Hood 49.50 Janiboree 59.50 Temptation 59.50 Ster Dut 49.50
Ster Dut 49.50
Serenade 79.50
Spinituil 49.50
Blue Skies 69.50
Floating Power 69.50
Trade Winds 69.50
Fuddin' Head 69.50
Humpty Dunnals

Humpty Dumpty ...

Photo-Finish 325.40 Citations 225.00 Gold Cups 127.50 Special Entry 67.50 Hot Rods 177.50 SHUEFLE ALEYS USED

United Red. Alley \$ 25.03
United Reg. w/Dis
Pins
Genco Bowling
League 97.50
Keeney Ten Pins 125.00
Chi Coin Bawlins
Alley 149.50
Chi Coin Baseball 149.50
Gottlieb Bowlettes 107.50
Genco Glider 99.50

MUSIC 1944 Seehurg \$295.00

NEW PIN GAMES Chi Coin-Funchy
Exhibit-Ossis
Gottlieb-Joker
United-Red Shoes
Genco-Flying Saucers

Write for Prices

on These Slots

Sr Blue or Brown Fronts
10c Blue or Brown Fronts
25c Blue or Brown Fronts
25c Blue or Brown Fronts
5-10-25c Mailon Belts
5c Block Cherrys
10c Block Cherrys
10c Block Cherrys
50c Block Cherrys
50c Block Cherrys
50c Block Cherrys
50c Block Cherrys
5ch Brown Front
5c New Vest Pockets
5c Mills Q.T., A-1
5c Jenn Standard Chief
10c Jenn Standard Chief
5c Jenn Standard Chief
5c Jenn Deluxe Chief
10c Jenn Deluxe Chief
25c Jenn, Deluxe Chief
25c Jenn, Deluxe Chief

1015 Wurlitzer ..., 257.50 | 25¢ Jann. Deluxe Chief

WRITE - WIRE - PHONE - AD, 7254 525 S. HIGH - COLUMBUS 15, OHIO A SERVICE DE LA CONTRACTOR DE LA CONTRAC

CONVERSION UNITS

ONLY \$59.50 complete Easy to install. Complete instructions furnished.

AVAILABLE FOR THE FOLLOWING

SHUFFLE GAMES

"United" Shuffle Alley
"Bally" Shuffle Bowler
"Chicago Coin" Bowling Alley
"Keener" Pin Boy
"Universal" Twin Bowler
"Williams" Twin Shuffle
"Rock-Ola" Shuffle Lane
MOTOR RESETTING

panies order we will pay freight.

34 PARK ST. WEBSTER, MASS

Coinmen You Know

· Continued from page 85

Washington:

Gordon Leech, concessionaire of the National Park Zoo, played host at a recent dinner of the Anteaters Association, a group whose members go in for some unusual gastronomical experi-ences. The meal featured pheas-ant; but bear, buffalo, turtle and deer have been on previous deer have been on previous menus. Leech is one of the founders of the six-year-old eating club, whose members number Gene Tunney and diplomat Bedell Smith.

At Kaufmann-Washington Company, Decca distributor, they're talking about the Ethel Merman - Dick Haymes - Gordon Jenkins-Eileen Wilson teamwork on the "Call Me Madam" album, record manager Arthur E. Selnick reports. Selnick also said that the new Guy Lombardo "Tennes-see Waltz" disk would be one of the leaders of this up and coming hit tune. He thinks this will go over big on jukes. Biggest of the firm's hillbilly numbers now is the Ernie Tubb-Red Foley version of "Kentucky." which is backed by "Love Bug Itch."

Still another candidate for success in the "Tennessee Waltz" derby is Patti Page's Mercury label rendition, says Max Silverman, of the Quality Music Company. Of course, it goes without saying, according to Silverman, that Phil Harris's "The Thing" will be a big juke box number. He also mentions Freedom label's "A Cowboy's Prayer" as a possi-ble big Christmas number on

Stickers currently being used on the G. B. Macke Corporation cigarette machines feature pictures of some of the gifts available with the firm's premium cou-

Latest Washington Music Guild-Eddie Gallaher "Record of the Week" selection was "You're Just in Love" by Perry Como and the Fontaine Sisters: Gallaher plays the record, and gives the Guild a plug, on his WTOP "Sundial" and "Moondial" programs.

John H. Phillips, head of the Phillips Novelty Company, re-ported that his new "sliding scale" commission arrangement, for locations showing below \$20 a week sales, is working out successfully. Only two location owners declined to continue on this basis. Machines at these spots had been doing so poorly that a 70-30 per cent deal would have gone into effect. The new commission plan does not apply to 100-record Seeburgs or Wurlitzers and won't apply to the forthcoming Rock-Ola machine. Phillips said a few location owners are starting to try to promote the machines. In one instance, a business decline of from \$25 to \$10 followed a change in ownership and cut in store-wide busi-

Detroit:

J. R. (Pete) Pieters, head of the King-Pin Distributing Company, and Mrs. Pieters returned from a hunting trip to Lake Preston, N. D. Both got their limit of birds with Mrs. Pieters proving her skill on her first hunting trip. Joe Auton, manager of the local King-Pin office, reports operators coming in from all over the State to pick up the new Hook Bowler. which appears to be doing well in this territory.

The Kilbride brothers, Bernard L. Jr. and Thomas J., have dropped the nut vending route. which they operated as the Pointe Vending Machine Company, in order to concentrate on theater Concession operation. . . W. E. Landis, industrial relations director of Briggs Manufacturing Company, and one of the leading au-thorities on the use of vending machines in major industry, was the representative of Detroit last week in securing the national finals of the American Legion Junior Baseball Tournament for the Motor City, in connection with next summer's 250th birthday festival.

Harry Ernstein and his brother, Abe, are dividing their activity between running their own ciga-Vending Company, and servicing other operators with candy and other supplies thru the Northway Tobacco Company.

ATTENTION FOREIGN BUYERS

· We stock a complete line of . . .

FACTORY RECONDITIONED

SHUFFLE ALLEYS

and other MONEY MAK-ING COIN MACHINE EQUIPMENT

· We are now making extensive shipments abroad and are thoroughly experienced with export procedure. · All equipment is carefully checked and properly crated

for shipment to assure complete satisfaction. · You are invited to make our offices your headquarters.

You are always welcome to Write for Complete Information

Nat Schnelier, Inc. 1427 N. Broad Street PHILADELPHIA 22, PA.

STevenson 2-0242

For a FAST CONTROLLED GAME

SLIEK Shuffleboard WAX

CONTAINS NO PLASTIC PROVED 65% Less Abrasive

PLAYERS prefer a smooth, accurate SLICK-waxed board. OWNERS profit by triple-life SLICK gives to Shuffleboard tops.

SHORT-TABLE players like speed and occuracy SLICK leaves on shorter playing surfaces.

SLICK "SPEED COAT" Finish NEW Felishing Wax and Cleaner for a tough, scuff-proof finish, Wipes on lightly, without rubbing. Spends boards up 502. Use with SUCK Shuffeboord Wax

SLICK SHINE

207-15 ASTOR ST., MEWARK, N. I.

100% Return privilege within 10 days if not satisfied with WURLITZER 616 Fully repainted Perfect condi-tion. Ready for \$79.50 Crated Send for Complete List.

DAVID ROSEN Exclusive AMI Dist. Ec. Fo. 855 M. BROAD STREET PHILADELPHIA, 23, 74 PHONE: STEVENSON 2-2903

SHUFFLE LANE **OPERATORS** ATTENTION!

COMO MFG. CORP. 5013 N. KEDZIF AVE., CHICAGO 25, ILL

win Cities:

A great hustle and bustle is A great hustle and bustle is eported at Lieberman-Hy G Muic Company, Minneapolis, where separations are under way for he formal grand opening of the irm December 2-3 to mark the nerger of the two distributing ompanies here. Harold Lieberman. Hy Greenstein and Jonas Bessler have set up the two-day program at the new quarters, 257 promouth Avenue, to include relymouth Avenue, to include rereshments, music and entertainnent. All outstanding figures in he coin machine business, both anufacturing and distributing, ave been invited, with 50 to 75 to in from outside the firm's rading area. Ample hotel space s been made available, Bessler aid. Operators in this territory ave been invited for the open rom noon until 7 p.m. each day.

Mike Crakes, Minneapolis coinan is back home after his third peration, this time at University ospital, University of Minnesota, nd is reported recuperating nice-

Lee Bearth, St. Paul op-rator, is in a St. Paul hospital indergoing a skin-grafting op-eration necessitated by a recent automobile accident. While learth is hospitalized his route is being cared for by Ray Stochr, of he parts department at Liebernan-Hy G Music Company. . . sick abed nursing a cold is Cecil Terveer of Winona, Minn. His vife traveled to the Twin Cities o pick up some equipment for Cecil's coin machine route.

Bob Wenzel, of Automatic Games, St. Paul, is passing out gigars to mark the birth of a 715 bound son November 21 in a St. Paul hospital. Bob and his wife nive a 212-year-old daughter. .

Matt Engel, of Mayflower Disbuting Company, reports Bal-'s Hook Bowler and United's kee Alley are getting good atntion from operators who are lacing the units in their locaions.... Operators report their vinter season is up to normal, with coinmen expanding their oldings on legal games. . . A new game at Lieberman-Hy G Music is Gottlieb's Joker five-ball, eported by Jonas Bessler as atracting considerable interest rom operators.

Reports are circulating that M. M. (Doc) Berenson, who was n the coin machine operating business in Minneapolis for a number of years, is due to get ack into the business and is givng serious consideration to buyng into an already existing route.

Condolences are due Bobby ane, coin machine serviceman in Minneapolis, on the untimely leath of his wife, Esther, a week . Reports from LaBeau Novelty Sales Company, St. Paul, where Archie LaBeau is in charge of operations, is that business has een holding up in good shape the ast few weeks, with the bowling ames getting heavy play.

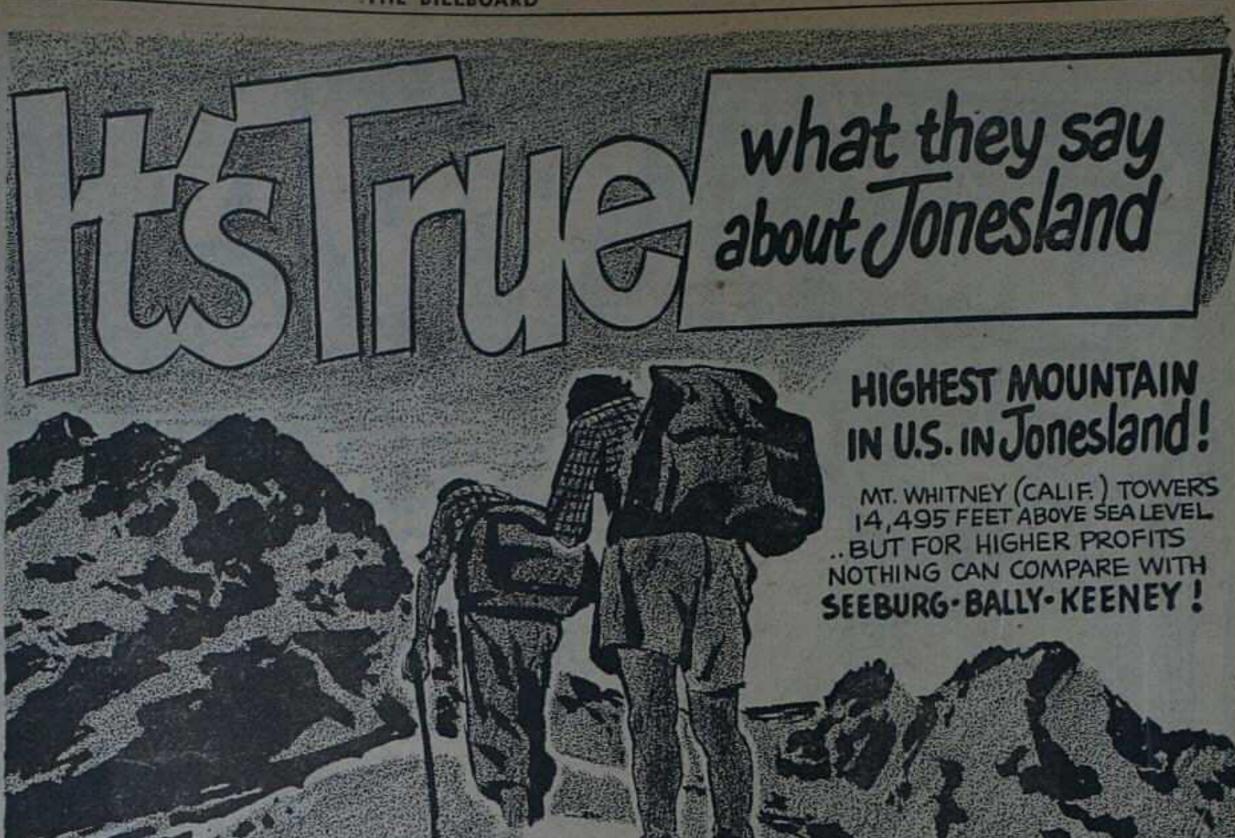
Harold Lieberman, head of Jeberman-Hy G Music Company, nd his wife are visiting relatives n New York. Meanwhile, Wuritzer 1250s are enjoying good ales at his firm's headquarters ack home here, according to Hy Greenstein. . . Visitors to this rea the past week included Neil Van Berkum, of Minot, N. D.; orrest Dahl, also of Minot; Emil Ciefer. of Wausau, Wis.; Joe Totake and his brother, Clarence, f Fairmont, Minn.; Peter Van-erhyde, of Dodge Center, Minn.; Bill Hunder and his brother, Don, Wheaton, Minn.; Don Arden of ted Wing, Minn., and Charles ohnen, of St. Cloud, Minn.

Amos Heilicher, of Advance Jusic Company, who has the dis-ribution of Mercury television or this area, finally has caught ip with himself on TV distribuon and is dropping in to see oin machine distributors more ften. Heilicher's coin machine peration in Minneapolis is one I the busiest, according to all eports. . . . With the merger of deberman and Hy G. Music ompany, Vera Foster, who ran he Lieberman record department, ontinues in charge of retail sales thile Irv Gorsen, who directed ly-G disk sales, heads up the cholesale end of the business hich includes distribution of oral records.

LOWEST PRICES IN THE USA!

United Shuffle Alleys with \$ 99.50 rtifter 300K and 1 600K, sa. ckels 1422, 1946 model, sa.

OLSHEIN DIST. CO. Albany 4, M. Y.



Jonesland 50th State!

(REPORTS COIN MACHINE JOURNAL -SEPT. 1950, PAGE 34)

What may someday become the 50th state of the Union is the territory comprised of some 275,000 square miles known as Jonesland. Among its wonders are: Oldest Mission in America equipped with phonograph (Seeburg), a new Atomic Energy plant, and a distribution of Bally games sufficient to build a dam across the Golden Gate. This territory is presided over by the Jones boys, (R. F. Jones and his staff) who are exclusive distributors for Seeburg, Keeney and Bally. The territory covers an area embracing 10 West Coast and Mountain states.

ORIGIN OF Jonesland STATE NAMES

HEVADA

* POKTLAND

DREGON

MONTANA

UTAH

WYOMING

DENVER TE

COLORADO

NEW

MEXICO

NEVADA INDIAN FOR "SNOW-CLAD" MONTANA LATIN, "MOUNTAINOUS REGION" CALIFORNIA FROM BOOK BY ORDONEZ DE MONTALVO

IDAHO INDIAN FOR "SUN-UP" NEW MEXICO FROM COUNTRY, MEXICO OREGON INDIAN FOR "PLACE OF PLENTY" UTAH INDIAN FOR "PEOPLE OF MOUNTAINS" WASHINGTON FOR FIRST U.S. PRESIDENT WYOMING FROM PENNSYLVANIA VALLEY INDIAN NAME

SEEBURG AMERICAN FOR "FINEST MUSIC SYSTEM IN THE WORLD" BALLY ENGLISH FOR "BEST MONEY MAKING GAMES IN THE BUSINESS" KEENEY JONESESE FOR "FAVORITE CIGARETTE VENDER IN THE U.S.



HURRY!

ONLY A FEW REMAINING COPIES OF "COIN MACHINE ZOO" LEFT...IF YOU LIVE IN Jonesland WE'LL MAIL YOUR COPY FREE!

> OUTSIDE JONESLAND SEND US A QUARTER FOR THE ZOO.

Exclusive Distributors in the Following Territories For:

R.F. JONES CO. SEEBURG KEENEY

NORTHERN CALIFORNIA - NEVADA lexcept Clark County) - WASHINGTON UTAH - OREGON - MONTANA WYOMING - IDAHO - COLORADO NEW MEXICO

NEVADA - UTAH - EASTERN MONTANA - SOUTHERN IDAHO WYOMING COLORADO NEW MEXICO

SAN FRANCISCO . SALT LAKE CITY . DENVER

1263 Minion St. 137 E. 2nd So. 1314 Print St. 1515 N. E. Bdwy. 2208 4th Ave.



CHICAGO COIN MACHINE

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS





MITE: FRUIT OR CIGARETTE REELS, 17, 52 or 10c play. Ball gum vender. 73-23% coin divider. Size 5"x3\2"x6\2". Also manufacturing COMET, METEOR, CIGGY and KING. Write for full details & quantity prices COMET INDUSTRIES, Inc. 2845 W. Follerton Ave., Chicago 47, III.

THE REPORT OF THE PARTY. LOCATION & ARCADE AMUSEMENT GAMES Munves Reconditioned To Work and Look Like New

Bally Baskethall \$100.00
Scientific Field Goal 125.00
Silver Gloves (Floor Sample) 245.00
Evans Ten Strike 59.50
Jack Rahbit 75.00
Pitch 'Em and Bat 'Em 150.00
Williams All Stars 125.00
Chi. Coin Goalee 95.00
Battley Practice 25.00
Dale Gun 55.00 Exhibit Date Gun 95.00 Drivemobile 135.00

120 Illustration Catalog FREE

N. Y. 18, N. Y. BRyant 9-4477 A PARTITION OF THE PARTIES.

ARCADE FOR SALE

Will merifice going business on Main 50, 60 Machines, latest Mutoscope Photomstic, Recordio, Long and Short Range Shooting Gattery, 8 Rifles, Plenty of extras. Ressorting rant. Complete, \$4,000,00; on terms, \$4,500,00. ARCADE, 297 North St., Pittsfield, Matt.

DON'T BE SHUT OUT!

STAY ON TOP ALL THE WAY with



Protect yourself NOW! Be Sure with the game that sets the pace in Faster Action-Steady Play-Location Security-Trouble-Free Performance-Consistently Higher Earnings! Be Safe with sensational VISIBLE ODDS 10 TO 1 UP TO 100 TO 1 . . . 7-COIN HEAD AND MANY OTHER MONEY-MAKING FEATURES!

Don't Be Left at the Post! ORDER TODAY from your Distributor or write direct.

H. C. EVANS & CO.

1556 W. CARROLL AVE., CHICAGO 7, ILLINOIS-

SEE EVANS' CONSTELLATION AD ON PAGE 79 MILES MATERIAL





YOU DESERVE THE

"ACE" BUMPERS AND "JOKERS" SCORE POINTS

ALTERNATING BOTTOM ROLLOVERS FOR REPLAY AWARDS SIDE ROLLOVERS SPOT JOKERS AND SCORE

POINTS

AWARDS REPLAYS ON POINTS-HIGH SCORE-MYSTERY ROLLOVERS

EXCITING NEW LAST-MINUTE BALL ACTION! EXTRA SCORING KICKOUT HOLE 3 SUPER-ACTION "POP" BUMPERS FLIPPERS

ORDER FROM YOUR DISTRIBUTOR TODAY!

1140-50 N. KOSTNER AVE. CHICAGO 51. ILLINOIS

"There is no substitute for Quality!"

Sale-Need Space-Sale

5 BALLS	ARCADE EQUIPMENT
Barnacle Bill . \$49.50 Ali Baha . \$9.50 Just 21 . 99.50 Trinidad . 49.50 Robinhood . 45.00 Cinderella . 39.50 One-Two-Three . \$9.50	Mutoscope Fishing Well \$109. Mutoscope Drive Mobile 99. Mutoscope Boxing Machine 99. Mutoscope Ace Bomber 99. Mutoscope Sky Fighter 49. Chicago Coin Basketball 195. Chicago Coin Goalie 95. Liberator 39. Bang-A-Fitty Skee Ball 75.
Telecard 89.50 Sweet Sun, Elmer, Leap Year 19.50	Bang-A-Fitty (new in crate) 150. Pilot Trainers 95. Rock-Ola Shuffle Jungle 99. Superior Scoring Unit for Shuffle 39.
1 BALL Victory Specials or Derbies	6 Gun ABT Rifle Range, complete, ready for operation, sacrifice 300. Hundreds of Phonographs, Slots, Pi and Accessories — Write — We will sw for equipment.

MIDWEST COIN MACHINE CORP.

777 UNIVERSITY AVENUE

ST. PAUL, MINNESOTA

ACE BOWLERS-NEW-WRITE! DISAPPEARING PIN CONVERSION FOR UNITED-CHICAGO COIN-UNI- \$59.50

ARCADE SPECIALS RECONDITIONED

Write for latest list all new and recondi-tioned Shuffle Games, 5-Balls, 1-Balls, Contoles, Arcades, Bells, etc. Terms: 1/3 Dep., Bal. C. O. D.

SPECIAL! 'POP' CORN SEZ 10c VENDORS \$49.50

EACH

LIKE NEW!





1545 N. FAIRFIELD AVE., (PHONE ARmitoge 6-1434) CHICAGO 22, ILL



Your future COVIDEO

COIN-OPERATED TELEVISION Write for Complete Information COVIDEO, INC.

212 Broadway New York 7, N. Y. Pioneers in Coin-Operated Television BEekman 3-0038

CIVE TO THE DAMON RUNYON CANCER FUND

BOWLING GAMES

AT LOWEST PRILES
Bally Speed Bowler \$124.50
United Shuffle Express 124.50
Bally Shuffle Bowler 112.50
Keeney Pin Boy 117 50
Chi. Coin Bowling Alley 112.50
Exhibit Strike
Un. Super Twin Bowler 124.50
Gence Bowling League. 40.00
Gottlieb Bowlette 64.50
Keeney Ten Pins 74.50
Chi. Coin Shuffle Base 114.50
V ₃ deposit with all orders
SICKING, INC.

America's Oldest Distributor-Established 1895 1401 Central Pkwy., Cincinnati 14, Q.

NEW SHUFFLE and PIN GAMES Terms: 1/3 deposit, balance C.O.D.

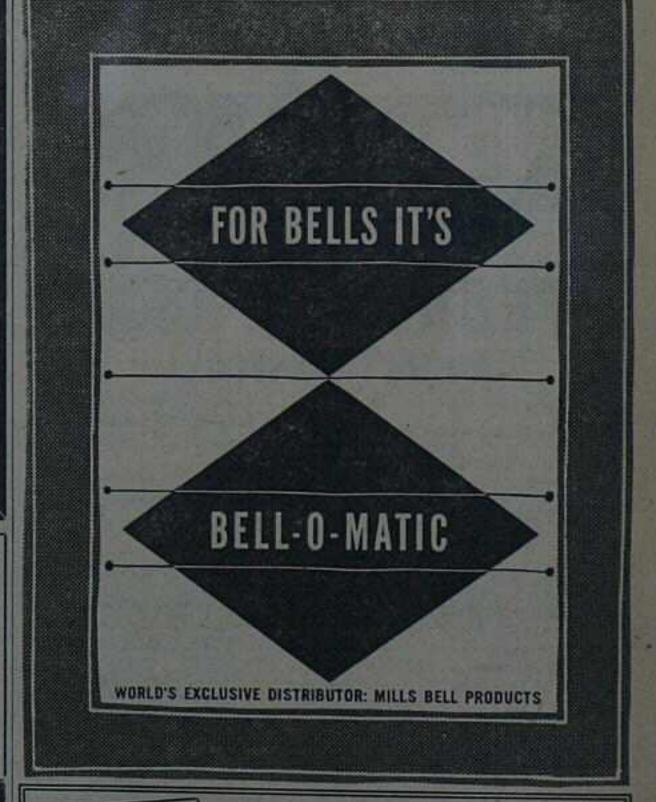
MERIT INDUSTRIES 6520 5 Hahted St. Chicago 21, Illinois Phones: ENtilewood 4-4148-STate 2-5600

For the best in - PIN GAMES SHUFFLE ALLEYS RAY GUNS IT'S



Murray Rosenthal Chicago 13 1346 Roscoe Street

GRaceland 2-0317



SHUFFLE ALLEY \$49.50

PREMIUMS-WIRE

LARGE LIST OF

Champ'ns \$340,00 Citation . 215,00 Wall Type 159,20 Victory Specials . 49,50 Wall Type Mills 4 Bells 67,50 (new) ... Write

USED SHUFFLE GAMES United Shuffle Alley,
lighted pins ... \$ 59.50
United Shuffle Alley
with flying pins ... 79.50
Shuffle Alley Express 149.50
Shuffle Bowl Attachment ... 219.50
Chicago Coin Bowling
Classic ... 219.50
Universal Twin Bowler 119.50
Universal Twin Bowler 199.50
Genco Glider ... 39.50
Nationwide Baseball
(Used) ... 97.56
Genco Baseball ... 149.50

SHUFFLEBOARDS 18-22 FL S49.50 & Up ALL MAKES

CONTRACTOR STATE OF THE STATE O

PURVEYOR SHUFFLEBOARD COMPANY

> 4322-24 N. Western Chicago, Illinois

Phones: JUniper 8-1814, 8-1815. 2 1016

Announcement

LIEBERMAN MUSIC CO.— HY-G MUSIC CO.

announces the Grand Opening of their

Spacious New Quarters Occupying a
Handsome 4-Story Building
With Total Floor Space of 47,000 Sq. Feet

You Are Cordially Invited

SATURDAY and SUNDAY, DEC. 2nd and 3rd

Noon to 7 P.M.

Come and visit us! The "Welcome Mat" is out!

Lieberman Music Co. Hy-G Music Co.

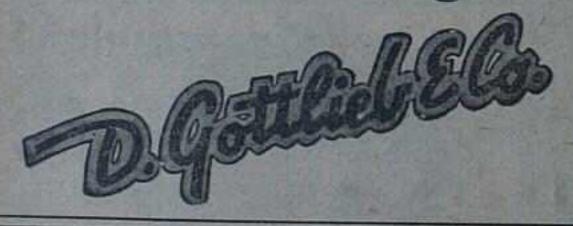
257 Plymouth Ave. No.

Minneapolis, Minn.

(Just a few steps west of Washington Ave. No.)

Congratulations and Best Wishes to Hy Greenstein

Harold Lieberman on their Merger



BEST WISHES

AND CONTINUED

SUCCESS TO

LIEBERMAN MUSIC CO.

and

HY-G MUSIC CO.

MINNEAPOLIS, MINN.

THE EXHIBIT SUPPLY CO.

ESTABLISHED 1901

4218-30 WEST LAKE STREET CHICAGO 24, ILLINOIS



EXCLUSIVE

UPPER MIDWEST DISTRIBUTORS

for

WURLITZER
PHONOGRAPHS



AND
ACCESSORIES
LIEBERMAN MUSIC CO.
AND
HY-G MUSIC CO.

OUR MOST HEARTY CONGRATULATIONS AND
SINCERE WISH FOR A PROSPEROUS
JOINING OF RESOURCES

TO

LIEBERMAN MUSIC COMPANY

and

HY-G MUSIC COMPANY

also our

Very Best Personal Regards To

HY GREENSTEIN

HAROLD LIEBERMAN

CHICAGO COIN MACHINE CO. 1725 DIVERSEY BLVD. . CHICAGO, ILL.

Memo to:

LIEBERMAN MUSIC CO.— HY-G MUSIC CO.

and very best wishes for the future.

We sincerely hope that our happy association will continue for many, many years.



Congratulations

AND BEST WISHES FOR SUCCESS TO YOUR NEWLY MERGED FIRM

LIEBERMAN MUSIC COMPANY HY-G MUSIC COMPANY

THE MAKERS OF SUCH OUTSTANDING EQUIPMENT AS "WINNER" — "FEATURE BELL" — "HIGH SCORE BOWLER" — "SHUFFLE TOURNAMENT" ADAPTOR — "DELUXE TWIN BOWLER" — "PHOTO FINISH" and "ARROW BELL" ARE PREPARED TO SUPPORT YOUR EFFORTS WITH THE FINEST COIN OPERATED EQUIPMENT.



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Prolitable Cain Operated Equipment
5737 NORTH BROADWAY • Telephone UPtown 8-2345 • CHICAGO 40, ILLINOIS

UNIVERSAL'S

The Greatest Conversion Ever Built

IT'S TERRIFIC

UNIVERSAL'S

IT'S FAST! IT'S QUIET!

Convertible - Novelty or Free Play

UNIVERSAL'S

OUTSTANDING ONE-BALL

WINNER

UNITED'S FOUR PLAYER SHUFFLE ALLEY 1 TO 4 CAN PLAY

IT'S DIFFERENT-FUN TO PLAY SKILL and SPEED

Two Sizes: 8 FT. and 9 FT.

UNITED'S SHUFFLE ALLEY REBOUND

OFFICIAL BOWLING SCORING

SINGLE PLAYER SENSATIONAL EARNINGS

Two Sizes: 8 FT. and 9 FT.

UNITED'S TWIN SHUFFLE ALLEY REBOUND

20-30 SCORING

EXTREMELY FAST PLAY-BIG PROFITS

Two Sizes: 8 FT. and 9 FT.

UNITED'S SHUFFLE ALLEY DELUXE

CONVERSION UNIT FOR SHUFFLE ALLEY SUPER SHUFFLE ALLEY DOUBLE SHUFFLE ALLEY

EASY TO INSTALL ADDS TO FARRING POWER FOR THE BIGGEST

Dollar's Worth

EVER OFFERED

627 TENTH AVE., NEW YORK 18, N.Y. PHONE PLAZA 7-5660

IMMEDIATE DELIVERY

UNITED'S SKEE-ALLEY

AUTOMATIC SCORING SHUFFLE-TYPE GAME

IMMEDIATE

DELIVERY

FEATURE BELL Rings Up Biggest Profits!

Attention! FOREIGN BUYERS

· We have a complete line of coin-operated equipment available for immediate shipment at drastically reduced prices.

UNIVERSAL'S HIGH SCORE BOWLER 15 PINS 1 OR 2 PLAYERS

> It's New! It's Different!

> > United's

RED

New

SHOES

IMPORTANT!

We carry a complete stock of parts for United and Universal games.

Put New Life Into Your Shuffle Alleys!

UNITED'S Shuffle Alley Deluxe

> New Disappearing Pin CONVERSION

New Flashy Back Glass

Turns your original Shuffle Alley into a

New Shuffle Alley Express ALSO AVAILABLE FOR SUPER SHUFFLE ALLEY . DOUBLE SHUFFLE ALLEY

> Made by the Originators of Automatic Scoring

- · Easily Installed on Location
- Takes Only 15 Minutes
- Mo Switches Added
- No Electrical Changes Meeded
- Matches Cabinet Design

Shuffle-Type Bowling Games

SEE YOUR DISTRIBUTOR

UHITED MANUFACTURING COMPANY 3401 M. CALIFORNIA AVENUE, CHICAGO II, HUNON

Accessed Annahus and a second

Fast-Action Five-Ball Game is now af your Distributor SEE IT

TODAY!

STEP UP A LITTLE CLOSER!

YOU SAY YOU WANT VALUE?

EXPERTIY	RECONDITIONED	C	
	RECONDITIONED	SHUFFLE	GAMESI

UNITED SHUFFLE ALLEY \$ 75.00	MED SHUFFLE GAMES!
With United's Disappearing Pin Conv. Installed 129 Sn	CHI COIN BOWLING ALLEY
With United's Disappearing Pin Conv. Installed 109.50	With Disappearing Pin Conversion Installed 179.50
With United's Disappearing Pin Conv. Installed 229.50	WELLOO BOWLING FEACUF B. St. SIT.
UNITED SHUFFLE SLUGGER 209.50	BALLY SPEED BOWLER 79.50
UNIVERSAL TWIN BOWLER 125.00	MATION WIDE SHUFFLE POOL

UNITED SHUFFLE ALLEY EXPRESS, RECOND., PERFECT, \$145.00

Disappearing Pin Conversion for Universal Twin Bowler and Chi, Bowling

Rebound Conversion for Un, Shuffle Alley \$49.50

Disappearing Pin Conversions for United, Bally, Genco Shuffle Games WRITE

YOU WANT SERV

ABT CHALLENGER . 24.50

ARCADE EQUIDMENT

		CMPL FAO	HEIVIET	N I
CLOSEO			LE TOURN	AMENT
U	NITED	4 PLAYER, S.A	CHICOIN	ACE BOWLER,
MEGAL	NITED	TWIN REBOUND	EXHIBIT	SIX SHOOTER

UNIV. DELUXE TWIN UNITED DOUBLE S.A. REBOUND, With Disappearing

cins ting true	Bawling	Score-Special Price!	The state of
H. GULE STATES DIGGE	\$495 00 I	EVU SUUE-LE	
THE PERSON NAMED IN COLUMN 1	775 DD	BOWL COMME	
ICOIN MIDGET SKEE BALL	219 50	for Shuffleboards	
AR SERIES	195 00	EXHIBIT DALE GUN.	147.30
ICOIN BASKETBALL CHAMP	195 00	Late DONE	-
PITCHEM & BAT 'EM	169.50	POKER AND JOKER	89.50
RGET MASTER PISTOL RAY	103/20	GENCO GLIDER	69 50
UN, Brand New, Closeout	149.50	FLASH HOCKEY	69.50
LEQUIZ, '48 MODEL	740 64	BALLY HEAVY	
OM JET, New	147.30	HITTER	57.50
ICOIN PISTOL	143140	UN. SMUFFLE SKILL	50 En
S ALL STARS	The second	SENCO WHIZE, F.D.	49 50
COIN GOALEE	12720	CHICOIN BANGO	49 50
RGET MASTER		ABT MODEL F. Plas-	
	F F 14 W	1112 1100	THE PA

NEW PHONOS

EVANS' CONSTELLA-TION, 40 Selec. Write RISTAUCRAT '45.' Plays 12-45 r.p.m. Records \$189.50 RECONDITIONED REEL

COUNTER GAMES

OKER WILD. 4-Way \$14.50 DAVAL 21, 1c or 5c 14.50 SPARKS, Token Pay-out, 1c Cig 17.50 MERCURY, Token Payout, Is Cig. LIBERTY, Token Payout, 1c or 5c 24.50 MARVEL, Token Payout, 1s Cig. AMER, EAGLE, 1¢ NON-COIN MARVEL NON-COIN EAGLE FRUIT

YOU WANT QUALITY?

ONE-BALLS

United Red Shoes, Gott, Joker, Exhibit Oasis, Genco Harvest Time, Genco Fly-ing Saucers, Chicoin Fighting Irish, Chicoin Punchy.

DREAMY

OLD FAITHFUL FOOTBALL SOUTH PACIFIC TAHITI

MARYLAND

OKLAHOMA DBLE SHUFFLE PINCH HITTER

AQUACADE DALLAS

GIN RUMMY

BUT. & BOWS BOWL'S CHAMP

BLACK GOLD

TUCSON SUPER HOCKEY FL'TING POWER

SHOW BOAT

GONDOLA

BUCCANEER

PUDDIN' HEAD

SWANEE

MONTERREY ...

SUNNY HUMP DUMPTY CRAZY BALL MARDI GRAS SPINBALL SPINBALL

DEW-WA-DITT

YANKS SHANGHAI

HOLIDAY -... BARNACLE BILL

1-2-3 79.59

69.50

	KENTUCKY, P. O.	\$445.00
	PHOTO FINISH, F.P. or P.O.	350.00
	CHAMPIONS, F. P	369.50
	LEXINGTON, P.O.	250.00
	CITATION, F.P	249.50
	TROPHY, P.O.	149 50
	BALLY HOT ROD	129.50
5	GOLD CUP, F.P.	159.50
d	JOCKEY CLUB, P.O., '47 MOD.	119.50
	TOCKEY SPECIAL, F.P.	119.50
	BALLY ENTRY, P.O.	99.50
	SPECIAL ENTRY, F.P.	89.50
	VICTORY DERBY, P.O.	79.50
	VICTORY SPECIAL, F.P	79.50

Univ. WINNER Bally TURF KING,

CONSOLES

NEW	BALLY CLOVER BELL BAKER'S PACERS, D.D. EV. COALTOWN	EVANS WINTER- BOOK EV. BLACK DIA- MOND EVANS BANG TAILS EVANS CASINO BELL
	EVANS RACES	JENN, CHALLENGER

RECONDITIONED-GUARANTEED-15T CLASS

5-25¢ TWIN BONUS SUPER	\$249.50
BALLY TRIPLE BELL	250.00
JENN. CHALLENGER, 5-10¢, LATE	265.00
SE KEENEY BONUS SUPER BELL	149.50
BALLY DE LUXE DRAW BELL	189.50
BALLY DRAW BELLS, REC.	129.50
TWIN SUPER BELL, 5-25¢, PRE WAR	109.50
MILLS JUMBO, LATE HEAD	69.50
MILLS 3 BELLS, LATEST MOD.	165.00
CLOVEL BELL, 5-25¢, LIKE NEW	475.00

PREMIUMS!	
Cush-N-Robe \$8.50 Hurricane Lamp,	Dolls 57 KI
36" Gibson Girl Dolls 4.00	Glamour Girl Dolls 4.25
8 Pc. Kromex Set 7.00 8 Pc. Kitchen	Kit 7.95 DeL. Picnic Kit 6.50
Ensemble 3.59 10 Pc. Knife Set With Cleaver 4.00	Detector Bath- room Scale . 4.56
Jawelry 4.00 Automatic 8 Cup	14Pc.CullerySet 6.73 Nicro Stainless Steel Coffee
Percolator 8.00 Electric Corn	Maker 4.50
Popper 5.25 Bronte Horse Head Lamp 6.50	Steel Silver- ware Set 5.00
Crystal Boudoir	Silver Plate 5.50

Frying Pan Clock 3.75
Cocker Spaniel
Lamp 3.90
Bowling Bail Bar
With Music 7.50
Wild West Outfit 5.00
Magnus Elect,
Organ 14.00
4 Pc. Dresser Set 4.50
Saiad Set 4.75

Write for New Illustrated Circular.

NEW COUNTER GAMES

HIT-A-HOMER \$27.50	GUSHER, St \$39.50
BUDDY CIG. REELS. 24,50	NON-COIN COMET . 29.50
GROET, SKILL TEST 65.00	MITE OR CIGGY 21,50
ABT CHALLENGER . 47.58	KICKER A
ABT MODEL F 47.50	CATCHER 37.50
TEST QUEST 99.50	NON-COIN
SHIPMAN ART-	METEOR 39.50 IMP, 1¢ OR 5¢ 19.50
DAVAL SKILL	TILT-TEST, 14 27,50
DAVAL SKILL	ACME SHOCKER 24.50
GROET, KLIX, POK-O-REEL	

ACORN VENDOR, 16 or 54. 5	12.9
ACORN SE CHARM	17.9
ATLAS SE BANTAM	14,5
MARION SCALE	79.5
	115.00
SILVER KING	13.95
S. K. HOT NUT VEND,	29.93
N. W. 49 SPECIAL	14.3
N. W. DUAL NUT	45.00 27.00
N. W. 33 BALL GUM	7.50
	100 57

SAFES, STANDS, ETC.

CHICAGO METAL REVOLV-A-ROUND SAFES-DE LUXE Single - \$132.50 o Double - \$192.00 o Triple - \$288,00, UNIVERSAL -Single Safe, \$37.50 . Double Safe, \$128,50, 5-WAY SR. COIN CHANGER-\$37.50.

SLOT SAFE BARGAINS Chicago Matal Universal Double Revolv-a-Round, \$89.58; New Box ADVANCE, 21F 27.50 Stands, \$19.95.

TELL YOU WHAT WE'RE GONNA DO!

WE'LL GIVE YOU ALL THIS

MACHINE

Mysour Coun exchange 1012-14 MILWAUKEE AVE. .

Phone: EVERGLADE 4-2600

CHICAGO 22, ILL.

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT, SEND CHECK IN FULL WITH ORDERS LESS THAN \$25.



COMPLETELY MOW!
COMPLETELY MOW!
COMPLETELY MOW!
BOWLER
BOWLER
BOWLER
JOR 2 PLAYERS
JOR 2 PLAYERS
Simple!

Mew!

PERFECT SCORE

PINS

NEW SCORING PRINCIPLE

UNIVERSAL'S TIME PROVEN MECHANISM EVEN SIMPLER THAN EVER BEFORE!

OPERATORS' REPORTS PROVE
GREATER CASH BOX EARNINGS
BY 4 TO 6 TIMES

EARNINGS SURPASS ANY PEAKS OF THE PAST YEAR!

UNIVERSAL'S "SHUFFLE TOURNAMENT"

Converts your shuffleboards into
2 Super Twin Bowlers

AS MANY AS 4 PLAYERS!

UNIVERSAL'S
FEATURE BELL

Packed
with
EXTRA
FEATURES!

FITS
ALL
SHUFFLEBOARDS

Write Wire

Phone

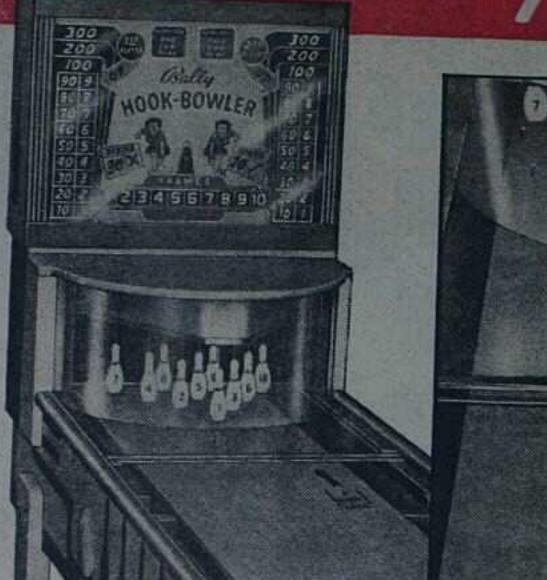


UNIVERSAL INDUSTRIES, Inc.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment
5737 NORTH BROADWAY • Telephone UPtown 8-2345 • CHICAGO 40, ILLINOIS

PEP UP SHUFFLE-PROFITS WITH

New (Saller HU) ONE PLAYER



HOOK-SHOT FEATURE

91/2 FT. LONG, 2 FT. WIDE Mechanism Easily ACCESSIBLE Through Back-Box and Slide-Up Pin Panel

New Hook-Action INSURES TRUE-BOWLING APPEAL

New Power-Rebound

RETURNS SLOWEST SHOTS LIKE LIGHTNING

New Faster-Scoring

AND NO-WAIT UPRIGHT FLY-AWAY PINS SPEEDS UP PLAY ... STEPS UP PROFIT ...

> SHOOT a puck through the Hook-Lane at proper speed. and see the puck actually swerve into the pins for a smashing high-score hook-shot! Watch the players flock to the only shuffle-bowling game that permits all styles of bowling skill, including hook-shots and straight-shots . . . the only game that brings out players' speed-control skill as well as aiming skill! Watch the lightning speed of puck-rebound, score-totalizer and pin-reset! You'll quickly see why HOOK-BOWLER is the fastest profit-producer in the shuffle-class. Order HOOK BOWLER today!

> > TURF KINC

THE GREATEST PIN-BALL GAME OF ALL TIME!

Press a button . . . and your favorite features pop out at you in concentrated brilliance on the backglass. Selections! Odds! Double Scores! Feature! The revolutionary new Player's Choice idea permits every player to play the game his way . . . to test his judgment before the final skill-test of shooting the ball. The result is complete player-satisfaction and the greatest earning-power in pinball history.

Usucky. MANUTACIUNING CUMPANY DIVISION OF LION MANUFACTURING CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS Great, New Automatic Scoting Shuffle-Type Game

Skill Shots Galore

Play Compelling Suspense

Fun for Everyone

Great for Competitive Play

Fast Action - 2 Pucks

Proven Player Appeal

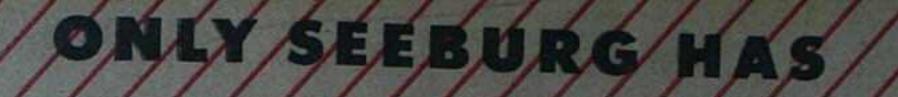
SIZE 91/2 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

6

UNITED MAHUFACTURING COMPANY 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Charles Statistical Control of the C



at To RPM

The world's first 100 selection music system for the playing of both 10 and 12-inch 78 RPM records.

40 RPM

The world's first 100 selection music system designed exclusively for the playing of 7-inch 45 RPM records.

THE MOST WIDLIT PUBLICIZED MICHARISM.

Selecto matte

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION Chicago, III.

See the World's Two Finest Coin-Operated
Music Systems for the playing of
78 RPM and 45 RPM records at your
Seeburg Distributor

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS