

The Billboard

NOVEMBER 25, 1950 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

Farewell to Fair 1950 and Crossed Fingers for 1951

Parks Had Ups And Downs, But Some Did Well

Play Area Men Face Same Iffy Problems As Rest of Nation

By Tom O'Connell

NEW YORK, Nov. 18.—Pushing thru a season considerably marred by rainy week-ends, most ops in and around the Middle Atlantic States region still managed to come up with grosses for the year that were ahead of 1949 figures.

In the metropolitan New York area, Irving and Jack Rosenthal, co-owners of Palisades (N. J.) Park, reported that their spot closed with a bang, and estimated the season's take as about 12 per cent above last year's mark. Altho bad weather plagued the park during the last week of operation (mid-September), eliminations for the Mrs. America Contest, cut-rate ride prices and added pyro shows bolstered the gross.

At another New Jersey spot, the report was not as happy. Robert Guenther, treasurer of Olympic Park, Irvington, said that the take for the season was down 2 per cent from 1949, but that the figure might have parred last year if rain had not spoiled the last two week-ends of the season. Over-all poor

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Miss Abbott Is No. 1 Act Buyer

NEW YORK, Nov. 18.—The addition of the Jefferson Hotel, St. Louis, to the Hilton hotel chain, places Merriel Abbott in a position of being the top buyer of talent in the country today. Chain now has about 30 weeks' work a year, tho only a few acts can get that much work for many reasons.

The topper in the Hilton line-up is the Plaza's Persian Room, which tries to buy the top hotel names or performers in the nitery field capable of working to a class au-

(Continued on page 44)

Bing and TD Team Up on Decca Disks

HOLLYWOOD, Nov. 18.—Bing Crosby and Tommy Dorsey, will team talents for the first time on wax in a forthcoming Decca session. Pairing is now possible since TD's recent switch to Decca from Victor.

Dorsey flew to the Coast for the Decca sessions, and will cut approximately 12 sides, two of which will be with Der Bingle

STRIKE AVERTED

TVA and Networks Reach Settlement

NEW YORK, Nov. 19.—The television networks and Television Authority (TVA) signed a deal at 4:30 a.m. today, just 3½ hours before the union was slated officially to strike all the webs excepting NBC.

NBC made its deal with TVA first, after negotiations between TVA and the other networks—CBS, ABC and DuMont—had actually broken off and the union had declared a strike would start at 8 a.m. Sunday morning.

Largely thru the efforts of J. R. Mandelbaum, federal mediator, the union and CBS, ABC and DuMont were brought back for further meetings and they, subsequently, made the same deal as NBC had made earlier. At The Billboard's presstime, just a few hours after settlement, final agreed-upon terms were not available. It is safe to assume that these terms lie somewhere between the TVA and network

proposals detailed further on in this story. The events leading up to the near strike and ultimate settlement follow.

NEW YORK, Nov. 18.—Television Authority (TVA), the actors' union with jurisdiction over all TV performers other than musicians and actors in TV films, today (Saturday) called a strike against ABC-TV, CBS-TV, DuMont and WOR-TV, New York, at the same time continuing negotiations with NBC-TV. The strike announcement immediately precipitated a situation of unparalleled confusion.

What late Saturday seemed to be a completely hopeless situation

(Continued on page 3)

Army Gives TV Newsreel Edge

WASHINGTON, Nov. 8.—In a far-reaching fillip for television in its rivalry with moviedom, the Defense Department is giving TV equal treatment with movie firms in the use of the millions of footage of sound film flowing since the outbreak of Korean hostilities. The Defense Department has quietly set up a permanent policy giving TV this equal break for the first time since the new medium's birth. Previously newsreels had enjoyed a bonanza of military newsreels alone as the result of having had a virtually unchallenged inside track for decades.

Under the equal-treatment policy TV stations are actually getting a wide edge over theaters in showing newsreels fresh from the

(Continued on page 9)

COLORFUL TUNE FOR COLOR TV

NEW YORK, Nov. 18.—Color television may be some little time coming, but some of the top songwriters are taking no chances. They're going to be ready ASCAP tunesmiths Charlie and Henry Tobias and Nat Simon have just concocted a tune with a sharp eye on color TV. Called 'A Colorful Little Couple,' lyrics are:

"We'll have a little brown house with a little white stoop.

A little black dog and a 'litle grey coupe,
You just wait and see—what a colorful little couple we'll be.

We'll have a garden of greet and a flowery bed,
Of violets blue and of roses so red.

You just wait and see—what a colorful little couple we'll be.

In the purple twilight while we're standing there,

A silv'ry moon will highlight the gold that's in your hair.

We'll have a rainbow above 'neath a lavender sky,

A tinelard love ring sweet lullaby.

You just wait and see—what a colorful little couple we'll be."

Mgrs., AGVA Set Club Date Minimum Scale

NEW YORK, Nov. 18.—After weeks of dickering, the entertainment Manager's Association (EMA) and the American Guild of Variety Artists (AGVA) signed a club date code which will set up minimum conditions and rates of pay all over the country.

The signing, between Nat Abramson of EMA and Henry Dunn of AGVA, is actually done

(Continued on page 44)

Tele Throws Football for 8% Gate Loss

NEW YORK, Nov. 18.—Television definitely has caused acute contraction of the gate receipts of college football. In those sections of the country where TV has become a major force, attendance has dropped dramatically. On the other hand, in the South and Southwest, where video stations are much scarcer, attendance shows a decided increase.

A breakdown shows that where TV grid coverage is strongest—the East and on the Pacific Coast,

(Continued on page 4)

Washington and Chi Developments Blur Color TV's Bright Picture

WASHINGTON, Nov. 18.—The Chicago Federal Court's temporary shelving of the Federal Communications Commission's (FCC) color standards increases more strongly than ever the possibility that color TV will stay on ice along with the rest of the TV freeze for the duration of the defense emergency.

With all indications pointing to a delay of at least a month and possibly much longer before the three-judge Federal Court hands

down a verdict in the color case, while the FCC's standards remain pigeon-holed by a restraining order, it is evident that set-makers will have even less inclination to move into color production because of fast-multiplying shortages of materials for civilian output.

While the prospect of a color TV freeze due to the defense emergency was foretold months ago in The Billboard, the event is now practically a reality as the result of the combination of events in

Washington as well as in Chicago. The court's restraining order makes it certain that the color standards will stay shelved during a fateful period in which the National Production Authority (NPA) will be piling controls onto controls, most of which affect the radio-TV manufacturing industry. Already staggering under credit controls and cutbacks in aluminum, set producers are facing imminent cutbacks in such other scarce materials as cobalt.

(Continued on page 8)

Circuses and Carnivals Had So-So Season

If No All-Out War, 1951 Could Be One Of Best in Years

By Herb Dotten

CHICAGO, Nov. 18.—Barring the outbreak of a third world war, 1951 looms as something more than good for most segments of outdoor show business. This is the consensus of veteran showmen as they await the annual outdoor convention which opens here Sunday (26).

The veterans concede that there will be vexations and increased costs. But more than off-setting these will be a combination of total employment thruout the United States and Canada, generally higher wages, credit controls and curtailment in the production of consumer goods which should leave people with more money for outdoor amusement than they had this year.

There was little occasion this year for ops to do nin-ups over the season's business. Carnivals and circuses on the whole had seasons which ranged from fairly good to poor. The reason was that the touring carnivals and circuses, particularly those traveling on

(Continued on page 55)

Whither Music In Television?

By Jerry Wexler

NEW YORK, Nov. 18.—That the future of the music business lies in TV, the Brill Building brethren are in accord—but just what path to take to the glowing video future is strictly moot at this juncture.

With a view toward providing some cold facts on the AM and TV plug possibilities of today—not tomorrow—The Billboard has undertaken an analysis of the tunes played over both media during an arbitrarily selected 10-day period. The result is several inescapable conclusions on such rubber-im-

(Continued on page 14)

Bergen Goes for AFM 5% Royalty

HOLLYWOOD, Nov. 18.—Edgar Bergen this week received the American Federation of Musicians' (AFM) nod to use live music.

(Continued on page 9)

THEARLE-DUFFIELD FIREWORKS for SERVICE-SATISFACTION and SHOWMANSHIP
See Pages 72 and 73—CAVALCADE OF FAIRS SECTION

Billboard Backstage

by Joe Csida

One of American industry's outstanding cliches probably is the line about leadership entailing a strong obligation of responsibility. Like many another cliché, however, this one probably got that way because it is basically true. And it applies to trade newspaper leadership as well as heading the parade in any other line of endeavor.

For many years we have consulted with record companies, music publishers, band leaders, singers and their managers on the music popularity charts. The feeling of the people in the industry about these charts is that they are so important and have such a direct bearing on the ultimate success of a tune or record that it behooves *The Billboard* to do everything humanly possible to make the charts as accurate and unbiased as can be. Anyone who knows us, or our operation on the charts, we believe, realizes we do just that.

The Music Popularity Charts, of course, are a glaringly obvious example of the responsibilities that go with leadership in the trade-newspaper dodge. The more fascinating aspect of this type of situation is the fuss we kick up every once in a while with a small review or an item buried somewhere in the middle of a long news story. We had a couple of such take place last week.

Not for Sale

Ben Atlas, our Washington Bureau chief, did a piece on the healthy state of radio despite the impression in some circles that TV was slapping a spade on its older relative's face. In the story, Ben mentioned that Station WJXN, a 250-watt in Jackson, Miss., had a \$38,500 price tag on it. Ben, one of the ablest reporters in the newspaper business, trade or otherwise, didn't go into too much detail on the WJXN situation, just mentioned it as one example in passing.

The paper had hardly hit the newsstands when we got the following letter from James T. Ownby, president of the station:

"Please for goodness sake . . . do something about the item on page 9 of your recent issue of November 11. I'm enclosing two letters already in from people that I know who have the idea WJXN is for sale. It is true that WJXN was sold by the Andalusia Broadcasting Company to the Jackson Broadcasting Company for the price mentioned, \$38,500, but the fact is that ALL of the buyers and sellers are the same, i.e., we simply divorced ourselves from one company . . . and you can imagine why . . . and reason enough for the low price tag. WJXN is worth many times \$38,500 in our opinion. The two letters received today prove your excellent readership. I do not miss an issue of *The Billboard* and, incidentally, congratulations on your new face and format.

"It will be appreciated if you will give the above information in an early issue in order that others will not have the idea we are for sale. . . . The 'price tag' is what must have thrown them.

"Yours for a better and bigger *Billboard*."

The two letters Mr. Ownby enclosed, of course, were bids to buy the station. We're sorry we inconvenienced the WJXN folks, and we hope this will square it: The station isn't for sale. Certainly not at \$38G.

Minus One Sponsor

In that same issue we had "Another Look," a follow-up review of a TV show. We didn't like it, and said so and why. The owner of the show called a couple of days later, saying we'd cost him his sponsor. Naturally those kind of things don't make us happy. But for every such instance, we're in the equally pleasant spot of helping a guy sell a show because we say nice things about it. In this sense we can only fulfill our responsibility by writing 'em as we see 'em, without malice or favor. And so we try to write 'em.

The point I'd like to make is that most self-respecting, hard-working newspapers, trying to do their jobs, have this kind of responsibility. And we're aware of ours and try to meet it as honestly as we can. We make mistakes, but always correct them when we do. We hurt people and we help them. We'd much rather do the latter, but can't always manage it.

Oldfield Ordered To European Post

WASHINGTON, Nov. 18.—Lt. Col. Barney Oldfield, former radio commentator and film publicist, this week received orders sending him to Europe in mid-January, where he is slated to be public relations officer for Headquarters, U. S. Air Forces, Europe. This is the new command of Lt. Gen. Lauris Norstad.

Oldfield is interviewing and checking a list of potential radio, magazine and newspaper aides. During World War II Oldfield did public relations in Europe for various commands, including those of Generals Bradley, Simpson, Parks and Gavin, and Field Marshall Montgomery. More re-

INVESTORS GIVE NOD TO FOX & RCA

CBS, Paramount Stocks Also Get Boost This Quarter

NEW YORK, Nov. 18.—Investors favored Radio Corporation of America (RCA) and 20th Century-Fox for the quarter ended September 29, a study disclosed.

During that period, three investment trusts, of which two were new purchasers, bought 6,700 shares of RCA. Of the 44 trusts reporting, not a single one showed any sale of the stock.

Twentieth Century-Fox also was in a favored position. During the (Continued on page 31)

OPENING WITH A BING

Met Touches Off Opera's New Look

NEW YORK, Nov. 18.—With the Metropolitan Opera season not quite two weeks old, it is apparent that General Manager Rudolf Bing has already set in motion some of his plans for revitalizing this entertainment medium, bringing it closer to a greater number of people and pruning its cost.

But much energy and fortitude will be needed to bring the Met to a point where it can get even partially out of the red, according to statements this week by Bing. "There's no chance of the opera supporting itself until the tax exemption is restored," he pointed out. "If we are able to do this," he stated, "we may keep the deficit within manageable proportions." Otherwise, he said, it will continue to be a "life and death struggle."

The Met was tax-exempt until 1940. Now however, the taxes amount to approximately \$350,000 annually. The Met's deficit last year was \$430,000. This season, according to Bing, it is not likely to be less, but attempts are being made to cut the nut.

The split subscription schedule, for instance, may effect some saving in addition to raising the

quality of opera production. Chief angle of this is that the 18-week subscription schedule has been cut into two nine-week series. This will permit the practice of repeating some of the operas, and will also permit more rehearsal and care for those operas which are performed.

Present season calls for 21 operas in all, as compared to past years when between 26 and 35 operas per season were done. However, the total number of operas is being cut down, there will actually be more weeks to the season, for in addition to the nine-week series there are other performances scheduled which will raise the total to 20 weeks.

Split Will Save

The split subscription, entailing repeating of a number of operas, will of course save on scenery and trucking costs inasmuch as the Met will be able to keep stock within the house rather than in storage. But much cannot be saved in this way. The trucking bill, incidentally, is very high, reaching an estimated \$80,000 last year just for trucking scenery (Continued on page 16)

Macy's Parade To Sparkle With Big Names of Showbiz

NEW YORK, Nov. 18.—The 24th annual Macy's Thanksgiving Day parade scheduled for Thursday (23) will see a host of show business names involved in the proceedings to usher in the Christmas season. Acting as emcee will be Bert Parks, while riding in the parade as it moves down Broadway will be Jimmy Durante, Boris Karloff, Bill Boyd, Bobby Benson, and Doris Brown of the *Lucky Pup* show.

TV characters depicted in the various floats will be Foodini, Van and Genie. The parade will be

aired on AM by WOR and telecast by both WJZ-TV and WCBS-TV. Plans for CBS to telecast the affair in color apparently fizzled, following the restraining order handed down this week by the Chicago court.

Tin Pan Alley characters in the parade will be Frosty the Snow Man and Rudolph the Red Nosed Reindeer. Cost of the set-up is estimated at \$60,000. Last year, Milton Berle, Howdy-Doody and Paul Winchell repped show business.

1 Club Folds, 2 More Gasp

NEW YORK, Nov. 18.—Of the three major cafes that reopened in the past few weeks, one has folded and the other two are having a rough time of it in getting attractions.

The Paradise, formerly Bop City, shuttered last week in what was described as a "temporary move," after it reopened with an all-Negro *Jazz Train*. Show got solid critical notices, but outside of week-ends, didn't do business.

Club let out the *Jazz Train* and put in a conventional niter show, comic, singer and novelty. This, too, failed to bring them in and the "temporary" closing followed. Par-

(Continued on page 44) cently he has been maneuvering public relations personnel of the air force in the Far East, and just returned from a three-month tour of Korea.

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Washington Once-Over

By Ben Atlas

WASHINGTON, Nov. 18.—Don't look now, but Congress is getting ready to try boosting the amusement excises still more. The big push won't get fully under way until the regular term starts in January, but there'll be plenty of preparatory skirmishing in the upcoming lame-duck session.

As the House Ways and Means Committee opened hearings this week on a proposed excess profits tax, some of the lawmakers were already re-examining the excises. Being considered for possible upward revision are all of the two-score levies on the excise list, and committee members are even looking for new items to be added.

Likeliest candidates for a hiked rate among entertainment excises are the disk and radio-TV taxes. Along with other manufacturer levies, these are presently fixed at 10 per cent, with a general rise to

15 per cent now getting consideration.

Bistros Favored

There is no guarantee that the admissions and cabaret levies will escape the raid, but the odds presently are against a boost for this pair. Wartime experience with the 30 per cent cabaret bite, which was dropped back to its present 20 per cent, has left congressmen reluctant to increase these levies out of proportion to other excises.

Even without an increase in some showbiz excises, it's certain that 1951 will be one of the stiffest tax years on record for the entertainment world. Incorporated showbiz enterprises can expect increased rates next year. The present corporation tax may shoot up to 45 per cent, with corresponding increases in the lower brackets. Personal income taxes are also likely to be higher, probably an average of 10 per cent.

The increase won't be uniform in all brackets, and part of the boost may be accomplished by scrapping the split-income provision for married persons and by dropping the personal exemption to \$500 instead of the present \$600.

More Crack-Downs?

The National Production Authority (NPA), Uncle Sam's chief dispenser of controls, is poised to deliver another volley of crack-downs on materials used by various parts of the amusement world.

Cutbacks in zinc, nickel, cobalt and copper are next. NPA officials, who are all but stuffing cotton in their ears to escape the groans from radio-TV sets manufacturers, are warning that there's no chance for any relaxations as long as the not-so-cold war continues.

As a relatively mild aftermath of its aluminum cutback order, NPA planked down a stiff rule this week forbidding inclusion of fun spots in new construction otherwise unaffected by the agency's recent ban on amusement building. This means, for instance, that new hotels going up in the future will have to do without cabarets.

NARBA Effect

The North American Regional Broadcast Agreement (NARBA) conference quietly folded its tent and stole away this week after signing a pact which empowers CUBA virtually to destroy half a dozen clear-channel frequencies in New York and elsewhere. The agreement will need Senate ratification.

Whose Color?

Now that the three-judge Federal Court in Chicago has temporarily shelved color TV standards, it's likelier than ever that color will stay on ice along with (Continued on page 51)

SOUVENIR ISSUES ---NO CHARGE

Most readers will recall that, prior to publication of *The Billboard* in its new format, we published a special souvenir edition made up of stories and features selected from issues of *The Billboard* published during the last 56 years. There are approximately 1,000 copies of this souvenir issue still available, and these will be sent to any readers requesting them, free of charge. First come, first served. Write: B. A. Bruns, circulation Manager, *The Billboard*, 2160 Patterson Street, Cincinnati 22, O.

Press Strike Over in Pitts, Biz Cheers

PITTSBURGH, Nov. 18.—This city's 48-day newspaper strike ended yesterday (17) when the participating unions agreed to go back to work pending arbitration of existing disputes. Strike started when the mailers and truckers walked out in a wage dispute, and publishers notified the other unions that, since no work was available, there would be no further need for their services until the strike was settled.

On Monday, mailer and truckers settled their dispute, but publication of the three Pittsburgh dailies was held up until the other unions settled their back pay grievances. This resulted in a stalemate until yesterday, when parties involved agreed to put the matter to arbitration and go back to work.

The loss of effective newspaper advertising to show business in this territory was tremendous, with every night club running about 50 per cent off normal. No new shows were booked into any of the auditoriums. The Gardens, which ordinarily has many attractions this time of the year outside of its hockey and basketball games, was not used at all by local promoters except for a wrestling show that had been booked prior to the strike.

Radio billing in the five Pittsburgh stations reached an all-time high, as advertisers sought frantically to get their message to the public. There was no measurable increase in the billing of the town's only TV station, WDTV, because all existing time had been bought up before the strike started.

Times Sq. Party To Aid W. Rogers Hosp.

NEW YORK, Nov. 18.—A free noon-to-midnight Times Square all-star Christmas party will be held December 7 in connection with the entertainment industry's Christmas salute to the Will Rogers Memorial Hospital.

One hundred and fifty stars of screen, stage, radio, television and night clubs will participate, assisted by 200 models.

In the Astor ballroom, booths will be set up which will be manned by entertainment celebrities, who will greet the general public and obtain signatures to be included on a five-mile-long Christmas card, which will be sent to patients of the hospital at Saranac Lake, N. Y.

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Vol. 62

TVA, NET CONFAB STYMIED ON PAY SCALE, KINE RE-USE

NEW YORK, Nov. 18.—The breakdown in negotiations between Television Authority (TVA) and ABC-TV, CBS-TV, DuMont and WOR-TV came over two major items—wage scales for performers and TVA's demand that kinescopes be subjected to certain limitations insofar as re-use is concerned. The last counterproposal was made by the networks Thursday (16), prior to a joint agency-advertiser-network meeting Friday. The details of the networks' offer, and a comparison with the latest demands made by TVA are as follows:

Offers and Demands

Network offer—15-minute shows, \$70, six hours rehearsal; 30-minute shows, \$125, 14 hours rehearsal; 60-minute shows, \$175, 24 hours rehearsal.

TVA demand—\$70, five hours rehearsal; \$125, 10 hours rehearsal; \$175, 20 hours rehearsal.

Above rehearsal hours included in base fees. Both TVA and networks in agreement on extra rehearsal pay at \$5 per hour. Above rates for actors speaking over five lines; solo singers, announcers.

Following rates for actors speaking five lines or less:

Networks—15-minute shows, \$50, 5 hours rehearsal; 30-minute shows, \$62.50, 7 hours rehearsal; 60-minute shows, \$75, 9 hours rehearsal.

TVA—\$50, 3 hours rehearsal; \$62.50, 6 hours rehearsal; same as networks. Extra rehearsal at \$5 per hour.

Proposed scales for specialty (vaudeville) acts: Singles, \$150, \$200; two-acts, \$250, \$300; three, \$350, \$400; four, \$450, \$500.

Groups of five or more, both sides agree on \$125 for each over four.

Network wants eight hours of rehearsal included; extra rehearsal \$5 per hour. TVA wants \$5 per rehearsal hour from first hour, plus 2 per cent for each station carrying kinescope.

Sportscasters, Too

The two groups also differ on proposals for sportscasters. TVA wants major (baseball, football, etc.) and minor (hockey, roller derby, etc.), sports classifications, with play-by-play sportscasters to get \$200 per event, and assistants, \$125, for major events; \$125 and \$100 for minor events. The networks want no differentiation between events and \$125 and \$85 rates in all fields.

TVA also wants equal pay for sustainers and commercial sustainers, with the networks offering 75 per cent of commercial rates for sustainers.

The other major deadlock concerns kinescopes. TVA insists that kines be used within 30 days to supplement original network coverage. Re-use after that time limit is to be paid for at original rates. The networks want no limitation whatsoever on kinescopes.

STRIKE AVERTED AS TVA, WEBS REACH SETTLEMENT

Concessions Made by Union and Networks To Reach Agreement

Continued from page 1

insofar as avoiding a strike at the three networks and WOR-TV was concerned, took a turn for the better when federal mediator J. R. Mandelbaum interceded and got the four companies to resume negotiations. A chronological record of events and indication of what could develop follows:

Sponsors Criticize

Telecasters and TVA resumed negotiations early Saturday morning, following a closed session among the networks. There is no question that the industry representatives were still smarting from a broadside of criticism let loose at them the day before—Friday—when advertisers and agencies met with them to hear a report on negotiations up to that point. The networks, the advertisers

charged, had already conceded too much in the counterproposals they had made TVA. Production costs would become prohibitive they said. Several advertisers declared that the TVA scale would force them to cancel their shows. Walter Craig, radio-TV veepee of Ben-

ton & Bowles, is reported declaring that the increased production costs resulting from signing at TVA's terms or at the terms proposed by the networks, would lead sponsors to get out of TV and return to radio.

This stand by the networks' clients unquestionably led to the stalemate that developed Saturday afternoon. After some discussion, Joseph Ream, CBS executive veepee, is understood to have told George Heller, national executive secretary of TVA, that unless TVA reduced its demands, he saw no need to continue meeting. (Continued on page 9)

NARBA Signed With Foreign Inroads Intact

Protests on Latins Using US Channels Get Nowhere

WASHINGTON, Nov. 18.—A new North American Regional Broadcasting Agreement (NARBA) was signed this week with the explosive provisions for foreign inroads on U. S. clears left intact.

The blast at concessions by the clear channel broadcasting service (CCBS) last week (*The Billboard*, November 18) failed to swerve U. S. delegates, and the signed (Continued on page 9)

Break-Off of Talk With TVA Stirs Dispute

NEW YORK, Nov. 18.—The decision of ABC-TV, CBS-TV, DuMont and WOR-TV to break off negotiations with Television Authority (TVA) today (Saturday) immediately touched off an inter-industry dispute as to the wisdom of the strategy employed by these four companies. NBC-TV remained the sole video web to continue negotiations with TVA.

NBC, it was pointed out, gained a major edge over the other webs. (Continued on page 9)

LOOK AHEAD

WNEW Sells Time in Late 1951

NEW YORK, Nov. 18.—Most radio stations have a "deferred order" policy which limits future time contracts to 60 days—meaning the program must start in that period—but WNEW, New York, this week probably set a record for a future placement. The station signed a deal with an advertiser for a program to start in August, 1951. The moral is, don't sell radio short.

Account is the Merit Greeting Card Co., which bought 13 weeks of the Martin Block *Make Believe Ballroom*. In contracting for the time, the Louis F. Herman Agency, which handles the account, advised WNEW they wanted to make sure no competitor got on the show and hence wanted to place next year's business this year.

TV ENGINEERS BELT WEBS ON HOUR LIMIT

NEW YORK, Nov. 18.—With the networks already besieged with labor problems, two of them, ABC and NBC, got an additional blow Thursday (16) when the National Association of Broadcast Engineers and Technicians (NABET) sent formal notice that its engineer members would no longer be permitted to work beyond 50 hours weekly. The NABET decision, the union told ABC and NBC, was to take effect immediately.

NABET representatives declared that the ruling, based on a decision of its executive board, had resulted from the grueling hours TV engineers had been working for months. A steady

average of 30 hours overtime for engineers has become commonplace, NABET charges, and the practice has been taking a heavy toll of its members, physically and otherwise.

The NABET action does not affect CBS or DuMont, which deal, respectively, with the International Alliance of Theatrical Stage Employees (IATSE) and International Brotherhood of Electrical Workers (IBEW). NABET is an independent union and its ABC-NBC contracts provided for the standard time-and-a-half overtime after 40 hours. (Continued on page 9)

Schlitz Seems Ready To Drop "Halls of Ivy"

NEW YORK, Nov. 18.—Indications this week were growing that Schlitz may cancel *Halls of Ivy*, now on NBC Wednesday nights. The program comes up for renewal shortly.

If *Halls of Ivy* is axed, it will not be because of dissatisfaction (Continued on page 9)

LEADING 15 VIDEODEX SHOWS

	Per Cent TV Homes
1. Texaco Star Theater (58 cities) NBC	55.7
2. World Series (Sat.) (46 cities)	42.9
3. Talent Scouts (17 cities) CBS	40.9
4. Godfrey & Friends (45 cities) CBS	36.5
4. Toast of the Town (37 cities) CBS	36.5
6. Fireside Theater (29 cities) NBC	32.4
7. Your Show of Shows (55 cities) NBC	32.3
8. Lights Out (41 cities) NBC	31.8
9. Stop the Music (51 cities) ABC	31.7
9. Man Against Crime (22 cities) CBS	31.7
11. You Bet Your Life (43 cities) NBC	31.0
12. Martin Kane (53 cities) NBC	30.7
13. Kay Kyser (34 cities) NBC	30.5
14. Kraft TV Theater (40 cities) NBC	30.1
14. Mama (23 cities) CBS	30.1

	No. TV Homes (000's)
1. Texaco Star Theater (58 cities) NBC	4,544.6
2. World Series (Sat.) (46 cities)	2,730.3
3. Godfrey & Friends (45 cities) CBS	2,547.1
4. Toast of the Town (37 cities) CBS	2,423.7
5. Philco TV Playhouse (58 cities) NBC	2,398.2
6. Your Show of Shows (55 cities) NBC	2,329.8
7. Stop the Music (51 cities) ABC	2,286.8
8. Fireside Theater (29 cities) NBC	2,283.9
9. Talent Scouts (17 cities) CBS	2,239.8
10. Martin Kane (53 cities) NBC	2,199.5
11. Comedy Hour (55 cities)	2,104.9
12. Original Amateur Hour (54 cities) NBC	2,071.3
13. Kraft TV Theater (40 cities) NBC	2,031.1
14. Studio One (51 cities) CBS	1,943.3
15. Lights Out (41 cities) NBC	1,857.3

Diaries tabulated for Videodex October reports 9,290. Period covered, October 1-7, 1950.

AFRA, Nets Singing Harmony Note on \$

NEW YORK, Nov. 18.—Negotiations between the American Federation of Radio Artists (AFRA) and the networks this week struck their most successful note. Indications are the web's newest counter-proposals have met with approval from union execs and that they will be submitted to the membership shortly.

Broadcasters agreed to lift the local minimum for announcers to \$115. Those now scaled at \$78 will initially be hiked to \$100 and, after a year's experience, go to \$115. Spielers making \$89 jump \$10, except at CBS, where the hike will be \$12.50, and then to \$115, after the same experience.

Announcers in Chicago will have a \$135 minimum, and those in Los Angeles and San Francisco the same minimums as New York.

Percentage-wise the most substantial improvement by announcers in rates, if the proposals are accepted, will be made on the Coast.

There is to be a 14 per cent hike in the sustaining code for actors, but little improvement in the com- (Continued on page 9)

Godfrey Gets Polished Off And Picked Up

NEW YORK, Nov. 18.—Gold Seal Wax this week canceled its sponsorship of the Arthur Godfrey morning AM show, but Pillsbury Mills kept Arthur s. r. o. by snapping up the vacated time before the wax was dry on the cancellation.

Pillsbury, skedded two times one week and three another, now will have the 10:30-11 Godfrey strip. Toni, now on 10:30-10:45 a. m., alternating with Gold Seal, will go into the old Pillsbury alternating time slot—10:15-10:30. Pillsbury also has an alternate half hour on Godfrey's Wednesday night TV show. Campbell-Mithun is the Gold Seal agency.

2 Take Trial Shots At Amsterdam Spot

NEW YORK, Nov. 18.—Trial shots for possible replacements for Morey Amsterdam on the Monday and Wednesday editions of *Broadway Open House* have been set for November 27 and 29 and December 4 and 6. Comedy team of Mickey Deems and George Conly take over on the 27th and 4th, while nitery comic Wally Cox handles the show on the 29th and 6th.

Show airs for Anchor-Hocking Glass Company on NBC-TV from 11 p. m. to midnight across the board via the William Weintraub Agency.

RED BARBER SETS LECTURES

NEW YORK, Nov. 18.—Walter (Red) Barber, CBS sports chief, leaves the mike for the lecture platform in December when he begins a three-month safari into Eastern culture centers. The sports announcer will go into such cities as Providence, Troy and Kingston, where he will relate sports to events in the life in the town.

Barber also will trek down South for a single engagement at his alma mater—the University of Florida.

Video Eases Grip on Movie Audiences, L. A. Survey Finds

HOLLYWOOD, Nov. 18.—Tele is slowly easing its grasp on movie theater audiences, according to a Woodbury College survey of 3,000 California TV set owners. Woodbury, in conjunction with Valley College, Redlands University and San Jose State College, sent out 500 students for personal interviews with set owners in Greater Los Angeles, the San Bernardino and Riverside fringe areas, plus San Francisco and Oakland.

According to Woodbury's count, 68 per cent of viewers said they go to movies less often since owning a set. Last year's survey found 77 per cent buying fewer movie tickets. Heretofore, the trend away from movie houses mounted with the increasing ownership of TV sets, but the latest study—Wood-

bury's fourth—marks the first time that the tide has turned.

Gradual return to theaters may be a leveling off in viewer habits now that TV's novelty has worn off. Only 6 per cent of those surveyed admitted viewing TV less than before.

Habits Level

However, in Northern California where TV is comparatively younger than here, a greater percentage than in the L.A. areas—74 per cent—said they attend movies less. This is significant in that it shows that after TV has settled in a community for a substantial time, viewers' habits level and a segment of the populace returns to the theaters.

Radio is also maintaining its

hold on the home audience. Sixty-four per cent reported other members of the household listen to a home radio while the TV set is on, altho radio takes a back seat to tele's visual presentation of news.

In both L.A. and San Francisco, set owners prefer war news on TV, with newspapers, radio and mags picked in that order. Similarly, respondents preferred TV's presentation of dramatized shows more than twice as much as the same on radio.

Favor Color

According to the survey the majority do not expect tele tint for another two years.

Overwhelming majority—80 per cent (Continued on page 9)

TV THROWS GRID TAKE FOR 8 PER CENT LOSS

But in Television Weak Southwest, Attendance Zooms 21 Per Cent

Continued from page 1

attendance is down 8 and 11 per cent, respectively, compared with 1949. In the Midwest, where the Big Ten has banned TV except for theater tele or delayed film showings, the drop is only 1 per cent. The Southwest Conference is up 21 per cent, altho Dallas, Fort Worth and Houston have video outlets. The Southwest Conference, however, permit TV pick-ups

only if the games have been sold out in advance. Southern attendance, too, is up by 7 per cent, with little TV competition.

Among the comments made by some school spokesmen to the Associated Press, which analyzed the take at the top 105 colleges, were the following:

Louisville University: "Television is too big for us. We don't know the answer, but something must be done."

Yale University: "We're going to be substantially off. And television is to blame more than anything else."

Marshall College: "Television is hurting. It's hard to sell something that somebody else is giving away."

The 105 schools represented in the survey are about one-fourth of all those playing football, and are regarded as the most significant bellwethers. Total attendance thru the first three weeks of October was 5,001,034, as compared with a 1949 attendance at the same schools of 6,237,767. Average

crowd this season has been 22,867 compared with 23,275 in 1949. Total attendance at all 105 schools is off 2 per cent in the 262 games covered.

The accompanying chart shows some specific attendance figures and analysis by sections.

HOW FOOTBALL GATES IN 1950 STACK UP WITH LAST YEAR

NEW YORK, Nov. 18.—Some of the colleges, large and small, in TV territory which show serious attendance declines as against 1949 include Boston College, Columbia, Marshall College (Huntington, W. Va.), Navy, Yale, Michigan, Northwestern and Louisville. Analysis of their attendance was part of a survey of 105 colleges made by Associated Press. Comparison of 1950 with last season shows the following:

College	1950	Home Games	1949	Home Games
Boston College.....	38,205	3	76,535	3
Columbia	38,000	2	65,000	3
Marshall	18,917	3	24,707	3
Navy	36,300	2	58,736	2
Yale	124,000	4	74,000	2
Northwestern	121,000	3	144,000	3
Michigan	255,513	3	291,717	3
Louisville	6,000	2	34,000	4

A breakdown of average attendance by sections shows:

1950	1949	Increase or Decrease	
Southwest	34,856	28,703	Plus 21 per cent
Midwest	32,669	32,965	Minus 1 per cent
Far West.....	23,656	26,735	Minus 11 per cent
South	20,856	19,575	Plus 7 per cent
East	14,087	15,327	Minus 8 per cent
All Sections:			
Average	22,867	23,275	Minus 2 per cent

CANDOR, FOLLY OR H. MORGAN?

NEW YORK, Nov. 18.—The height of candor was reached a couple of days ago by Henry Morgan, heard nightly on WNBC here.

"You know," he said, "I've just been reading the latest program ratings, and know what? More people listen to Martin Block (who airs at the same time on WNEW) than listen to me."

KPIX Tells Real Story Of Film Snag

NEW YORK, Nov. 18.—In its issue of November 4, 1950, The Billboard reported on mishaps fouling up telecasting of kinescopes. Mention was made, without identifying the station, of one TV outlet which had telecast only the first 13 rounds of the Louis-Charles fight, and not the final two rounds.

The article in question has produced a stern rebuke from Philip G. Lasky, veepee and general manager of KPIX, San Francisco. His letter, in part, follows:

"This letter to the editor is written because I believe that The Billboard stands for accurate and fair reporting. In the November 4 edition (pages 4 and 11) your story about the butchery of kinescope

(Continued on page 9)

Murrow, Fred Friendly Prep New CBS-TV News Formulas

NEW YORK, Nov. 18.—Edward R. Murrow, one of radio's top newscasters, has committed himself to go into TV for CBS where he currently is being sponsored on radio in the 7:45-8 p. m. strip.

Fred Friendly, formerly of NBC-TV, was brought over to CBS recently at a salary reputed to be around 25G a year to work under Murrow.

While Murrow and Friendly will also work together on radio documentaries, their chief specialization will be TV news and documentaries. No format, as yet, has been developed and actual programming is about three months away, but they are now at work on video ideas.

Murrow will not do a straight TV news show, but will approach the subject from a current history aspect.

CBS also has programed a trial run of a new radio show starring Murrow. A review of the week's news, the show was auditioned over the air last week without

anyone being aware of it. Several sponsors, however, have indicated an interest on the basis of last week's audition. With the dearth of new creative radio programming and the critical foreign situation, radio news has become vastly more important to the web and is more salable.

Wildroot Takes Option on TV Friday Eve Slot

NEW YORK, Nov. 18.—Wildroot this week took an option on the first half hour of the 9-10 p.m. alternate week Friday slot on CBS-TV which is to be vacated by the Magnavox Theater after December 8.

The first option on the time held by Goodyear, thru Young & Rubicam, lapsed Friday (17) because the client did not wish to program opposite another of the same agency's shows—The Pulitzer Prize Playhouse—now on ABC-TV.

It is not known, as yet, what Wildroot intends to program on Friday, but the account has taken an option on Sam Levenson and is also looking at a TV version of Crime Photographer. The slugfest between Young & Rubicam and the Kudner Agency for the Goodyear video business still remains unsettled.

Y. & R. is trying to persuade the tire company to renew Paul Whitman Sunday nights on ABC. Kudner is trying to sell Goodyear an hour drama featuring Cecil B. De

(Continued on page 9)

Says AM Must Sell Tele on News as Pubserv Feature

CHICAGO, Nov. 18.—Radio newsmen must prove to television that news is the greatest public service any broadcasting station can offer, Jack Shelley, news director of WHO, Des Moines, and president of the National Association of Radio News Directors, told the association at its convention here. More than 300 members attended the three-day meet.

Shelley stressed the problem of "What to do about the inferior position of radio news in television?" Shelley said few stations feel they have found successful TV news formula, and too many aren't making any effort.

"One of the great tragedies of public information would be for radio newsmen to let this new field go by default," he said; "to allow television station managements to feel they simply cannot afford to bother with news shows of their own presented by professional newsmen."

A set of standards was adopted by the newsmen. Points included selection of material on news merits alone; presentation accurately, factually, in good taste and without bias; co-operation by writer and newscaster to avoid sensationalism, and separation of editorial material and factual news reporting. The standards also say that race, creed, color or previous status of an individual should not be mentioned unless it is necessary for understanding of a story.

WOR To Ask TV Set Owners What Radio They Like

NEW YORK, Nov. 18.—WOR is readying a personal interview survey of TV set owners in this area to determine their preferences in radio programming, according to WOR Prexy Ted Streibert.

The exec told a group of New York advertising women Thursday (16) that the advent of TV means it's time for radio to start working for its circulation, and the survey is part of plans in that direction.

In line with this, Streibert also predicted that radio programming execs will soon have to go out and hunt for talent, instead of waiting for performers to come to them, via the present audition method.

GM Cancels Show

NEW YORK, Nov. 18.—CBS this week received a cancellation from General Motors on its buy of the 3-3:30 Sunday afternoon slot. The time was to be filled by the General Motors' Junior Choir, composed of 300 children of GM employees. Programming was to begin November 26. The slot will probably be filled by a mystery.

Clifford Durr III

DENVER, Nov. 18.—Clifford J. Durr, former topflight member of the Federal Communications Commission, is recovering from a serious operation at his home here but may be out of active work for some months to come. Durr came here last summer as director of the National Farmers' Union Service Corporation.

N. W. AYER SURVEY

14 Different Slides for 1 Spot--- Or, How Confused Can Video Get?

NEW YORK, Nov. 18.—Lack of co-ordination between TV networks and their affiliates, and widely divergent standards of spot specifications on the part of individual video outlets, are putting a serious damper on agency efforts to place TV spot business, according to Don McClure, manager of TV production for N. W. Ayer, New York. In line with this, a national advertiser has commissioned the Ayer outfit to predetermine specifications on eight or 10 second TV station identification spots, via a detailed audio-video questionnaire. The questionnaire, first of its kind, has been sent to every TV station in the country,

and the replies, to date, said McClure, are distinctly disappointing.

Altho the inquiries were sent out over a month ago, one-third of the stations have yet to answer, and the majority of those who have replied failed to include complete information on their facilities. However, observed McClure, present returns already indicate that the firm will have to make up at least 14 separate types of slides for one single station identification announcement. McClure attributed this lack of standardization to TV's rapid growth, citing the particularly irksome problem of the variety of 16mm. projector types in use.

A FREE-WHEELING FRACAS

DuMont, WMBR and WHEN Fight Over Garden Hoopsters

NEW YORK, Nov. 18.—A dispute between the DuMont TV network and WMBR, Syracuse AM station, over the rights to last week's Madison Square Garden basketball game between the Knickerbockers and the Syracuse Nats, almost caused cancellation of the air coverage of the game. The issue was not resolved until a New York State Supreme Court Justice, holding session in his own home in Syracuse, effected a compromise.

WMBR this season signed an exclusive deal with the Nats for both home and away games, and sold them to General Electric and M. & R. Linoleum, a Syracuse outfit. At the same time, DuMont acquired rights to Madison Square Garden events on Saturday nights. The dispute rose when DuMont offered last week's game to its web affiliates and WHEN, Syracuse TV station, accepted it and announced it would telecast the game locally.

WHEN's announcement started a free-wheeling fracas, in which the participants were the two stations, DuMont, and Ned Irish, Garden promoter. Not until a meeting was held at the home of Judge Frank Malpass was a compromise effected. The arrangement was for both outlets to cov-

er the game, but for WHEN, in the light of WMBR exclusive, to give credit thruout its airing to the two WMBR sponsors.

It is reported that the dispute also may lead to development in the future of still another problem. It is said to have been raised by Judge Malpass, who questioned whether the managements of professional teams have the right to sell home and away rights without written consent of every player involved.

OPEN SEASON

All in Act As Bowl-TV Hikes Rates

NEW YORK, Nov. 18.—As of January 1, 1951, open season will be declared on radio and TV rights for the Rose Bowl. The current three-year CBS pact with the Rose Bowl ends on that date and, while the web has first refusal on any new contract, indications are that the Rose Bowl committee will materially hike the fees for such rights:

The TV film of the highlights of the various bowl games—Rose, Orange and Sugar—which are to be sponsored by Gillette, are expected to be lengthened from a half-hour to an hour. Gillette will also pick up the tab for the radio broadcast of the Rose Bowl over CBS, with Red Barber at the mike.

The fact that the Pacific Coast Conference will negotiate a new agreement with the Big 10 at the end of this year will also affect the cost of rights. The current agreement, which doesn't allow the Big 10 champion to play in the Rose Bowl two years running, has meant that inferior Big 10 teams play the Coast Conference winner. This hampers the gate and the nation-wide interest in the classic.

It is expected that the new agreement will allow Big 10 football toppers to return to the Rose Bowl, whether or not they have been there the previous year.

Shows Plug Two '51 Cars

NEW YORK, Nov. 18.—Two motor companies—Plymouth and Ford—this week purchased limited radio and TV time in connection with the debut of their 1951 models. Plymouth bought four CBS programs during the second week in January—half of Songs for Sale, the Hal Peary Show, the Line-Up and Broadway Is My Beat. N. W. Ayer is the agency.

Ford acquired Dr. Roy K. Marshall on WNET, beginning Monday (20) for four weeks; Strange Adventure, on CBS-TV Tuesday nights 10:30-11 for four stanzas, starting November 28, and Don Goddard and The Week in Review, NBC 7:30-7:45 p.m., beginning next Saturday. The local Ford dealers also renewed their WOR Movie Night on Mondays for 13 more weeks. J. Walter Thompson is the agency.

Only on NBC Radio!

The BIG Show

.....

Variety: "... NBC can take a bow for perpetuating big-time radio. They don't come any bigger than this one and it rates Nielsen's best."

John Crosby: "It was in practically every respect a perfectly wonderful show — witty, tuneful, surprisingly sophisticated and brilliantly put together . . . one of the fastest and pleasantest ninety minutes in my memory;" *New York Herald Tribune*

Harriet Van Horne: "The Big Show was so good I wish radio had thought of it years ago." *World Telegram & Sun*

Ben Cross: "NBC aired radio's defiant challenge to TV, in the form of a gargantuan divertissement . . . emceed by the vibrant Tallulah Bankhead and there were stars, stars and more stars in it" : *N. Y. Daily News*

Jack Gould: "... the premiere certainly ought to go a long way toward reassuring the radio listener that somebody is thinking of him." *New York Times*

NBC is thinking of advertisers too. The six to six-thirty portion of The Big Show can be purchased by the quarter hour or the half hour . . .

...or you can participate in the biggest and newest idea in advertising

Tallulah Bankhead and a few of the rotating guest stars that appear on "THE BIG SHOW" each Sunday on NBC at 6:00 pm (EST.)



This One



6WRH-EDH-EZG4

Copyrighted material

The biggest

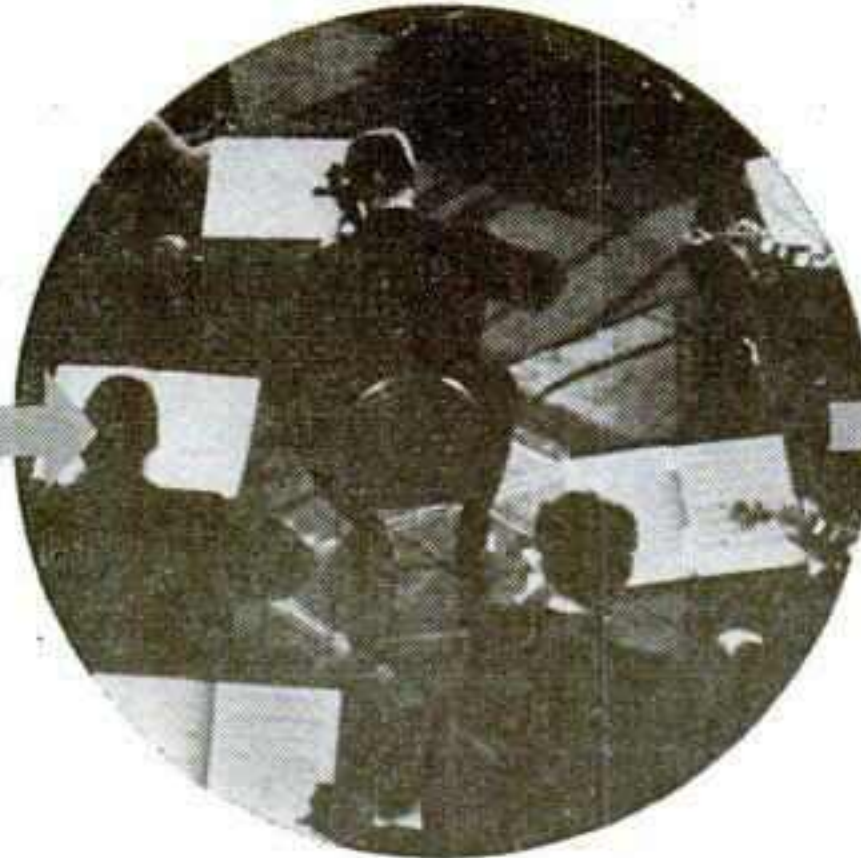
and newest idea

in advertising is

ON-THE-AIR



VARIETY



MUSIC



DRAMA

With the premiere of "The Big Show" on November 5, *Operation Tandem* became more than the hottest idea in advertising — it became a reality. And on that night Anacin and RCA Victor became its first two sponsors — soon to be joined by Ford Dealers.

TANDEM is the most inexpensive method of reaching the largest unduplicated weekly audience in history.

TANDEM consists of a group of non-competitive advertisers sponsoring five top programs on five different nights each week over the full facilities of NBC.

TANDEM advertisers will be associated with the greatest galaxy of programs and entertainers ever put together in one package.

TANDEM is the only advertising plan ever to be especially designed to reach *everybody*. Each show has a different appeal.

VARIETY . . . The Big Show . . . Sundays

MUSIC . . . NBC Symphony . . . Mondays

DRAMA . . . Screen Directors' Playhouse . . . Thursdays

COMEDY . . . Duffy's Tavern . . . Fridays

MYSTERY . . . The Man Called X . . . Saturdays

TANDEM is surprisingly low cost. It is estimated that *Tandem's* five shows will reach 23,000,000 homes each week and deliver 1000 *listeners* — net audience — for 59¢.

Tandem is available to a few more advertisers. For details call Circle 7-8300,

Extension 8436 or your nearest NBC representative.

NBC

America's No. 1 Advertising Medium

A service of Radio Corporation of America



COMEDY



MYSTERY

Color TV's Bright Picture Blurred By Washington, Chi Developments

• Continued from page 1

nickel, zinc and steel. The Radio-Television Manufacturers' Association (RTMA) made it all the more clear at its board meeting in New York this week that production plans definitely don't embrace the relative luxury of gearing for color when the industry will be hard put trying to satisfy consumer demands for monochrome sets.

Estimates for production of TV sets in 1951 are already scaled down to around 2,000,000 for the first six months and a total year's output of not more than 3,500,000 sets, and maybe considerably less. This would be almost a 50 per cent cut in production.

As a result, legal and engineering observers here are not taking too seriously the FCC's apparently serious avowal of confidence of victory "once the judicial process is completed." Even FCC'ers are admitting privately that a victory by that time would be a hollow one, in view of rising defense shortages of materials and the industry's pre-occupation with war government contracts and output of "standard" type civilian goods.

FCC Chairman Wayne Coy in an off-the-record talk to the National Association of Broadcasters (NAB) board of directors this week declared that he is ready to fight the color battle all the way to the Supreme Court if necessary and on any of the fronts that might develop on Capitol Hill when Congress returns. Yet on that same day, the commission was getting its Chicago setback which prevents the FCC from making an immediate appeal to the Supreme Court while the color standards are stayed.

By Jack Mahley

CHICAGO, Nov. 18.—The court fight over color TV may stretch out for months, if the remarks of the three federal judges hearing the case are any criterion. A statement during the two-day hearing by Judge J. Earl Major, chief of the court, reflected the court's thinking.

"It is difficult for me to picture the public buying television sets until the validity of the FCC order (approving CBS color) is reviewed by the Supreme Court," Judge Major said. "I know I wouldn't buy one until then."

Judge Major and his colleagues, Philip L. Sullivan and Walter J. Labay, Wednesday (15) granted RCA a temporary restraining order suspending the starting date of CBS commercial color telecasts. The order will be in effect until the judges give a decision on a motion by the government to dismiss the RCA action, and on a motion by RCA for a temporary injunction against CBS color pending a full-dress court battle on the whole issue.

Seek Temporary Writ

Judge Samuel Rosenman, CBS attorney, and government attorneys tried to get the court to grant a temporary injunction immediately when it became apparent that some kind of delay would be granted. CBS could go direct to the Supreme Court with an appeal from a temporary injunction, but they may not appeal the temporary restraining order, which was granted.

The temporary restraining order will be in effect for several weeks, the judges indicated. Judge Major said, "Sometime, as soon as we can, we'll rule. But it will not be just a few days, either."

Judge Major emphasized the gravity of the case, and the importance of careful study of the testimony and the voluminous briefs. Judge Sullivan told the CBS and government attorneys, "You have not impressed the court that it is important whether this order (FCC order) be effective November 20 or December 20."

Judge Shows Interest

Thruout the two days of arguments, Judge Major threw questions at counsel for both sides, indicating a keen grasp of what was involved. When Judge Rosenman was arguing that an injunction against CBS color would only add more confusion in the public's mind, Judge Major asked, "If CBS goes ahead with its color, and the public buys color converters and receivers, what would happen to this equipment if the Supreme Court eventually held the FCC order void?"

Judge Rosenman replied that this was a chance that must be taken with any government administrative order.

John T. Cahill, RCA attorney; Judge Rosenman, and Max Goldman, FCC lawyer, reviewed all the arguments for and against CBS color which are familiar to the industry. Emphasis was placed by Cahill, and Judge Simon H. Rifkind, attorney for Emerson, and intervenor, on the drop in receiver sales which they maintained was caused by the color dispute. Cahill presented affidavits from four dealer organizations stating their retail sales had dropped 50 to 80 per cent since the color decision.

Judge Rosenman replied that surveys by CBS showed that the November 1 excise tax and the October 16 inauguration of tougher credit controls were responsible

for the decline in sales.

The scene in the court was one of the most striking in Chicago legal history. Twenty-nine lawyers were grouped around three tables. Two trunks full of records were carted into court.

The newsmen also heard Maj. Gen. Floyd L. Parks, army chief of information, report on the army's public relations objectives. They are threefold, he said: to conduct a practical army public relations program; to maintain an officer group with proper qualifications to handle this program, and to educate commanders and staff officers of the whole army in the fundamentals of public relations.

COURT NIPS BUDDING COLOR TV BLOOM

CBS Had Godfrey, Vanity Fair Lined Up For First Splash But Chicago Said "No"

NEW YORK, Nov. 18.—The restraining order leveled by the Federal Court in Chicago Wednesday (14) nipped plans by CBS-TV for a big one-shot splurge of sponsored color programming Monday (20). The network half-hour from 12-12:30 p. m., which was to feature Godfrey, was to be purchased by the entire line-up of Godfrey's radio and TV advertisers. General Mills was to buy a special edition of *Vanity Fair*, starring Dorothy Doan, which was to follow immediately afterward for a half hour.

General Mills was also committed to pick up the tab for 13 weeks on a 15-minute cooking show which was to begin Monday (27) 11-1:15 a. m. And Esso and Jantzen bathing suits, in addition to a half a dozen other clients, had started sponsorship negotiations.

The line-up of Godfrey bankrollers on the one shot would have included Chesterfield, Pillsbury, Toni, Reddi-Whip, Lipton's Tea, Gold Seal Glass Wax, National Biscuit and Wildroot.

CBS-TV had established one rate for color TV time, doing away with Class A and Class B time. The sponsors would have made nothing more than token payments to buy color segs and the consequent publicity and knowledge derived might have more than compensated for the cost.

Altho the restraining order will prevent color programming now, it is evident that these sponsors, and perhaps a few more, will still be interested in buying color programming when such programming can begin.

Short Scannings

Brief but important video news

Pierson Mapes, AM-TV v.p. of the Hutchins Agency ("Philco Playhouse"), having an exhibit of clown paintings at the Barzansky Galleries, New York. . . . NBC tossed a salute for **Max Liebman**, producer of "Your Show of Shows" Friday (17) at Toots Shor's, and wound up presenting him with a scroll for his contribution to the medium. . . . CBS commentator **Margaret Arlen** premed an across-the-board TV series on WCBS-TV last week. . . . **Bob Fuller**, CBS press, and frau expecting a baby momentarily. . . . **Wauhillau La Hay**, N. W. Ayer, returned to Manhattan last week after a hectic Chicago conference with **Burr Tillstrom**.

Robert Cowan appointed TV director for Anderson, Davis & Platte, Inc., New York. . . . **Gilbert J. Supple** has joined the radio and TV copy department of Lennen & Mitchell. . . . **H. Rex Marshall** signed to pitch Gruen watch commercials on ABC's "Blind Date." . . . **Betty Clooney** subbed for **Sister Rosemary** on **Robert Q.**

Lewis CBS-TV show Saturday, while the canary underwent a minor operation at Madison Hospital. . . . **Jack Carson**, ex-account exec for Lennen & Mitchell, has joined NBC's TV sales.

Davis Coplan, Times Television prexy, arrived in New York from London last week, having set a deal there to handle 26 British mystery flickers for U. S. TV. The Sterling Television Company will release the films here. . . . De Pace Associates, New York, has signed **Stephen F. Keegan** to co-ordinate activities of musical artists for the firm's new TV division and supervise video package productions. . . . Video Station WAAM, Baltimore, had a big personnel shake-up last week. **Kenneth L. Carter** succeeds **Norman C. Kal** as general manager, with latter upped to executive vicepres post, replacing **Samuel Carliner**. Carliner has resigned but is being retained as consultant to the board of directors. **Armand Grant**, WAAM's commercial manager, moves up to assistant general manager post in charge of sales.

KPOA Challenge May Upset States' Tax Bite on AM-TV

HONOLULU, Nov. 18.—An important new legal challenge against station taxation of radio-TV station receipts developed here this week in a complaint entered in court by Station KPOA.

Considerable significance is attached to this latest case in a long-standing controversy between the broadcast industry and State tax bodies over the gross receipts levy, inasmuch as the KPOA case can be carried to the Supreme Court in Washington. Appeal to the Supreme Court was denied to radio stations involved in similar suits in three States because of provisions of the Johnson Act, which impose this judicial limitation on certain types of State tax suits.

The restriction does not apply to litigations in the federal territories.

If KPOA wins the case, it is considered certain an unprecedented wave of similar challenges by broadcasters would erupt in every State which imposes taxes on station gross receipts. With millions of dollars of annual tax revenue involved, the case is due to attract wide interest.

The Honolulu case is being argued by **Kenneth C. Davis**, Washington lawyer, who said he hopes to have the support of **Horace L. Lohnes**, member of the Washington law firm of **Dow, Lohnes & Albertson**, who has had wide experience in similar cases.

Davis asked the Honolulu court for a permanent injunction against the tax commissioner of the Territory of Hawaii in the collection

Quits KARK

G. E. (Ed) Zimmerman has resigned as veepee and general manager of radio station KARK, Little Rock, and turned his stock over to the present owners, Arkansas Radio & Equipment Company. **T. K. Barton** succeeds Zimmerman, a radio veteran who started in 1923 and joined KARK in 1936. Barton is the son of Col. **T. H. Barton**, prexy of Arkansas Radio & Equipment Company.

Selling Wall Street

Ira Haupt & Company, New York stockbrokers, are sponsoring a 15-minute radio show over WHLL, Hempstead, L. I., beginning Monday (20) in a move to sell Wall Street to the average man, via radio. The series, tagged "Views and News," which will air every Monday, Wednesday and Friday at 1:45 p. m., will translate information on mutual-fund investments into lay language. The show will be under supervision of **Anthony M. Reinach** and **Charles Bacon**, top brass at Haupt.

Church Asks Channel

The Protestant Radio Commission (PRC) has filed a petition with the FCC seeking at least one TV channel in each community for educational or religious institutions. Altho the commission is the only petitioner requesting a special TV allocation for non-profit institutions, the PRC is representing all creeds.

Shouse for Survey

The State Department announced last week its appointment of **James D. Shouse**, vice-president of Avco Manufacturing Corporation and board chairman of Crosley Broadcasting Corporation, as a representative of the domestic radio industry, to make an overseas study of how the effectiveness of the government's expanding international information program may be improved. Shouse is expected to be abroad about two months. In 1943 Shouse made a similar trip to England in conjunction with the British Broadcasting Corporation and the State Department. One of the principal units of Voice of America is operated in Bethany, O., by Crosley.

Mil \$ Telescriptions Pact Signed by Snader, Kaufman

HOLLYWOOD, Nov. 18.—One of the biggest TV film deals in tele history was closed this week with **Louis Snader** getting a \$1,000,000 annual guarantee for rights to his Telescriptions in 10 Eastern markets. Past was signed with **Rueben R. Kaufman**, of the Chicago advertising agency which bears his name, for exclusive rights to Telescriptions in Chicago, Detroit, St. Louis, Minneapolis, Milwaukee, Philadelphia, Washington, Norfolk, Boston and New York. Deal is for one year with options.

Kaufman has placed in escrow a \$50,000 check and will shell out an additional \$50,000 December 1, starting date of the \$1,000,000 per year film deal. Money will remain in escrow until the end of the contractual year when a final

Form TV Club

AM and video execs in New Orleans have formed a local radio and TV club, in a move to promote closer relationship between the city's broadcasters. Officers elected this month (11) were **Beverly Brown**, WNOE, prexy; **Ray McGuire**, WDSU-TV, veepee; **Betty Nestor**, WWL, secretary; **Amelie Batson**, WSMB, treasurer; **Carl Cannon**, WSMB, publicity. Board of advisors elected included **Ken Elliot**, WWEZ; **Catherine Harriston**, WJMR; **Ed Pendergast**, WJBW, and **Mike Clark**, WTPS.

Spot Announcements

Actor **William Gargan** and New York Journal-American columnist **Frank Conniff** are readying a new radio series dramatizing experiences of war correspondents and photographers. . . . **Tom Moore**, emcee of "Ladies Fair" on Mutual, is tying up with the Salvation Army's Christmas drive for home-made gift contributions again this year. Last season Moore drew 280,000 home-made yule packages from his listeners. . . . **Gloria Swanson** back in New York Sunday (19) from her European tour. She taped several broadcasts abroad for her transcribed series.

Ray Diaz upped to program director status at WJZ, New York. He continues his chore as ABC program operations head. . . . **Bud Hulick** has been tagged Eastern district manager for the Progressive Broadcasting System. He's currently touring the Carolinas and Georgia visiting affiliates of the new web. . . . **Robert H. Salk** is new account exec in CBS network sales. . . . **Sam Kaufman**, supervisor of NBC radio publicity, has moved into the editorial director post, while NBC staff writer **Phil Dean** has been upped to exploitation manager.

Kirby Ayers has snagged the director job on CBS's "Grand Slam" show, an **Irene Beasley** production. . . . **Robert E. Bousquet**, ex-advertising manager for Lever Bros., has joined Biow as an account exec in the agency's Procter & Gamble unit.

accounting is made. Each month, Kaufman will turn over to Snader a percentage of Telescription films' earnings. If at the end of the year monthly percentages do not total the \$1,000,000 guarantee, Kaufman will make up the difference, applying the \$100,000 in escrow plus additional coin if needed.

This marks Telescriptions first move into the Eastern market. So far, the three-minute musical shorts have only appeared on Hollywood's KTLA sponsored by Rexall Drugs. Segs, visual versions of disk artists' performances, are tied together into a 30-minute program on KTLA by use of a live emcee. Kaufman, it is understood, intends to follow a somewhat similar pattern, possibly filming emcees' portions as well, and splicing together a complete show, including Telescriptions, filmed emcee and canned commercials. He also plans to limit an emcee to a single sponsor so as to create a stronger identification link between bankrollers and the various shows.

Snader told *The Billboard* he plans to branch out on his type of subject material, moving into the classical and semi-classical field with the inking of **Marina Koshetz**. Other longhair-artists are slated. Heretofore, artists inked by Telescriptions were exclusively in the pop music field. He also intends to start using dance acts as film subjects. Snader expects to near the 200 title mark before the end of the year. He leaves for New York within the next few weeks to sign Eastern based talent. When in production, firm operates on a \$15,000 filming budget.

Kaufman deal is interesting in that he will have to clear more than \$2,000 per week per market to emerge above the \$1,000,000 guarantee. While this may appear a tough nut to meet, he is undoubtedly planning on the more lucrative markets to carry the slimmer areas.

"I want a Television Christmas
...a world of Magic all my Own!"



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WHERE IN VIDEO DOES MUSIC'S FUTURE LIE?

Billboard Survey Shows It Has Several In, Outroads

Continued from page 1

portant issues as the relative availability of the two media for the introduction of a new plug tune, the quantitative if not the qualitative significance of the remote shot, the frequency with which records are played over network radio as compared with network video. These and other inferences from this study, plus the views of some of the industry's top-ranking pubbers add to a significant picture of the flux in the two media as plug outlets for tunes.

Standards Stand Out

Most glaring figure is the 80-20 ratio between standards and pops on current TV. This proclivity for old, proven songs has many bases. First, producers want to be sure that the tune will get good reception—public familiarity is important. Next, performers know the standards and are less likely

to fluff. Again, any song on TV requires some production, dressing or setting. Producers want to get maximum use out of their production efforts; they may want to repeat the tune in the same setting in six months and a year. A fast-vanishing pop can't be done over—a standard always can.

Of the pops that are used on TV, a majority are top five, already established on records and live radio. Of the remainder, most are especially susceptible of visual production.

Barriers

It's obvious, then, that it's fairly difficult to introduce a new tune into TV. But there are many more barriers to the new pop plug: TV producers don't like to repeat tunes. Some shows are "interested" in certain tunes because they were clefted by principals, and ride these tunes. Example is *Orange Colored Sky*, written by Milton De Lugg, orkster on the *Broadway Open House* show. Tune gets heavy play on this show and each time it's done somebody else's plug tune isn't. Milton Berle has written a novelty called *Lucky, Lucky, Lucky Me*; this tune gets an occasional play on the Texaco show.

Further, when guest singers appeared on variety shows they are prone to sing their current record tunes or solid standards — not somebody's new plug.

What it adds up to, is that if you want your new tune on video, have it make the hit parade—or else have it an exceptionally good tune for visual values.

Turning to radio for a moment,

the figures say that 63 per cent of the pops performed are done on remote shots, most of them after 11 o'clock. It's no secret that except for the top and near top bracket orksters, most of the remote plugs are payolas. Regardless of ethics, the remote shot on radio is one of the only two avenues for breaking in a new song. (The other is disk jockey promotion on platters of the tune.)

In TV, remotes don't mean anything to speak of. Ergo: No payola in TV—that is, until remotes become a factor. But as long as radio is around, pubbers are going to spend money on remote and record
(Continued on page 54)

SONGSTERS WAIT AT CUT IN KALE

NEW YORK, Nov. 18.—The repercussions of the new writer pay-off system as yet show no indications of dying down. Whereas some of the writers who were cut just yell, others take a more aesthetic approach and put their plaint in verse. Here's one forwarded by Sterling Sherwin, written in old ballad measure. It's titled, *ASCAP Song Without Music or, Consent Decree, I Love You*.

Hark, hark, the dogs do bark,
We beggars are coming to town . . .

Some in rags, some with jags—
We're ASCAP bums—
marked down!

Sherwin, now on the Coast, has had his folk songs published by Remick, Shapiro-Bernstein, Carl Fischer and other top firms.

Link Quits Feist, Still Good Friends

NEW YORK, Nov. 18.—Harry Link resigned Thursday (16) as professional manager of Leo Feist, Inc., one of the Big Three pubberies, the Loew's Inc., music publishing subsidiaries. The parting was amicable and was decided on by mutual agreement between Link and Charles C. Moscovitz, veepee of Loew's and prexy of the Big Three.

Link had been with the Big Three since 1938. He has been one of the highest salaried men in the music business; in addition he was on a profit sharing deal. His resignation takes effect January 1, when his two-year contract expires.

Contract called for an additional three-year option, which Link asked not to be renewed. He is presently considering going into his own publishing venture, and is mulling several deals.

ASCAP Ups TV Deadline

NEW YORK, Nov. 18.—American Society of Composers, Authors and Publishers (ASCAP), at a board meeting recently, extended to December 15 the deadline on use of ASCAP music by TV outlets not covered by the blanket license.

The per program contract negotiations have been going on for many months. If no solution is forthcoming soon, it is felt the Society will ask that the matter be arbitrated. Such a move is considered as likelier than taking the matter into court.

ONLY TV-HEP PLUGGERS TO MAKE GRADE

New Techniques Needed To Sell Pops Visually

NEW YORK, Nov. 18.—TV, Tin Pan Alley's biggest challenge and promise in one, is going to require considerable modification in the music publisher's plug routine when it surpasses AM radio as a song outlet.

Under present conditions, there's little deliberate plugging the pubber can do in TV, particularly with a new pop (see other story), and is pretty much obliged to follow the traditional disk jockey-to-remote-to-commercial radio shot.

Projecting ahead, many publishers envision the day when the song pluggers will have to be a combined scripiter, production man and salesman rolled into one. The contact man, they say, will be a specialist in rigging up visual
(Continued on page 51)

MCA IN SWING TO BAND WAGON

Jerry Gray Bally, Signing Handy And Touzet Part of Fresh Policy

NEW YORK, Nov. 18.—The Music Corporation of America (MCA), which relegated the ork business to a secondary slot in its organizational structure for the past couple of years, apparently is swinging back to the band wagon.

The agency in the past couple of weeks has inked a pair of new-comer baton wavers, currently is planning to have two of its pacted clients convert to band leading and, at the same time, is conducting a spirited campaign on behalf of the Jerry Gray ork, which uncovered in the East this week at Frank Dailey's Meadowbrook to a very favorable trade reception. Tho the agency admittedly will invest little more than time and its position as a top band selling office into these projects, the office is making its first concentrated move in some time to follow thru on the ancient MCA theory that new names and new ideas will be the savior of the dance band industry.

The agency has made no noticeable effort in recent years to try with new dance band projects and, in the interim, its once-powerful ork list has been hit both by losses

and decimated activity of some of the solid names on the list.

Losses

The agency has lost such band bread-winners as Sammy Kaye, Spike Jones, Jan Garber, Russ
(Continued on page 54)

GOT AN IDEA THIS WEEK?

Brain Trust Dreaming Up Hit Parade TV Productions

NEW YORK, Nov. 18.—The *Lucky Strike Hit Parade*, for approximately 16 years the leading purveyor of popular music over standard radio networks, is now busily amassing a fund of information relative to the presentation of pop tunes on TV. The TV series (not counting a four-week run last summer), started October 7.

Altho it is not yet six weeks old, the great strain caused by the

program's need for production ideas has made itself felt, and has made mandatory the operation of a production board whose main function is to concoct and evaluate the different ideas and gimmicks used in presenting tunes on TV. The need for the board stems from the fact that program policy calls for giving production to nine of the 10 tunes on a given show.

The board, composed of execs of NBC and Batten, Barton, Dur-

4-1 STANDARDS ON TV, POPS HOLD OWN OVER AM

Information below is based on a breakdown of Accurate TV and AM reports for 10 days, covering Friday (3) thru Sunday (12) inclusive.

For TV, New York network channels 2, 4, 5 and 7 are logged from 6 p.m. to midnight; for radio, New York network stations WCBS, WNBC, WOR, WJZ are logged from 8 a.m. to 1 a.m.

For the purpose of this study, all titles reported in the Accurate logs were used in the compilation, except themes and signatures and classical works. Under the heading of Standards, all recognized standard tunes and older songs which are not getting a current plug revival were included. Under Pops, all new songs and those older tunes getting pubber plug efforts were included.

TV (Channels 2, 4, 5, 7)

(Reported From November 3 thru November 12)

Number of Standard Titles	Number of Pop Titles
Live 960	230
Recorded 16	4
Total 976	234

Of 1,210 tunes, 80 per cent were standards, 20 per cent pops. Less than 2 per cent of the titles were recorded shots.

AM Radio (WNBC, WCBS, WJZ, WOR)

(Reported From November 3 thru November 12)

Number of Standard Titles	Number of Pop Titles
Live (studio) 900	383
Live (remotes) 242	662
Recorded 578	450
Total 1,720	1,495

Of 3,215 tunes, 54 per cent were standards, 46 per cent pops. Of 3,215 tunes, 32 per cent were recorded shots.

Remotes account for 41 per cent of all live music on AM radio.

Remotes account for 63 per cent of all pops heard on AM radio.

Remote broadcasts are made up of 73 per cent pops, 27 per cent standards.

Hired Film Music Rights at Issue

Hollywood Cleffers Won't Stand For Losing ASCAP \$\$ on Output

NEW YORK, Nov. 18. — The question of who owns the performing rights in music written by screen cleffers for hire—an issue which has occasioned much armchair speculation but has never been put to the test—may come out in the open in the course of ASCAP's current negotiations with the motion pic producers.

ASCAP has already wrapped up agreements with MGM and Columbia, tho the p'pers have not yet been signed.

One of the remaining majors, however, has, according to the grapevine, advanced the following thesis to ASCAP: We will sign up for your repertory—excluding that portion of it which was written by writers for hire under contract to our studio. The logical corollary, if this stand holds up,

would be a comparatively cheaper fee than the other studios pay, since the latter will have signed for the entire repertory.

ASCAP theory is that the performing rights of its member-writers automatically inhere in the Society, regardless of employment factors, who owns the copyright, etc. Some tradesters hold an opposite view—that when a writer works for hire, his employer owns everything.

Opposing View

The movie writers certainly oppose the latter view. Rumbles of the one studio's attitude have spread. The Hollywood cleffers who would thereby be deprived of collecting for their performing rights from ASCAP—or, con-
(Continued on page 51)

Vote Machines Too Costly, Says AFM Party

NEW YORK, Nov. 18.—Pre-election climate in Local 802, American Federation of Musicians (AFM), after an unexpectedly temperate beginning, started to heat up this week as the Unity Party accused the Blue ticket incumbents of needlessly renting expensive special voting machines for the December 7 balloting.

According to Willie Feinberg, Unity candidate for the local presidency, the machines cost \$50 more each than the automatic ma-

chines used in city and State elections. He charges the selection of these special machines, called Shoup, was motivated by the fact that one Blue ticket man is a representative of the firm which handles them.

"There are 80 machines needed in the election. At \$50 extra apiece, the administration is needlessly incurring \$4,000 worth of expense that's strictly uncalled for. During the past four years they've gone into the hole for more than \$350,000. Now, instead of conserving assets, they're throwing
(Continued on page 51)

Morris Suit Pre-Trial On

NEW YORK, Nov. 18. — Pre-trial examinations began this week in the Edwin H. Morris pubber's anti-trust action against the five major movie companies—MGM, Paramount, Warner Bros. Universal and 20th Century. All five defendants began the pre-trial examination of Morris this week.

Morris, thru his attorneys Spring and Eastman, will examine the defendants when they conclude their examinations.

CAPAC-SACEM Fight Threat in Canada

Knockdown Battle Shapes Up as Lower Tariffs Are Tossed Into the Hopper

TORONTO, Nov. 18.—Hope of reconciliation between the Composers, Authors and Publishers of Canada, Ltd. (CAPAC), and SACEM is being held out if SACEM will reduce its demands to CAPAC.

SACEM has filed thru a new group known as Federation of Authors of Canada, Ltd., a set of tariffs which are 40 per cent of those of CAPAC. Partners in this group are E. Allard and Joseph La Pierre, both of Montreal.

Most significant part of this application is that should any hall,

auditorium, radio station or any place where music is played want to play anything from the SACEM repertoire, then an increase of 40 per cent tariff will have to be paid.

A meeting to combat this new move is being held November 29 by the Toronto Musical Protective Society, an organization of hotel owners and theaters. What steps this group will take is as yet unknown.

Any objections to the applications for tariffs must be filed with the board by December 1, with hearings scheduled to begin December 15.

Bill Lowe, general manager of CAPAC, said it was his organization's "sincere desire to have unanimity in the administration of copyright in Canada."

While not directly admitting that this new group was SACEM, Lowe did say that "it is unwise to sacrifice the rights of any one

(Continued on page 42)

HOPPY TALK

Cassidy Disk Backed by J. J. Robbins

NEW YORK, Nov. 18.—The J. J. Robbins pubbery, by agreement with Capitol Records, has subsidized a record session using Capitol artists Margaret Whiting and Frank DeVol. Tunes cut are *Hoppy, Topper and Me*, with Miss Whiting and the DeVol ork, and with the band only, *The Hopalong Cassidy March*.

This highly unusual situation, in which a publisher does the recording for a major company, using the latter's top artists, stems from the fact that Capitol owns exclusive recording rights in the Hopalong Cassidy character, while Robbins holds pubbing rights to the Hoppy tunes. Robbins has these rights by agreement with Nacio Music, which is owned by Bill Boyd and cleffers Nacio Herb Brown and L. Wolfe Gilbert.

Capitol had shown no eagerness to record the Hoppy numbers. Robbins undertook to make the recordings at his expense. First step will be the dispatch of 500 vinyls to disk jockeys. If reaction is favorable, Capitol will then release the records commercially.

Simon Gets "Teardrops"

NEW YORK, Nov. 18.—*Teardrops in My Eyes*, blues ditty which has been smoking action in r. and b. and pop circles, was assigned to Simon House this week by Progressive Music, the Atlantic Records pubbing affiliate.

Deal was an assignment of copyright, for which George Simon, prexy of Simon House, forked over a considerable bonus and advance. Progressive also gets a hefty copy deal and a split of all mechanicals (there are some six records on the tune, with more coming, including majors). Progressive also participates in BMI performance payments.

At the same time, Herb Abramson, Atlantic and Progressive topper, concluded a deal with BMI for his past and future copyrights, for which he gets a guaranteed advance. Deal excludes *Teardrops*; one contingency of the pact was that that tune be turned over to a BMI firm, which it was.

Acuffs Deny Infringement

NEW YORK, Nov. 18.—According to papers filed in U. S. District Court this week, Roy and Mildred Acuff and Freddie Rose make a general denial of all allegations in the infringement action of Leo Feist, Inc., involving the tune, *Mississippi*. The Acuff-Rose publications ask for dismissal of the action.

Defendants admit a tune called *Mississippi*, bearing the names of writers Bert Hanlon, B. Ryan and Harry Tierney was published by them, but claim that the title *Mississippi* was used by others as song titles. Plaintiff, according to the defendants, did not acquire exclusive right.

TV, NEW UNIT IN CAN. SESH

TORONTO, Nov. 18.—Hearings of the Copyright Appeal Board for the granting of royalties in 1951 for licensing of music in Canada will be highlighted by two features.

First, there is the application of the French Society of Federation Des Auteurs Aux Canada (Federation of Authors of Canada). This group in some quarters is considered the Canadian front for the French copyright society, SACEM. The allegation has been denied.

Second, the Composers, Authors and Publishers Association of Canada, Ltd. (CAPAC), the Canadian offshoot of ASCAP, is making an application for a television tariff. This is an added feature of their application.

RCA Victor To Push 'Immortal' Album Series

NEW YORK, Nov. 18.—RCA Victor this week was finalizing plans for its most ambitious album push since the *Here Come the Dance Bands Again* series. Unlike *Bands*, however, the upcoming drive will embrace both the Red Seal (classical) catalog and the popular catalog, even touching lightly on the folk field. Package theme will be the RCA Victor *Treasury of Immortal Performances*, and the first sets in the grouping are scheduled for release February 1.

In the classical *Treasury* will be works by some 54 longhair artists, including such all-time top-

(Continued on page 51)

Chappell Bids To Guard Disk Biz in Orient

NEW YORK, Nov. 18.—On information that some major record companies have been leasing masters in Japan for the pressing and distributing of platters there without payment of pubber royalties here, the Chappell pubbery is writ-

(Continued on page 42)

MPTF SLAPS AT PETER PAN

Firm Operates Without License, Trust Fund Tells 4 Diskeries

NEW YORK, Nov. 18.—Signatories to the Music Performance Trust Fund (MPTF) were put on notice this week by trustee Samuel R. Rosenbaum that sales of masters to the Peter Pan kidiskery will be considered a violation of the trust agreement. The diskeries were also asked to inform the trustee whether they had sold or delivered any masters to Peter Pan since January 1, 1949.

According to the trustee's office, Peter Pan never signed a trust agreement following the end of the record ban, and has been operating without an American Federation of Musicians (AFM) recording li-

cense. In his letter to the signatories, Rosenbaum names Synthetic Plastics Corporation, Synthetic Plastics Sales Company, both of New York, and Synthetic Plastics Company of Newark, Henry Lapidus and Victor Cohen as being involved in the manufacture and sale of Peter Pan records. Also named is the General Moulding Company of Newark, which allegedly sold masters to Peter Pan.

Henry Lapidus, Peter Pan topper, says that, of all the above-named firms, only Synthetic Plastics Sales Company of New York is concerned with Peter Pan—the

(Continued on page 51)

UNESCO Preparing Copyright Questionnaire Before June

Global Pact May Be Worked Out From Info Obtained

WASHINGTON, Nov. 18.—The United Nations Educational, Scientific and Cultural Organization (UNESCO) is preparing a comprehensive copyright questionnaire for all countries in advance of a confab next June to work out details of a global copyright pact.

The new timetable for the international treaty is now set approximately as follows: Mailing of the new questionnaire—January 1, 1951; meeting of the copyright experts committee—June-July, 1951; international conference for the purpose of drafting and signing the pact—late fall, 1951; ratification of pact—1952-'53, with the treaty going into operation after ratification by a dozen nations.

The UNESCO questionnaire is to be sharply detailed in contrast to the first one which asked only a few general questions regarding the ideas of nations concerning the desirability of a pact and what might be included.

Among suggested pact provisions which UNESCO will ask all countries to discuss in replying to the questionnaire are the following:

1. The global treaty shall not apply to copyright relations between nations covered by the Berne Copyright Union (the U. S. is not a Berne union member)
2. The pact shall not abridge any rights derived from other existing regional copyright agreements such as the Pan American Union.
3. The universal treaty shall include a clause guaranteeing to works originating in a contracting nation treatment in other countries the equal of that granted domestic copyrights.
4. Copyright of a work in one contracting nation shall automatically protect it in other signing countries provided a prescribed copyright symbol is affixed to all publications of the work. This proposal calls for the waiver of

NBOA in Set-Back; Ballroom Tax Rule Reversed by Court

Association Plans To Take Case To U.S. Supreme Court for Ruling

CHICAGO, Nov. 18.—The legal fight of the National Ballroom Operators' Association (NBOA) to extricate ballrooms from the cabaret tax payment classification struck a major snag this week when the N. S. Circuit Court of Appeals for the Eighth Circuit in St. Louis ruled in favor of the Internal Revenue Department. The decision of Judges Sanborn, Woodrough and Johnsen puts the score at 2 to 1, in favor of the revenooers.

The feds made their first score in 1948, when Judge Sherman Minton, then sitting in the Seventh Circuit and now in the Supreme Court, ruled that Ted Jankowski, op of the Avalon Ballroom, La Crosse, Wis., pay the 20 per cent stipend (Avalon Amusement Corporation v. United States). In January, 1950, Judge Henry Gravens in a test case at Fort Dodge, Ia., ruled that ballrooms were not subject to the tax. After this reversal, the feds appealed the Gravens decision to the Circuit Court of Appeals.

Final Legal Battle

Tom Roberts, legal counsel for NBOA, told *The Billboard* Thursday (16) that the terp men's org is definitely going to carry the case to the next and last legal battleground, the U. S. Supreme

Court. Roberts said that short consultations with excess of NBOA showed that terp men feel this important fight should be carried to its climax.

In ruling on the current case (Birmingham v. Larry and Margaret Geer), Judge Woodrough, who delivered the opinion, circumvented Judge Gravens's finding and hinged his decision on the Minton decision and the controversial Section 1700 (E) of the Revenue Act of 1920 as amended by Section 622 of the Revenue Act of 1942. The decision stated: "The (internal revenue) collector does

(Continued on page 75)

T. D. Revives Tom-Dor To Book Himself

NEW YORK, Nov. 18.—Tommy Dorsey has revived his Tom-Dor Enterprises firm to serve as the front for his much-discussed booking operation. Orkster, whose pact with Music Corporation of America (MCA) runs out December 7, has definitely made up his mind to attempt to book himself.

As has been previously reported in *The Billboard*, T. D. imported former MCA one-night booker Lee Carroll from the West Coast to spearhead the booking operation. Carroll will work with the orkster and Irv Chezar, who has served as business representative for T. D. for some months.

Dorsey, who currently is filling in for Eddy Howard at the Capitol Theater here, will probably return to full-time action either during Christmas week or shortly after the first of the year.

Carroll already has submitted the orkster for one-night promotion and college work. The T. D.

(Continued on page 42)

Move on Again To Set Up Chi Distrib Group

CHICAGO, Nov. 18.—For about the third time in two years, a movement is under way to organize Chi record distributors in a trade association, with the current attempt showing more sign of succeeding than any of the preceding tries. Thus far, two different meetings have been set up during the past fortnight. The first, held at the office of Al Benson, rhythm and blues platter spinner, was confined primarily to distrib reps in the r. and b.

(Continued on page 42)

Fans Prefer Lush Disks

NEW YORK, Nov. 18.—Listeners to the Jack Lacy disk jockey programs over WINS voted as their favorite type of music "big orchestral jobs, with lush background including large choruses." The Lacy poll, covering a two-week period and drawing some 600 letters, indicated the following types of music as next most popular, in this order:

Male vocals, particularly sentimental ballads; pop songs as generally recorded; Latin-American music; songs of 1928-'38 vintage, including the swing era tunes; show tunes, particularly original cast disks; female vocals; general jazz, with emphasis on Dixieland; dance band music; piano music; novelty tunes; vocal groups; duets; waltz music and small groups.

The *Listen to Lacy* shows are aired 12:30-2 a.m., and 4:30-6 p.m.

What's With SACEM; In Back of FAC?

NEW YORK, Nov. 18.—Reports that SACEM, the French performing rights society, is in back of FAC, the newly formed Canadian society (see other story), have touched off considerable speculation here on future relations between SACEM and ASCAP.

Insiders know that SACEM has been dissatisfied with the treatment they have been getting from CAPAC, the Canadian equivalent of ASCAP, and from ASCAP itself. If it is true that FAC is really a SACEM-inspired organization, conceived to get SACEM a better pay-off in Canada, the question naturally presents itself: Why shouldn't SACEM do the same thing in the United States; that is, pull out of ASCAP and make new arrangements for an increased collection here?

No Immediate Loss

ASCAP would not immediately lose should SACEM withdraw its repertory here. When ASCAP signed with the radio stations in 1941, a relief clause was entered into the contracts providing that the stations would be empowered to ask for a rate reduction if any ASCAP members withdrew copyrights. This clearly excludes the catalogs of foreign societies; should any foreign societies pull out of ASCAP, stations may not ask for relief.

Serious Repercussions

However, such withdrawals would doubtless have serious repercussions after 1959, when current ASCAP-radio pacts expire. Further, should SACEM withdraw before that time, they would have a difficult time getting a separate deal from the broadcasters, who feel that they are now paying the last possible amount to existing organizations: ASCAP, BMI, SESAC, etc.

According to Gerard de la Chapelle, representative of SACEM

Capitol Books De Vol's Ork

NEW YORK, Nov. 18.—Margaret Whiting, Jack Smith and Frank De Vol's orchestra, mainstays of the 15-minute five-day-a-week Oxydol radio show, will come east in mid-January to form a theater package for the Capitol Theater here.

Engagement, which was set thru Music Corporation of America (MCA), is skedded for January 18, with a week's leeway on either side, for two weeks and a pair of one-week options. Date will mark the Eastern personal-appearance debut for De Vol and his ork.

De Vol recently joined the ranks of diskery-bred dance orksters with several diskings for Capitol and also has played West Coast engagements.

Jane Russell's For London

NEW YORK, Nov. 18.—If London Records may have a difficult time attracting attention from the general press, the diskery's Joe Delaney this week made moves to insure greater coverage from Earl Wilson's corner. Delaney this week completed a deal to record Jane Russell and also picked up an option to slice additional wax with chanteuse Denise Darcel.

Miss Russell will cut four sides, including a pair of songs from her forthcoming flicker, *His Kind of Woman*.

SOUSA MARCH RE-ENLISTS

NEW YORK, Nov. 18.—*Semper Fidelis*, the John Philip Sousa march which passed into the public domain this year, has been dressed with a lyric by Albert Gamse and copyrighted by National Records as *Forever Faithful*, a direct translation of the original Latin title. The copyright had belonged to Carl Fischer Music.

The new tune has been waxed on National by Danny Scholl.

and BIEM (the French mechanical agency here), there is no connection between FAC and SACEM, and that SACEM has not decided whether it will renew with CAPAC, with whom its current paper runs out December 31.

However, the fact that two little known composers, M. Emilien Alard and Joseph-Eugene Lapiere have filed as officers of the newly born FAC with the Canadian Copyright Appeals Board, asking a license fee of \$117,087, has given rise to the opinion that somebody must be in back of them. Procedure in Canada is for an organization to submit a catalog when they file a rate tariff for performances; FAC has not yet submitted a repertory. Further, CAPAC filed for \$304,842. The FAC rate is about 38 per cent of the CAPAC figure. This jibes very neatly with the fact that SACEM is usually considered to represent about 40 per cent of CAPAC's entire repertory.

Old Recordings Put on LP Hike Biz for Indies

HOLLYWOOD, Nov. 18.—LP's are making extra bucks for indie diskeries. Labels have put new wrappings on old jazz recordings by releasing yesteryear hits in LP form. Tunes that raked plenty of shekels and ones that gathered dust on retailers' shelves both are being re-issued, thanks to 33 1/2 r.p.m.

Jazz LP field is definitely expanding, according to labels surveyed. Diskeries get extra coin from good numbers that have already paid for themselves.

Half of Discovery's releases within the next two years will be on LP's. Discovery recently issued four long-playing albums and has more set for early 1951 pressing.

The long playing market was tagged "the most solid segment of the record industry" by Tempo Records topper Irving Fogel.

While Specialty Records has not issued LP's, Prexy Art Rupe told *The Billboard* that he expected to go into the LP field early in 1951. Reason label hasn't gone into the LP field is because production facilities have been tied up with top sellers *Pink Champagne* and *Please Send Me Someone To Love*.

Modern Records, which recently issued its first LP albums, wishes it had more material that would lend itself to the 33 1/2 market.

The constant demand for past hits led Aladdin Records to re-issue its big sellers, Aladdin being the latest local indie to move into the LP field.

ALLEGRO HOOKS UP 3-COUNTRY DISK DEAL

NEW YORK, Nov. 18.—Allegro Records, one of the rising independent diskeries in the longhair field, completed its most aggressive expansion move this week with the sealing of a three-cornered reciprocal deal which will bring the Allegro line into England and France. Paul Puner, Allegro topper, concluded the package deal during a trip to Europe from which he returned this week. Puner further strengthened his diskery's stature with the inking of a pair of domestic symphony orchestras for exclusive recording. He signed the Dallas and Oklahoma City symphonies to term deals.

Puner completed his three-country deal with Morris Levy, of Oriole Records in England, and Philippe Lory and Andre Mallet, of Disco France in France.

The deal calls for the French and English diskers to issue the entire Allegro catalog, which is made up of specialty longhair matter for the greatest part, in their respective countries on long-play disks only—a departure for Continental wax merchandising.

Ripe Market

Puner claims that Levy, Lory and Mallet feel that the LP market in England and France is ripe enough to sell the specialized Allegro merchandise in the single

"CERISIER ROSE" TOPS IN FRANCE

PARIS, Nov. 18.—Best selling sheet music in France for the month of October is topped by *Cerisier Rose et Pommier Blanc*, published by Hortensia.

Runners-up, in the order given, are as follows: *Etoile Des Neiges (Forever and Ever)*, published by France-Melodie; *Noces De Maria Chapdelaine, Francis, Day & Hunter; Guepiere et Longs Jupons (Buttons and Bows)*, Chappell; *Serenade Argentine, Andorra; Cavaliers Du Ciel (Riders of the Sky)*, Chappell; *Les Feuilles Mortes, Enoch, and Le Petit Cœur Noir, Meridian (Southern)*.

RCA Cuts Its Pop Releases To 3-4 Weekly

NEW YORK, Nov. 18.—RCA Victor, effective immediately, will attempt to cut down its weekly pop release list to three or four records per stanza. Decision to make the slice in the weekly release was made at a Camden meeting Wednesday (15), with pop artists and repertoire topper Charlie Grean and sales manager, Larry Kanaga, spear-heading the move.

Two reasons were given for the change. The unlimited release policy resulted in a clogging of dealers' inventories, and consequently in retailer and salesmen complaints. Second, the sales department feels that, until now, there has been too much in a single release to provide for promotion concentration on each disk.

The cut to three or four disks per week figures to affect the diskery's pop tune coverage. Sticking to the rigid schedule would prevent the diskery from slicing more than a handful of "cover" platters to meet competitor pressures. This is not the first time Victor has attempted to prune the release schedule.

Anthony Click At Palladium

HOLLYWOOD, Nov. 18.—For a band that's new to the Coast, Ray Anthony's five-week record at Hollywood Palladium is reported as strong by the dancery's management.

Anthony attracted 71,790 dancers during his stand here, and fought a blistering heat wave during part of the time. First week attracted 13,562 patrons, followed by 12,190, 11,454, 11,828 and 12,756 in succeeding weeks.

OPENING WITH A BING

Met Touches Off Opera's New Look

• Continued from page 2

and props to and from the warehouse.

The problem of rehabilitating the opera house so as to cut some of these costs or of building a new one, are enormous. Committees are working on it now, but it is felt that little can be done until the war crisis eases.

Bing, who has been drawing on the talents of such top American stage names as Margaret Webster (who staged the opener, *Don Carlo*), Garson Kanin, the ballet theater's Anthony Tudor, comedian Jack Gilford, and others in order to modernize the opera, states that he will use more American talent. The opera, he points out, is an American institution. He's also looking for newly composed operas suitable for production—especially an American-composed opera. The immediate outlook for the latter, however, is not too bright.

Good Reaction

Bing states the press and consumer reaction to Margaret Webster's staging of *Don Carlo* has been excellent; that continued attempts will be made to raise the level of the acting performances; that this was already indicated in *Don Carlo*. He added that he would like to do more TV programs, but this is an expensive proposition.

Initial receipts have been en-

couraging. The special package deal which offered ticket buyers *Don Carlo* November 6, *Die Fledermaus* (a new version with book by Garson Kanin, and with lyrics by Howard Dietz) December 20, and *Fidelio* March 6, raked up a take of \$90,000. Top price for these three performances was \$60. It's estimated that opening night of *Don Carlo* apart from the other two in the package, grossed \$50,000. Top seats for the *Don Carlo* opener sold for \$36—a much higher tariff than in previous years and considered to have kept the ducats out of the hands of speculators.

Bing says it is hard work fighting down some old traditions; that it requires energy and co-operation, and that he is getting co-operation from all personnel, including talent and stagehands. He also axed early reports that he would emphasize German opera in relation to Italian and French. The ratio will remain the same as in previous years, he said.

PAYOLAS

Publishers Annoyed by New Racket

NEW YORK, Nov. 18.—One phase of the payola racket here is irking publishers anew. This is the schedule of rates charged by music stores for plugging records via the loud-speaker system.

A well-known shop in midtown Manhattan is now charging publishers \$50 per tune, plus a case of 50 records. This particular shop makes deals for two tunes per week, the total loot amounting to \$100 plus 100 records. Latter, of course, are sold over the counter—only a few being necessary for continued use on the loud-speaker system.

Stores in the midtown section make deals on a weekly basis. Rates, however, are cheaper in other sections of town, and are also affected by the commercial quality of the record. The hotter the disk, the less the charge.

Zimmerman To Head Up Music For Snader Pix

HOLLYWOOD, Nov. 18.—Harry Zimmerman was inked by Louis Snader to replace Phil Moore as musical director of Telecriptions. Zimmerman, who also serves as Mutual-Don Lee net's musical director, will gain approximately \$50,000 per year from the Telecriptions' post, coin being worked out on a guarantee plus percentage basis.

Batoner had backed Dinah Shore on many of her Columbia diskings, and directed her accompanying ork during her recent Coconut Grove debut. Moore, first to hold the Snader post, recently resigned to devote more time to other interests. Moore reportedly is considering a trip to London.

TIME, NEWSWEEK CHECK "THING"

NEW YORK, Nov. 18.—Charlie Grean, RCA Victor pop artists and rep director, and his *Thing* were all over the lot this week. The Phil Harris platter of the tune which Grean wrote hit No. 5 in *The Billboard* best selling pop records chart, No. 2 in the disk jockey chart, and 17 in the juke box tabulations, and was still climbing as the charts went to press.

In addition to that, *Time* and *Newsweek* both ran stories and pix of Grean this week. This was the first instance in which the two news magazines ever featured a record company artist and rep man in day-and-date issues.

3 Performers Doing a Double

NEW YORK, Nov. 18.—All major talent on Campbell Soup's Club 15, CBS airshow originating in Hollywood, are doing personal appearances. This is made possible because the stanza is taped three weeks in advance.

Maestro Jerry Grey, now being prepped for a major record build-up by Decca Records, to whom he is contracted, opened Wednesday (15) at Frank Dailey's Meadowbrook, Cedar Grove, N. J., for a two-week stay. The Andrews Sisters opened yesterday (17) at the Chase Hotel, St. Louis, for a two-week run. Bob Crosby, who does a single on the show, has been doing TV and theater appearances and appeared at the State Theater, Hartford, last week.

Calls 'Anytime' Infringement

NEW YORK, Nov. 18.—Crawford Music, Chappell subsid, this week told Atlantic Records it considered the tune *Anytime, Anyplace, Anywhere* an infringement of a 1933 Crawford copyright titled *Any Time, Any Day, Any Where*.

The Atlantic ditty is currently riding the top of the rhythm and blues charts via the Joe Morris waxing, with Laurie Tate chirping. Miss Tate is credited as writer; Progressive Music, Atlantic subsid, has pubbing rights.

The Crawford tune was written by Ned Washington, Victor Young and Lee Wiley. Crawford has asked that the disk be withdrawn and an accounting furnished. Atlantic's counsel is investigating the Crawford allegations.

Monroe Ork Visiting GI's

NEW YORK, Nov. 18.—Vaughn Monroe and his Camel Caravan is canceling a couple of dance dates in order to schedule a number of appearances at military bases. He recently completed a date at the U. S. Naval Hospital, Philadelphia.

Next scheduled is a variety show for the Carlisle Barracks, Carlisle, Pa., Friday (24). A third show is slated for the U. S. Merchant Marine Academy, King's Point, Long Island, December 2. Latter show will include the weekly broadcast program plus an augmented company.

THESE
DECCA
RECORDS
Available on 45 RPM - 78 RPM

CHRISTMAS IN KILLARNEY

by
MARY CARTON with
MICKEY CARTON'S Orchestra
coupled with

DID SANTA CLAUS COME FROM IRELAND?

DECCA 27348 (78 RPM) and 9-27348 (45 RPM)

by
THE SONG SPINNERS and
LARRY FOTINE and his orchestra
coupled with

JUMPIN' JIMINY CHRISTMAS

DECCA 27331 (78 RPM) and 9-27331 (45 RPM)

SPECIALS

ETHEL MERMAN
Songs from
CALL ME MADAM

Words and Music by Irving Berlin
with DICK HAYMES • EILEEN WILSON and
GORDON JENKINS and His Orchestra and Chorus

- | | |
|--------------------------|----------------------------------|
| The Best Thing For You | ETHEL MERMAN |
| Marrying For Love | DECCA 27316 and *9-27316 |
| You're Just In Love | ETHEL MERMAN and DICK HAYMES |
| Something To Dance About | ETHEL MERMAN |
| | DECCA 27317 and *9-27317 |
| It's A Lovely Day Today | DICK HAYMES and EILEEN WILSON |
| Once Upon A Time Today | DICK HAYMES |
| | DECCA 27318 and *9-27318 |
| (Dance To The Music Of) | GORDON JENKINS and His |
| The Ocarina | Orchestra and Chorus |
| It's A Lovely Day Today— | GORDON JENKINS and His Orchestra |
| You're Just In Love | DECCA 27319 and *9-27319 |
- Decca Album A-813 • Four 10-inch 78 RPM Records • Price \$3.75
Decca Album 9-153 • Four 45 RPM Unbreakable Records • \$3.35
DL 5304 • 10-inch Long Play Unbreakable Record • Price \$2.85

*Indicates 45 RPM Version

All Album Records Available As Singles

- | | |
|----------------------------|---|
| It Is No Secret | Bill Kenny of THE INK SPOTS and THE SONG SPINNERS |
| I Hear A Choir | DECCA 27326 and *9-27326 |
| Christmas In Killarney | SONG SPINNERS and LARRY FOTINE |
| Jumpin' Jiminy Christmas | DECCA 27331 and *9-27331 |
| I See A Million People | GLORIA DE HAVEN with |
| (But All I Can See Is You) | THE SONG SPINNERS |
| If I Were A Blackbird | DECCA 27328 and *9-27328 |
| If You've Got The Money, | JUNE HUTTON with |
| I've Got The Time | LEE GORDON SINGERS |
| Tear Drops From My Eyes | DECCA 27329 and *9-27329 |
| Apasionada | TRIO GUAMANI |
| Casi Tres Semanas | DECCA 21327 |

BEST SELLERS

POPULAR

- | | |
|-------------------------------------|---------------------------------|
| Goodnight Irene | GORDON JENKINS and THE WEAVERS |
| Tzena Tzena Tzena | DECCA 27077 and *9-27077 |
| Thirsty For Your Kisses | MILLS BROTHERS |
| Nevertheless (I'm In Love With You) | DECCA 27253 and *9-27253 |
| Harbor Lights | GUY LOMBARDO |
| The Petite Waltz (La Petite Valse) | DECCA 27208 and *9-27208 |
| Play A Simple Melody | GARY CROSBY AND FRIEND |
| Sam's Song (The Happy Tune) | DECCA 27112 and *9-27112 |
| Thinking Of You | DON CHERRY |
| Here In My Arms | DECCA 27128 and *9-27128 |
| Our Lady Of Fatima | RED FOLEY |
| The Rosary | DECCA 14526 and *9-14526 |
| He Can Come Back Anytime | EVELYN KNIGHT with the |
| He Wants To | RAY CHARLES SINGERS |
| Lucky, Lucky, Lucky Me | DECCA 27182 and *9-27182 |
| All My Love | BING CROSBY with JEFF ALEXANDER |
| The Friendly Islands | CHORUS and VICTOR YOUNG |
| | DECCA 27117 and *9-27117 |

*Indicates 45 RPM Version

BEST SELLERS CONT'D

- | | |
|--------------------------------|---------------------------------|
| A Marshmallow World | BING CROSBY with LEE GORDON |
| Looks Like A Cold, Cold Winter | SINGERS and SONNY BURKE |
| | DECCA 27230 and *9-27230 |
| All My Love | GUY LOMBARDO |
| The Swiss Bellringer | DECCA 27118 and *9-27118 |
| Harbor Lights | BING CROSBY |
| Beyond The Reef | DECCA 27219 and *9-27219 |
| Patricia | RUSS MORGAN |
| The Winter Waltz | DECCA 27258 and *9-27258 |
| I'm Forever Blowing Bubbles | ARTIE SHAW and GORDON JENKINS |
| You're Mine, You! | DECCA 27186 and *9-27186 |
| Time Out For Tears | INK SPOTS |
| Dream Awhile | DECCA 27259 and *9-27259 |
| A Bushel And A Peck | ANDREWS SISTERS with VIC SCHOEN |
| Guys And Dolls | DECCA 27252 and *9-27252 |

COUNTRY

- | | |
|---|-----------------------------------|
| Our Lady Of Fatima | RED FOLEY |
| The Rosary | DECCA 14526 and *9-14526 |
| (Remember Me) I'm The One Who Loves You | ERNEST TUBB |
| I Need Attention Bad | DECCA 46269 and *9-46269 |
| I Won't Be Home | RED FOLEY with ANITA KERR SINGERS |
| Dear Little Girls | DECCA 46277 and *9-46277 |
| Steal Away | RED FOLEY |
| Just A Closer Walk With Thee | DECCA 14505 and *9-14505 |
| Coffee, Cigarettes And Tears | CHARLIE "PEANUT" FAIRCLOTH |
| Mississippi River Blues | DECCA 46271 and *9-46271 |
| Bonaparte's Retreat | BUZ BUTLER |
| Poison Ivy | DECCA 46209 and *9-46209 |
| I'll Sail My Ship Alone | CHARLIE "PEANUT" FAIRCLOTH |
| F.O.O-L-I-S-H M.E. Me | DECCA 46237 and *9-46237 |
| Memories Of You | BILL MONROE |
| Blue Grass Ramble | DECCA 46266 and *9-46266 |
| Cincinnati Dancing Pig | RED FOLEY |
| Somebody's Cryin' | DECCA 46261 and *9-46261 |
| Goodnight Irene | RED FOLEY and ERNEST TUBB |
| Hillbilly Fever #2 | DECCA 46255 and *9-46255 |
| I'm Moving On | HANK GARLAND |
| Guitar Shuffle | DECCA 46256 and *9-46256 |
| Slippin' Around With Jole Blon | MERVIN SHINER |
| Steppin' Out | DECCA 46253 and *9-46253 |
| Goodnight Irene | LENNY DEE |
| Steppin' Out | DECCA 46258 and *9-46258 |
| I Think I'm Gonna Cry Again | MERVIN SHINER with JORDANAIRE |
| Ace In The Hole | DECCA 46260 and *9-46260 |
| Walking With The Blues | EDDIE CROSBY and MERVIN SHINER |
| Beloved, Be Faithful | DECCA 46273 and *9-46273 |

SEPIA

- | | |
|-----------------------------------|--|
| Going Back To Jesus | SISTER ROSETTA THARPE with |
| | THE DEPENDABLE BOYS and SAM PRICE TRIO |
| Little Boy "How Old Are You?" | DECCA 48177 and *9-48177 |
| Everybody's Somebody's Fool | LIONEL HAMPTON |
| September In The Rain | DECCA 27176 and *9-27176 |
| Besame Mucho (Kiss Me Much) | THE RAY-O-VACS |
| You Gotta Love Me Baby Too | DECCA 48162 and *9-48162 |
| Can Anyone Explain? (No, No, No!) | ELLA FITZGERALD- |
| Dream A Little Dream Of Me | LOUIS ARMSTRONG with SY OLIVER |
| | DECCA 27209 and *9-27209 |
| A Kiss In The Dark | THE RAY-O-VACS |
| Got Two Arms (Waiting For Me) | DECCA 48181 and *9-48181 |

*Indicates 45 RPM Version

NEW RELEASES—SINGLES

- | | |
|---|--------------------------|
| Where Do I Go From You | JERRY GRAY |
| The Spirit Is Willing | DECCA 27311 and *9-27311 |
| Hokey Pokey Polka | JOE PRINCIE |
| Let The Music Play (Kdyby Ty Musiky Nebyly) | DECCA 45122 and *9-45122 |
| Feelin' Sorry | EDDIE CROSBY |
| Tears Of St. Ann | DECCA 46279 and *9-46279 |
| Go Down Moses | THE JUBALAIRES |
| Get Right With God | DECCA 48186 and *9-48186 |

NEW RELEASES—ALBUMS

- Available in 78, 45, 33 1/3 rpm
- SAY IT WITH MUSIC**
VICTOR YOUNG
and His Singing Strings
Instrumental Fox Trots and Waltzes
- Selections Include:
- | | |
|-----------------------------|--------------|
| Say It With Music | DECCA 27287 |
| All Alone | and *9-27287 |
| Always | DECCA 27288 |
| What'll I Do | and *9-27288 |
| Remember | DECCA 27289 |
| Say It Isn't So | and *9-27289 |
| How Deep Is The Ocean | DECCA 27290 |
| Soft Lights And Sweet Music | and *9-27290 |
- Decca Album A-800 • Four 10-inch 78 RPM Records • Price \$3.75
Decca Album 9-10 • Four 45 RPM Unbreakable Records • \$3.35
DL 5294 • 10-inch Long Play Microgroove Unbreakable Record
Price \$2.85

- Available in 45 rpm
- BURL IVES**
Volume Four
BALLADS AND FOLK SONGS
Vocal with Guitar
- Selections Include:
- | | |
|---------------------------------------|----------|
| Big Rock Candy Mountain | DECCA |
| Blue Tail Fly—I'm Goin' Down The Road | *9-23439 |
| Aunt Rhody—Saturday Night | DECCA |
| Wake Nicodemus | *9-23507 |
| Down In The Valley | DECCA |
| Cowboy's Lament | *9-23591 |
- Decca Album 9-90 • Three 45 RPM Unbreakable Records • \$2.60

*Indicates 45 RPM Version

All Album Records Available As Singles

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

DECCA
RECORDS

America's Fastest Selling Records



Jolson Sings Foster

Decca will release its final album of "Al Jolson Singing Stephen Foster Songs" after the first of the year. Sides were recorded shortly before the jazz singer's death last month. Posthumous release brings to seven the number of Jolson albums. Decca's Dave Kapp told The Billboard that the albums may be repackaged as a wax salute to Jolson.

Schecht Sued

Charging four tunes were performed without consent, Promotora Hispano America De Musica, Peer International and Broadcast Music, Inc. (BMI), filed suit last week in Federal Court against Abe Schecht, owner of the Rose Glow Hotel in the Catskills. Action seeks an injunction and damages of not less than \$250 in each instance.

Modern Expands LP

Modern Records will add light classics to its releases and, in an attempt to increase their LP stock, will enter into an exchange-of-masters deal with Jazz Disques of Paris. Semi-longhair and jazz numbers will be issued in LP form, presumably after January 1. Works will be by European artists. Jazz Disques has similar reciprocal pacts with Apollo, Dial, Mercer and Blue Note labels.

Vote Change Up

ASCAP Prexy Otto Harbach will resubmit Pinky Herman's resolution for amending the Society's voting procedure. Resolution was

defeated when it failed to get the needed two-thirds of the votes—at present ballots not cast count as nay's. Herman's resolution is aimed at correcting the very condition which defeated it: That is, counting uncast ballots as either yea's or nay's.

Cap Hawaiian Distrib

Capitol Records moved out of continental U. S. for the first time to name a distributor in Hawaii. Diskery sent Paul Featherstone, veepee of Capitol Distributing Corporation, to Honolulu to close a deal with Hawaii's Nylan Bros. & Co., Inc. Howard Nichols, former Decca resident salesman there, will serve as disk depart-

ment head. Merchandise is being rushed to reach the island market in time for yule sales. Heretofore, Hawaii had been serviced via Cap's San Francisco branch.

Kendel Named

Dr. John C. Kendel, director of music education for Denver public schools, has been appointed vice-president of the American Music Conference.

New York:

Don Owens, former librarian for Ted Steele, has joined the Dick Linke flackery. Owens will specialize in disk promotion. Contact man Harold Solomon has left the Joe Davis pubbery. Lee

Magid has joined Savoy-Regent as a. and r. man. Regent signed warbler Edwin Clay of "Kiss Me, Kate." Harry Belafonte opened at the Five o'Clock Club in Miami Beach Thursday (18) for two weeks with options.

Gwen Williams, in private life Mrs. Norm Foley (he's professional manager of Miller Music), is back in the chirp business. Marty Goodman, her p. m., is lining up TV and nitery engagements. Local 802 committee and negotiating committee for the hotel men agreed last week that any deal arrived at shall be retroactive to November 27. Following the hotel group's counterproposal, the local came down a bit from its

original demands. Cab Calloway has been skedded for a month of one-nighters beginning New Year's Eve. He will augment his quartet into a big crew for the dates. Joe Mooney, doing a single and playing the console organ, is spelling Jerry Gray's crew at the Meadowbrook. Hal McIntyre's ork goes into the Meadowbrook following Gray November 27 for three weeks. Singer-songwriter Nicola Paone, who operates Etna Records, is creating a "folk-pop" series on his label; new line will be kicked off with four sides built on folk themes but slanted toward the pop market.

Al Morgan had an all-day recording session at London Records Friday (17) to turn out a batch of standards for a three-speed album. "The Sheik of Araby," one of the classic ditties in the pop business, will come up for revival as an exploitation aid

Music As Written

DEALERS! OPERATORS! DISC JOCKEYS! Capitol Buyer's Guide

COMING UP FAST!

	78	45
	RPM	RPM
"TIME OUT FOR TEARS" Nat "King" Cole.....	1270	F1270
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony.....	1280	F1280
"THE SHOT GUN BOOGIE" Tennessee Ernie.....	1295	F1295

HOT SELLERS!

POPULAR

"OH, BABE," "EVERYBODY'S SOMEBODY'S FOOL" Kay Starr.....	1278	F1278
"AIN'T NOBODY'S BUSINESS BUT MY OWN," "I'LL NEVER BE FREE" Kay Starr, Tennessee Ernie.....	1124	F1124
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony.....	1280	F1280
"ORANGE COLORED SKY," "JAM-BO" Nat Cole, Stan Kenton.....	1184	F1184
"A BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting, J. Wakely.....	1234	F1234
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony.....	1190	F1190
"DADDY'S LAST LETTER" Tex Ritter.....	1267	F1267
"BABY, OBEY ME!" "I'LL ALWAYS LOVE YOU," Dean Martin.....	1028	F1028
"GOOFUS," "SUGAR SWEET" Les Paul.....	1192	F1192
"SOMETIME," "NO OTHER LOVE" Jo Stafford.....	1053	F1053
"JUST A WEARYIN' FOR YOU," "I NEVER DREAMT" Mary Mayo.....	1268	F1268
"LOVE 'EM ALL," "PIGSKIN POLKA" Gordon MacRae.....	1168	F1168

WESTERN & FOLK

TEX RITTER "Daddy's Last Letter".....	1267	F1267
TENNESSEE ERNIE "The Shotgun Boogie".....	1295	F1295
"HUMPTY DUMPTY BOOGIE," "DADDY BLUES" Hank Thompson.....	1198	F1198
JIMMY WAKELY "Pot O' Gold".....	1240	F1240
TEX WILLIAMS "Alimony".....	1286	F1286

Week ending
NOV. 25, 1950

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!



Les Paul
"TENNESSEE WALTZ"

backed by "LITTLE ROCK GETAWAY"
CAPITOL RECORD NO. 1316 on 78 rpm • F1316 on 45 rpm

NEW RELEASES ON Capitol

LES PAUL plays it!
MARY FORD sings it!

"TENNESSEE WALTZ"
"LITTLE ROCK GETAWAY"

78 rpm No. 1316 45 rpm No. F1316



THE FOUR DEALS



"IT'S TOO LATE NOW"
"THERE AIN'T NO BEARS IN THE FOREST"

78 rpm No. 1313 45 rpm No. F1313

JOE "FINGERS" CARR



"THE LOVEBUG ITCH"
"ROCKY'S RAG"

78 rpm No. 1311 45 rpm No. F1311

RAY ANTHONY

"The Night Is Young & You're So Beautiful" ...
"All Anthony And No Cleopatra"

78 rpm 45 rpm
1310 F1310

JO STAFFORD

"It Was So Beautiful (And You Were Mine)" ...
"Love Is A Masquerade"

1312 F1312

MAC MCGUIRE QUINTET

"The Place Where I Worship" ...
"I'm Gonna Dry Every Tear With A Kiss"

1314 F1314

GENE O'QUIN

"Devil On My Shoulder (And An Angel In My Arms)" ...
"You're Smiling At Another"

1315 F1315

BLUETAIL THE RED FOX
"I WONDER WHY HER TAIL TURNED BLUE?"

YEA BOO!
The First Big Hit for 1951
ANITA O'DAY
London Record No. 867
A. B. C. Music Corp.
799 Seventh Ave., New York, N. Y.

THE LITTLE GENERAL
We're blowing our horn for
"TUBBY THE TUBA"
RECORDED ON ALL MAJOR LABELS
GENERAL MUSIC
400 Madison Ave., N. Y. C., PL 3-7342

"SO LONG, SALLY"
Perry Como.....Vic
Johnny Desmond.....MGM
Tommy Dorsey.....Dot
Jan Garber.....Cap
Eddy Howard.....Merz
Curt Massey.....Lon
Al Morgan.....Lon
Denny Vaughan.....Coral
Paul Weston.....Col
OXFORD MUSIC CORPORATION
1619 Broadway New York 19, N. Y.

A GREAT STANDARD
SWEET LITTLE YOU
ROBBINS MUSIC CORPORATION



for the forthcoming flicker, "Valentino." . . . Joe Delaney, London sales and repertoire topper, and the diskery's new sales promotion man, Walt McGuire, both took off for sales trips last week.

Eddie Fisher will hit Detroit, Toronto, Chicago and Baltimore on his forthcoming p. a. tour. . . . Vaughn Monroe will feature the Ted Steele pubbery's new tune "When You Kiss a Stranger" on his Thanksgiving TV show over CBS.

Irv Gwartz, erstwhile topper in Musicraft and Diamond record companies, is back in town after three years in the real estate and photo supply business in Phoenix, Ariz. Gwartz is currently undergoing a gall bladder operation at Mt. Sinai Hospital, but when he exits same he will be seeking a permanent music or disk business connection here.

On his recent trip thruout the

Midwest, Arthur L. Becker, president of Bibletone Records, added three new distributors: Morry Kaplan Music Sales, Detroit; Milner Records Sales, St. Louis; and Robin Records Distributors, Cleveland. . . . Standard Program Library has released to subscriber stations a new disk of 10 tunes by the Red Norvo Trio.

Chicago:

Due to increasing demand for Ralph Martire platters, Mercury records and Martire are mulling a deal whereby Martire, who is now a staff trumpeter with American Broadcasting Company here, would take out a band a la Ralph Flanagan. Martire is considering taking out a band after January 1. Art Talmadge has been huddling with Martire and Lou Douglas, who has done the Martire scorings, regarding cost of such an expenditure. Several major agencies are interested in the

band. Merc intends to release two more Martire disks before January 1. . . . Gloria Roberts has joined Don McGrane's ork as chirp. Band is at the Schroeder Hotel, Milwaukee. . . . Disk jockey Fran Weigle has cut a series of kidside sides for Christmas sale for Mercury. Weigle is talking over the possibility of cutting some singing sides for Mercury after Christmas. He has already cut a single disk for Universal, which did well in the Chicago territory about a year ago.

Myron Barg, son of Irwin Barg, the vet Robbins plugger here, starts a five-time-per-week half-hour show for an auto supply sponsor over WCFL this week. Young Barg has been doing d. j. work at WMOR, FM station. . . . Mort Shaeffer, legal counsel of the local chapter of the Music Publishers' Contact Employee's Association, is mulling a plan to monitor the entire Chi music emanation picture, TV and AM,

to show New York pubbers the impact of Chi plugs. . . . Oriole Corporation, Charlotte, N. C., and Tennessee Music Sales, Nashville, have been discontinued as Merc distributors by Morry Price, sales manager. Replacing them will be Mercury Distributors of Atlanta, a company-owned branch operated by Sterling Devers. This marks Merc's second company-operated outlet in 32 branches.

Hartford, Conn.:

Local baritone Russ Vincent, formerly known as Vince Manning, has signed a three-year contract with Adam Records, New York. . . . Papers in a \$7500 negligence suit by the three minor sons of band leader Tony Pastor have been returned to the clerk of Hartford Superior Court. The plaintiffs, represented by attorney Bill Pomerantz, each seek damages of \$2,500 as a result of injuries allegedly received in an


auto accident last June in suburban West Hartford, Conn.

Hollywood:

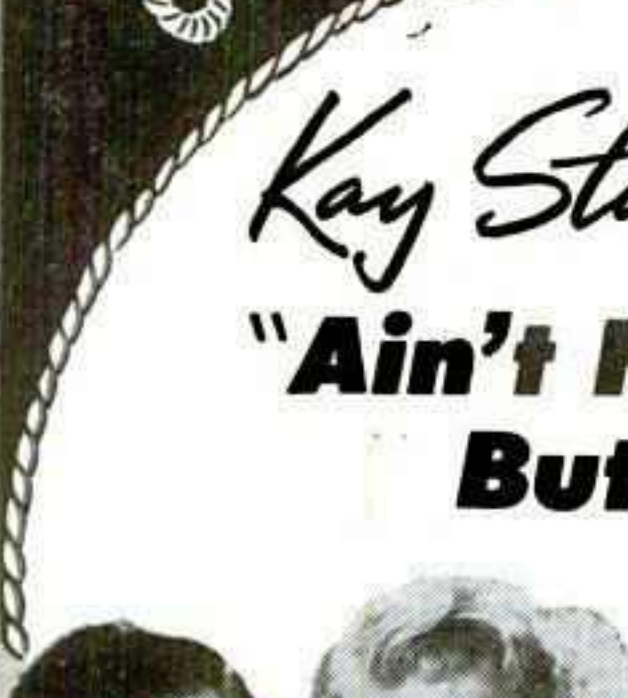
Block away proximity of Capitol's and Decca's recording studios on Melrose Avenue is creating tongue-in-cheek ribbing material among artist-repertoire men of both labels. Capitol received a bundle of its tapes from Knoxville via Decca where it had been delivered by mistake. Package had been opened by error, and tho it contained no top secret fare, mix-up is worth its weight in tape for chuckles. Whenever an Eastern-posted disking bundle is late, both diskeries' now check each other for mistaken delivery. . . . Cap Prexy Glenn Wallichs threw shindig saluting Ray Anthony and Frank De Vol, diskery's two batoners succeeding each other at the Palladium. . . . Frank De Vol scored the biggest opening night turnout of the year at the Palladium, attracting 3,606. De Vol nosed out Jerry Gray, who pulled 3,404. Biggest last year was Freddy Martin, who bowed prior to the Christmas season.

Flanagan Adds Chirp, Group


NEW YORK, Nov. 18.—Ralph Flanagan this week added a new thrush and a vocal group to his organization. Thrush is Lynn Tilton, cousin of vet canary Martha Tilton. She replaces Hope Zee in the femme slot with the band. Vocal group, the first organized singing outfit to work with the band since its inception early this year, will be known as the Singing Winds, which also is the title of the Flanagan theme song. Group is composed of three lads from the University of Cincinnati campus and will be rounded out by thrush Tilton. Group joins the band November 27 at the Casa Loma Ballroom in St. Louis. Harry Prime continues in the key male vocalist slot.




Roundup of WESTERN and country FAVORITES




Kay Starr & Tennessee Ernie
"Ain't Nobody's Business But My Own"
 backed by "I'll Never Be Free"
 78 rpm No. 1124 • 45 rpm No. F1124



Margaret Whiting & Jimmy Wakely
"A Bushel and a Peck"
 backed by "Beyond the Reef"
 78 rpm No. 1234 • 45 rpm No. F1234




Tex Ritter
"Daddy's Last Letter"
 78 rpm No. 1267 • 45 rpm No. F1267



Jimmie Skinner
"The Hem of His Garment"
 78 rpm No. 1220 • 45 rpm No. F1220


CAPITOL'S NEW COUNTRY ARTIST



Jimmie Skinner
"The Hem of His Garment"
 78 rpm No. 1220 • 45 rpm No. F1220

OTHER GREAT WESTERN STARS ON CAPITOL RECORDS

	78 RPM	45 RPM		78 RPM	45 RPM
RAMBLIN' JIMMIE DOLAN "I've Got The Craziest Feeling"	1245	• F1245	JIMMY WAKELY "Pot O' Gold"	1240	• F1240
HANK THOMPSON "Humpty Dumpty Boogie". . . .	1198	• F1198	GENE O'QUIN "That Lowdown Runnin' Around". . . .	1219	• F1219
TENNESSEE ERNIE "Shotgun Boogie".	1295	• F1295	TEX WILLIAMS "Alimony".	1286	• F1286
BOB ATCHER "Blue Christmas".	1258	• F1258			



"THE WINTER WALTZ"
 recorded by
RUSS MORGAN
 Decca 27258

Gale and Gayles
 Incorporated
 1619 BROADWAY, NEW YORK 19, N. Y.

THE LITTLE RED CABOOSE
 CHUG... CHUG... CHUG...

AL MORGAN
 LONDON
 #783

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

Another BMI Pin-Up Hit!
THE THING
 Published by Hollis
 Recorded by

Phil Harris	(Victor)
Teresa Brewer	(London)
Arthur Godfrey	(Columbia)
Ames Brothers	(Coral)
Two-Ton Baker	(Mercury)
Tommy Tucker	(MGM)
Danny Kaye	(Decca)
Red Caps	(Victor)
June Carter	(Victor)

Exclusively licensed by
BROADCAST MUSIC, INC.

Frankie Laine's
 Great Holiday Hit!

WHAT AM I GONNA DO THIS CHRISTMAS
 Don't miss it on —
 Mercury Record No. 5553

J. J. ROBBINS & SONS, Inc.
 1619 Broadway, N. Y. C.

when
Sinatra

sings 'em
they sell!



"NEVERTHELESS"

(I'm In Love With You)
and
"I GUESS I'LL HAVE
TO DREAM THE REST"

With Orchestra under the
direction of Axel Stordahl

78 rpm—39044
33 1/3 rpm—1-888
45 rpm—6-888

"ONE FINGER MELODY"

and
"ACCIDENTS WILL HAPPEN"
(from "Mr. Music")

With Orchestra under the
direction of Axel Stordahl

78 rpm—39014
33 1/3 rpm—1-845

Sing and Dance with Frank Sinatra

Columbia Album Set C-218
or LP Record CL 6143

8 Best-Seller Selections—Also available as 78 rpm singles

"LOVER"
"WHEN YOU'RE SMILING"
78 rpm—38996

"MY BLUE HEAVEN"
"SHOULD I"
78 rpm—38998

"IT'S ONLY A PAPER MOON"
"THE CONTINENTAL"
78 rpm—38997

"IT ALL DEPENDS ON YOU"
"YOU DO SOMETHING TO ME"
78 rpm—38999

Columbia Records

First, Finest, Foremost in Recorded Music

**THE BILLBOARD Music
Popularity Charts**

HONOR ROLL OF HITS
(Trade Mark Reg.)

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received November 15, 16 and 17.

Last Week | This Week

1. 1. Harbor Lights

By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony Ork, Cap 1190; J. Byrd-J. Murad, Mer 5461; R. Flanagan Ork, V 20-3911; K. Griffin, Col 38889; S. Kaye, Col 38963, (45)6-784, (33)1-784; B. Crosby-L. Murray Ork, Dec 27219; G. Lombardo, Dec 27208; L. Raine-C. Parman Ork, London 781; D. Washington-J. Carroll Ork, Mer 5488; T. Papa Ork, Tower 1488; Shep Fields Ork, MGM 10823; J. Caly-S. Fisher, Hi-Tone 315.

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

2. 2. All My Love

By Paul Durand, Mitchell Parrish and Henri Contet—Published by Mills (ASCAP)

RECORDS AVAILABLE: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27177; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38916; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Geller Ork, Mer 5455; R. Case Ork, MGM 10792; J. Smith, Col 39006; J. Francois, Polydor-Vox 560-095.

ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Corvo, Associated; Betty Chappell, Thesaurus; Joe Reichman, Standard; Guy Lombardo, Ziv; Ralph Norman, Muzak; Henry Jerome, Lang-Worth.

3. 3. 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. Flanagan Ork, V(78)20-3904, (45)47-3904; F. Laine, Mer 5395; M. Lewis-H. Mooney Ork, MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork, Col 38982; F. Sinatra, Col 39044.

ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Brito, Associated; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus.

5. 4. Thinking of You

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

From the MGM film, "Three Little Words"
RECORDS AVAILABLE: Bobby Byrne Ork, Coral 60298; D. Cherry, Dec 27128; A. Morton-P. Weston Ork, Capitol 1106; M. Tilton, Coral(78)60279, (45)9-60279; S. Vaughan, Col 38925; E. Fisher, V 20-3901.

ELECTRICAL TRANSCRIPTION LIBRARIES: The Satisfiers, Associated; Richard Liebert, Thesaurus.

4. 5. Goodnight, Irene

By Huddie Ledbetter and John Lomax—Published by Spencer (BMI)

RECORDS AVAILABLE: J. Allison, Cap 1122; Alexander Brothers, Mer-5448; R. Foley-E. Tubb, Dec 46255; Gunter Lee Carr, Dec 48167; J. Shook-O. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col(78)38892, (33)10718; D. Day-C. Dant, V(78)20-3870, (45)47-3870; L. Dee, Dec 46258; J. Stafford, Cap 7142; C. Steward, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)1-767; E. Grant, Cap(78)11158, (45)F-1158; Harmony Belis Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Gayten, Regal 3281.

ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Brito, Associated.

6. 6. Bushel and a Peck, A

By Frank Loesser—Published by Susan (ASCAP)

From the musical "Guys and Dolls"
RECORDS AVAILABLE: P. Como-B. Hutton-M. Ayres Ork, V 20-3930; D. Day, Col 39008; J. Desmond-T. Mettola Ork, MGM 10800; C. Haines, Coral 60309; Kitty Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wakely, Cap 1234; Andrews Sisters-V. Schoen Ork, Dec 27252.

ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard; Johnny Desmond-Hugo Winterhalter Ork, Thesaurus; Henry Jerome, Lang-Worth.

7. 7. Mona Lisa

By Jay Livingston and Ray Evans—Published by Famous (ASCAP)

From the Paramount film, "Captain Carey, U. S. A."
RECORDS AVAILABLE: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (33)1-588; N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27048; B. Cole, Capitol 1104; L. Noble, Coral 60250; Alexander Brothers, Mercury 54457; M. Mullican, King 886; J. Wakely, Cap 1151; R. Flanagan, V 20-3888; "T" Texas Tyler, 4 Star 1514; F. Cullley Ork, Atlantic 918; S. Jaworski-Harmony Belis Ork, Dana 706.

ELECTRICAL TRANSCRIPTION LIBRARIES: Norman Cloutier's Ork, Thesaurus; Dean Hudson, Lang-Worth; Dick Jurgens, Associated.

9. 8. An Orange Colored Sky

By Milton DeLugg and William Stein—Published by Frank (ASCAP)

RECORDS AVAILABLE: B. Hutton, V 20-3908; Nat "King" Cole-S. Kenton Ork, Cap 1184; Page Cavanaugh Trio, Col 38980; J. Brace, King 15061; R. Quinlan-J. August Ork, Mer 5504; J. Lester, Coral 60325; D. Kaye-P. Andrews-V. Schoen Ork, Dec 27261.

ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard.

9. 9. The Thing

By Charlie Grean—Published by Hollis (BMI)

RECORDS AVAILABLE: Ames Brothers-R. Ross Ork, Coral 60333; A. Godfrey-A. Bleyer Ork, Col 39068; T. Brewer-H. Jerome Ork, London 873; Phil Harris, V 20-3968.

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

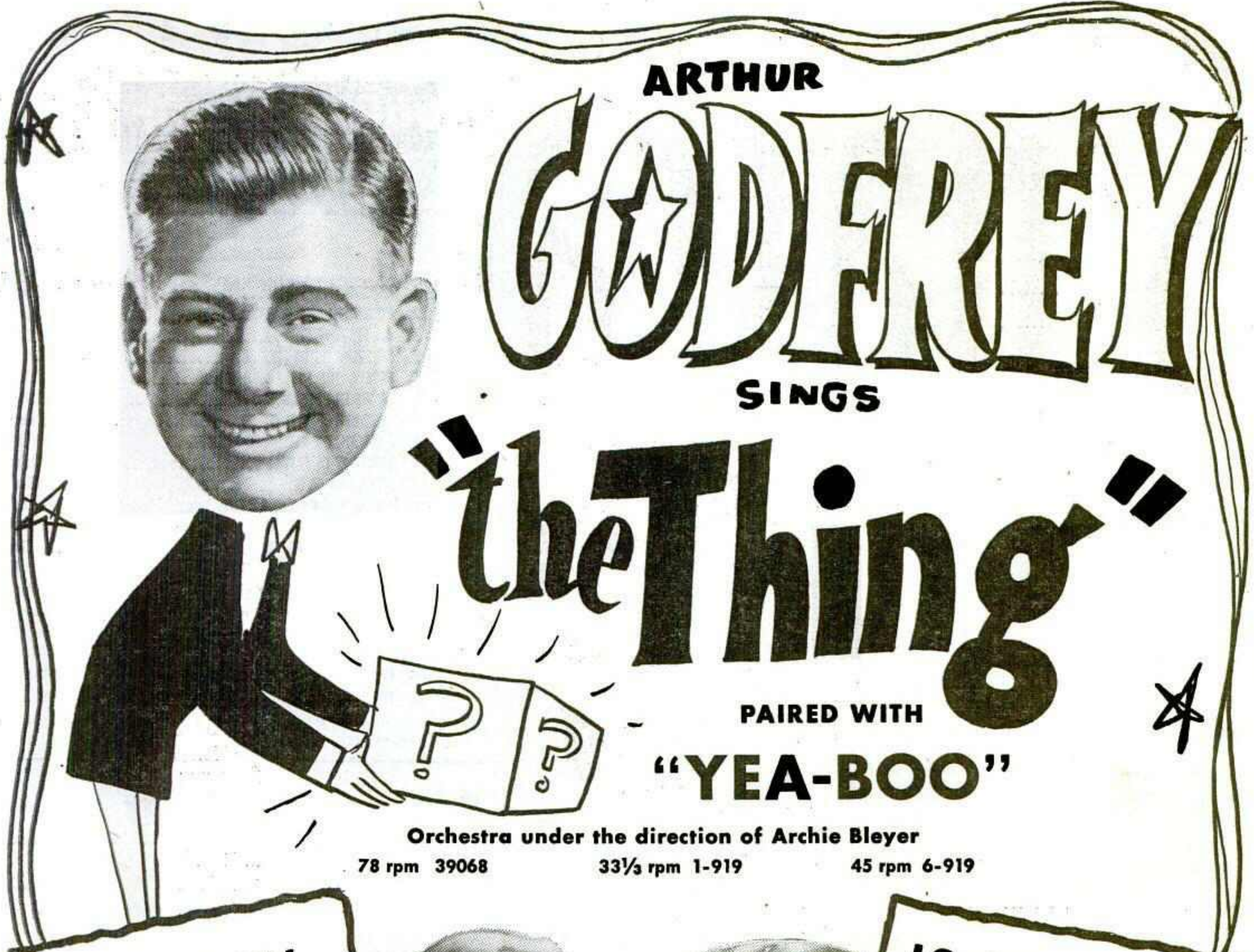
8. 10. La Vie En Rose

By Pierre Louiguy and Mack David—Published by Harms, Inc. (ASCAP)

RECORDS AVAILABLE: L. Armstrong, Dec 2713; O. Broadley, Coral 60241; B. Crosby, Dec 27111; R. Flanagan Ork, V 20-3889; B. Green, Jubilee 5032; C. Haines, Coral 60260; H. James Ork, Col(78)38768, (33)1-588; G. Lombardo, Dec 27127; M. Marrow, MGM 30227; T. Martin, V 20-3819; Melachrine Strings, V 20-3739; N. Morales, Dec 21313; E. Piaf, Col 38949 and 38912; J. Stafford-P. Weston Ork, Cap(78)1153, (45)F-1153; P. Weston Ork, Cap 1153 and 890; V. Young, Dec 24816; J. Francois, Polydor-Vox 560-062.

ELECTRICAL TRANSCRIPTION LIBRARIES: Novatine Trio, Thesaurus; Claude Gordon Ork, Capitol; Glenn Osser Ork, Thesaurus; Skinnay Ennis, Standard.

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



ARTHUR
GODFREY

SINGS

"The Thing"

PAIRED WITH
"YEA-BOO"

Orchestra under the direction of Archie Bleyer

78 rpm 39068

33 1/3 rpm 1-919

45 rpm 6-919

DORIS DAY

SINGS

"A BUSHEL AND A PECK"
 (from "Guys and Dolls")

"THE BEST THING FOR YOU"
 (from "Call Me Madam")

78 rpm 39008 • 33 1/3 rpm 1-838 • 45 rpm 6-838

★
"ORANGE COLORED SKY"
"A LOAD OF HAY"

With Page Cavanaugh Trio
 78 rpm 38980 • 33 1/3 rpm 1-811 • 45 rpm 6-811

★
"THE EVERLASTING ARMS"
"DAVID'S PSALM"

With Orchestral and Choral Accompaniment
 78 rpm 39023 • 33 1/3 rpm 1-846



JO STAFFORD

SINGS

**"IF YOU'VE GOT THE MONEY,
 I'VE GOT THE TIME"**
"TENNESSEE WALTZ"

78 rpm 39065 • 33 1/3 rpm 1-916 • 45 rpm 6-916

★
"USE YOUR IMAGINATION"
"WHERE, OH WHERE"

(Both from Cole Porter Broadway
 Musical, "Out Of This World")
 78 rpm 39049 • 33 1/3 rpm 1-900 • 45 rpm 6-900

★
"STARDUST"
"YOU DON'T REMIND ME"

(from "Out Of This World")
 78 rpm 39056 • 33 1/3 rpm 1-911 • 45 rpm 6-911



COLUMBIA RECORDS
 FIRST, FINEST, FOREMOST IN RECORDED MUSIC

Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received November 15, 16 and 17

Table of records most played by disk jockeys, listing titles, artists, and chart positions.

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.

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

Table of songs with greatest radio audiences, listing titles, artists, and audience data.

VOX JOX

Ad Lib Cuttings

Jack Sellers, WATL, Atlanta, pens, "I feel I have a certain obligation to the companies that send me records, so I give a boost to their artists.

Preems

Rome Hartman back at WIRK, West Palm Beach, Fla., after a year's absence. Ed Penney, WFGM, Fitchburg, Mass., assigned to station's early morning "Breakfast Club" in addition to his regular afternoon stint.

Best Selling Sheet Music

based on reports received November 15, 16 and 17

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers.

Table of best selling sheet music, listing titles, artists, and sales data.

NOTE: Due to the appearance of Christmas standards on the popularity chart, we are listing more than the usual 15 popular songs.

England's Top Twenty

Table of England's top twenty songs, listing titles, artists, and chart positions.

*Publisher not available as The Billboard goes to press.

Songs With Most TV Performances (RH Tele-Log)

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

Table of songs with most TV performances, listing titles, artists, and performance data.

Ray Anthony

AND HIS ORCHESTRA

—with another smash hit on **CAPITOL!**

"MR. ANTHONY'S BOOGIE"

coupled with

"AUTUMN LEAVES"

78 rpm No. 1280 • 45 rpm No. F1280



...to the NEW YORK

STATLER HOTEL'S *CAFE ROUGE*

NOVEMBER 27

CREDIT LINES...

Thanks to the world famous Hollywood Palladium for our wonderful five-week engagement. Best of success to Frank DeVol and his orchestra who follow us into the Palladium.

Thanks to the nation's disk jockeys for voting our band one of the top spots in their polls—we'll work harder than ever to earn their continued support.

Ray Anthony

THESE CAPITOL RECORDS are spinning now on America's air-waves and juke boxes:

	75 RPM	45 RPM
"HARBOR LIGHTS"		
"NEVERTHELESS"	1190	F1190
"MY HEART IS OUT OF TOWN"		
"HARLEM-NOCTURNE"	1249	F1249
"MARSHMALLOW WORLD"		
"WHERE DO I GO FROM YOU"	1196	F1196
"CAN ANYONE EXPLAIN"		
"SKYCOACH"	1131	F1131
"THE MAN WITH THE HORN"		
"STARDUST"	1107	F1107

GENERAL ARTISTS CORP.

Jim McCarthy, Publicity

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... based on reports received November 15, 16 and 17

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

Weeks Last	This to date	Title	Artist	Label
12	1	HARBOR LIGHTS	S. Kaye	Col(78)38963; (33)1-784; (45)16-784-ASCAP
		Sugar Sweet		
13	5	ALL MY LOVE	P. Page	Mercury(78)5455; (45)5455X45-ASCAP
		Roses Remind Me of You		
7	4	HARBOR LIGHTS	G. Lombardo	Dec(78)27208; (45)9-27208-ASCAP
		Petite Waltz		
21	2	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec(78)27077; (45)9-27077-BMI
		Tzena, Tzena, Tzena		
1	5	THING, THE	P. Harris	V(78)20-3968; (45)47-3968-BMI
		Goofus		
10	6	THINKING OF YOU	D. Cherry	Dec(78)27128; (45)9-27128-ASCAP
		Here in My Arms		
14	3	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F-1124-ASCAP
		Ain't Nobody's Business But My Own		
2	27	TENNESSEE WALTZ	P. Page	Mercury(78)5534; (45)5534X45-BMI
		Boogie Woogie Santa Claus		
5	9	NEVERTHELESS	P. Weston	Col(78)38982; (45)1-813-ASCAP
		Beloved, Be Faithful		
4	15	BUSHEL AND A PECK	B. Hutton-P. Como	V(78)20-3930; (45)47-3930-ASCAP
		She's a Lady		
7	10	THINKING OF YOU	E. Fisher-H. Winterhalter	V(78)20-3901; (45)47-3901-ASCAP
		If You Should Leave Me		
25	10	MONA LISA	Nat "King" Cole	Cap(78)1010; (45)F-1010-ASCAP
		Greatest Inventor of Them All		
3	23	NEVERTHELESS	Mills Brothers	Dec(78)27253; (45)9-27253-ASCAP
		Thirsty for Your Kisses		
9	12	ORANGE COLORED SKY	King Cole Trio-S. Kenton	Cap(78)1184; (45)F-1184-ASCAP
		Jam-Bo		
9	7	PATRICIA	P. Como	V(78)20-3905; (45)47-3905-ASCAP
		Watchin' the Trains Go By		
7	18	ALL MY LOVE	G. Lombardo	Dec(78)27118; (45)9-27118-ASCAP
		Swiss Bellringer		
2	19	OH BABE	L. Prima	Robin Hood 101-ASCAP
		Piccolina Lena		
1	16	OH BABE	K. Starr	Cap(78)1278; (45)F-1278-ASCAP
		Everybody's Somebody's Fool		
5	21	HARBOR LIGHTS	R. Anthony	Cap(78)1190; (45)F-1190-ASCAP
		Nevertheless		
5	23	NEVERTHELESS	R. Flanagan	V(78)20-3904; (45)47-3904-ASCAP
		Red We Want Is the Red We've Got		
4	26	NEVERTHELESS	R. Anthony	Cap(78)1190; (45)F-1190-ASCAP
		Harbor Lights		
7	21	ALL MY LOVE	P. Faith	Col(78)38918; (33)1-752-ASCAP
		This Is the Time		
13	14	I'LL ALWAYS LOVE YOU	D. Martin	Cap(78)1028; (45)F-1028-ASCAP
		Baby, Oh My Me		
12	17	OUR LADY OF FATIMA	R. Hayes-K. Kallen	Mercury(78)5466; (45)5466X45-ASCAP
		Honestly, I Love You		
24	19	BONAPARTE'S RETREAT	K. Starr	Cap(78)936; (45)F-936-BMI
		Someday, Sweetheart		
18	12	SIMPLE MELODY	Gary-Bing Crosby	Dec(78)27112; (45)9-27112-ASCAP
		Sam's Song		
18	8	SAM'S SONG	Gary-Bing Crosby	Dec(78)27112; (45)9-27112-ASCAP
		Simple Melody		
4	28	BUSHEL AND A PECK	M. Whiting & J. Wakley	Cap(78)1234; (45)F-1234-ASCAP
		Beyond the Reef		
3	30	OUR LADY OF FATIMA	P. Spitalny	V(78)20-3920; (45)47-3920-ASCAP
		Ave Maria—Schubert		
3	29	HARBOR LIGHTS	R. Flanagan	V(78)20-3911; (45)47-3911-ASCAP
		Singing Winds		

• Best Selling Pop Albums

... based on reports received November 15, 16 and 17

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

Last Week	This Week	Title	Artist	Label
	1	THREE LITTLE WORDS	Original Cast	MGM(78)53; (33)E-516
	2	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM850; (33)ML-4180
	3	TEA FOR TWO	Doris Day	Col(78)IC-215; (33)CL-6149
	4	YOUNG MAN WITH A HORN	Doris Day-H. James	Col(78)IC-198; (33)CL-6106
	5	AL JOLSON, VOL. I	Al Jolson	Dec(78)A-469; (33)DLP-5030
	6	SUMMER STOCK	Original Cast	MGM(78)56; (33)E-519
	7	VOICE OF THE XTABAY	Yma Sumac	Cap(78)CD-244; (33)H-244
	8	ANNIE GET YOUR GUN	B. Hutton-H. Keel	MGM(78)50; (33)E-509
	9	JOLSON SINGS AGAIN	Al Jolson	Dec(78)716; (33)DLP-5006
	10	YOU'RE HEARING GEORGE SHEARING	G. Shearing Quintet	MGM(78)55; (33)E-518
	1	THREE LITTLE WORDS (Four Records)	Original Cast	MGM(78)53; (45)K-53
	2	JOLSON SINGS AGAIN (Four Records)	A. Jolson	Dec(78)716; (45)9-4
	3	AL JOLSON, VOL. I (Four Records)	A. Jolson	Dec(78)A-469; (45)9-9
	4	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel	MGM(78)50; (45)G-1001
	5	SUMMER STOCK (Four Records)	J. Garland-G. Kelly	MGM(78)56; (45)K-56
	6	TOAST OF NEW ORLEANS (Two Records)	M. Lanza	V(45)WDM-1417
	7	GUY LOMBARDO, TWIN PIANOS (Three Records)	G. Lombardo	Dec(78)A-512; (45)9-11
	8	VOICE OF THE XTABAY (Four Records)	Yma Sumac	Cap(78)CD-244; (45)CDF-244
	9	STAN KENTON PRESENTS (Three Records)	S. Kenton	Cap(78)ECD-248; (45)KCF-248
	10	OKLAHOMA (Six Records)	J. Roberts-A. Drake-H. DaSilva-C. Holm-L. Dixon-J. Blackton, Director	Dec(78)DA-359; (45)9-6

DEALER DOINGS

News and Chatter

Music Box, Detroit, claims that it makes terrific use of the weekly Billboard buying guide. ... According to Varsity Music Shop, Buffalo, biggest sales aid in a long time was a tie-in with three other shops in sponsoring a Saturday afternoon teen-age dance session on the air. Program got top listener ratings for Saturday afternoons and was sponsored on a co-op basis with RCA Victor. ... Canadian news notes from St. John, N. B., concern **Ben Goldstein**, local pianist who operates the new Music Center. Shop tied in with film "Cheaper by the Dozen," by handing out punch cards which entitle customer to a free disk after the purchase of a dozen. ... **Bruce Holder**, in the same city, has found business in his disk shop booming since he was named first violinist in the newly formed St. John Symphony Orchestra.

Special Orders

The special order problem that plagues many dealers has been turned into a profit maker at the **Melody Mart**, Pittsburgh. Shop has built up ordering system to the point where it pays to suggest that customers order anything on disks they want. Method of handling is that used by all dealers, but Melody Mart looks for the special order business so the volume increases the profit ratio. Customers are handling is that used by all orders, and notification of arrival is sent on post cards. System makes additional "regular" shoppers and builds a mailing list.

Billboard Bows

"Since you mentioned us in your column we've received mail from all parts of the country—including Connecticut."—**House of Music**, Stockton, Calif. ... "We want you to know that we enjoy The Billboard a lot. It helps us to select records and keeps us up on all the new ones. Thank you for the Tips On Tops."—**Buchanan's Record Shop**, Sanford, N. C.

"We Need—"

"An indication of whether the Western disk market is being converted to a 45 market, too."—**Best Music Company**, Oakland, Calif. ... "More rhythm and blues on 45 rpm records. Only Decca seems to have them."—**Bucci Brothers Company**, Bronx, New York. ... "More honesty among distributors. When they are out of a hit, why not admit it and tell us when it will be available? Now they deny it and stall us while our customers get angry."—**Khoury's Record Shop**, Lake Charles, La. ... "A lot more help and better thinking from the major manufacturers. They are doing little or nothing about promoting the two new speeds—leaving it up to the dealer to make explanations."—**Highland Record Shop**, Millbrae, Calif.

Stock Ideas

Craig Electric Company, Greenwich, Conn., suggests best way to handle LP disks is to arrange them in alphabetical order and then break them down into various composer of musical type categories. It makes it easier for the customers to browse and acts as a good suggestion seller. ... **Al Meyer**, Town and Country Music, Westwood, N. J., reports best method of handling 45 rpm albums resulted from experimenting with the use of unpainted bookshelves as sold by most furniture or department stores. Meyer claims the bookshelves are inexpensive, look good and do the job as well as any of the high-priced fixtures on the market.

• Best Selling Children's Records

... based on reports received November 15, 16 and 17

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

Position	Weeks Last	Title	Artist	Label
41	1	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
8	3	TWEETIE PIE (One Record)	M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
6	4	BOZO ON THE FARM (Two Records)	P. Colvig-B. May	Cap(78)DBX-3076; (45)CBXF-3076
3	8	RUDOLPH, THE RED-NOSED REINDEER (One Record)	G. Aultry	Col(78)MJV-56
11	2	BUGS BUNNY MEETS HIAWATHA (One Record)	M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
37	5	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058
5	6	FROSTY THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER (One Record)	G. Aultry	Col(78)MJV-75; (33)4-750
14	7	TREASURE ISLAND (Two Records)	B. Driscoll	V(78)Y-416; (45)WY-416
2	11	HOWDY DOODY'S LAUGHING CIRCUS (Two Records)	B. Smith	V(78)Y-414; (45)WY-414
6	9	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	B. Boyd	Cap(78)CBX-3075; (45)CBXF-3075
7	12	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	M. Blanc-B. May	Cap(78)CAS-3073; (45)CAS-3073
127	10	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
2	15	BOZO'S CIRCUS BAND (Three Records)	B. May	Cap(78)DC-253; (45)CCF-253; (33)H-253
127	15	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114; (45)CBXF-3030
1	—	BUGS BUNNY SINGS (Two Records)	Mel Blanc	Cap(78)DBS-3077; (45)CBF-3077

• Best Selling Classical Titles

... based on reports received November 15, 16 and 17

Last Week	This Week	Title	Artist	Label
	1	Rachmaninoff: Concerto for Piano and Ork, No. 2 in C Minor; A. Rubinstein, conductor; Symphony Ork, V. Golschmann		V(33)LM-1005
	4	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork; M. Rosenker, J. Baker, R. Bloom, D. Oppenheim, J. Corigliano, L. Varga, I. Lawrence		V(33)LM-1083
	2	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork		Col(33)ML-4308
	2	Verdi: Rigoletto (Complete Opera); Jan Peerce, Leonard Warren, Italo Tajo, Erna Berger, N. Merriman, R. Shaw, conductor-Chorale RCA Victor Ork; R. Cellini, conductor		V(33)LM-6101
	—	Berlioz: Harold in Italy, Vienna Symphony Ork; R. Moralt, conductor		Vox-Polydor(33)6700
	1	Toast of New Orleans, M. Lanza RCA Victor Ork; C. Callinicos, conductor; E. Maibin		V(45)WDM-1395
	2	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteux, conductor		V(45)WDM-920
	4	Stokowski: Heart of the Ballet, L. Stokowski Symphony Ork; M. Rosenker, J. Baker, R. Bloom, D. Oppenheim, J. Corigliano, L. Varga, I. Lawrence		V(45)WDM-1394
	4	Chopin: Waltzes, A. Brailowsky		V(45)WDM-1392
	2	Adam: Ballet Music from Giselle, Royal Opera Ork; Covent Garden, R. Irving, conductor		V(45)WDM-1397

• Advance Classical Releases

Bach: Trio Sonata in C Major Album—G. Swobody	Rimsky-Korsakov: Quintet in B Flat Album—L. Wlach-K. Oehlberger-H. Reznicek-G. von Freiberg-R. Raupenstrauch (Glinza: Trio Patheique) (1-12") Westminster(33)WL-50-19
W. Schneiderhan-S. Benesch-F. Holletschek (Handel: Trio Sonata-Telemann: Sonata and Trio Sonata) (1-12") Westminster(33)WL-50-36	Erna Slack Operatic Arias Album—E. Slack (1-10") Cap Telefunken(33)L-8119-Arias from Lucia De Lammermoor; Don Pasquale; Linda De Chamounis; Martha Schoenberg; Verklarte Nacht, Op. 4 Album—Hollywood String Quartet (1-10") Cap(33)L-8118
Borodin: String Quartet No. 1 in A Major Album—Vienna Konzerthaus Quartet-A. Kamper-K. Titze-E. Weiss-F. Kwarda (1-12") Westminster(33)WL-50-35	Schubert: Quintet in C Major, Op. 163 Album—Vienna Konzerthaus Quartet-A. Kamper-K. Titze-E. Weiss-F. Kwarda-G. Weiss (1-12") Westminster(33)WL-50-33
Le Petit Concert Album—Kay Fuller (1-10") Damon(33)DL-9000	Richard Strauss: "Aus Italien" Symphonic Fantasy in G Major, Op. 16 Album—Vienna Symphony Ork-H. Swobody, Cond. (1-12") Westminster(33)WL-50-32
Glinka: Trio Patheique Album—L. Wlach-K. Oehlberger-P. Badura-Skoda (Rimsky-Korsakov: Quintet in B) (1-12") Westminster(33)WL-50-19	Telemann: Sonata Polonoise No. 2-Trio Sonata in E Major Album—Senta Benesch-Franz Holletschek (Handel: Trio Sonata-Bach: Trio Sonata) (1-12") Westminster(33)WL-50-34
Handel: Trio Sonata, Op. 5, No. 6 Album—W. Schneiderhan-G. Swobody (Telemann: Sonata and Trio Sonata-Bach: Trio Sonata) (1-12") Westminster(33)WL-50-36	
Haydn: String Quartet in E Flat Major, Op. 64, No. 6-String Quartet in D Major, Op. 76, No. 5 Album—Vienna Konzerthaus Quartet-A. Kamper-K. Titze-E. Weiss-F. Kwarda (1-12") Westminster(33)WL-50-34	

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78 RPM ALBUM NO. OC-1
45 RPM ALBUM NO. WOC-1
33 1/3 ALBUM NO. LOC-1000



5 BEST SELLERS!

TERESA BREWER

The THING

backed by
I GUESS I'LL HAVE TO DREAM THE REST

NO. 873 - 78 rpm
NO. 45873 - 45 rpm

Yea Boo

backed by
TENNESSEE WALTZ

NO. 867 - 78 rpm
NO. 45867 - 45 rpm

ANITA O'DAY

ANNE SHELTON



(IS THE WIDE OPEN SPACES)

backed by
HOPESTAR

NO. 784 - 78 rpm
NO. 30197 - 45 rpm

CARAVAN

backed by
I'LL ALWAYS BE IN LOVE WITH YOU

NO. 853 - 78 rpm
NO. 30299 - 45 rpm

JACK PLEIS

IT IS NO SECRET

(WHAT GOD CAN DO)

backed by
ALL ALONE 'NEATH THE BLUE GRASS

NO. 14051 - 78 rpm
NO. 30289 - 45 rpm

London

RECORDS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received November 15, 16 and 17

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
12	1	1	1	HARBOR LIGHTS	S. Kaye Col(78)38763; (33)1-784; (45)16-784-ASCAP
13	3	2	2	ALL MY LOVE	P. Page Mercury(78)5455; (45)5455X45-ASCAP
20	2	3	3	GODDNIGHT, IRENE	G. Jenkins-Weavers Dec(78)27077; (45)9-27077-BMI
7	5	4	4	HARBOR LIGHTS	G. Lombardo Dec(78)27208; (45)9-27208-ASCAP
24	4	5	5	MONA LISA	Nat "King" Cole Cap(78)1010; (45)F-1010-ASCAP
14	7	6	6	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie Cap(78)1124; (45)F-1124-ASCAP (E. Fitzgerald-L. Jordan, Dec 27200; J. Indig-J. Pleis Ork, London 654; P. Gayten Ork, Regal 3258; D. Washington, Mer 8187; O. Bradley, Coral 60293; L. Hampton Ork, Dec 24911; L. Millinder Ork, V 20-3622; Art Mooney Ork-Skyarks, MGM 10829)
3	11	7	7	NEVERTHELESS	Mills Brothers Dec(78)27253; (45)9-27253-ASCAP
16	5	8	8	CAN ANYONE EXPLAIN?	Ames Brothers Coral(78)60253; (45)9-60253-ASCAP (S. Churchill, Arco 1259; R. Anthony Ork, Cap 1131; V. Damone, Mer 5474; L. Green-Honeydreamers, V 20-3942; D. Haymes, Dec 27161; H. Ranch Ork, MGM 10777; Soft Notes, Mer 5464; A. Morgan, London 766; E. Fitzgerald-L. Armstrong, Dec 27209; D. Shore-H. Zimmerman, Col(78)38927, (33)1-759)
4	23	9	9	NEVERTHELESS	R. Flanagan V(78)20-3904; (45)47-3904-ASCAP
5	21	10	10	THINKING OF YOU	D. Cherry Dec(78)27128; (45)9-27128-ASCAP
8	10	11	11	ALL MY LOVE	G. Lombardo Dec(78)27118; (45)9-27118-ASCAP
1	—	12	12	TENNESSEE WALTZ	P. Page Mercury(78)5534; (45)5534X45-BMI (E. Hawkins Ork, Coral 60313; Anita O'Day, London 867; Fontane Sisters, V 20-3979; J. Stafford-P. Weston Ork, Col 39065)
2	27	12	12	HARBOR LIGHTS	B. Crosby Dec(78)27219; (45)9-27219-ASCAP
26	8	14	14	BONAPARTE'S RETREAT	K. Starr Cap(78)936; (45)F-936-BMI (E. Grant, Cap(78)1158, (45)1158; Tommy Jackson, Mer 6280; P. Napoleon, Col 38891; L. McAliffie, Col(78)20706, (33)2-664; G. Krupa, V(78)20-3766, (45)47-3766)
7	11	14	14	ALL MY LOVE	B. Crosby Dec(78)27117; (45)9-27117-ASCAP
5	19	14	14	NEVERTHELESS	P. Weston Col(78)38982; (33)1-813-ASCAP
1	—	17	17	THING, THE	P. Harris V(78)20-3968; (45)47-3968-BMI
3	17	18	18	BUSHEL AND A PECK	B. Hutton-P. Como V(78)20-3930; (45)47-3930-ASCAP
8	17	19	19	ORANGE COLORED SKY	King Cole-S. Kenton Cap(78)1184; (45)F-1184-ASCAP
4	11	20	20	BUSHEL & A PECK	M. Whiting & J. Wakely Cap(78)1234; (45)F-1234-ASCAP
9	16	21	21	PATRICIA	P. Como V(78)20-3905; (45)47-3905-ASCAP (D. Jurgens Ork, Col 38965; E. Howard Ork, Mer 5491; Russ Morgan, Dec 27258; S. Kaye-Kaydets, Col 39030; D. Vaughan Ork, Coral 60316; L. Lawrence, London 821)
3	21	21	21	OH, BABE	L. Prima Robin Hood 101-ASCAP (J. Preston-B. Evans, Derby 748; K. Starr-F. DeVol Ork, Cap 1278; B. Williams, Rainbow 30033; R. Flanagan, V20-3954; B. Goodman, Col 39045; Kay Brown, Mer 5538; L. Hampton Ork, Dec 27305; Leroy Holmes, MGM 10858)
18	9	23	23	SIMPLE MELODY	Gary-Bing Crosby Dec(78)27112; (45)9-27112-ASCAP (J. Stafford-Starlighters-P. Weston's Dixie B, Cap 1039; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Cortez Ork-R. Paige-R. Charles Quartet, Admiral 1016; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781)
8	14	23	23	HARBOR LIGHTS	K. Griffin Col(78)38889; (33)1-710-ASCAP
1	—	23	23	OH, BABE	Ames Brothers Coral(78)60327; (45)9-60327-ASCAP
5	15	26	26	HARBOR LIGHTS	R. Anthony Cap(78)1190; (45)F-1190-ASCAP
2	—	27	27	THINKING OF YOU	H. Winterhalter & E. Fisher V(78)20-3901; (45)47-3901-ASCAP
1	—	28	28	NEVERTHELESS	R. Anthony Cap(78)1190; (45)F-1190-ASCAP
3	29	29	29	TO THINK YOU'VE CHOSEN ME	E. Howard Mercury(78)5517; (45)5517X45-ASCAP (S. Kaye Ork, Col 39036; A. Mooney Ork-B. Manning-Skyarks, MGM 10839; S. Oliver Ork-R. Young, Dec 27262; J. Stafford-Gordon Mac-Rae, Cap 1307; Three Suns, V 20-3976)
1	—	29	29	OH, BABE	K. Starr Cap(78)1278; (45)F-1278-ASCAP

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- "HOT ROD RACE" "LOVEBUG ITCH"
Tiny Hill and His Orchestra..... 5547
- "OUR LADY OF FATIMA" "AVE MARIA"
Kitty Kallen • Richard Hayes • Vic Damone..... 5535
- "NEVERTHELESS"
Frankie Laine5495 • 5495X45
- "IF I WERE A BELL" "SLEEPY 'OL RIVER"
Frankie Laine5500 • 5500X45
- "THE THING" "AUTUMN LEAVES"
Two-Ton Baker & David LeWinter Orch.....5548 • 5548X45
- "CHRISTMAS IN KILARNEY" Ralph Marterie Orch.
"RAINBOW GAL"
Betty Chapel and Ralph Marterie Orch..... 5549
- "OH BABE" "BABY ME"
Kay Brown with Harry Geller Orch..... 5538
- "ALL ABOUT EVE" "BANJO AND FIDDLE"
Alfred Newman and His Orch..... 5540
- "FROSTY THE SNOWMAN" "TUBBY THE TUBA SONG"
Two-Ton Baker & Harmonicats.....MMP 76
- "I'LL NEVER SMILE AGAIN"
"ONLY HAVE EYES FOR YOU"
Ralph Marterie and His Orchestra.....5507 • 5507X45

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- "IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME"
Ernie Lee6289
- "BEYOND THE REEF" "PAGAN LOVE SONG"
Jerry Byrd.....5531
- "TEARDROPS FROM MY EYES"
"CAN'T UNDERSTAND A WOMAN"
Red Kirk.....6288
- "FADED LOVE" "CALLS YOUR NAME"
Carl Story.....6292

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MERCURY 5534 • 5534X45

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EDDY HOWARD
and His Orchestra

"TO THINK
YOU'VE
CHOSEN ME"

FLIP
"THE ONE ROSE"
MERCURY 5517 • 5517X45



VIC DAMONE

"MARSHMALLOW
WORLD"

FLIP
"WHEN THE LIGHTS
ARE LOW"
MERCURY 5596 • 5496X45



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**"I'M GONNA
LIVE
'TIL I DIE"**

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THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... based on reports received November 15, 16 and 17

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

POSITION	Weeks to date	Last Week	This Week	ARTIST	RECORD
22	1	1	1	H. Snow	I'M MOVIN' ON (V78)21-0328; (45)48-0328-BMI
17	3	2	2	S. Hamblen	(REMEMBER ME) I'M THE ONE WHO LOVES YOU (Col)78)20714; (33)2-692-BMI
11	4	3	3	K. Starr-Tennessee Ernie	I'LL NEVER BE FREE (Cap)78)1124; (45)F-1124-ASCAP
9	2	4	4	E. Arnold	LOVEBUG ITCH (V78)21-0382; (45)48-0382-BMI
3	5	5	5	Lefty Frizzell	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME (Col)78)20793; (45)8-770; (33)2-770-BMI
2	9	6	6	H. Williams	MOANING THE BLUES (MGM)78)10786; (45)K-10786
4	6	7	7	L. Frizzell	I LOVE YOU A THOUSAND WAYS (Col)78)20739; (33)2-770
3	—	8	8	B. Wills	FADED LOVE (MGM)78)10786; (45)K-10786
1	—	9	9	Hank Snow	GOLDEN ROCKET (V78)21-0400
2	6	10	10	Tex Ritter	DADDY'S LAST LETTER (Cap)78)1267; (45)F-1267

Most Played Juke Box Folk (Country & Western) Records

... based on reports received November 15, 16 and 17

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

POSITION	Weeks to date	Last Week	This Week	ARTIST	RECORD
19	1	1	1	Hank Snow	I'M MOVIN' ON (V78)21-0328; (45)48-0328-BMI
8	2	2	2	E. Arnold	LOVEBUG ITCH (V78)21-0382; (45)48-0382-BMI
7	3	3	3	K. Starr-Tennessee Ernie	I'LL NEVER BE FREE (Cap)78)1124; (45)F-1124-ASCAP
11	4	4	4	S. Hamblen	(REMEMBER ME) I'M THE ONE WHO LOVES YOU (Col)78)20714; (33)2-692-BMI
3	6	4	4	Lefty Frizzell	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME (Col)78)20793; (33)2-770; (45)8-770-BMI
2	7	6	6	E. Tubb	(REMEMBER ME) I'M THE ONE WHO LOVES YOU (Dec)78)46269; (45)9-46269-BMI
1	—	6	6	H. Williams	MOANING THE BLUES (MGM)78)10832; (45)K-10832
12	7	8	8	R. Foley	CININNATI DANCING PIG (Dec)78)46261; (45)9-46261-ASCAP
34	5	9	9	M. Mullican	I'LL SAIL MY SHIP ALONE (King)830-BMI
1	—	10	10	L. Frizzell	I LOVE YOU A THOUSAND WAYS (Col)78)20739; (33)2-770

Best-Selling Retail Folk (Country & Western) Records

... based on reports received November 15, 16 and 17

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

POSITION	Weeks to date	Last Week	This Week	ARTIST	RECORD
21	1	1	1	H. Snow	I'M MOVIN' ON (V78)21-0328; (45)48-0328-BMI
9	2	2	2	E. Arnold	LOVEBUG ITCH (V78)21-0382; (45)48-0382-BMI
13	3	3	3	S. Hamblen	(REMEMBER ME) I'M THE ONE WHO LOVES YOU (Col)78)20714; (33)2-692-BMI
5	7	4	4	L. Fizzell	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME (Col)78)20739; (33)2-770
1	—	5	5	H. Williams	MOANING THE BLUES (MGM)78)10832; (45)K-10832
10	4	6	6	K. Starr-Tennessee Ernie	I'LL NEVER BE FREE (Cap)78)1124; (45)F-1124-ASCAP
3	—	7	7	E. Tubb	(REMEMBER ME) I'M THE ONE WHO LOVES YOU (Dec)78)46269; (45)9-46269-BMI
3	—	8	8	R. Foley	OUR LADY OF FATIMA (Dec)78)14526; (45)9-14526-ASCAP
2	8	9	9	Tex Ritter	DADDY'S LAST LETTER (Cap)78)1267; (45)F-1267
12	8	10	10	R. Foley	CININNATI DANCING PIG (Dec)78)46261; (45)9-46261-ASCAP

Advance Folk Releases

All Alone 'Neath the Blue Grass—Ray Smith (It's No) London 16051
 All I Want Is a Pretty Little Girl—Lazy Bill Huggins (Good Old) Slate 3011
 All Over Nothing at All—Merl Lindsay (Mop Rag) MGM 10846
 Bashful Rascal—June Carter (For Crying) V 21-0401
 Birth of the Blues, The—Chet Atkins (Confusin') V 21-0402
 Blues You Never Lose—Delmore Bros. (Life's Too) King 911
 Butane Blues—Johnny Hicks (I Need) Col 20761
 Christmas Alone—Red Sovine (Dear Mister) 'GM 10782
 Confusin'—Chet Atkins (Birth of) V 21-0402
 Cryin' to Myself—Cecil Gant (Nobody) Dot 1016
 Dear Mister Santa Claus—Red Sovine (Christmas Alone) MGM 10782
 Disk Jockey's Nightmare—Homer & Jethro (Oh, Babe) V 21-0404
 Don't Cry, Sweetheart—Corky Edminister (Twin Guitar) Cormac CRS 1151
 Everytime Somebody Calls Your Name—Carl Story (Faded Love) Mer 6292
 Faded Love—Carl Story (Everytime) Mer 6269
 Feelin' Sorry—E. Crosby (Tears of) Dec 46279
 For Crying Out Loud—June Carter (Bashful Rascal) V 21-0401
 Gizmo—Casey Simmons (Thomas J.) Crystal 310
 Good Old Santa Claus—Lazy Bill Huggins (All I) Slate 3011
 Honky Tonk Swing—Tommy Lloyd (Juke Box) Hart Van 16022
 I Cry Each Night Over You—Boots Woodall (It Is) Bullet 723
 I Don't Want No More of Army Life—Texas Jim Robertson (If You've) V 21-0398
 I Need a Good Woman Bad—Johnny Hicks (Butane Blues) Col 20761
 If There Was No You—Jimmie Skinner (I'm a) Radio Artist 257
 If You've Got the Money, I've Got the Time—Wayne Raney (Real Hot) King 914
 If You've Got the Money, I've Got the Time—Texas Jim Robertson (I Don't) V 21-0398
 If You've Got the Money, I've Got the Time—H. Dalton-The Buckeye Boys (Two Sweethearts) London 16050
 I'll Give You Back Your Kisses—Casey Simmons (Slow Down) Crystal 302
 I'll Make Believe—Ramblin' Jimmie Dolan (R. F. D. Blues) Cap 1302
 I'm a Regular Daddy—J. Skinner (If There) Radio Artist 257
 I'm Gonna Lock My Heart to Love—Bob Lamm (No Tears) Dot 1017
 I'm Trying to Read Between the Lines—Calvin Tubb (She Slipped) Bullet 722
 Is It So?—B. Smith (Sweet Little) Dome 1020
 It Is No Secret—Boots Woodall (I Cry) Bullet 723
 It's No Secret—Ray Smith (All Alone) London 16051
 I've Got the Craziest Feeling—Rosalie Allen (One and) V 21-0403
 Juke Box Blues—Tommy Lloyd (Honky Tonk) Hart-Van 16022
 Liddy—Dusty Brooks (Shoo) Col 30230
 Life's Too Short—Delmore Bros. (Blues You) King 911
 Lightning Express—Wes Tuttle (That Silver) Coral 64068
 Mop Rag Boogie—Merl Lindsay (All Over) MGM 10846
 Mr. B's Blues—Four Freshmen (I Wanna) Cap 1293
 My Dearest, My Darling—Ozie Waters (Silver Dew) Coral 64067
 Nobody Knows the Way I Feel This Morning—Tom Fletcher (When) Dec 48184
 No Tears for You—Bob Lamm (I'm Gonna) Dot 1017
 Oh, Babe—Homer and Jethro (Disk Jockey's) V 21-0404
 Old-Fashioned Matrimony in Mind—Wayne Raney (Pardon My) King 910
 One and One Is Two, Baby—Rosalie Allen (I've Ge') V 21-0401
 Pardon My Whiskers—Wayne Raney (Old Fashioned) King 910
 R. F. D. Blues—Ramblin' Jimmie Dolan (I'll Make) Cap 1302
 Real Hot Boogie—Wayne Raney (If You've) King 914
 Rosie the Elephant—Smiley Burnette (You Put) Cap 1304
 She Slipped Out on Me—Calvin Tubb (I'm Trying) Bullet 722
 Silver Dew on the Blue Grass Tonight—Ozie Waters (My Dearest) Coral 64067
 Slow Down, Slow Freight, Slow Down—Casey Simmons (I'll Give) Crystal 302
 So Now You Cry—Wes Holly-Hal Bradley Ork (Teardrops From) Tennessee 722
 Solitaire—"T" Texas Tyler (Trouble Then) 4 Star 1539
 South—Jerry Byrd (St. Louis) Mer 6291
 Sutters Mill—Bob Walters (Medley) Smart 1006
 Sweet Little Cherokee—B. Smith-N. Wheeler (Is It) Dome 1020
 Teardrops From My Eyes—Joy and Wes Holly (So Now) Tennessee 722
 Tears From a Silver-Haired Lady—Bud Hobbs (Try Being) MGM 10848
 Tears of St. Ann—E. Crosby (Feelin' Sorry) Dec 46279
 Tears That I'm Keeping, The—Oran Cummins (Who'll Pray) Maunay M-103
 Tears Won't Bring You Back—Casey Simmons (My Rancho) Crystal 309
 Teardrops in My Heart—R. Allen-The Arizona Wranglers (There's Only) Mer 6285
 Texas Vs. Kentucky—Red Foley-Ernest Tubb (The Lovebug) Dec 46278
 Texas Dan—C. Robison (Devil Calls) MGM 10837
 That Silver-Haired Daddy of Mine—Wes Tuttle (Lightning) Coral 64068
 That Little Boy of Mine—Rex Allen (Driftwood on) Mer 6278
 There's Only One Kind of Red—R. Allen-The Arizona Wranglers (Teardrops in) Mer 6285
 Thomas J. Gobbler, Esquire—Casey Simmons (Gizmo) Crystal 310
 Trouble, Then Satisfaction—"T" Texas Tyler (Solitaire) 4 Star 1539
 Try Being True—Bud Hobbs (Tears From) MGM 10848

Country & Western (Folk) Record Reviews

... based on reports received November 15, 16 and 17

ARTIST LABEL AND NO.	TUNES COMMENT	STAY-PUT	UP	DOWN	NEW
CARL STORY I Heard My Mother Weeping MERCURY 6284—Typical back mountain job, a waltz weeper warbled strongly with some harmonizing on refrain.	72--72--72--72				
I Watched You Walk Away Torchier at lively tempo gets good chanting and string work.	70--70--70--70				
EDDIE SHULER ORK I Never Want a Sweetheart GOLDBAND 1019—Dull country ballad warbling and orking at medium dance tempo. Under-recording is chiefly responsible.	35--35--35--35				
Your Heart Can Never Be True Same story.	35--35--35--35				
SPADE COOLEY ORK I Miss You Already VICTOR 20-3969—Thrush Ginny Jackson does a capable vocal on an okay ballad. Disk is pop in every respect—tune, warbling and large orking.	66--66--66--66				
Someone Left the Golden Gate Open More of same, with Hal Derwin taking the vocal.	66--66--66--66				
MERVIN SHINER Sweet Mama Blues DECCA 46272—Country styled blues talking harmonica breaks. Fair job.	68--68--68--68				
The Lightning Express Shiner sobs out a p.d. weeper in waltz time. Staple item for the linsey-woolsey trade.	70--70--70--70				
ROY ROGERS-DALE EVANS Yellow Bonnets and Polka Dot Shoes VICTOR 21-0399—Mr. and Mrs. Rogers do a cute enough vocal on a weak re-write of "Buttons and Bows."	55--55--55--55				
No Bed of Roses Routine country torch item here.	65--65--65--65				
BOB WILLS Tater Pie MGM 10836—Wills & Company have a potential click in this fine hoe-down styled novelty. Refrain, done by gang, is especially catchy.	84--84--84--84				
I Didn't Realize Light ballad is swung in the Western jump style. Nothing much here.	60--60--60--60				
THE BUCKEYE BOYS Buckeye Polka LONDON 798—Pinetoppers-type crew twangs out a sprightly instrumental for the blue-grass region.	71--70--70--72				
Washington and Lee Swing Similarly swung, familiar tune has broad appeal in the heavy hoedown flavor of this group.	73--73--72--74				
BOB WALTERS (Sheldon Gibbs) Medley (Doccy Doe) SMART 1006—Square dance is set to "Mississippi Sawyer." The Arizona caller enunciates clearly. Good material in the Western style.	72--72--74--70				
Sutters Mill "Buffalo Gals" is the music here. Fine hunk of calling. Instruction sheet is provided too.	73--73--75--72				
REDD STEWART & HIS KENTUCKY COLONELS Worried ('Cause I'm Losing You) KING 907—Danceable offering lacks special meat.	70--70--70--70				
Take Back Your Paper Heart Same comment for a brisker ditty.	70--70--70--70				
REX ALLEN There's Only One Kind of Red MERCURY 6285—Tune in the "Red We Want" vein is less effective than its predecessor.	69--70--69--68				
Teardrops in My Heart WESTERN throber, with recitation, fails to ring true, the Allen does well by his faithful fans.	71--72--70--70				
HANK SNOW The Golden Rocket VICTOR 21-0400—Snow is still "Movin' On" with this one. Flavorful hunk of country material should score.	84--84--84--84				
Paving the Highway With Tears Forceful throber also stands a strong chance.	81--82--81--81				
RED FOLEY-ANITA KERR SINGERS I Hear a Choir DECCA 46273—Pop-religious offering, with recitation, should register with Foley's pop and country fans, the juke appeal is probably limited.	75--78--76--70				
The Place Where I Worship Most potent waxing of the fine material launched solidly by Al Morgan. Thumping "Battle Hymn" theme behind recitation is the clincher.	88--89--89--85				
DUDE MARTIN (and His Roundup Gang) Angels Cry MERCURY 6279—Sue Thompson pipes a plaintive country torcher accordion-string ork backing. Slow-moving effort.	57--57--57--57				
Mosey On The very catchy novelty ditty with a provocative tag gets a smooth-flowing, easy vocal from Dude, with combo putting down a moving beat.	82--82--82--82				
RED ALLEN Red's Talking Blues COLUMBINE 113—Allen's delivery deserves more meaty lines. Instrumental portions lack sparkle, with the recording probably at fault.	58--60--58--56				
Lonesome Me Routine throber stuff with the same dull recording sound.	55--53--56--55				
JOHNNIE LEE WILLS & HIS BOYS The Room Is So Crowded BULLET 721—Unconvinced conventional outuner is delivered in routine fashion.	66--67--65--66				
Si'et Amo (Yes, I Love You) Here's a sprightly Tex-Mex ditty which is aimed strictly for the Southwestern border market.	69--69--69--69				
M. SHINER-E. CROSBY Beloved, Be Faithful DECCA 46273—This pop waltz here is converted for the country mart. It's an even, lilting job, but tune may be too sophisticated for this market.	72--72--72--72				
Walking With the Blues Great beat, a fine harmonica contribution, earthy duo warble by Shiner and Crosby should make this slice one of contention.	83--83--83--83				
HANK WILLIAMS Moanin' the Blues MGM 10832—Another first rate effort by Williams should sustain his hit streak. Should be a big winner.	85--85--85--85				
Nobody's Lonesome for Me Another Williams opus delivered brightly by the warbler is weaker in substance but should serve as a strong enough second side.	80--80--80--80				
ROSALIE ALLEN-ELTON BRITT Tomorrow You'll Be Married VICTOR (45) 48-0396—Boy-gal team blend fetchingly on a new but not exceptional ditty about the right girl marrying the wrong guy—no reason given.	72--72--72--72				
Mockin' Bird Hill Pleasant chanting and whistling on a country nature waltz with real folk feeling.	70--70--70--70				

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES:

Tommy Dilbeck has turned over his Maywood Music to **Hal Blair** and **Doye O'Dell** to incorporate into their Folk Songs, Inc. O'Dell is working personals in and around Los Angeles in connection with his KTLA-TV shows.

Tom Parker, manager of **Eddy Arnold**, reports that the singer has just concluded a tour of Alabama, Tennessee and Georgia. Arnold's new "Checkerboard Jamboree" is now heard over 75 stations. Arnold is also doing a new weekly savings bond show for the Treasury Department on 1,404 stations across the country. The show is also heard on four Hawaiian stations and one Canadian outlet. An additional 37 stations are using Eddy Arnold's e. t. show weekly for another floor sponsor. Arnold is set for the Houston Fat Stock Show, January 31 to February 11.

Johnny Bond (Columbia) reports that **Pat Buttram**, who was injured during the filming of a **Gene Autry** TV film about 10 weeks ago, is still out of action. He's at a hospital in Twenty Nine Palms, Calif. The **Stanley Brothers** (Columbia) have left **KWKH**, Shreveport, La., and are now working at **WLEX**, Lexington, Ky. Arena Stars, which manages movie star **Monte Hale**, has set him with **MGM** records.

Arthur (Guitar) **Smith** received word from **Frank Walker**, **MGM** Records prexy, that his boogie disks are hitting big in France. **Burl Ives** (Columbia) is touring air forces bases in Tripoli, the Azores and Dhahran. **Ambrose Ayles** (Mercury), **KHMO**, Hannibal, Mo., reports his new **Sky View Ranch**, located outside Hannibal, played only one Sunday before the weather got too cold. Spot did 2,200 with a variety country music show. He intends to reopen the park next year with name talent. **Haley** also worked a baseball team a la the **Bill Monroe** program, calling the team the **Ozark Ramblers**. **Mort Cooper**, ex-Card hurler, managed and played with the team. **Steve Sholes**, Victor, reports he and **Bob Ross**, of Hill & Range, did sound effects for the forthcoming **June Carter** h. b. disking of "The Thing." **Fred Murphy**, of the **Blue River Boys**, reports they have cut for **Mutual Records**. The group, which has been at **WPAQ**, Mount Airy, N. C., for the past year, is moving to **WGAC**, Augusta, Ga.

Doyle Sams and the **Pine Valley Boys**, **WLET**, Toccoa, Ga., inked with **Mutual**. The **Beaver Valley Sweethearts**, **Donna** and **Coleen Wilson**, joined **WLS**, Chicago.

Helen and Toby Price, who toured all summer with **Tex** (Cattle Call) **Owens**, returned to **KGLC**, Miami, Okla., for the winter. The **King's Valley Kids** are new at the station. The **Prices** are doing a daily disk jockey show in addition to their live segs. **Jeannie West**, of the "Cowtown Jubilee," **Kansas City**, has moved to **KRES**, St. Joseph, Mo. **Pee Wee King** and **J. L. Frank**, his manager, are lining up some all-star one-nighters for the **Louisville Armory**. **Minnie Pearl Cannon**, of **WSM**, Nashville, is off the "Opry" for several weeks, convalescing from surgery. **Slim Bryant** and his **Wildcats**, **KDKA**, Pittsburgh, report they will have a TV show on **WDTV** when that station opens. The airer will be bankrolled by a local brewery.

Johnny Rion (King), who recently moved to **WIBV**, Bellville, Ill., has taken over **Hillbilly Park** on Highway 15 near **Mascoutah**, Ill. The spot was formerly owned by **Roy Shaeffer**. Park will be operated next summer with a name policy. **Smokey Smith** reports his bassman, **Roy Shaw**, was married in **Des Moines** to **Mary Cathcart**, non-pro. Smith is working at **KRNT**, **Des Moines**. **Norm Riley** is now managing **Hank Snow**. He is working out a nationwide promotion for **Hank's "Golden Rocket"** disking. **Jimie Skinner** returned to his Cincinnati retail record store after a Southern sweep with his manager, **Lou Epstein**, promoting his new Capitol sides. **Kenny Roberts** (Coral) will headline the first of a series of barn dances staged by **Bob Mason** and his **Western Swingbillies** of **WIMA**, Lima, O., November 25.

Rex Shea and his **Rhythm Rangers**, heard daily on **WXRA**, Kenmore, N. Y., cut their first sides for the **Frontier** label, the Buffalo diskery. **Tex Williams** (Capitol) is working with **Anna Mae Slaughter**, child warbler. **Cliffie Stone** (Capitol) is moving to a new home in the **Toluca Lake** area in the **San Fernando Valley**. **Ann Jones** (Capitol) is making a p. a. tour cross country, hoping to be home in California by Christmas.

DISK JOCKEY DOINGS:

Bob O'Donnell has replaced **Lee Raines** as h. b. spinner at **WKEU**, Griffin, Ga. **Ted Jones**, **KNUZ**, Houston, reports good response to a new daily gospel seg. **Don Larkin**, **WAAT**, Newark, N. J., reports that **Wilf Carter** (Montana Slim) has inked with **WNOX**, Knoxville, to do a series of shows. **Lowell Christensen**, **WRFW**, Eau Claire, Wis., reports terrific response to a sleeper disk, "Mockin' Bird Hill," by the **Pine-Toppers** (Coral). **Boyd Whitney** reports that he is promoting weekly guest appearances by big names in the rustic field via his shows over **KTRM**, **Beaumont**, Tex.

Robbie, **KWRE**, Washington, Mo., reports that he has organized an eight-piece ork, which is playing one-nighters thru the territory. **Earl Riley**, **KXA**, Seattle, is doing a new one-hour show nightly from his home. **Becky Barfield** (Mrs. Cameron Hill) presented her hubby with a daughter September 30. **George Sanders** (he's the **KFVD**, rustic d. j.) became parents of a son October 13.


Richard Tuck, formerly at **KLRA**, Little Rock, is now at **KWKH**, Shreveport, La., handling the early-morning country d. j. seg. **Budd Hobbs** (MGM) has switched from **KCRA**, Sacramento, to **KXOA** in the same town. **Wally** (Longhorn Joe) **Elliott** has taken his spot at **KCRA**, moving from **KXOA**.

Cuz'n Larry Lane, **WHBO**, Tampa, became the father of a daughter, **Rita Karen**, October 24. **Sheldon Horton** is now doing a 45-minute daily platter show at **WJSW**, Altoona, Pa. **Paul Clayton**, formerly at **WCHV**, Charlottesville, Va., is now in England doing folk music shows over the **British Broadcasting Company**.

Ken Kribbs, **WROL**, Knoxville, reports that he is pushing a **Red Kirk** fan club in his area by giving away free pics and records to winners on a **Red Kirk** part of his show. **Hillbilly Mack**, **KTYL**, Mesa, Ariz., reports that **Frankie Starr** has gone with **4 Star**. **Tex Justus**, **WIKY**, Evansville, Ind., is now doing a one-hour d. j. shot from a local clothing store. **Frank Porter**, **WXGI**, Richmond, Va., wants traveling name talent to contact him for dates on the **Atlantic Barn Dance** held weekly there. **PeeWee King**, **WAVE**, Louisville, reports that his weekly TV show is now bankrolled by a drug concern. **Lee Stewart**, **WHAT**, Philadelphia, is starting a club of ex-Texans living in his area.

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THE BILLBOARD

Music Popularity Charts

**• Best Selling Retail
Rhythm & Blues Records**

... based on reports received November 15, 16 and 17

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

POSITION	Weeks Last This	to date Week Week	ARTIST	TUNES	COMMENT
5	2	1.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
8	1	2.	ANYTIME, ANYPLACE, ANY- WHERE	J. Morris	Atlantic 914
5	8	3.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919
14	3	4.	BLUE SHADOWS	L. Fulson	Swingtime 226
2	—	5.	BAD, BAD, WHISKEY	A. Milburn	Aladdin 3068
3	—	6.	MILLION DOLLAR SECRET	H. Humes	Modern 779
16	5	7.	BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114—BMI
10	4	8.	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306—BMI
3	7	8.	WEDDING BOOGIE	M. Walker-Little Esther-J. Otis	Savoy 764—BMI
1	—	8.	OH, BABE	L. Darnell	Regal (78)3298—ASCAP

**• Most-Played Juke Box
Rhythm & Blues Records**

... based on reports received November 15, 16 and 17

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

POSITION	Weeks Last This	to date Week Week	ARTIST	TUNES	COMMENT
8	3	1.	ANYTIME, ANYPLACE, ANY- WHERE	J. Morris	Atlantic 914
5	2	2.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
16	1	3.	BLUE SHADOWS	L. Fulson	Swingtime 226
1	—	4.	TEARDROPS FROM MY EYES	R. Brown	Atlantic 919
2	5	5.	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
2	9	5.	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237—BMI
1	—	7.	STREET WALKING DADDY	M. Day	Dot 1010
1	—	8.	YOU GOTTA LOVE ME BABY, TOO	Ray-O-Vacs	Dec 48162
5	6	9.	EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Dec(78)27176; (45)9-27176
14	4	10.	BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec(78)27114; (45)9-27114—BMI
1	—	10.	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068

• Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISC Jockey	RETAILER	CRITIC
THE RAVENS Don't Look Now COLUMBIA 39050—Group departs from its usual blues style as they tackle a pop novelty in a pop style, with light bop combo in back. Not what their fans expect from them.		66--66--65--67			
Time Takes Care of Everything Boys get back in the old r & b groove with a slow, sinuous, torch treatment of a strong bluesy ballad.		81--81--81--81			
WINI BROWN This Is the Last Time COLUMBIA 39041—Thrush Brown treats this Russ Morgan ballad to a rhythmic go which doesn't stack up as more than a minor r & b entry.		66--68--64--66			
A Good Man Is Hard To Find The wonderful old Eddie Green comedy piece is done rather unspectacularly by Miss Brown. Could pick up some coin on the strength of the material nevertheless.		68--68--67--69			
ARNETT COBB ORK Smooth Sailing COLUMBIA 39040—Cobb returns to wax with a smartly executed small crew instrumental built around a modern group of strains set in a preachin' blues formula. Lacks bottom.		68--69--68--67			
Your Wonderful Love Cobb noodles out a pretty theme in this tenor solo. Doesn't stack up as much of consequence.		67--70--65--65			
PIANO RED Rockin' With Red VICTOR 22-9099—Red's a brother of the legendary Speckled Red, and he lives up to the family tradition with a powerful, crude boogie woogie piano and shout vocal. Should be a hot item in the South.		82--82--80--84			
Red's Boogie Another hard hitting, slapdash boogie, this one strictly instrumental, done by Red's piano and a pounding rhythm section.		75--75--74--76			

RHYTHM & BLUES NOTES

Tommy Gaither, guitarist and one of the voices with the Orioles' group, was killed and two members of the unit were injured in an automobile crash outside of Baltimore Sunday (5). Johnny Reed and George Nelson, who were in the car with Gaither, sustained head and body injuries and were rushed to Baltimore City Hospital for treatment. The remaining two members of the group, Sonny Til and Alex Sharp, made the trip in another car. . . . Sarah Vaughan will work a two-week date at the Celebrity Club in Miami Beach, beginning December 15, for her first Southern engagement since her band singing days. Veteran blues shouter and composer Ollie Shepard was signed to a term recording contract by Columbia Records in another step to hypo that diskery's rhythm and blues department. . . . Keyboard specialist Erroll Garner is scheduled to do a Carnegie Hall concert on December 3. . . . The Deep River Boys, a veteran singing group which has clicked particularly strong in England, signed a management pact with the William Morris Agency. . . . Tiny Davis, who has sliced sides for the Decca label, took off last week for a tour of Central America and the British West Indies. She will make the sweep with her all-girl sextet and will follow the itinerary for these territories set

up on Cab Calloway's precedental tour there last year. Bill Cook, WAAT, Newark, rhythm and blues whirler, has recorded a pair of sides for the Regal label. Both ditties, "A Letter To Santa" and "Christmas in Heaven," were penned by Cook. Proceeds from the sale of the record will go to several charities lead by the Cerebral Palsy League. . . . Count Basie was in town recently to record an album of standards for Columbia, his first package under his recent deal with the label. He recorded with his sextet which currently includes tenorist Wardell Gray. While in town, Basie hired a thrush, Marion Cox, to work with his group. The canary formerly was with the Duke Ellington ork. Wilbur Brassfield, for five years road manager with Louis Jordan, has joined the staff of Ben Waller Enterprises, the Coast management office. . . . Apollo Records has signed a pair of spiritual groups to waxing pacts—the Rhythm Kings and the Gay Sisters. . . . Bull Moose Jackson's crew moving out of the West into the Arizona and Texas territories en route to another Southern tour. Sarah Vaughan, just closed at the Club Harlem, has been signed to make four appearances at the local nitery in 1951—the only nitery dates she will play in this town.



"Gate" Opens The Gate Again with

"Win With Me Baby"—Peacock
"She Walk Right In"—#1561

"Gatemouth" Brown's Greatest also

Gatemouth Brown

Carl Campbell—"Early Morning Blues" Peacock #1538
"Traveling On"

The Five Blind Boys
ORIGINAL JACKSON HARMONEERS
"Our Father" Peacock #1550
"Move In The Room With The Lord"

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CHARLES BROWN . . . "TEXAS BLUES" AL 3071
FLOYD DIXON . . . "TELEPHONE BLUES" AL 3075
LIGHTNIN' HOPKINS "SHOTGUN BLUES" AL 3063

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THE BILLBOARD Music Popularity Charts

Album and LP Reviews

The large boldface number in each review is on the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

The Categories:

Production Idea (grouping of selection continuity), 15 points; "Name Value," 15; Caliber of Material, 15; Manufacturers' Distribution Power, 10; Exploitation Aids (record company and other advertising promotion, film, legit and other plugs), 10; Interpretation, 15; Record Quality, 5; Manufacturers' Production Efficiency, 5; Packaging (art work, binding, wrapping), 10

POPULAR

84 SONGS OF FAITH—Jo Stafford-Paul Weston Ork (1-10")
Capitol (33) H-9014
Battle Hymn of the Republic; Rock of Ages; Abide With Me; Nearer My God to Thee; Lead Kindly Light; In the Garden; He Leadeth Me; The Old Rugged Cross.
This one's likely to prove one of the big pop-religious packages on all three speeds. Jo, known to religious buyers thru her smash "Whispering Hope," and to the family trade thru her "Folk Songs" album, once more demonstrates the pure, simple choir-girl quality—with wonderfully suited material.
JUKES Not suitable
JOCKS Should be a big request item.

82 MERRY CHRISTMAS WITH GENE AUTRY (1-10")
Columbia (33) CL-6137
Frosty the Snow Man; When Santa Claus Gets Your Letter; He's a Chubby Little Fellow; An Old-Fashioned Tree; Rudolph the Red-Nosed Reindeer; Santa, Santa, Santa; If It Doesn't Snow on Christmas; Here Comes Santa Claus.
With three definite hits included, and with the magic of Autry's name, this one should find its way into thousands of stockings Christmas Eve. Santa Claus and the nation's disk dealers reportedly are ordering heavily.
JUKES LP not suitable
JOCKS Ready-made Autry program for seasonal spins only.

70 CONTRASTING MUSIC, VOL. I—Jimmy Dorsey Ork (1-10")
Coral (33) CRL-56004
Fingerbustin; Flight of the Bumble Bee; Swamp Fire; Ringarole; Cherokee; A Man and His Drum; King Porter Stomp; the Champ.
An all-instrumental package, gleaned from the saxophonist-clarinetist-maestro's Decca diskings of the late '30s and very early '40s. Offerings are either jump tunes or technical tours-de-force, tho, with hardly an exception, they're okay for dancing. The arrangements, all by Tooti Camarata, sound perfectly acceptable by modern standards. Among the now-name instrumentalists featured are Bobby Byrne, Freddy Slack, Shorty Cherock, and Ray McKinley.
JUKES LP not suitable
JOCKS Useful "swing" material here.

75 CHRISTMAS CAROLS BY THE MITCHELL BOYCHOIR—Mitchell Boychoir, Bob Mitchell, conductor (3-7")
Victor (45) WP-298
O Come, All Ye Faithful; It Came Upon a Midnight Clear; Oh Little Town of Bethlehem; Silent Night; Joy to the World; The First Noel; Angels We Have Heard on High; Hark! the Herald Angels Sing; Good King Wenceslas; Wassail Song; Jingle Bells; Deck the Halls With Boughs of Holly.
The small group of youngsters sing with sweet simplicity that lends a special charm to the time-honored carols. No high-powered offering here but perhaps a welcome relief from the usual choral slickness.
JUKES LP not suitable
JOCKS Useful for holiday spinning.

89 CHRISTMAS CAROLS—Hour of Charm All-Girl Ork and Choir-Phil Spitalny, director (3-7")
Victor (45) WP-300
Silent Night; The First Noel; Adeste Fideles; Joy to the World; Carol of the Bells; 'Twas the Night Before Christmas; Hark! the Herald Angels Sing; Oh Little Town of Bethlehem; God Rest Ye Merry Gentlemen.
The highly successful Christmas collection issued independently by Spitalny a couple years ago went to Victor when the maestro signed with that diskery recently. Add Victor's distributing power and the new market among 45 r.p.m. converts—and this one should be bigger than ever this season.
JUKES LP not suitable
JOCKS Merits plenty seasonal play.

68 PIANO MOODS—RALPH SUTTON (1-10")
Columbia (33) CL-6140
Ain't Misbehavin'; Oriental Tones; Jitterbug Waltz; Tia Juana; I Used to Love You; Muskrat Ramble; Deep Henderson; Keep Your Temper.
Followers of the doings at jazz saloons like Nick's and Condon's are well sold that young Ralph Sutton is one of the most dynamic, expressive young BB'ers around. This Columbia dishing may serve to introduce him to much larger audiences. He plays somewhat in the Fats Waller tradition, with a driving beat, exuberance, and irrepressible spirits. Choice of tunes here is Sutton's own, and indicate where his heart lies—they're faves with the jazz musicians and cognoscenti. This platter has only to be heard to be bought.
JUKES LP not suitable
JOCKS Can fit into all kinds of programs—pop, jazz, r and b, what have you.

77 PIANO MOODS—ERROLL GARNER (1-10")
Columbia (33) CL-6139
When Johnny Comes Marching Home; My Heart Stood Still; Long Ago; Poor Butterfly; Spring Is Here; When You're Smiling; It Could Happen To You; I Don't Know Why.
One of a series aimed to cover the gamut of contemporary pop keyboard styles and players, this should be one of the leading packages in the group. Garner certainly is one of the extreme stylists of the day and his recordings, of which there are an abundant number pouring out regularly, have found an acceptance both in jazz and cocktail keyboard quarters. This collection of his workings with eight familiar pieces in two un-interrupted 15-minute sets is by all odds the finest technical recording ever accorded the guy's efforts.
JUKES LP not suitable
JOCKS Topnotch piano fare for those who can spare the 15-minute seg one side would take.

64 TESCH, CHICAGO STYLE CLARINETIST Frank Teschemacher (1-10")
Brunswick (33) BL-58017
I've Found a New Baby; There'll Be Some Changes Made; Baby, Won't You Please Come Home; Trying to Stop My Crying; Copenhagen; Prince of Wails; Wailin' Blues; Barrel House Stomp.
Tesch, an unorthodox clarinetist with a shrill tone and an exciting attack who died in 1932 at the age of 27, has become a jazz legend. He is presented here with various Chicago jazz combos of two decades ago—each side is a prime collectors item. Best for all around jazz are the two Chicago Rhythm Kings sides, a Red McKenzie group with men like Spanier, Condon, Sullivan, Krupa. There are four Wingy Manone sides, and two by Elmer Schoebel's ork. Except for Tesch, these are rather ordinary, but in the Chicago idiom. A sure-fire collector's LP, all told.
JUKES Not suitable
JOCKS For "moldy" segs only.

61 BOOGIE WOOGIE PIANO—Pioneer Blues Pianists (1-10")
Brunswick (33) BL-58018
Detroit Rocks; Indiana Avenue Stomp; The Dirty Dozen Nos. 1 and 2; Head Rag Hop; Wilkins Street Stomp; Cow Cow Blues; State Street Jive. The names of Montana Taylor, Speckled Red, Romeo Nelson and Cow Cow Davenport, whose classic boogie woogie records are reissued here, are almost legendary among collectors, and these platters have been even more eagerly sought after and prized than those of Meade Lux Lewis or Albert Ammons who have acquired a measure of popular renown. Several early boogie styles are represented here, along with the typical talking accompaniment that was as much a part of the idiom as the eight-beat bass. Disk is a fine collector's bet.
JUKES Not suitable
JOCKS Both jazz and r and b spinners can use.

76 VIOLIN FAVORITES—Nathan Milstein-RCA Victor Ork-Arthur Fiedler, Cond. (3-7")
Victor (45) WDM-1404
Schubert: Serenade, Ave Maria; Faure: Apres Un Reve; Poldini: Poupee Valsante; Foster: Old Folks at Home; Mendelssohn: On Wings of Song.
Like Victor's recently released Jan Peerce's "Love Songs" set, this group of light classics is aimed particularly at the middle-brows who make up the large percentage of 45 r.p.m. buyers. Milstein, one of the finest legit fiddlers extant, interprets them with great purity of tone and style. All sides were arranged by Leroy Anderson, of "Sleigh Ride" fame. Recording sound is tops.
JUKES LP not suitable
JOCKS Can be used widely in standard, longhair and dinner music segs.

67 WORDS FROM HEAVEN—Riley Shepard-The Country Choir (1-10")
London (33) LPB-272
Through the Valley of the Shadows; Words From Heaven; I Can't Feel At Home; Put Your Faith in the Lord; They Didn't Believe It Was True; Keep Walking; Sunday Prayer; I've Got a Speakin' Acquaintance With the Lord.
Shepard returns to wax with a collection of country styled religious pieces, some recitations from the Old and New Testaments and other sacred songs in the country style. He does an effective turn both as a singer and as a narrator. His support is furnished by a large choir and organ. These sides will probably find a stronger market in 78 r. p. m. single-disk form than in this LP package.
JUKES LP not suitable
JOCKS Religious and country segs could make use of these items.

88 HOWDY DODDY'S LAUGHING CIRCUS—Bob Smith-Norman Leyden Ork (2-10")
Victor Y-414
With the magic of the 'Howdy Duddy' name to carry it, this one doesn't have to be good—but it's not bad. The circus theme is also sure-fire, and the laughing gimmick provides the peg on which to hang all kinds of funny noises. Production is slick and vivacious. A raucously tuneful package for moppets of the comic book age. Should be a tremendous Christmas item.
JUKES LP not suitable
JOCKS Top fare for moppets.

69 GOOD TIME PIANO—Frankie Froba and His Boys (1-10")
Decca (33) DL-5260
Whispering; You're in Love With Everyone; Who's Sorry Now; Mistakes; I'm Sorry I Made You Cry; The Curse of an Arching Heart; I'll See You in My Dreams; Limehouse Blues.
Froba has a way with a backroom piano, and here the way is embellished with a properly honky orga and rhythm backing. The tunes selected here are ideal for the nostalgia department. Should grab a steady if not sensational market among the see-what-the-boys-in-the-back-room-will-have generation.
JUKES LP not suitable
JOCKS Can be programed effectively.

WHAT THEY SAY . . .
about The Billboard in its New Format
SEE PAGES 52 AND 53 IN THIS ISSUE

BEST SELLERS

POPULAR

★ **JOHNNY LONG**
15068 LOVER, COME BACK TO ME
DON'T WHISTLE TILL YOU SEE THE BLUE OF HER EYES

★ **PEE WEE ERWIN**
15073 MUSIC—SOUTHERN STYLE ECCENTRIC
15074 MASHUGA OVER YOU SHAKE IT AND BREAK IT

★ **BETTIE CLOONEY**
15072 STRANGERS WHEN YOU LOVE (YOU SHOULD LOVE FROM THE HEART)

★ **BOB VINCENT**
15066 ALTOONA I ONLY WANT YOU TO LOVE ME

FOLK-WESTERN

★ **MOON MULLICAN**
894 NINE-TENTHS OF THE TENNESSEE RIVER
WELL, OH, WELL
830 I'LL SAIL MY SHIP ALONE MOON'S TUNE

★ **WAYNE RANEY**
914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOGIE

★ **CLYDE MOODY**
909 REMEMBER ME (I'M THE ONE WHO LOVES YOU)? I'VE ONLY MYSELF TO BLAME

★ **RED PERKINS**
903 BIG BLUE DIAMONDS RAG MAN BOOGIE

★ **COWBOY COPAS**
895 MY HULA BABY SIGNED, SEALED, THEN FORTOTTEN

★ **REDD STEWART**
907 WORRIED (CAUSE I'M LOSING YOU) TAKE BACK YOUR PAPER HEART

SEPIA-BLUES

★ **WYNONIE HARRIS & LUCKY MILLINDER**
4418 OH BABE!
SILENT GEORGE
4419 TEARDROPS FROM MY EYES PLEASE OPEN YOUR HEART

★ **LONNIE JOHNSON**
4411 I'M SO CRAZY FOR LOVE NOTHIN' CLICKIN' CHICKEN

★ **IVORY JOE HUNTER**
4405 LYING WOMAN TOO LATE

★ **WYNONIE HARRIS**
4402 I WANT TO LOVE YOU, BABY MR. BLUES IS COMING TO TOWN

★ **SONNY THOMPSON**
4399 BLUES FOR THE NIGHT-OWLS HARLEM RUG CUTTERS

★ **SPIRIT OF MEMPHIS QUARTET**
4340 DAYS PASSED AND GONE BLESSED ARE THE DEAD

★ **JOE THOMAS**
4401 HARLEM HOP SOOEY SOOEY BABY

★ **TINY BRADSHAW**
4397 I'M GOING TO HAVE MYSELF A BALL BUTTERFLY
4357 WELL, OH, WELL I HATE YOU

DE-LUXE

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

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) over-all; (2) as to their 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.

The Categories Following are the maximum points that may be earned by a record in each 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	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
PERRY COMO-THE FONTANE SISTERS (Mitchell Ayres Ork)	You're Just In Love VICTOR 20-3945—The "Simple Melody" of the "Call Me Madam" score is done up brown by Como and the Fontanes. Should be a big dinking.	90--90--90--90			
	It's a Lovely Day Today The reprise song from the show is done fluffily and happily. It's a catchy ditty and if it goes, this dinking is bound to be a leader.	85--85--85--85			
BUDDY MORROW ORK (Tommy Mercer)	I Can't Give You Anything But Love VICTOR 20-3947—A swing arrangement of the oldie in the T. D. "Marie" style spotting a gimmick use of an ensemble shout of the alphabet. Spinners should note and could draw juke coin in collegiate quarters.	78--80--75--80			
	Our Song of Love Straightforward, melodic temp reading of Grieg's "Ich Liebe Dich" spots the rich-toned tramping of Morrow. Pleasant instrumental deal.	72--75--69--72			
ARTIE SHAW ORK (Gwenn Davies)	White Christmas DECCA 27243—Bounce treatment of the annual chestnut doesn't stack up as much of a contender for seasonal loot.	62--62--62--62			
	Jingle Bells Fine rhythm conception of the seasonal anthem should please the collegiate element. One of Shaw's best efforts on Decca.	76--77--75--76			
JACK PLEIS	I'll Always Be In Love With You LONDON 853—Moody piano solo (by Pleis) treatment of this lovely oldie should please whirlers and could pick up coin in cocktail circles.	70--73--68--70			
	Caravan An exhilarating rundown of the Ellington opus spots flashy Pleis 88-ing and a frothy organ in support. Good juke fare.	77--77--74--80			
RUSS CASE ORK (Jack Carroll-Cece Blake)	You're Just In Love MGM 10845—Tasty, unpretentious coverage of this "Call Me Madam" show stopper. If tune catches, dinking should pick up a share.	75--78--74--74			
	The Best Thing for You Pleasant reading of the "Madam" ballad spots clean singing by Cece Blake. Competition is rough on this song.	68--69--67--68			

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR

ANITA O'DAY-THE ALL-STARS	Tennessee Waltz LONDON 867—Anita returns to wax with a feelingful coverage of the fast-breaking Patti Page conversion of the hit country waltz. Speedy distrib action could sell plenty of these.	82--85--80--80			
	Yea Boo A light double-entendre novelty which could pick up juke and spinner plays. Done neatly by Anita, who appears to be back in fine fettle.	76--78--73--78			
MILLS BROTHERS	Funny Feelin' DECCA 27267—The Mills' two-tempo styling makes for an enticing slice of a ditty which is strongly reminiscent of "Paper Doll," one of the group's big ones. Could score.	82--83--81--82			
	I Don't Mind Being All Alone The veteran group's warm glow and polished delivery enhances a fine mood waxing of this revival, stoked by an Ames Bros. slicing.	81--82--80--82			
PAGE CAVANAUGH TRIO	Doncha Go 'Way Mad DISCOVERY 527—This clever rhythm item is sold handsomely by the Cavanaugh trio. It's a neat reading of an item which missed fired just a few months ago.	69--70--69--69			
	Except for Lovin' You Clever cornball is treated as a hillbilly satire yet has enough of the corn element retained to make it a contender for "sleeper" potential.	84--85--84--84			
TED MARTIN ORK	You Ought To Hang Your Heart in Shame REGAL 1205—One of those bouncy, Dixie-flavored taproom treatments of a simple, hillbilly type rhythm novelty. Sprightly warbling and orking should earn some juke action here.	75--72--75--78			
	Don't Say You Care Medium-tempo ballad in a kind of Francis Craig format. Not up to flip.	66--64--66--68			
THE MARLIN SISTERS-DON MILES	The Girl I Left Behind LONDON 851—Predominantly vocal version of the Yankovic-type waltz should do considerable business in Pittsburgh and points west.	73--70--72--78			
	Mockin' Bird Hill Second waltz side of a fine double-duty disk has rural, as well as international-pop appeal in its picturesque lyric.	73--72--73--75			
JOHNNY LONG ORK	I Don't Care KING 15081—Neat Long dance dinking spots the individual gang vocal style he's identified with. Pleasant, tho unspectacular.	74--77--72--72			
	Once You Find Your Guy A lovely Kay Swift ballad is done up in somewhat stilted style by the Long band and thrush Katti Kearns. Good for dancers tho.	62--62--62--62			
ERSKINE HAWKINS ORK	Down Beat CORAL 60323—A big band riffer with a catchy bounce theme is executed with spirit by the Hawkins crew. Could pick up r & b action in city spots.	73--75--71--73			
	So Long, Goodbye Blues A slow blues effort is good for dancers and is highlighted by a gusty bary sax bit. City r & b spots most likely bets.	66--67--65--65			

(Continued on page 34)

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45-108* THE MAD HATTERS Singing with STAN ELLISON Orchestra
- 78-104 "MAD, MAD, MAD!" b/w "IT'S MUCH TOO LATE" •
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45-117* SMOKEY & THE RHYTHM RIDERS Playing and Singing
- 78-145 "HOME ON THE RANGE" b/w "UTAH TRAIL" •
45-145* OZIE WATERS Singing with the Colorado Rangers
- 78-114 "AIN'T GONNA LIVE SO LONG" b/w "GONNA MAKE YOU
LOVE ME"
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- 45-147 "I'M THROWING RICE" b/w "CARELESS HANDS" •
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THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 32

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
RUSS CASE ORK (Jack Carroll)	Marrying for Love MGM 10833—Carroll warbles this fine "Call Me Madam" ballad with warmth as Case makes a tasty effort of it. Solid coverage against big name competition.	71--72--70--72
	It's a Lovely Day Today (Bonnie Lake-Jack Carroll) The big reprise bounce ditty from "Madam" has a pert infectious quality which is sold neatly on this airy dinking.	71--72--70--72
PHIL SPITALNY HOUR OF CHARM ORK	Ill See You In Church On Sunday Mornin' VICTOR 20-3966—The girl choir has a pleasing, fresh sound on a pretty number of doubtful commercial potential outside the regular Spitalny fan clique.	71--72--72--70
	It May Be On Sunday Tune hasn't lived up to its early promise despite several strong diskings. Again, this should do okay with Phil's fans.	73--75--73--72
GORDON MACRAE (Frank DeVol Ork)	I Am Loved CAPITOL 1289—Cole Porter's beguine from his "Out of This World" score is treated richly by MacRae with a fine DeVol orking for support.	80--82--80--78
	Use Your Imagination MacRae, opening up his legitimate bary pipes, makes a handsome virtuosic try with this fine ballad from the Porter score but consequently fails to sell the tune's basic simple, retentive qualities.	80--80--80--80
JAN GARBER ORK (Roy Cordell)	Humpty Dumpty Heart CAPITOL 1292—Garber turns in a neat bounce dinking of this hit country ditty with Cordell and trio handling the lyric neatly. Good for the terp-minded.	74--74--73--75
	I've Been Waitin' Too Long Catching little bounce ditty is done brightly by Garber's crew in a tasty terp production featuring ensemble vocal.	73--75--70--75
LARRY GREEN ORK	I Don't Mind Being All Alone VICTOR 20-3957—Neat dance slicing of this revived ballad is warbled by male trio trying for the Ames Bros. sound.	73--73--72--74
	I'm in the Middle of a Riddle (Bobby Doyle) Another pleasant coverage dinking of this liting waltz spots large globs of Green keyboard with Doyle and trio tackling the lyric.	69--69--69--69
BENNY GOODMAN SEXTET	Walkin' With the Blues COLUMBIA 39045—Benny returns to wax with a sharp sextet and a tasty instrumental turn on the country item. But Jimmy Ricky's wobbly bass vocalizing is miscast and hurts the unity of the dinking.	76--79--75--75
	Oh, Babe Again Ricky's warbling misses fire in this otherwise engaging sextet slice of the high-stepping shake-'em-break-'em novelty.	77--80--77--75

ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
TOMMY DORSEY ORK	Indian Love Call DECCA 27266—T. D.'s distinctive tramping and a tasteful dance orking add up to one of the maestro's best catalog efforts in some time. Should sell long and steady.	83--85--83--82
	My Moonlight Madonna Another lovely evergreen draws top drawer T. D. tram and dance treatment and rounds out an entirely fine coupling for terpers, young and otherwise.	81--83--80--80
TONY FONTAINE	And You'll Be Home MERCURY 5536—A newcomer of decided promise shows off a warm, schmaltzy tenor style not unlike Tony Martin's as he makes a neat spin of this lovely "Mr. Music" ballad. Spinners should pick up on this lad.	77--82--75--75
	The Stranger in the City This artistic allegory makes a fine showcase for Fontaine's pipes. This guy sounds like a comer.	74--80--72--70
FRANK SINATRA (Axel Stordahl Ork)	Nevertheless COLUMBIA 39044—Frank delivers a feelingful warble of this hit revival which should pick up some of the late action. Billy Butterfield contributes some tasty trumpet licks.	81--84--80--78
	I Guess I'll Have To Dream the Rest Frank lawes a fling at attempting to revive a pretty oldie which he did on a hit T. D. waxing nearly ten years ago. Comes off a pleasant mood dinking which could pick up play.	82--84--81--81
LEROY ANDERSON "POPS" CONCERT ORK	Promenade DECCA 16000—One of Anderson's bright originals has somewhat of a Ray Scott impish quality. Brilliant recording and catchy tune should attract attention for this side.	80--82--80--78
	Sleigh Ride Anderson's hit seasonal picture is treated with enthusiasm and spirit and is recorded wonderfully well. Should be one of the winners on the song this year.	86--87--86--85
FRAN WARREN (Hugo Winterhalter's Ork)	I'll Know VICTOR 20-3956—This rich ballad from "Guys and Dolls" is treated sympathetically by Fran with a lush assist from Winterhalter. The thrush has rarely been heard to such advantage on wax. If song catches, this will be a leader.	84--85--84--83
	Stranger in the City This lovely Louis Alter allegory is sung well by the thrush but the song appears to be destined to miss the general market.	74--80--72--70
KAY BROWN	Oh, Babe MERCURY 5538—This teen-age cross between Kay Starr and Teresa Brewer tackles this moving good rocker spiritedly. Tempo's bit too fast tho it's a neat coverage.	71--74--69--71
	Baby Me This oldie, with an Eilleen Barton dinking trying for the revival, is done up brightly by the young thrush with a razzamatuzz backdrop. Could score juke action.	78--80--75--78

(Continued on page 114)

Reap the Profits from..
Glen Thompson's
First Release on ATHENIAN #001
"LOVERS' LANE"
 backed by
"TROUBLES KEEP HANGING AROUND MY DOOR"
 Order direct from
ATHENIAN RECORDS
 Athens, Tennessee
 Distributors' territory open

WHAT THEY SAY...
 about The Billboard in its New Format
 SEE PAGES 52 AND 53 IN THIS ISSUE

Watch for the Sexy Recording of "COOL, COOL BABY"
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The Winner's...
TENNESSEE WALTZ

3 Queens and a Pair of Kings...
FONTANE SISTERS 20-3979
PEE WEE KING 21-0407 and WAYNE KING 20-3434
TIPS ... Homer and Jethro's "DISK JOCKEY NIGHTMARE" 21-0404
RCA VICTOR Records



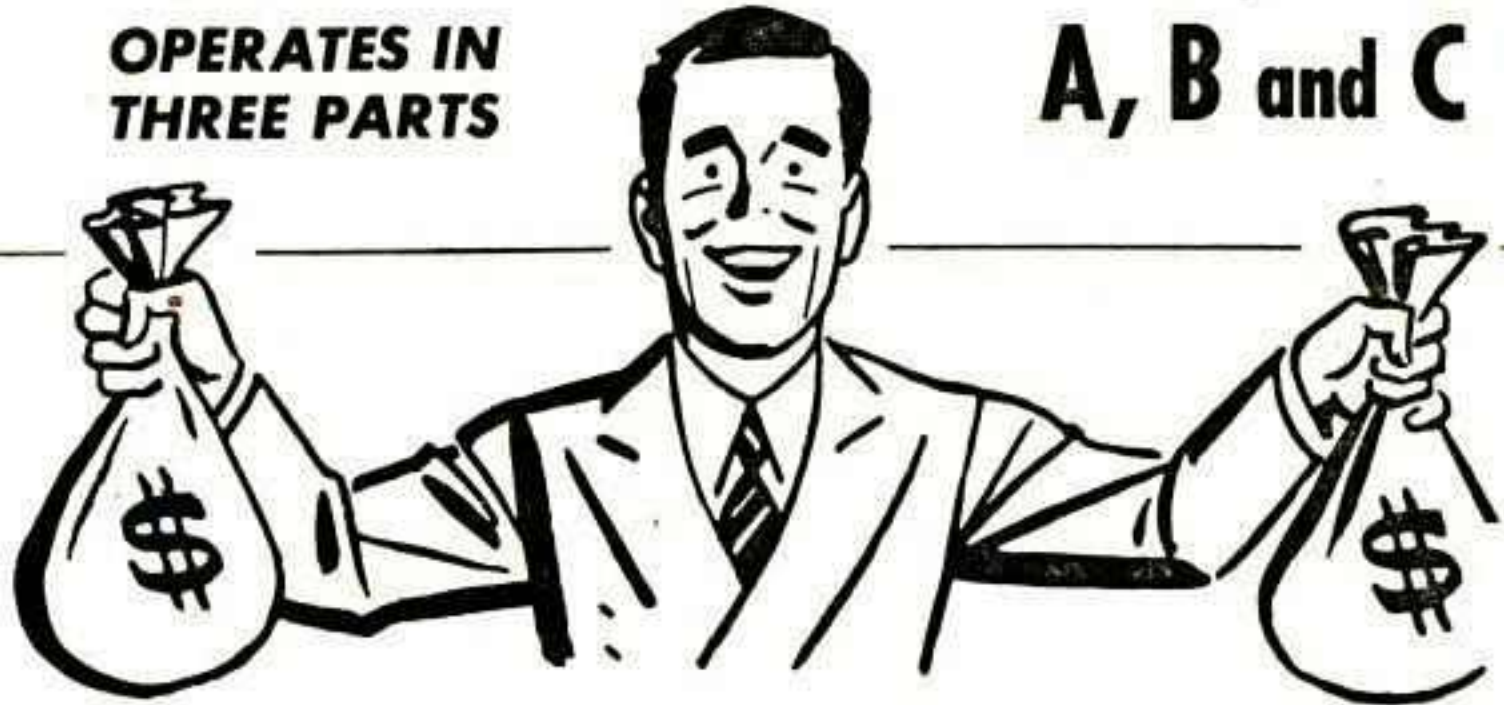
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THREE PARTS

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2. Dealer sells LP's for.....	\$166.66	\$416.66	\$833.33
3. Dealer receives FREE	\$10.00	\$37.50	\$100.00
4. Dealer sells FREE LP'S.....	16.67	62.50	166.67
5. Dealer sells to consumer.....	\$183.33	479.16	1000.00
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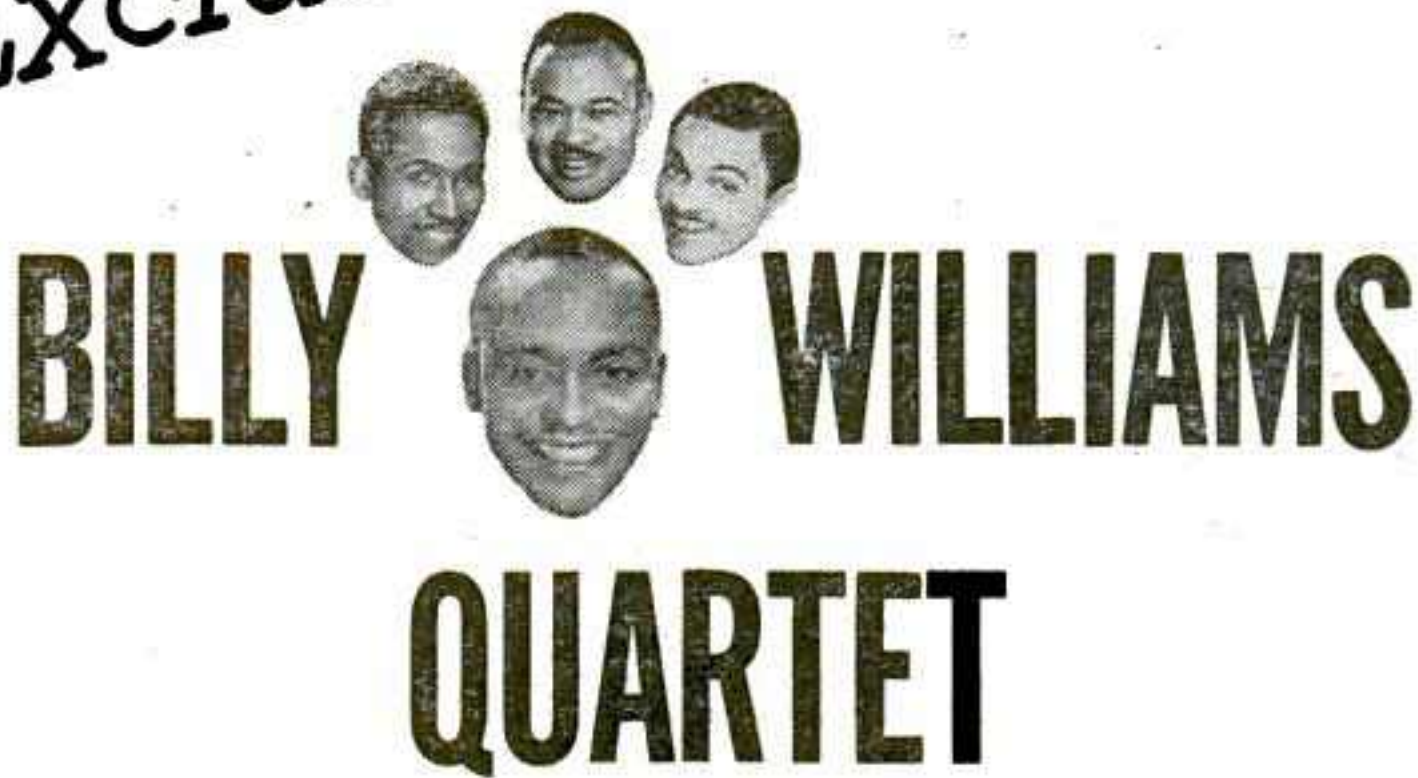
and his Orchestra

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THE ROOM I'M SLEEPING IN MUSIC BY THE ANGELS

MGM Non-Breakable 10857

M-G-M Best Sellers

BILLY ECKSTINE	I'm So Crazy For Love • I Guess I'll Have To Dream The Rest	MGM 10856*
ART MOONEY	To Think You've Chosen Me! • I'll Never Be Free	MGM 10839*
JOHNNY DESMOND	A Bushel And A Peck • So Long Sally	MGM 10800*
BLUE BARRON	You Are The Ideal Of My Dreams • That's The Way It Goes With Love	MGM 10820*
TED STRAETER	It May Be On Sunday • Why Fight The Feeling	MGM 10821
TOMMY TUCKER	Tennessee Waltz • The Thing	MGM 10864*
FRANK PETTY TRIO	Goofus • Cheeky—Cheeky Hoopla	MGM 10849*
GEORGE SHEARING	When Your Lover Has Gone • Carnegie Horizons	MGM 10763*
IVORY JOE HUNTER	It's A Sin • Don't You Believe Her	MGM 10818
HANK WILLIAMS	Moanin' The Blues • Nobody's Lonesome For Me	MGM 10832*



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

THE BILLBOARD Music
Popularity Charts

The Billboard Picks

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

MY HEART CRIES FOR YOU..... Guy Mitchell..... Columbia 39067
Mitchell turns in a warm, ingratiating warble of this lilting waltz ditty. Mitch Miller's ork-chorus backing achieves a rich sound which adds the winning touch.

IT IS NO SECRET..... Bill Kenny and Song Spinners..... Decca 27326
This simple, retentive bit of religio could be the follow-up to "Our Lady of Fatima." Kenny, the lead voice of the Ink Spots, turns a most effective reading of the country-bred opus.

TENNESSEE WALTZ
GET OUT THOSE OLD RECORDS..... Guy Lombardo..... Decca 27336
Lombardo, riding thru his best wax year ever, has a potent double-decker in this superb and tasty coverage of "Tennessee" and a delightful "Simple Melody"-type novelty original which is artfully delivered by Kenny Gardner and his brother-in-law, Carmen Lombardo, who makes his first wax appearance in several years.

NOBODY'S CHASING ME..... Dinah Shore..... Victor 20-3978
Doris Day..... Columbia 39055
Evelyn Knight..... Decca 27281
Breezy Cole Porter novelty from his "Out of This World" score has a lilt and infectious quality which could catch via any of these platters—take your pick.

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

- OH, BABE..... Benny Goodman Sextet..... Columbia 39045
- YOU'RE JUST IN LOVE..... Perry Como-Fontane Sisters..... Victor 20-3945
- YEA BOO..... Anita O'Day..... London 867
- JOHANNESBURG..... Tony Martin..... Victor 20-3941
- MOMMY WON'T YOU BUY ME A BABY BROTHER?..... Spike Jones..... Victor 20-3934
- OH, BABE..... Ames Brothers..... Coral 60327
- I'M SO CRAZY FOR LOVE..... Billy Eckstine..... MGM 10856
- I'M GONNA LIVE TILL I DIE..... Frankie Laine..... Mercury 5544
- SMILE, SMILE, SMILE..... Mitch Miller..... Columbia 39053
- TENNESSEE WALTZ..... Jo Stafford..... Columbia 39065

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

- A CROSBY CHRISTMAS..... Gary, Dennis, Lindsey, Philip and Bing Crosby..... Decca 27249
- YOU'RE JUST IN LOVE..... Perry Como..... Victor 20-3945
- AUTUMN LEAVES..... Jo Stafford..... Capitol 1248
- IT'S A MARSHMALLOW WORLD..... Vaughn Monroe..... Victor 20-3942
- OH, BABE..... Benny Goodman..... Columbia 39045
- THE PLACE WHERE I WORSHIP..... Al Morgan..... London 784
- I DON'T MIND BEING ALL ALONE..... Mills Brothers..... Decca 27267
- BE MY LOVE..... Mario Lanza..... Victor 10-1561
- TIME OUT FOR TEARS..... Ink Spots..... Decca 27259

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

- MARSHMALLOW WORLD..... Bing Crosby..... Decca 27230
- MARSHMALLOW WORLD..... Vaughn Monroe..... Victor 20-3942
- I DON'T MIND BEING ALL ALONE..... Ames Brothers..... Coral 60300
- OH, BABE..... Ralph Flanagan Ork..... Victor 20-3954
- PETITE WALTZ..... Sammy Kaye Ork..... Columbia 39036
- MARRYING FOR LOVE..... Perry Como..... Victor 20-3922
- AUTUMN LEAVES..... Jo Stafford..... Capitol 1248
- AUTUMN LEAVES..... Ray Anthony Ork..... Capitol 1280
- TO THINK YOU'VE CHOSEN ME..... Ames Brothers..... Coral 60327
- JUST THE WAY YOU ARE..... Gordon MacRae..... Capitol 1193

The Country and Western
Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

- MOCKING BIRD HILL..... The Pinetoppers..... Coral 64061
- THE DEVIL CALLS A MEETING..... Carson Robison..... MGM 10837
- THE PLACE WHERE I WORSHIP..... Red Foley..... Decca 14537
- BELOVED, BE FAITHFUL..... Mervin Shiner and Eddie Crosby..... Decca 46273
- TEARDROPS FROM MY EYES..... Red Kirk..... Mercury 6288
- TATER PIE..... Bob Wills..... MGM 10836
- I NEED ATTENTION BAD..... Ernest Tubbs..... Decca 46269
- SHOT GUN BOOGIE..... Tennessee Ernie..... Capitol 1295
- K. P. BLUES..... Montana Slim..... Victor 21-0397
- FROM THE MANAGER TO THE CROSS..... Cowboy Copas..... King 904

THE MOST WIDELY RECORDED
SCORE ON BROADWAY

"GUYS and DOLLS"

LYRICS AND MUSIC BY
FRANK LOESSER

Bushel and a Peck

Recorded by

Capitol #1234-MARGARET WHITING,
JIMMY WAKELY

Columbia #39008-DORIS DAY

Coral #60309-CONNIE HAINES

Decca #27252-ANDREWS SISTERS

Mercury #5501-KITTY KALLEN,
RICHARD HAYES

MGM #10800-JOHNNY DESMOND

RCA Victor #20-3930-BETTY HUTTON,
PERRY COMO

IF I WERE A BELL

Recorded by

Columbia #39031-DORIS DAY

Coral #60310-GEORGIA GIBBS

Decca #27232-BING CROSBY,
PATTI ANDREWS

Mercury #5500-FRANKIE LAINE

MGM #10826-ART LUND

RCA Victor #20-3944-MINDY CARSON

I'LL KNOW

Recorded by

Columbia #39009-HARRY JAMES

Coral #60310-GEORGIA GIBBS

Decca #27313-TOMMY DORSEY

MGM #10825-BILLY ECKSTINE

RCA Victor #20-3956-FRAN WARREN

Royal Roost #519-COLEMAN HAWKINS

Guys and Dolls

Recorded by

Columbia #39009-HARRY JAMES

Coral #60309-CONNIE HAINES

Decca #27252-ANDREWS SISTERS

SIT DOWN, YOU'RE ROCKING THE BOAT

Recorded by

Decca #27254-LOUIS ARMSTRONG

I'VE NEVER BEEN IN LOVE BEFORE

Recorded by

Capitol #1213-WHITING-WAKELY

Coral #60331-JOE GRAYDON

Decca #27232-BING CROSBY

MGM #10825-BILLY ECKSTINE

RCA Victor #20-3949-RALPH FLANAGAN

SUSAN PUBLICATIONS, INC.
EDWIN H. MORRIS AND COMPANY, INC.
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1619 BROADWAY

NEW YORK 19, N. Y.

THE BILLBOARD Music Popularity Charts

Advance Record Releases

POPULAR

- After My Laughter Came Tears—The Nocturnes (Malaguena) MGM 10835
- All About Eve—A. Newman Ork (Banjo and) Mer 5540
- America, I Love You—Mulcay Trio (Beer, Beer) Rondo R 624
- Ave Maria—P. Brito (White Christmas) MGM 10779
- Ay Ay Chug a Chug—P. Lee-D. Barbour (Where Are) Cap 1298
- Banjo and Fiddle—A. Newman Ork (All About) Mer 5540
- Beer, Beer, Beer—Mulcay Trio (America, I) Rondo R 624
- Betcha I Getcha—K. Starr (Sunday) Crystalette CR 643
- Billboard March, The—Leroy Holmes Ork (Oh, Babe) MGM 10858
- Boogie Woogie Santa Claus—L. Hampton Ork (Merry Christmas) Dec 27325
- Candy Land Parade, The—A. Mooney (The Christmas) MGM 10851
- Can't Seem To Laugh Anymore—A. Wayne-G. Cates Ork (Right About) Coral 60331
- C'est la Vie—J. Desmond (You're the) MGM 10850
- Cheeky-Cheeky Hoopla—F. Petty Trio (Goofus) MGM 10849
- Christmas Choo Choo Train, The—A. Mooney (The Candy) MGM 10851
- Christmas Comes But Once a Year—J. Durante (Frosty, the) MGM 30257
- Christmas in Killarney—T. Tucker Ork (Jing-a-Ling) MGM 10854
- Christmas Morn—Karen O'Hara-M. Wright Quartet (You and) Orbit R 421
- (Sweet Angel) Christmas Tree Angel, The—A. Lund (Little Toy) MGM 10780
- Cling to Me—A. Russell-S. Henderson Ork (I Guess) Cap 1281
- Could Be—Bob Haymes-D. Terry Ork (Don't Ever) King 15088
- Dear Lord—Bud Brees-Elmo Russ (Nobody Walks) Pyramid R 100-1
- Don't Ever Leave Me—Bob Haymes-D. Terry Ork (Could Be) King 15088
- Dreamy Eyes—Del Woods (Nagasagi Boogie) Tennessee 733
- Fire on the Mountain—Marvin Wright Combo (A Thimble) Orbit R 420
- Frosty the Snow Man—J. Durante (Christmas Comes) MGM 30257
- (I Get a) Funny Feelin'—Dorothy Claire (I'm in) MGM 10855
- Goodbye My Love—L. Vincent-B. Brownfield Trio (I Didn't) Pearl 400
- Goofus—F. Petty Trio (Cheeky-Cheeky) MGM 10849
- Great Lie, The—Paul Smith (The Way) Discovery 136
- Guitar Jingle Bells—Arthur Smith (Merry Christmas) MGM 10747
- Hap, Hap, Happy Old Man—Paul Scott-Mood Makers (To You) Cormac CRS 1146
- He May Be Your Man—Ann Jones (You've Got) Cap 1303
- He's a Devil in His Own Home Town—F. Hall (Nobody Knows) Coral 60243
- House of Singing Bamboo, The—Guy Mitchell-R. Clooney-P. Faith Ork (Place Where) Col 39054
- I Am Loved—V. Monroe Ork (Use Your) V 20-3977
- I Call Your Name—A. Shelton-R. Robertson Ork (Only a) London 831
- I Can't Believe That You're in Love With Me—David Allen-P. Smith (The Touch) Discovery 532
- I Didn't Expect To Fall in Love—L. Vincent-B. Brownfield Trio (Goodbye My) Pearl 400
- I Guess I'll Have To Dream the Rest—T. Brewer-H. Jerome Ork (Thing, The) London 873
- I Guess I'll Have To Dream the Rest—Billy Eckstine (I'm So) MGM 10856
- I Guess I'll Have To Dream the Rest—Fontane Sisters (Tennessee) V 20-3979
- I Guess I'll Have To Dream the Rest—Andy Russell-S. Henderson Ork (Cling to) Cap 1281
- If You Fall in Love—Satisfiers-T. Mottola Ork (Jack Be) U. S. 207
- If You've Got the Money I've Got the Time—J. Stafford-P. Weston Ork (Tennessee) Col 39065
- I'll Get By—H. Babbitt-Heartbeats-G. Cates Ork (One Finger) Coral 60332
- I'll Never Tire of You—Satisfiers-T. Mottola Ork (Smoke From) U. S. 209
- I'm a Fool—Dick Fox (Missin' Your) Cormac CRS 1150
- I'm Gonna Live 'Til I Die—Laine-H. Geller Ork (Man Gets) Mer 5544
- I'm in the Middle of a Riddle—Dorothy Claire (Funny Feelin') MGM 10855
- I'm So Crazy for Love—B. Eckstine (I Guess) MGM 10856
- Is It Too Late To Say I'm Sorry?—Larry Vincent-Brownfield Trio (You're the) Pearl 300
- It Is No Secret—Three Suns (To Think) V 20-3976
- It's Raining Sundrops—R. Flanagan (Melody of) V 20-3971
- I've Got a Date for Christmas—Sammy Masters (Ten Little) Cormac CRS 1158
- I've Never Been in Love Before—Bob Haymes-D. Terry Ork (She's Just) King 15087
- Jack Be Nible—Satisfiers-T. Mottola Ork (If You) U. S. 207
- Jing-a-ling, Jing-a-ling—T. Tucker Ork (Christmas in) MGM 10854
- Jolly, Jolly Jingle—Blue Barron Ork (Red Cheeks) MGM 10781
- Little Toy Town Parade—Arl Lund (The Christmas) MGM 10780
- Little Waltz—Joe Heyne Ork (A Waltz) Rondo R 623
- Lorelei, The—Clark Dennis (Love's Old) Cap 1301
- Lotus Blue—C. Ventura Ork (Tea for) V 22-0103
- Love's Old Sweet Song—Clark Dennis (The Lorelei) Cap 1301
- Malaguena—Nocturnes (After My) MGM 10835
- Man Gets Awfully Lonesome, A—F. Laine-H. Geller Ork (I'm Gonna) Mer 5544
- Margot—Russ Case Ork (Wild Card) MGM 10852
- Marrying for Love—R. Clooney-Guy Mitchell-Percy Faith Ork (You're Just Col 39052
- Melody of the Breeze—R. Flanagan (It's Raining) V 20-3971
- Merry Christmas, Baby—L. Hampton Ork (Boogie Woogie) Dec 27325
- Merry Christmas Everyone—Arthur Smith (Guitar Jingle) MGM 10847
- Merry Christmas to You—N. Paone-A. M. Glisci (Savior Is) Etna 1505
- Missin' Your Kissin'—4 Shades of Blue (I'm a) Cormac CRS 1150
- Moon Whispers—J. Searle-E. Holmes (My Yankee) Thrillwood 101
- Music by the Angels—A. Mooney-Bros.-R. Ross Ork (Thing, The) Coral 60332
- Music by the Angels—B. Williams Quartet (The Room) MGM 10857
- My Heart Cries for You—G. Mitchell-M. Miller (Roving Kind) Col 39067
- My Heart Cries for You—D. Shore-H. Rene Ork (Nobody's Chasing) V 20-3978
- My Yankee Bum—D. Claire-E. Holmes (Moon Whispers) Thrillwood 101
- Nagasaki—Stocum Bros. (When You) King 15082
- Nagasagi Boogie—Del Woods (Dreamy Eyes) Tennessee 733
- No Room in the Inn—Lionel Barrymore (A Visit) MGM 30258
- Nobody Knows What Happened to McCarthy—F. Hall (He's a) Coral 60243
- Nobody Walks Alone—Bud Brees-Elmo Russ (Dear Lord) Pyramid R 100-1
- Nobody's Chasing Me—D. Shore-H. Rene Ork (My Heart) V 20-3978
- Oh, Babe—Leroy Holmes (The Billboard) MGM 10858
- One Finger Melody—The H. Babbitt-G. Cates Ork (I'm Get) Coral 60332
- One Finger Melody, The—F. DeVol (You Can) Cap 1297
- Only a Moment Ago—A. Shelton (I Call) London 831
- Ping Pong Ball—D. Dell-Two Sparks & a Flame (Who Kicked) Jubilee 4013
- Place Where I Worship, The—R. Clooney-Guy Mitchell-P. Faith Ork (The House) Col 39054
- Rancho Park—4 Shades of Blue (This Time) Cormac CRS 1149
- Red Cheeks and White Whiskers—Blue Barron Ork (Jolly Jolly) MGM 10781
- Right About Now—A. Wayne-G. Cates Ork (Can't Seem) Coral 60331
- Room I'm Sleeping In, The—Billy Williams Quartet (Music by) MGM 10857
- Roving King, The—G. Mitchell-M. Miller (My Heart) Col 39067
- Savior Is Born, The—N. Paone-A. M. Glisci (Merry Christmas) Etna 1505
- Sea of the Moon, The—Mitch Miller Ork (Smile, Smile) Col 39053
- She's Just the Girl I Love—B. Haymes-D. Terry Ork (I've Never) King 15087
- Sleigh Ride—Andrews Sisters-V. Schoen Ork (Telephone) Dec 27310
- Smile, Smile, Smile—Mitch Miller Ork (The Sea) Col 39053
- Smoke From My Cigarette—Satisfiers-T. Mottola Ork (I'll Never) J. S. 208
- Somewhere, Somehow, Somehow—Les Baxter Ork (Tamburina) Cap 1299
- Spirit Is Willing—The J. Gray Ork (Where Do) Dec 27311
- Sunday—K. Starr (Betcha I) Crystalette CR 643
- Tambarina—Les Baxter Ork (Somewhere) Cap 1299
- Tea for Two—C. Ventura Ork (Lotus Blue) V 22-0103
- Telephone Song—The Andrews Sisters-V. Schoen Ork (Sleigh Ride) Dec 27310
- Ten Little Words—Sammy Masters (I've Got) Cormac CRS 1158
- Tennessee Waltz—Fontane Sisters (I Guess) V 20-3979
- Tennessee Waltz—J. Stafford-P. Weston Ork (If You've) Col 39065
- Thing, The—A. Mooney-Bros.-R. Ross Ork (Music by) Coral 60333
- Thing, The—T. Brewer-H. Jerome Ork (I Guess) London 783
- Thing, The—A. Godfrey-A. Bleyer Ork (Yea, Boo) Col 39068
- Thimble Full of Love, A—Clef Clan-K. O'Hara-M. Wright Combo (Fire on) Orbit R-420
- This Time I'm in Love—4 Shades of Blue (Rancho Park) Cormac CRS-1149
- Tin Roof Blues—Pee Wee Erwin-Village Five (When the) King 15075
- Tiger Rag—Pee Wee Erwin-Village Five (Wolverine Blues) King 15076
- To Think You've Chosen Me—Three Suns (It Is) V 20-3976
- To You and Yours, Merry Christmas—Paul Scott-Mood Makers (Hap, Hap) Cormac CRS 1146
- Touch of Your Lips, The—David Allen-P. Smith (I Can't) Discovery 532
- Use Your Imagination—V. Monroe (I Am) V 20-3977
- Visit From St. Nicholas, A—Lionel Barrymore (No Room) MGM 30258
- Waltz From Tyrol, A—Joe Heyne Ork (Little Waltz) Rondo R-623
- Way You Look Tonight, The—Paul Smith (The Great) Discovery 136
- When the Saints Go Marching In—Pee Wee Erwin-Village Five (Tin Roof) King 15075
- When You and I Were Young, Maggie, Blues—Stocum Bros. (Nagasagi) King 15082
- When You Come Back to Me—Clovers (Yes, Sir) Rainbow 11122
- Where Are You?—P. Lee-D. Barbour (Ay Ay) Cap 1298
- Where Do I Go From You?—J. Gray Ork (Spirit Is) Dec 27311
- White Christmas—P. Brito (Ave Maria) MGM 10779
- Who Kicked the Light Plug—D. Dell-Two Sparks and a Flame (Ping Pong) Jubilee 4013
- Wild Card—Russ Case (Margot) MGM 10852
- Wolverine Blues—Pee Wee Erwin-Village Five (Tiger Rag) King 15076
- Yea-Boo—A. Godfrey-A. Bleyer Ork (Thing, The) Col 39068
- Yes, Sir, That's My Baby—Clovers (When You) Rainbow 11122
- You and the Christmas Chimes—M. Wright Combo (Christmas Morn) Orbit R-421
- You Can Marry Me—F. DeVol (One-Finger) Cap 1297
- You're Just in Love—G. Mitchell-R. Clooney-P. Faith Ork (Marrying) Col 39052

(Continued on page 40)

DANNY SCHOLL'S ORIGINAL HIT:
NATIONAL NO. 9119
"I'M GONNA LIVE TILL I DIE"

ALL LATEST RELEASES

DANNY SCHOLL

NATIONAL NO. 9122
"Thanks, America"

GALLI SISTERS

NATIONAL NO. 9133
"Santa, Send Someone To Me"
"Because, Because, Because He's Santa Claus"

FLORENCE WRIGHT

NATIONAL NO. 9124
"I'm Gonna Fade You With the Blues"
"I'll Never Let a Day Pass By"

LYNNE HOWARD

NATIONAL NO. 9126
"Oh Mama, I'm So in Love"
"Piano Lesson Blues"

CHRIS COLUMBO

NATIONAL NO. 9128
"Don't Say You Care"
"Rosie, the Elephant"

THE RAVENS

NATIONAL NO. 9062
"White Christmas"
"Silent Night"

SADIE HAWKINS DAY IS HERE!

AND WITH IT—
NATIONAL NO. 9136
LYNNE HOWARD

"DOGPATCH TROMP"
"EVIL EYE FLEEGLE"
ACC.: NATIONAL QUARTET

NATIONAL ORDER FROM YOUR NEAREST DISTRIBUTOR
NATIONAL DISC SALES
1841 BROADWAY, N. Y. 22, N. Y.

(Formerly ADMIRAL RECORDS, Inc.)



Proudly Presents

The Nation's Newest Singing Sensation..



ENZO DEMOLA

...with two firsts that are sure contenders for the Hit Parade...

"SHY"

backed by

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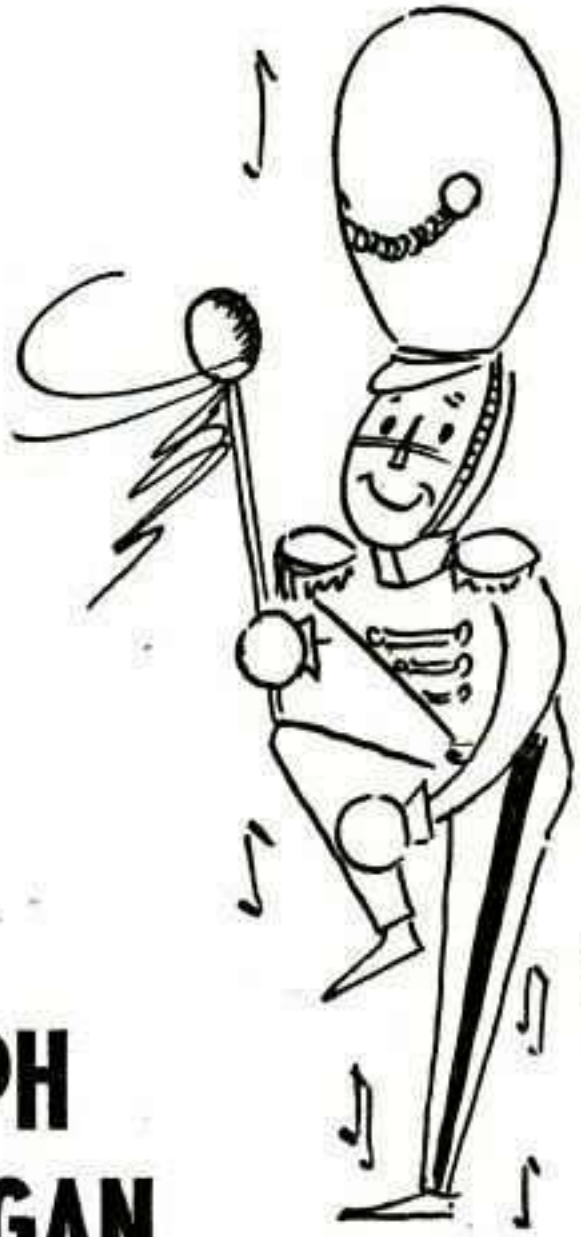
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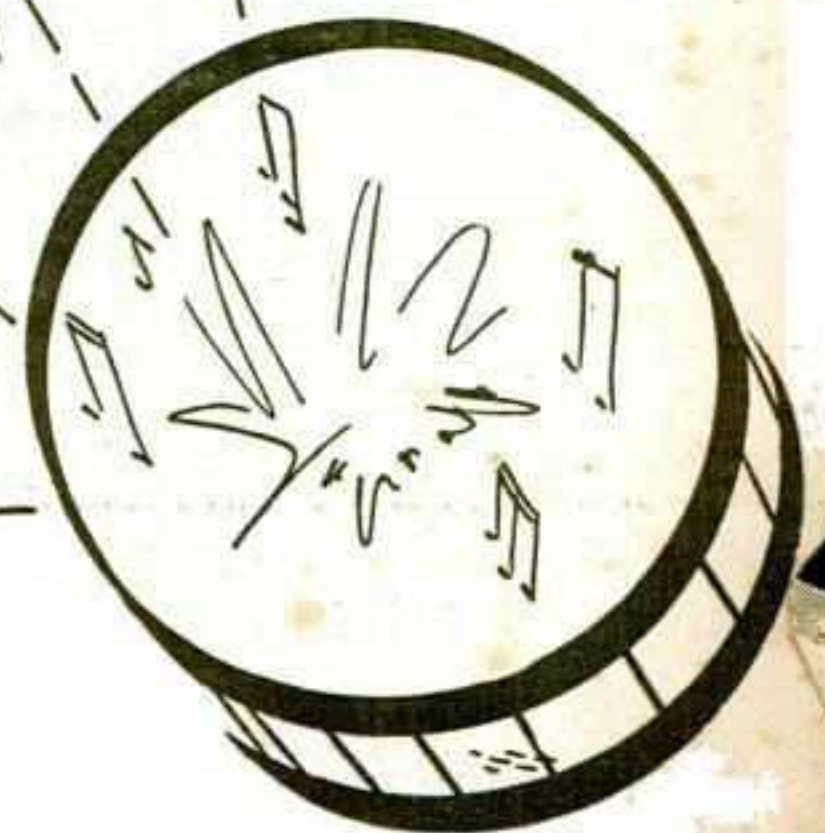


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Advance Record Releases

Continued from page 38

POPULAR

You're the Sweetest Thing—L. Vincent-B. Brownfield Trio (Is It) Pearl 300
You've Got the Right of Way—Ann Jones (He May) Cap 1303

INTERNATIONAL

Alexander Polka—V. Zemruski (Samba) Continental C-1288
Come Wet Your Mustache With Me—L. Duchow (Holka) V(45)51-1178
Euclid Polka—E. Benedict Ork-Wendell Sisters (Midnight) V(45)51-1179
Happy Hop Polka—Walt Solek Ork (Oh, Mama) Col 12489-S
Holka Polka—L. Duchow (Come) V(45)51-1178
Midnight Waltz—E. Benedict Ork-Kendall Sisters (Euclid) V(45)51-1179
Musicomedy Revue No. 1 Album—Barry Sisters-M. Skulnick-M. Kressyn-S. Rehtzeit-M. Cohen-A. Lebedoff-M. Rosenberg-Variety Series (1-10'') Banner(33)050—Naye Polka; Getzel at a Baseball Game; Machelainista; Scotchman From Orchard Street; Wedding Samba; Idle Conversation; Roumania
Musicomedy Revue No. 4 Album—M. Cohen-M. Picon-M. Rosenberg-E. Marshall-S. Rehtzeit-Marin Sisters-L. Fuchs-M. Wilner (1-10'') Banner(33)053—Frailich Zeln; Partners; Rache; Chasene in Brownsville; Fun Mizrach Zeit; Getzel at a Football Game; Die Velt Is a Theatre; Chupa Tanz
Oh, Mama, Mama—Walt Solek Ork (Happy) Col 12489-S
Polka Habab—The Eddie Habab (Red) Dec 45123
Red Lips Waltz—Eddie Habab (The Polka) Dec 45123
Samba Vox Polka—V. Zemruski Ork (Alexander) Continental C-1288

LATIN AMERICAN

Asi la Quiero—Orlando Fierro (Las Notas) V 23-5261
Bandonon Arrabalero—Carlos Gardel (Confession) Dec 45123
Confession—Carlos Gardel (Bandonon) Dec 45123
De Que to Quejas Mi Harmano—D. Santos Matancera (Monito) Secco 7060
El Ay, Ay, Ay—Juan Arvizu-Mario Clavell (Me Lo) V 23-5260
El Capiro—Miguel Mejia (Rosa Rosita) V 23-5263
Japa-Japa—V. Lopez Ork (Jicotea) V 23-5259
Jicotea—V. Lopez Ork (Japa-Japa) V 23-5259
Las Notas De Mi Piano—Orlando Fierro (Asi La) V 23-5261
Mambo Disminuido—M. Merceron Ork (Mamey Colorao) Secco 881
Mamey Colorao—M. Merceron Ork (Mambo) Secco 881
Me Lo Contaron Ayer—Juan Arvizu (El Ay) V 23-5260
Mocambo Mambo—Chuy Reyes Ork (Oink, Oink) Cap 1300
Monito—D. Santos-Sonora Matancera (De Que) Secco 7060
Oink, Oink Mambo—Chuy Reyes Ork (Mocambo) Palabra de Honor—C. Matamoros Ork (Que Aparezca) V 23-5262
Perez Prado Plays Mucho Mambo Album—V(45)

WP-302; Babarabari; Mambo No. 5; Mambo No. 8; Oh, Caballo; Pachito E Che; Piano Que Aparezca la Pina—C. Matamoros (Palabra de) V 23-5262
Rosa Rosita—Miguel Mejia (El Capiro) V 23-5263

RELIGIOUS

After a While—Prof. J. Earl Hines (Precious Memories) Deluxe 3310
Christmas Story Album—Park Avenue Christian Church Choir of New York-Solon Alberti, Dir. (1-12'') Bibletone(33)CR-1951-71
Don't Go That Way—Skeets Bennett (Will) Crystal 297
How Far am I From Canaan—Spirit of Memphis Quartet (I'll Never) King 4407
I Got Good Religion—Natl. Independent Gospel Singers of Atlanta, Ga. (I Met) Savoy 4020
I Met My Elder This Morning—Natl. Independent Gospel Singers of Atlanta, Ga. (I Got) Savoy 4020
I'll Never Forget—Spirit of Memphis Quartet (How Far) King 4407
Precious Memories—Prof. J. Earl Hines (After a While) Deluxe 3310
She'll Be Sitting By Jesus Tonight—Kirk McGee (A Soldier's) Tennessee 729
Soldier's Last Letter to Joan and Marie, A—Kirk McGee (She'll) Tennessee 729
Will Jesus Call My Name—Skeets Bennett (Don't) Crystal 297

CHILDREN

Jest 'Fore Christmas—Frann Weigel-Len Cleary (The Night) Mer MMP-78
Merry Christmas Tunes Album—Korn Kobblers (2-10'') MGM L-15—Jingle Bells; Rudolph, the Red-Nosed Reindeer; Santa Claus Polka; Santa Claus Is Coming to Town
Night Before Christmas, The—Frann Weigel-Len Cleary (Jest 'Fore) Mer MMP-78
Nursery Songs (Parts 1 and 2) Betty Martin-A. Cores Ork, MGM S-10
Tubby the Tuba at the Circus (Part 1 and 2) Danny Kaye-Vic Young Ork, Dec 28

POP ALBUMS

Christmas Cheer Album—Andrews Sisters-Danny Kaye-Guy Lombardo-Dick Haymes (1-10'') Dec (33)DL-5282; A Merry Christmas at Grandmother's House; All I Want for Christmas Is My Two Front Teeth; Christmas Candles; Christmas Dreaming; Christmas Island; Christmas Song; Merry Christmas Polka; Winter Wonderland
Guys and Dolls Album—Al Goodman-Guild Choristers-Audrey Marsh-Donald Richards-Ray Charles-Morey Amsterdam (4-7'') V(45)WK-27
Pop Concert Favorites Album—The Three Suns V(45)WP-292; Fiddle Faddle; Hora Staccato; In a Persian Market; Jalousie; Malaguena; Ritual Fire Dance
Christmas Bells Album—Cathedral Organ and Chimes (1-10'') Cap(33)H-9013
Christmas Choristers Album—St. Luke's Choristers-William Ripley Dorr, cond. (1-10'') Cap(33)H-9012
Eddie Condon We Call It M... Album (1-10'') Dec(33)DL-5236—Aunt Hagar's Blues; Down Among the Sheltering Palms; Ida; It's Tulip Time; My Melancholy Baby; Nobody Knows; Rose of the Rio Grande; We Called It Music
Dixieland Jazz Jamboree Album—"Wild Bill" Davison and His Commodores (1-10'') Commodore (33)F1-20000
Dixieland Jubilee Album—Art Hodes and His Blue Note Jazzman (1-10'') Blue Note(33)7006

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about The Billboard in its New Format
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PAGES 52 AND 53
IN THIS ISSUE

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Lyric by
HARRY M'PHERSON



64

Dennis Day



RCA VICTOR Records



45 rpm 47-3970

78 rpm 20-3970

Got an Idea This Week?

Continued from page 14

day, 12 days prior to the broadcast, to hash over ideas for such tunes which are likely candidates for the show.

On Monday, six days prior to the telecast, when the survey of the top tunes is available, the producing execs sit down for another session and actually set the routine of the show. Jones, working with Tony Charmoli, the choreographer, and Sid Smith, lay out the show, bar for bar, lyric for lyric and movement for movement. This confab lasts until Tuesday, 5 a.m., and it is at this session the production ideas of the week before are adopted, modified or discarded.

Some Ideas

Already, a number of definite ideas in connection with the presentation of music on TV are emerging.

Firstly: With a show such as *Hit Parade*, where the songs rather than the talent are the chief attraction, production rather than the straight delivery of tunes is a necessity. Possibly, according to Jones, the top tune of the week—the one which scores No. 1 on the survey—may be a strong enough attraction to be presented without production. But this is just a possibility and has not been acted upon.

Secondly, various factors limit the degree of production a song may receive. One of the chief limitations, for instance, is the time element. On *Hit Parade*, two and one-half minutes is allocated to each tune. Jones says some numbers, such as *Jealousy*, performed last week, require five or six minutes for an adequate job.

Another limitation is the fact that some tunes are written to be sung by women, some by men. Still another curb is the necessity for routing and arranging the music to fit the requirements of the AM broadcast. This leads to various complications.

Chapter and Verse

For instance, the TV *Hit Parade* does one dance production number. On the AM version, this becomes an orchestra number and must be played with adequate volume. This volume is too great when the rendition is considered as background for the TV dance numbers. This is a problem not yet solved. It has been pointed out that inasmuch as both programs—TV and AM—are separate broadcasts, some of these problems might be ironed out by varying the two programs slightly. However, the producers keep the same format on both shows as "safety insurance." Two separate versions, it is stated, would multiply the possibility of error by musicians, actors and singers.

Perhaps the toughest producing problem, says Jones, is to make an effective presentation of tunes which attain hit status but are nevertheless limited in the number of production ideas which can be worked out around them. *Harbor Lights* is an illustration. Many tunes, Jones pointed out,

are straight mood tunes, similar to *Harbor Lights*, and this poses a problem of program balance. The three Lucky Strike "extras" can be used to help achieve this balance. Three weeks ago, every tune on the survey was a ballad, and here, too, the extras were chosen to lend variation to the musical fare.

Instrumental Problem

Still another problem has to do with the presentation of instrumental numbers. This is notoriously hard to do interestingly on TV. Jones figures a show like *Hit Parade* can do one instrumental. "We hope to arrive at a closer integration" of the music and camera work on such numbers, he states.

Some tunes, he points out, call for a fluid coverage by the camera whereas others seem to require a staccato camera technique. The problem is so distinct that Raymond Scott, music director on the show, has already begun experimenting with the writing of arrangements that are peculiarly suitable for TV. With this in mind, he actually "choreographs" his music—indicating when certain sections of the orchestra should stand up, at what angle to face the camera, etc. Scott is excited over the possibilities of this new study, which actually envisions special musical arrangements written for the cameras. The same problem is being tackled by other programs. Last season on the *Garroway at Large* program out of Chicago, a specially written number, *Concerto for Camera*, was presented. On the *Voice of Firestone*, too, a method whereby the camera explores the orchestra has been developed.

In any event, on instrumentals the camera must supplement the orchestra, Jones believes, and must realize the conductor is important pictorially because he is the only definite personality.

Repeat? Maybe

Will the *Hit Parade* repeat production numbers? The producers are mulling such a possibility, but thus far have not done so. On this series, 63 separate productions have already been done. *Good Night, Irene* made the survey every week since the inception of the TV series October 7 and has had a different production each time. It is conceivable the show might carry the tune 15 weeks. A study of just how it is done each time will be revealing. Tin Pan Alley suggests maybe various nationalities of Irene can be presented when American versions are exhausted. In France, for instance, the tune is known as *Bon Soir, Lillie*.

Production cost of the TV version of *Parade* is \$20,000, as compared to \$9,000 for the AM version. A more extensive crew is necessary for the TV show, in addition to sets, dancers, more rehearsal time, costumes, all of which jack up the cost.

The shades of George Washington Hill still hover over the program, and the producers are

TRAVELING

Song Alley's 43,000 Mile Highway

NEW YORK, Nov. 18.—It's no secret Tin Pan Alley is a mythical piece of geography whose boundaries are becoming more and more vague. Nevertheless, few realize the degree to which publishers are going afield in search of material and new business outlets. Example which springs to mind is Lou Levy, Leeds Music topper, who has traveled approximately 43,000 miles since March.

Levy's treks, both in the United States and abroad, include four round trips to California, totaling 20,000 miles figuring in side excursions; trip to England and France, 9,000 miles; trip covering Nashville, Atlanta, Miami and areas in Texas, 3,000 miles, and four junkets to Philadelphia and Boston. Early next year, probably in February or March, he's scheduled to go to Australia to open branches there. This will add an additional 13,000 miles to the year's total.

From France Levy acquired eight or nine tunes, now being given English lyrics. He got about another dozen from England and several from Belgium and Italy.

This activity, of course, is matched by other publishers, such as Buddy Morris, Ralph Beer, attorneys Lee Eastman and Bernie Miller, etc.

Southern Standards Go to 30c in Jan.

NEW YORK, Nov. 18.—Southern Music will raise the price on all standard items to 30 cents wholesale starting in January.

The hiked price, of course, is indicative of a general trend throughout the entire industry, and comes as a result of increased costs of printing, overhead and distribution.

T. D. Revives

Continued from page 15

office will also attend to getting theater and location work for his crew.

Dorsey says that he will probably make arrangements with a booking office to handle his radio, TV and film possibilities. He currently is negotiating with several offices and expects to come up with a deal before he hits the road.

The orkster currently is quite optimistic about the band business. He anticipates that the business will hit full stride during the coming summer but feels that until then it still will be a tough battle.

trying to wean the sponsors away from the idea the music must be loud and incessant.

MUSIC SALES UP 11 PER CENT

WASHINGTON, Nov. 18.—September sales of disks and sheet music by the nation's department stores showed an advance of 11 per cent over September, 1949, the Federal Reserve Board (FRB) announced this week.

The gain represented a sharp reversal of the downward trend in evidence most of the year. For the first nine months of 1950 sales of the items were down 2 per cent. The increase was slightly better than that for all department store sales, which were up 9 per cent over the preceding September.

Discovery Ups Record Prices

HOLLYWOOD, Nov. 18.—Discovery Records is the first local indie diskery to hike retail prices of its waxings. Label will up its 10-inch jazz series and 12-inch classics \$1, bringing prices to \$3.85 and \$5.85, respectively. Change goes into effect early next year. Ten-inch pop series will hold the price line.

Diskery feels that since the jazz and classics fields are more specialized and appeal to a limited audience, returns are not as great as in the pop field.

"Madam" a Solo In RCA Release

NEW YORK, Nov. 18.—RCA Victor, loaded for the first time in several months with a number of fast-moving records, spearheaded by Phil Harris's *The Thing*, devoted its entire release last week to a single item. The only piece of merchandise issued was the *Call Me Madam* album with Dinah Shore and the show's original cast (excepting Ethel Merman).

Chappell Bids

Continued from page 15

ing all future licenses with the proviso that no masters are to be made available in Japan unless Chappell is properly paid.

Proviso calls for the statutory 2-cent royalty, to be paid either on the New York Exchange or credited in Japanese yen.

Music Publishers' Protective Association (MPPA) has brought the situation to the attention of its other members, who will doubtless make the same stipulations.

Practice has been, it is reported, for record companies to arrange for and artist royalties to be deposited in yen in Japanese banks, but they have ignored the publisher end.

Some American records sell surprisingly well in Japan, it is reported. While the royalties may not yet be transferred to America, it is expected the money will be available here in the not too distant future, when a peace treaty is finally written with Japan.

BUSY

Hamblen Is Three-Play Threat Man

NEW YORK, Nov. 18.—One of the most torrid tunesmiths around is Stuart Hamblen, the hillbilly writer-singer who is now working with Billy Graham, the leader of the Youth for Christ movement.

Hamblen has three current tunes showing strong signs. One is a boy-gal ballad, one a Christmas novelty, one a pop-sacred item. They are respectively *Remember Me*, published by Hill & Range; *Three Little Dwarfs*, same publisher, and *It Is No Secret*, in Duchess Music.

Howie Richmond this week bought a Hamblen religious item, *King of All Kings*, and has stirred considerable diskery interest. Duchess has four more by Hamblen, all in the sacred vein.

Chi Distrib Group

Continued from page 15

field. At a second meeting, held this week, officers of the embryonic org were elected. Joel Cooper, Tell Music, was elected prexy, and Monroe Passis, Record Distributors, was named treasurer. Currently, various distrib points locally are being contracted individually to join the growing org.

At present the group intends to confine itself to primarily local problems. Exchange of credit information has already been discussed, as has the problem of trucking facilities. Distribbers have found that each distrib seems to be paying a different rate for delivery of packages to retailers and juke ops. Move is on to meet with leading truckers to set up some concrete rate which would apply to all distrib points, large and small.

It is known that the new org hopes to deal later with some of the old, standing rubs between manufacturers and distrib points. Thus far, reps of the org will not discuss moves to be made in this connection.

CAPAC-SACEM

Continued from page 15

group; however, there is every hope of differences causing the present schism can be resolved."

These differences should be resolved before December 15 if anything is to be done.

This break threw a monkey-wrench into the plans of CAPAC which this year did not expect any trouble. The only changes made by CAPAC this year was a streamlining of rates in order to bring them into conformity with the actual situation. It was done in order to clear out any ambiguity.

A knockdown drag-out fight is seen for next year with the theater groups.

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- 1919—**ANYTHING IS NICE IF IT COMES FROM DIXIELAND**
With George Meyer. Lyrics by Grant Clarke. Leo Feist, Inc.
- 1920—**I'M IN HEAVEN WHEN I'M IN MY MOTHER'S ARMS**
With Cliff Hess. Lyrics by Howard Johnson. Leo Feist, Inc.
- 1921—**I'M NOBODY'S BABY**
Lyrics by Benny Davis and Lester Santly. Leo Feist, Inc.
- 1922—**WHO CARES?**
This song was introduced in the Al Johnson show, "Bombo."
- 1923—**LOUISVILLE LOU, THAT VAMPIN' LADY**
Lyrics by Jack Yellen.
- 1924—**BAGDAD**
Lyrics by Jack Yellen.
- 1925—**AWAY FROM YOU**
Lyrics by Benny Davis.
- 1926—**IN YOUR GREEN HAT**
Lyrics by Jack Yellen.

- 1927—**AIN'T THAT A GRAND AND GLORIOUS FEELING?**
Lyrics by Jack Yellen.
- 1928—**HUNGRY WOMEN**
Lyrics by Jack Yellen.
- 1929—**GLAD RAG DOLL**
Lyrics by Dan Dougherty and Jack Yellen.
- 1930—**BLAME IT ON THE MOON-LIGHT**
- 1931—**SWEET MUCHACHA**
With Al Hoffman. Lyrics by Al Cameron.
- 1932—**AUF WEIDERSEHN, MY DEAR**
With Al Goodhart, Ed Nelson and Al Hoffman.
- 1933—**LITTLE YOU KNOW**
With Jean Schwartz. Lyrics by Joe Young.
- 1934—**DREAM MAN, MAKE ME DREAM SOME MORE**
Lyrics by Joe Young.
- 1935—**TROUBLE IN PARADISE**
With Jean Schwartz. Lyrics by Ned Wever.
- 1936—**YOU CAN'T PULL THE WOOL OVER MY EYES**
With Murray Mencher. Lyrics by Charles Newman.
- 1937—**THERE'S RAIN IN MY EYES**
With Jean Schwartz. Lyrics by Benny Davis.
- 1938—**SWEET DREAMS, SWEETHEART**
With Jesse Greer. Lyrics by Benny Davis.

Stage Musicals

- 1920—**WHAT'S IN A NAME?**
Book by John Murray Anderson, lyrics by Jack Yellen, and presented by a cast headed by James J. Corbett, Billy B. Van, Marie Caspar and Herb Williams.
- 1920—**A YOUNG MAN'S FANCY**
(Available on Decca record 24013 in A-1920, Nat Brandwynne orchestra.)
- 1920—**RAP-TAP-A-TAP**
- 1920—**IN FAIR JAPAN**
- 1920—**THAT REMINISCENT MELODY**

- MY BRIDAL VEIL
- WHAT'S IN A NAME
- STRIKE
- VALLEY OF DREAMS
- THE JEWELS OF PANDORA
- STAGE DOOR BLUES
- WITHOUT KISSING LOVE ISN'T LOVE

- 1922—**ZIG ZAG**
A revue starring Bessie McCoy Davis on the road and featuring Cecil Lean and Cleo Mayfield on Broadway. Lyrics by Jack Yellen.
- 1923—**TED LEWIS FROLIC**
A revue starring Ted Lewis with a book by Bugs Baer and William K. Wells and lyrics by Jack Yellen.
- 1928—**RAIN OR SHINE**
With Owen Murphy. Book by James Gleason and Maurice Marks, lyrics by Jack Yellen, and starring Joe Cook in a cast that included Tom Howard, Warren Hull, Joe Lyons and Nancy Welford.
- 1929—**MURRAY ANDERSON'S ALMANAC**
A revue by John Murray Anderson, lyrics by Jack Yellen and presented by a cast headed by Jimmy Savo, Roy Atwell, Fred Keating, Trixie Friganza, Eleanor Shaler and Helen Thompson.

Film Scores and Songs

- 1929—**HONKY TONK**
A Warner Brothers' picture starring Sophie Tucker. Lyrics by Jack Yellen.
- 1930—**CHASING RAINBOWS**
An MGM picture starring Bessie Love and Charles King in a cast that included Jack Benny, Polly Moran and Marie Dressler.
- 1938—**LISTEN, DARLING**
An MGM picture with Judy Garland, Freddie Bartholomew, Mary Astor and Walter Pidgeon.

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HILTON CHAIN TOPPER TOPS TALENT BUYERS

Merriel Abbott in Central Spot
With Addition of St. Lou Jeff.

• Continued from page 1

dience. Dates at the Persian Room vary from four to eight weeks.

The Waldorf-Astoria, now on an established two-show-a-night policy, goes in for new people, rather than established class hotel names, giving four to eight weeks per show. With the exigencies of booking always present, the policy is flexible. However, where possible, Miss Abbott's program for the Waldorf's rooms—Wedgwood and Starlight Roof, permits of new faces, at least one on each show. The Wedgwood, for example, now has Kitty Kallen and Roger Price. Latter is new to hotels. Next March

the room will have Norman Evans, British comic in his American preem.

Dixie in Chi

The Palmer House, Chicago, uses big names and small names. Policy there is very pliable. For example, the Palmer will use a Dixieland band, for the first time in its history, starting December 28. Band will be Sharkey Bonano's seven-piece outfit, which Miss Abbott picked up out of New Orleans. With the band will be Connie Haines. Average run of show at the Palmer is also four to eight weeks.

The Mayflower, Washington, is another Hilton talent spot, tho this room seldom uses names, leaning mostly to established dance teams. Artini and Consuela just finished an eight-weeker there and are following it with a four-weeker at the Persian Room.

There are also a couple of weeks at the Caribe-Hilton, Puerto Rico, during the season (January-April). The rest of the year, hotel uses

native talent.

The Roosevelt Hotel, New York, is primarily a band spot. A Guy Lombardo goes in for six months. Other bands, playing sweet, also go in for periods of months. A Teddy Powell, for example, was in for about four months.

The kind of acts that can get the entire Hilton route, with the exception of strictly band rooms, are novelties, for instance, dance teams and perhaps certain kinds of singers. A Kitty Kallen can get practically all the hotels; a Dorothy Shay, on the other hand, is best suited for only certain rooms.

The Sharkey Bonano Dixieland band, which goes into the Palmer House, may also get the Starlight Roof, according to Miss Abbott, if it does well in Chicago.

TV a Problem

Television is becoming a problem to the Hilton booker. Miss Abbott said it is now a rule of the chain that only singers working its rooms may take TV guest shots.

(Continued on page 46)

MIAMI BEEF

Casablanca Signs Basic Minimum

MIAMI, Nov. 18. — The first crack in the solid wall set up by Miami Beach hotels in refusing to sign a minimum basic agreement with the American Guild of Variety Artists (AGVA), was broken last week. Red Pollock, owner of the currently being built Casablanca Hotel, made a deal with the talent union.

The actors' union, meeting all the hotel ops in a conference, asked they put up cash bonds and agree to pay acts a minimum of \$125 per week. AGVA was turned down, tho an offer of \$75 was made.

One Signs

Casablanca, however, with its first shows already lined-up, broke away from the ranks and signed. It is now generally expected that all the other hotels which expect to use talent the coming season will follow suit.

Jerry Baker, Miami AGVA rep, handled the negotiations with an assist from Jack Irving, of Chicago.

NPA Outlaws Building for Niteries, Clubs

Dance Halls Also Hit as U.S. Cracks Down in Drive

WASHINGTON, Nov. 18.—Tightening its crackdown on amusement construction, the National Production Authority (NPA) ruled this week that niteries and dance halls cannot be included in construction plans of any type of building otherwise permissible under NPA controls regulations. NPA said it issued this latest ruling to clarify its original ban on amusement construction and to head off any plans for incorporating funspots into hotels, office buildings and other structures which are not on the controls list.

The agency also extended its banned list to include buildings where the predominant business is the serving of liquor for consumption on the premises. The amendment further stipulated that the amusement ban applies to structures as well as buildings, specifying that a structure is "project not classified as a building such as a stadium, golf course, race track or swimming pool."

The "act of God" exemption was stiffened to permit the rebuilding of amusement buildings destroyed by fire and the like only if the disaster occurred after July 29, 1950.

In its original construction order, NPA had left unresolved the question of whether a night club or theater could be included as a part of a building not affected by the order. In the amendment, the agency specified that "where a building or structure is to be constructed for a number of different uses and tenants, that part of the cost apportionable to one of the prohibited purposes shall not exceed \$5,000."

He Who Laughs—Collects at Last

PHILADELPHIA, Nov. 18. — Ciro's, which has been using shows for some time, brought in Cosy Morley, a comic. Morley played the same room about a year ago but at that time he was a clarinetist with the Don Haven Quartet—and was fired off the job.

He now gets double the salary the whole quartet got.

Music Hall Hikes Stem Take to 385G

NEW YORK, Nov. 18.—A big opening week at Radio City Music Hall gave the over-all takes a lift to \$385,000 as against the previous week's \$378,000.

Radio City Music Hall (6,200 seats; average \$123,000) took in a so-called \$145,000 for its initial week with King Solomon's Mines, Bobby Brandt and stagershow.

Roxy (6,000 seats; average \$68,000) started feeling the effects of a five-week hold-over. Bill of All About Eve, plus Martha Stewart, and the Blackburns, collected \$85,000 for the fifth week. Show started with \$90,000, followed by \$115,000, \$100,000 and \$99,000.

TD Aided Capitol

Capitol (4,627 seats; average \$43,000) counted \$53,000 for its preem frame with Tommy Dorsey's ork, Jackie Gleason, Rory Calhoun and Devil's Doorway.

Paramount (3,654 seats; average 78,000) dropped to \$52,000 for its second week with the Ames Brothers, Georgie Kaye, Tex Beneke's band and "Get By. Opener saw \$70,000.

Strand (2,700 seats; average

(Continued on page 47)

TV NAMES LIFT THE TAKE

While Most Combo Houses Sing 'No Biz Blues,' Roxy Does Something

NEW YORK, Nov. 18 — The plaintive cry of "bad business" is now common to practically all the combo houses from one end of the country to the other. As proof they can point to declining grosses which have hit them all.

The reasons for the decline are many and varied, ranging from poor pictures and economic conditions to weather conditions and lack of attractions.

But during all these cries only one major house has tried anything else but howling. This house is the Roxy.

Big theater, a 6,000 seater, run by A. J. Balaban and booked by Sam Rauch, has a fairly big budget to work with. Like its competitors it has also been up against the scarcity of name performers and major pictures. But unlike its

competitors it has not retreated to a laissez-faire policy. Its first major move was made about two years ago when it put in an ice tank. The cost was somewhere between \$50,000 and \$75,000. This included new scenery, settings, etc. However, it almost paid for itself. The move saved money for the Roxy in the long run. It permitted cutting down on stage personnel and reduced the size of the stage, making the house a

more desirable theater to play.

In addition to the ice show, now a standard summer fixture, the eliminated for the winter, the Roxy was the first theater to take advantage of television's popularity. Where in most theaters the word TV is forbidden on the stage, the Roxy went out and bought shows whose popularity was built entirely on TV.

Its first venture was the TV package consisting of Sid Ceasar and Imogene Coca plus Faye Emerson as the emcee. It then followed with other TV personalities tho some of them were big already before they went into TV. These included the Ken Murray show, Lucille Ball and Desi Arnaz, Robert Merrill and Milton Berle. All of them, however, particularly

(Continued on page 51)

AGVA Salary Bite Puts Heat on Brass As 2 Branches Boil

Philly, Chi Kick; Meeting To Oust D. Jones Develops 'Conspiracy' Row

NEW YORK, Nov. 18.—The 1 per cent salary tax on all members of the American Guild of Variety Artists (AGVA), to go into effect February 1, has put the national heads of the union in an uncom-

fortable spot, with at least two branches, Philadelphia and Chicago objecting to the assessment.

The Philadelphia branch, responsible for the original tax on talent buyers rather than on members, started the ruckus with Dick Jones, Philly AGVA rep, bombarding the Associated Actors and Artists of America (Four A's) for remedial action.

An executive board meeting was held in New York Friday (17) to take up the problem of Jones. AGVA toppers admitted that huddle was for the purpose of ousting Jones. The confab developed into something else.

Henry Dunn, Al Westbrook and Vic Connor were accused by Bill Lane of fomenting a conspiracy to sabotage the action of the AGVA convention. Lane is a member of the Philly executive board and a member of AGVA's national executive board. (See The Billboard November 18).

Dunn retreated hastily, explaining he wasn't sabotaging anything. He explained that the Philly plan (\$5 to \$25 tax on talent buyers depending on budgets) was un-

(Continued on page 46)

Paradise Folds As Two Other Clubs Hit Snag

• Continued from page 2
adise ops hope to get a few solid names to reopen with but so far there's no deal.

La Martinique is holding up with a fairly good show, tho it has no marquee value. Its problem now is what to find to follow. Dario has Peggy Fears and another singer for subsequent dates. What he lacks is comics. Practically all the standard comedians have been approached but are either unavailable or reluctant.

The Havana-Madrid is reportedly willing to spend real dough to

(Continued on page 46)

De Sure Back In Nitery Biz

HOLLYWOOD, Nov. 18.—Eddie De Sure, former owner of South Los Angeles's Oasis, returns to the nitery biz after an absence of six months. De Sure joins Harry Feinberg, owner of Hollywood's Vesuvio Restaurant, as a partner in converting the eatery into a club. Spot seats 250 and will concentrate on booking new talent rather than established names.

De Sure, while at the helm of the Oasis, booked such present day strong attractions as Frankie Laine and Kay Starr while they were still on the lower rungs of the ladder. Club Vesuvio starts its talent policy the first week in December. No talent has as yet been booked. Work starts Monday (20) in converting the eatery. De Sure sold his Oasis last May after owning-operating the spot for 10 years and building it into one of the area's top jazz havens.

EMA AND GUILD SIGN CLUB CODE

Waiver Clause in Nat'l Agreement Could Give Producers an "Out"

• Continued from page 1
in privacy but, for purposes of publicity, a room was hired at the Astor Hotel, Thursday (16), which included martinis and pix, to record the event.

The code which goes into effect December 4, calls for a basic minimum rate for singles of \$18 per show; doubles, \$30 a show; trios, \$42.50 a show; a four-act, \$52.50 a show. Each person over four to get \$10 per show per person. Chorus will get \$9 each a show. Band vocalists to get \$12 for each four-hour session. Overtime will be \$4.50 an hour or any fraction thereof. Rehearsal money will be \$2.

Job for Emsees

Emsees must be hired for specific jobs. Where an actor, not an emcee, is called upon to emcee, he is to get double salary. No committee man, producer (that's the booker) or any of his associates can work in a show. His duties will permit him to intro the emcee only.

All club date jobs shall include transportation costs, including baggage and props. The only exception is within the metropolitan area of any city where the producer has his office when the job is within the area. If an actor uses his own car, he shall be paid the equivalent of his transportation if he used a train or bus. He is not

obligated to carry any other performers as a condition of his getting the job.

If an actor gets a club date outside the metropolitan area in any city and has to leave before 4 p.m.

(Continued on page 46)

Canuck House Back to Flesh

VANCOUVER, B. C., Nov. 18.—The Odeon Hastings Theater returned to flesh with a five-act bill of vaude Monday (6), headlined by Texas Jim Lewis and His Plainsmen on a three-a-day schedule. Acts are booked thru Len Mantell, of the Bert Levy Seattle office.

The Odeon Hastings was formerly the Pantages and played that circuit's vaude until the circuit folded in 1931. The name was then changed to the Beacon and vaude continued until 1936 when the owner, Hugo Ray, sold the house to the Odeon chain.

On a straight picture policy the house has been going in the red, hence the change to vaude. Roy A. McLeod, former manager when the house was playing vaude, has returned, being transferred from the Vogue on Granville Street.

San Francisco Bal Tabarin Sold for 100G

SAN FRANCISCO, Nov. 18.—Tom Gerun and Frank Martinelli have sold the Bal Tabarin to Bimbo Guintoli, owner of the 365 Club, for a price said to be over \$100,000. Guintoli will pour another \$100,000 into remodeling it. Gerun and Martinelli, who opened the Bal in April, 1931, will operate the spot thru January, and turn the keys over to the new owner February 1.

Guintoli will keep the 365 Club running until July 1, when that place will close. The Bal Tabarin will be renamed Bimbo's 365.

Larry Potter's Supper Club, Studio City, Calif.
(Monday, November 13)

Capacity, 170. Prices, no cover-minimum. Owner-operator, Larry Potter. Press, Kay Biddle. Estimated budget last show, \$2,000. Estimated budget this show, \$1,850.

The Three Redheads, making their nitery debut here, pack sock potential, thanks to sparkling song-comedy routines, versatility and contagious youthful enthusiasm. Trio accompanies itself (Saul Stricks, piano; Major Short, bass; Bob Robinson, guitar-banjo) on its song and comedy precision routines. Most of the material is fresh and exciting, and is performed with polish seldom found in new acts. Some of the selections, however, should be tightened to sharpen laugh appeal. Eddie Gayle, formerly with Earl Carroll, is the trio's pilot and handles scripting.

Trio's top laugh-getter is its *Li'l Abner* routine, a rowdy, yock-pulling bit concerning the comic strip character's reactions to Daisy Mae. Another selection, *A Party at Louis B. Mayer's*, is used to tie in a series of impersonations, including those of Mel Torme, Ezio Pinza, Victor Borge. Act's weakest spot is its opening number, a fast-flying vocal adaptation of *Saber Dance*. In far too many choruses, lads promise to knock themselves out for audience's applause.

Show opens with Jack and Judy Martin, dance duo, who offer several novel turns and please the crowd with an audience-participation stunt. Nilsson Twins, vocal duo, look better than they sound. Vocal slapstick pulls chuckles but unison singing soon tires. Charlita and combo (6) is held over for dance music. *Lee Zhitto.*

Cotillion Room, Hotel Pierre, New York
(Tuesday, November 14)

Capacity, 265. Price policy, \$3 minimum weekdays, \$2 cover Friday, Saturday and Sunday. Booking, non-exclusive; Stanley Melba buying. Publicity, Lunceford-Wood. Estimated budget last show, \$1,500. Estimated budget this show, \$2,500.

Tho the dancing DeMarcos, Tony and Sally, make ideal box office for this class spot, young harpist, Robert Maxwell, provides the surprise element and the refreshing novelty which rounds out a handsome offering.

Maxwell, working his first hotel job this side of the Rockies, is the most fluent harpist since the late Casper Reardon. Not content with the positive effects of his superb technique and musicianship with the odd instrument, he adds lighting and production polish to his turn for that extra touch which should help establish him as a sure-fire pleaser in higher type establishments.

He was enthusiastically received for a varied program which highlighted a beautifully executed Gershwin medley and a pianola take-off on *Four Leaf Clover*. The DeMarcos, a kingpin ballroom act with an ancient and established following in smart club circles, were as graceful and engaging as ever and should continue to win friends and influence dance teams.

The augmented Stanley Melba band, led by Manny Fiddler, cut the DeMarcos' music suitably and, with Melba in front, sliced extremely tasty business man's bouncers for the customers. *Hal Webman.*

Monte Carlo, Pittsburgh
(Monday, November 13)

Capacity, 300. Shows at 8:30 and 12:30. Price policy, no cover, no minimum. Owner-operator, Allan F. Clark. Booking, non-exclusive. Estimated budget this show, \$800. Estimated budget last show, \$750.

Rex Dale and Marty Allen, who have created a flurry of excitement in this territory since they got together four months ago, are headlining this week and show they are ready for the top rooms. Each has a picture and stage background and they use this training excellently in their sharp delivery and timing in a well-balanced routine. Act builds all the time with yocks coming steadily. Team had to do two encores when caught. Especially effective was the familiar *Little Joe* bit with their excellent rendition giving it increased stature and strength.

Sexy looker Lu Claire opened the shop with a well-received tap routine. Mildred Don, singing star on three shows on Station KDKA, was in the singing spot and got a big mitt on six numbers.

Bobby Cardillo's ork, now increased to five men, did a top drawer job of cutting the show and played excellently for dancing. *Len Litman.*

Night Club-Vaude Reviews

Chez Paree, Chicago
(Thursday, November 16)

Capacity, 500. Price policy, \$1.10 cover and \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper; production, Dorothy Dorben; publicity, Bob Curley. Booking policy, non-exclusive. Estimated budget last show, \$8,500. Estimated budget this show, \$9,800.

This Midwest showcase is enjoying its best biz with Danny Thomas since the Sophie Tucker-Joe E. Lewis doubleheader six months ago. Thomas, in for three weeks, has worked to packed houses in two of the three shows nightly during the first seven days, and he's knocking them out every show. In the show caught, he worked 45 minutes, with only his *Ode to a Waiting Syrian* as old material. He did that because of requests. He did philosophical bits on newcomers from other walks of life, such as Myron Cohen and Sam Levenson; a great bit on relaxing, and a bit on philosophers in general and the axiom, "It's only in the mind" stuff was a mixture of the serious with some great original comedy. Walked off after three encores to a mitt that indicated he could have worked indefinitely.

Mitch DeWood opened the show, displaying an excellent singing voice that falls somewhere between Bill Farrell and Billy Eckstine. He did several heavy ballads to pretty good attention from a crowd that was waiting to see Thomas.

Consolo and Melba had a rough time getting started. They featured little aerial work in their first two numbers with the result that only the ringsiders saw more than their shoulders and faces. Both deliver more personality than most dance teams. Their closer, in which two gadgets shoot out a stream of bubbles while they work to *I'm Forever Blowing Bubbles*, won them a good mitt.

A well-costumed but rather meaningless Balinese production number won a good mitt. Other number was a holdover. Cee Davidson's ork played the usual good show backing job. *Johnny Sippel.*

Paramount, New York
(Wednesday, November 15)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily; five, Saturdays. Chain booker, Harry Levine. Show played by Bill Snyder ork.

This is disk week on the Paramount marquee. Patti Page and the Bill Snyder ork are strictly recording talent, while Dick Contino worked his way up from Horace Heidt amateur status via radio, disks and theaters. All three acts sold well with Miss Page and Contino copping the best mitts.

Contino is still an amazing act. With hardly a spoken word or any extra effort devoted to sight appeal, the handsome youngster just walked on, ran thru several intricate accordion solos and walked off to a terrific haul.

The Snyder ork (three rhythms, including Snyder, four violins, four reeds and four brass) drew well with their hit disk version of *Bewitched*. The affable piano-playing maestro, making his first stem appearance, got a fair mitt for his piano interpretations of *Mary Had a Little Lamb* as played by long-hair composers and modern piano stylists. It's little more than a slight switch on standard Alec Templeton routines. Band's interpretation of Chopin's *Minuet Waltz* in pop style wound up Snyder's act except for some fine show backing.

Vanderbilt Boys acro turn was clean, fast and showmanly. Two lads opened with a fast tap chorus and went into standard hand-to-hand tricks. But a couple of different stunts, particularly a shoulder-stand back flip that returns to the same shoulder stand, got them off to a rousing hand.

Sticking to her platter hits, Patti Page socked across five pop tunes. Just the opening bars of *Tennessee Waltz*, *With My Eyes Wide Open* and *All My Love* was enough to get good audience reaction. The gal looks good and has a big, musicianly voice.

Dave Barry worked hard with vocal impressions of Godfrey, Fred Allen, Sam Spade, various senatorial candidates and a smattering of gag lines; but he didn't actually get into the big yock category until he went into his bar mitzvah speech routine. Latter drew bellies. *Joe Martin.*

Palace, New York
(Thursday, November 16)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Don Albert's house band plays the show.

This one starts okay but after the opening act doesn't go anywhere until the next to closing, finally finishing in good fashion.

The Three Welles, two girls and a boy, showed a fast hand to hand and balancing act, with each person taking a whack at understanding. Turn moved fast with no lulls or dead spots, using solid tricks and winding up to a good hand.

Wanda and Armand, a girl-boy puppet act, worked too slow to give the act any pace. Team used a variety of dolls but seemed to compete with them. Girl wore a black gown high-lighted with sequins; the male was in white tie and tails. So attention was frequently on handlers rather than on dolls. Team showed a few clever tricks, a Swiss bell ringing bit by dolls and an xylophone routine. Comedy, and general selling however, was so poorly handled it affected entire act.

Buddy Clayton, a chunky ingratiating lad, has an act based on take-offs based on Arthur Godfrey running one of his *Talent Scout* shows. This permitted him to do Barry Fitzgerald, Frankie Laine, Eckstine, Rose Murphy, Ink Spots and Martin and Lewis. Of the group the last was the best received. He wound up trying to do three voices; a Como, Downey and Pinza with only moderate success. Basic difficulty with Clayton's act is lack of sufficient material. Take-offs in themselves soon lose their impact unless there's enough gag material to go with it.

Saul Grauman and his two girls did a workmanlike job in their standard musical stairs act. Turn started with Grauman in the pit while two girls did a sword dance. It segued into the musical stairs with Grauman up on stage for the number finishing to good applause. Shaw and Lee did much better on previous trips than on this one. Their sight bits are still amusing tho. Their chatter drew only apathetic responses.

David and Dorothy Paige, a husband-wife singing act, looked good but they need plenty of polish before they can make it. Girl, a blonde, is a soprano; boy, brunet, is a tenor. Their single work on standards and semi-longhair numbers were mediocre. They did better on duets. In fact their two-part harmony might well be the foundation for a new batch of numbers on which to build.

Three Chocolateers gave the show a much needed shot in the arm. Three boys, last caught in the *Jazz Train*, have added a lot of comedy to their customary sharp xylophony. Their cafe scene and the terrific "beatings" got best yocks of the bill. Act was cut for obvious reasons, tho the way the boys were going they could have stayed on another 10 minutes.

Hugh Forgie and Company, badminton act, showed the always interesting racket and bird routines for which turn is noted. With a glib talker as the umpire upstage, Forgie and his partner (unbilled) went thru their tricks with flash, verve and sufficient comedy to spice it up. *Pic, Johnny One-Eye. Bill Smith.*

Club des Champs Elysees, Paris
(Thursday, November 9)

Capacity, 250. Price policy, 3000 francs minimum. Operators, Pierre Marlet-Bernard Hilda. Booking, non-exclusive. One show at midnight. Show budget nightly, approximately 150,000 francs.

Bilingual Bernard Hilda presides over the band and the customers with a familiar cordiality in three languages.

Show consists of the Vera Cruz Trio, voice and music, doing numbers and Jill Page, pop singer. Trio works in black and silver Mexican costumes and gets healthy applause from customers. Act was brought in by Hilda from Spain under a personal management contract.

Jill Page, another Hilda import from England is a tall, blue-eyed blonde, a newcomer in show business. She has a fine voice and was well received. Gal does current American pops and also works with the band. *Pic, Copper Canyon. Arthur Rosett.*

Boulevard Room, Hotel Stevens, Chicago
(Tuesday, November 7)

Capacity, 425. Price policy, \$1.10 and \$1.50 cover, with \$3 and \$3.50 minimums. Shows at 8:30 and 11:30. Producer, Meriel Abbott. Publicity, Audrey Lindgren. Original music, Hestia Smith. Estimated budget last show, \$5,500. Estimated budget this show, \$5,500.

Current icer is feeble entertainment. Only comedy is injected between production bits and specialties by interlocutor-orkster Leighton Noble sparring with a pair of weak endmen over some poor jokes. Only minstrel show portion embodied here is color and there's a wealth of that. Costuming by Norm Krone is the best of the six bladers yet.

Only other real bit of minstrelsy is Jack Spoons, who does a one-man-band-washboard bit and closes with the rattling spoons. He's also the key figure of a good opening production number, with the cast handling the spoons. The attempt at a cakewalk contest failed because the line couldn't do the skyscraper stepping on skates.

Tiny Jo Barnum, diminutive miss, does an excellent ballet on the narrow sheath of ice. The skating Ryies, a Danish import (two men, two fems), do a standard roller-skating turn at terrific speed while doing two, three and four-person balancing. The terrific pace builds up to a two-girl iron-jaw finale, which won them the biggest hand of the show.

Leighton Noble's ork (four saxes, three fiddles, three brass and three rhythm) do an excellent show-backing job. Noble heads a corps of about six singing sidemen, all of whom do good jobs with a variety of vocals. The Chordmen work the show, doing a good job on harmony vocalizing. *Johnny Sippel.*

Flame Room, Hotel Radisson, Minneapolis
(Monday, November 13)

Capacity, 150. Shows at 8:15 and 11:30. Price policy, \$1.50-\$2 minimum cover, \$1.50 Friday and Saturday. Owner, Tom Moore. Booker, Martha Hamilton. Publicity, Marjorie Lundberg. Estimated budget this show, \$800. Estimated budget previous show, \$1,250.

Miklos Gafni, baritone, shares the current bill with Guy Marks, impressionist and mimic.

Gafni showed a pair of pipes that could blow the walls down in this intimate room, tho he showed a lack of savvy thru his use of a mike, turned up almost to full volume. Eddie Camden, ork leader, has to keep his band blasting to handle accompaniment. The Camden seven-piecer does top job for show and dancing.

This is Gafni's second night club appearance. He sings very well. What he needs, tho, is somebody to teach him the nuances of showbiz, American style.

His talent is wasted in an intimate room. He needs an auditorium or concert hall where he can let loose with that tremendous voice of his. His offerings included an opening medley titled *I Love to Sing*, which was well handled; *There's No Tomorrow*, with a sprinkling of the original in Italian, and another Italian song he labeled as *Neopolitan Girl*.

Guy Marks ran the gamut of mimicry, opening with Arthur Godfrey and giving a talent scout run down to include Vaughn Monroe, Humphrey Bogart, Gary Cooper and Ezio Pinza. Some of his gags fell flat, but that's because the diners didn't catch them fast enough. Show ran 30 minutes on the nose. *Jack Weinberg.*

St. Regis Maisonette, New York
(Thursday, November 16)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated talent budget, current show, \$500.

Jane Morgan, billed as the "American From Paris," is a very pretty, well stacked blonde, with a wardrobe chosen to highlight her physical attributes. In addition the girl has a commercial flavor in her singing that should get her a head start in the battle for top jobs.

Miss Morgan, a former band canary in Paris, has picked up many cute tricks of the trade. She can use her hands, and has plenty of confidence. Her routine is a pleasant melange of French songs translated into English and vice versa. Here and there she uses a standard or semi-pop with special lyrics, some of them a little peppery, tho the audience giggled in appreciation.

Miss Morgan showed off best in songs with a beat and on rhythm tunes. On ballads, e.g., *The Dead Leaves*, she worked like a band singer. Tho her delivery is completely feminine, it is hardly titillating, a quality she'd do well to acquire.

Milt Shaw's band played for her with commendable skill. Incidentally, if performers like Miss Morgan want to stroll in their act they'll need better lighting. Room has fixed spots and during strolling bits they are frequently lost. *Bill Smith.*

Sally Rand



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WHAT THEY SAY...

about The Billboard in its New Format

SEE
PAGES 52 AND 53
IN THIS ISSUE

JIM MCGOWAN
THE ONE MAN SHOW
(10 in one)

1. Rhythm piano for dancing
2. Solovox
3. Vocals
4. Sensational record pantomime
5. Hilarious comedy magic
6. Scramblingly funny monologs
7. Blacklight bits
8. Customer gags
9. Old time medicine pitch (15 min. howl)
10. Community Singing

Dude Room—Westward Ho, Jr., Omaha, Neb., 27th week. Personal direction: TOM DRAKE AGENCY, Midland Bldg., Kansas City, Mo.

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HIPPODROME THEATRE, BALTIMORE, WEEK NOV. 23RD.
Management: MUSIC CORP. OF AMERICA

Night Club-Vaude Reviews

Oriental, Chicago

(Thursday, November 16)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes's house band.

Gordon MacRae was in only opening day in connection with the premiere of his *West Point Story*, and the Capitol recording film star was the peak of what otherwise was just average entertainment. MacRae has developed stage poise and know-how. In addition to a fine warbling job on a medley from his recent *Tea for Two* pic, MacRae did a winning job of kibitzing and some excellent impersonations.

MacRae's versatility showed up Yvonne Decarlo's lack of stage ability. The sultry siren of movie technicolor did her usual so-so job of singing and swinging her well-knit chassis across the stage, but it didn't add up to much. Gal's only click song was a good rendition of *Babalú*, which won her a send-off. She needs something to pace her straight singing stint.

Mar-Vels Score

Show got a fast start from the Mar-Vels, four guys and three gals, whose top-notch double-tearboard stuff pulled big hands. Act is extremely fast.

Impressionist Paul Regan is getting careless with his mimicking. Most of his work lacked any real similarity to the characters he did. He could also use some new material. A flagwaver finale, mixing Will Rogers and the late F.D.R., saved him.

The Aherns scored with their standard rope twirling and Mexican music bit. Ahern himself always refurbishes his stint on their annual appearances with new gags and a couple of new lasso bits. Walked off to good mitt.

Sherman Hayes contributed a pertinent football medley between the first and second acts.

Johnny Sippel.

Cocoanut Grove, Hotel Ambassador, Los Angeles

(Wednesday, November 8)

Capacity, 960. Prices, \$1.50 cover. Show at 10:30 p.m. Owner-operator, Ambassador Hotel. House booker, Ashton Stanley. Estimated budget this show, \$4,000. Estimated budget last show, \$4,500.

Dorothy Shay is back and with her returns the solid biz she consistently attracts to this room. On her fourth time around, she spices her repertoire with new mountain delicacies, and holds over plenty of the old faves for a pleasurable rehearing. New selections include *Love Isn't Born, It's Made*; a rib-tickling treatment of *Remember Dad on Mother's Day* and two from *Gentlemen Prefer Blondes*, *Little Girl From Little Rock* and *Diamonds Are a Girl's Best Friend*. Welcome repeats are *Pure As the New Driven Snow*, *Sagebrush Sadie*, *Doin' Alright* and *Dear Mr. Sears and Roebuck*.

A polished performer, she handles the elbow-bending ringsiders with quick ad libs, controlling the crowd without offending the spenders. Batoner Griff Williams opens with a couple of amusing puppet take-offs on everyone from Cab Calloway to Arturo Toscanini. Ork supported songstress and her piano accompanist, Russ Clark, as well as played for dancing.

Lee Zhitto.

Oasis, Los Angeles

(Tuesday, November 7)

Capacity, 250. Four shows nightly. Price policy, no cover-minimum. Owners-operators, Joe Abrahams-Bill Robinson. Press, Jules Fox. Estimated budget this show, \$1,500. Estimated budget last show, \$2,500.

Patrons better be sold on Anita O'Day before coming here, because she isn't bothering with selling herself. She walks on, plainly attired in a tailored business suit, looking more like one of the customers than a featured attraction. Her manner is cold and aloof, as if she is patiently enduring the audience. Attendance here is slim, altho spot-area's sole remaining jazz haven—usually jumps.

Characteristic O'Day jazz treatment is applied to such tunes as *September in the Rain*, *Body and Soul*, *Beautiful Day* and *What Is This Thing Called Love?* Musically, her style is intriguing and ardent fans at ringside yelled for more. But to the uninitiated her unorthodox treatment marred favorite melodies. Scatman Carothers as emcee, created plenty of excitement with his gags and gritty vocals. Lee Young's combo (6) churned out the jivey dance music and accompanied Miss O'Day and Carothers.

Lee Zhitto.

Loew's Penn, Pittsburgh

(Monday, November 13)

Capacity, 3,486. Price policy, 60 cents to \$1.10. Four shows daily; five Saturday. House booker, Loews. Show played by Maurice Spitalny's house ork.

Show this week has four top drawer acts and only fault lies in routining which has each act introducing following turn after bows which slows up bill considerably. Perry Franks and Janyce open with a top terp turn that got a strong mitt.

Eileen Barton, in the second slot, got the best audience reaction. She socked with four fine tunes, her topper being her best-selling National-Mercury disk, *If I Knew You Were Coming I'd've Baked a Cake*. Chirp has added cute comedy lines that perk her act. The Three Stooges follow with familiar material but presentation and top mugging put it over. Shemp Howard got most of the laughs. In the star spot, Dick Haymes was handicapped by poor selection of songs and lack of animation in selling. He finally got them with *Old Man River* and closed to a big hand.

Len Litman.

Paradise Folds

Continued from page 44

get the best. Right now show consists of Lenny Kent, Mary Small and Jerry Cooper band, plus a line of June Taylor girls. Spot has Baer and Rosenbloom set to follow Kent and is talking about different name singers, with Georgia Gibbs in the limelight.

Actually the Morris office which handles Miss Gibbs has her set for the Waldorf, so that deal is out. There's some talk about Harvey Stone, with club offering \$3,000 for a straight four-weeker. Stone, however, is going into the Paramount and won't be available until after mid-January.

Chief objection to the Havana-Madrid among the talent agencies is the class of clients the spot draws. Room, they say, is noisy, and the customers, mostly Spanish speaking, don't understand American comedians.

Strand, New York

(Friday, November 17)

Capacity, 2,700. Price range, 55 cents-\$1.75. Four shows daily; five, week-ends. Warner chain booker, Harry Mayer. Show played by house band.

The current bill isn't particularly strong, it packs a lot of entertainment, judging from audience reactions. Biggest disappointment is Suzanne Dalbert, billed as "Beautiful Suzanne." Gal is featured in *Breakthrough*, war film playing the house, and is obviously on stage to bolster the picture. Could be that she does, but she hurts the stagershow. Undoubtedly attractive, the red-haired French gal does nothing but run thru a few lines with house emcee Florian Zabach, and give out with a spiel about "ze wondrous American boys." It was three or four wasted minutes.

Topping the bill is Mimi Benzell, ex-Met Opera soprano, who's made good in hotel rooms, and who sold quite well with *Siboney*, *La Vie En Rose*, a selection from *The Barber of Seville*, and an up-tempo rendition of *Lo, Hear the Gentle Lark*. Her closing bit with Zabach on Gay '90s favorites could be dispensed with. Gal looks fine and is at ease on a Stem stage. House band backing on the operatic stuff was lack-lustre.

Shriner Solid

Herb Shriner's standard Hoosier line of homey talk was solid. The guy got yock after yock, and all the kind that start as snickers and build into bellies as the house gets full realization of his humor. Particularly effective was his talk about army days. An accomplished harmonica player, Shriner used the mouth organ for only Bee-thoven to close his act. A little tightening up by dropping some of his material would have made the act still better.

Filmsters Peggy Ryan and Ray McDonald showed a song, dance and comedy act that sold via sheer aggressiveness. Guy is, by far, the better dancer, the both drew big mits. McDonald's nasal-toned singing is adequate. Ryan gal's attempts at humor seemed forced, but the team finished to a big mitt after dance bits in the style of Pat Rooney, Eddie Leonard, Bill Robinson, Eleanor Powell and the Castles.

Opening the bill were Mack, Russ and Owen, standard knock-about acro team. The trio worked hard and fast to get a good hand on the closing bit of the dwarf acting as understander on a three-high.

Florian Zabach handled the emcee chores in his usual capable fashion and fiddled thru a solo *Fiddle Fiddle*.

Pic, *Breakthrough*.

Joe Martin.

EMA and Guild

Continued from page 44

he shall get an additional \$2 dinner money which can be applied to the minimum. If an actor has to stay overnight, he's to get \$3.50 extra for lodging.

All contracts will be play or pay. Cancellations must be in writing. All salaries shall be paid on the job or not later than the next business day following the job.

Everyone Bound

Line producers will be considered as owners of the acts and all such producers will be bound by the minimums.

The rules will apply to all AGVA members, non-AGVA people, members in good standing in other talent unions, will get waivers for one job per year.

If band vocalists do an act, in addition to singing with the band, they are to get additional money which shall not be less than the minimum scale.

Tho there are 34 points in the code accepted by both parties, dealing with many subjects, it is interesting to note that section 24 of the code reads, "AGVA agrees to grant the producer waivers from this code . . . upon application received from the producer in writing. . . ."

AGVA toppers, when questioned about this, refused to discuss it.

The matter of independent contractor versus employe was also left wide open. At present most of the contracts issued for club dates have stamped across it the words, "Independent contractor."

AGVA Salary Bite

Continued from page 44

workable and that field reps had so reported.

After hours of wrangling it decided that the Philly AGVA execs would be invited to a meeting in New York, December 28. No action was taken against Jones.

In the meantime, however, the Philly branch has notified the national that its members were against the 1 per cent levy and would not pay it. Jones has collected some \$1,700 from Philly ops on the Philly plan, of which about \$850 was paid by Frank Palumbo. No other branch has collected anything. One New York rep phoned a local op and asked him would he pay AGVA the tax on his show. The op said of course not. The AGVA rep returned to headquarters and reported "plan is unworkable."

So far as it is known AGVA has not set up any machinery for collecting what it hopes will be "millions of dollars." Last week there were words between Connors and John Donoghue, AGVA comptroller, because of an unfavorable report from outside auditors on the 1 per cent tax.

Rank and file AGVA people have already voiced open protests against the tax.

Chi Local Protests

CHICAGO, Nov. 18.—Local membership of the American Guild of Variety Artists (AGVA) went on record here Wednesday (8) as being opposed to paying the projected 1 per cent salary stipend outlined at the recent AGVA executive board huddle in Cleveland. As far as is known, the Chi membership is the first local unit to protest the payment. Motion to send a protest against the 1 per cent wage bite to national headquarters was made by

Caught Again

Copacabana, New York

Phil Silvers in his second time here demonstrated he's a performer's performer. If the showbiz mob that caught him opening night keeps coming in, or by word of mouth sends others in, the spot will do business.

Silvers, a tall affable, bespectacled bald comic, did an outstanding floor job. His routine, ideal for a Copa crowd, rocked them time and again. From his walk-on to a solid mitt, where Silvers remarked, "If I'm smart I'll walk-off now. I'll never be better," to a gracious "thank you" walk-off, Silvers got the yocks. There were a few things that didn't stand up too well; his clarinet bit had a poor finish; his chatter with one of the sidemen was another time waster. But in between Silvers was wonderful. If he had a solid piece of three minutes that could compare with his classic *Old Man River*, he'd be a comic to be reckoned with. A good deal of Silver's stuff is sheer madness, tho a madness appreciated best by people in showbiz. It is doubtful if the dubbos of Dubuque will find him as hilarious as this reviewer did. Silvers is an actor's actor. He can stand catching time and again.

June Hutton, ex-Pied Pipers and Ina Ray Hutton's sister, is a cute blonde trick that should do well as a single. The girl can sing and can sell tho some of her material can stand a thoro revamp. She began with *Love Is Sweeping the Country*, using a prop page one for sight effects. Next came *My Romance*, which didn't do much for her. A fast *Hoop-De-Do* got her back, tho it was the tempo rather than the number that helped. An arrangement on *Francis Dances With Me*, was equally ineffective. Her special thank you finale to *I Love the Guy* was an effective bit of showmanship.

Didn't Do Well

Stump and Stumpy are usually great in theaters or in cafes with elevated floors. But they need an audience that isn't jaded with top performers. Here at the Copa, the boys didn't do well at all. Where they usually get yocks, they got giggles. At best they got a tepid hand.

The rest of the show remains about the same. Little Betty Harris in the production singing slot is excellent and dance team of Jean Caples and Chuck Brunner are an admirable pair. Mickey Devine as the boy production singer is also suitably qualified.

Bill Smith.

Freddy Stritt, but was later tabled for further consideration. Meeting pulled over 125 members, which is good attendance locally. Other members who voiced gripes against the proposal included Whitey Roberts and Randy Brown. Jack Irving, Midwest AGVA chief, spoke in favor of the projected 1 per cent salary deduction to go to the actors' union, explaining the money would be used to directly benefit the entertainer. He pointed out that AGVA hopes to build a hospital fund, a welfare fund and offer some type of insurance coverage.

Local AGVA members, in a letter from Irving, were notified this week the end had come to the Chicago Actors' hospital plan. Under this plan, AGVA members have been able to get free hospital treatment at Chicago Osteopathic Hospital, with the stipulation they would repay AGVA when they had the cash. Irving showed *The Billboard* records, indicating that the approximately \$10,000 hospital fund, set up two years ago by running an all-star benefit at the Chicago Stadium, was gone except for about \$350. Irving's records showed that less than 10 per cent of the money taken out of the fund to pay members' bills had been repaid. In his letter, Irving explained that when AGVA starts its 1 per cent salary bite, a certain portion of that national fund would be allocated for hospital care for local members. At that time, the Chicago Osteopathic Hospital will be made part of the plan.

Hilton Chain

Continued from page 44

Novelty acts and talkers are not permitted TV shows while under Hilton contracts. But if Hilton performers are not allowed on TV, Miss Abbott will use TV-made products in her rooms. Kyle McDonald, made entirely on TV, will open at the Plaza's Persian Room December 21. If the gal makes the grade and has available time, she may get the route.

Money-wise, the Hilton chain is doing okay. For the quarter and nine months ended September 30, 1950, it showed a gradual rise in revenues. For the quarter, chain took in more than \$10,000,000, or about 10 per cent better than the similar quarter of last year. Its net for the period was about \$800,000, equal to about 47 cents a share on its common stock. Same quarter last year, the net was \$698,864, or 40 cents a share.

For the full nine months, per-share earnings will be about \$1.80 against \$1.64. The Waldorf, acquired October, 1949, and the Mayflower, Washington, contributed about 40 cents per share as against 16 cents last year.

BONNIE BAKER AND BILLY ROGERS



Hi y'all! We did a television show last week, and Leo Salkin knocked me out when he said that more people would see the show than I'd worked to in the last six months (750,000). Wow! TV is a young baby, but it sure is healthy.

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CUFFO?

Doc Has Hex That Hypes Liquor Trade

PITTSBURGH, Nov. 18.—Dr. Arthur Ellen, ex-psychologist at the Fort Jay Hospital, now doing a night club act, is working effectively with a hypnosis routine. On Tuesday night (7), at the Monte Carlo here, a drunk kept bothering him thruout his act and then called him over and asked Ellen to hypnotize him.

Ellen knew this would be tough because of the difficulty of point-of-contact with a drunk. But the boss, Allan Clark, was standing there, and it looked like a challenge, so Ellen finally got the subject under. He then gave him a post-hypnotic suggestion.

The first thing the drunk said when he came back to consciousness was, "I'm buying drinks for the house." Everybody roared, as the bartender set them up and Clark said to Ellen, "With business the way it is, this is something you should keep in the act."

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BUY CHRISTMAS SEALS FIGHT TUBERCULOSIS

Hocus-Pocus

of Magic and Magi

by Bill Sachs

JAY MARSHALL moved into Beverly Hills Country Club, Newport, Ky., Friday (17) for a fortnight's stand. . . . Michael Dove is presenting his novel magic turn in the Detroit sector. He works almost exclusively with doves, a la Cantu, except that he works in tails and uses no apparatus. . . . Robin C. McCleary is the new president of the Harry E. Cecil Ring No. 22, International Brotherhood of Magicians, Detroit, succeeding James Harrison. Other new officers are Walter M. Wilson, vice-president; Stanley Mieczkowski, secretary; John Wojtala, treasurer, and Roy Kissell, sergeant at arms. . . . L. Guy Gerber was in Cincinnati early last week on the beginning of an extended swing thru Ohio territory. . . . Ray Bedwell is back at the University of Dayton, Dayton, O., after a six-week trek to the West Coast which took him over 5,500 miles thru 13 States. . . . Mandrake the Magician, during his recent engagement at Martin's Tavern, Lima, O., was visited by Jack Luston, currently playing school assembly shows thru Northern Ohio. Luston was general agent for Clyde Bros. and Kelly & Morris circuses the past summer. . . . Paul Hubbard, still on school assembly dates in the Buckeye State, recently presented his midnight spooker at St. Marys Theater, St. Marys, O. . . . Cal Townsend (Kaleb the Magician) has established headquarters in the Ohio Theater Building, Spencerville, O., to frame a nine-people circus-magic unit to be piloted by Forrest Brown, veteran agent and billposter formerly with Billy Wehle's Billroy's Comedians. . . . Mal and Maxine Lippincott are presenting their full-evening show in Ohio auditoriums. . . . The Great Lawrence, following a week's stand in Youngstown, O., hopped into his native Cincinnati to play for the Veterans of Foreign Wars. He is slated to begin a TV stanza late in November that is expected to keep him busy all winter. . . . B. G. Mathis is still piloting the Lawrence turn. . . . Ben Pardo writes from Honolulu that he's set in Hawaii for the winter with the Pete Kortez Side Show on the E. K. Fernandez organization, presenting his one-man mental turn. Pardo made the trip to Honolulu on the same

plane with Dell O'Dell and Charles Carrer, currently showing their magic and juggle wares in the Islands.

MARCELLIEE, who has presented magic-mental turn in virtually all parts of the world the last 33 years, is back in Philadelphia after a 30-week trek thru the South. It was his first tour below the Mason-Dixon Line and he reports that he has return dates in that territory beginning early in 1951. . . . Ralph Beck, back in the magic game after a long layoff, has just concluded an extended stand at the Jungle Club, Miami, and is now working club dates in the area before beginning bookings on the Caribbean and Florida circuits. . . . Milbourne Christopher typewrites from New York under date of November 10: "Had a wonderful week at the Hippodrome, Baltimore. Bill Neff is there tonight with his horror show. In addition to the four-a-day at the Hipp, I also did my weekly TV show, a guest shot on "Luncheon at the Sheraton Belvedere," a show in Sun Square for the Red Feather Drive, and attended a meeting of the Yogi Club. Carl Jones popped in one afternoon. Took him out to my house between shows to see a few of the old playbills and prints of magicians. Among the magi who dropped by at the Hipp to see the show were Hen Fetsch, Phil Thomas, George Peyton, Dantini, Martinelli, Paul and David Heese, Ed Weston, Bill Andrews and Ed Heyl. I leave tomorrow for Wichita, Kan., to present my hour show. Was there last May." . . . Joe Thomas, comedy wand-wielder, is in his ninth week at the Club Casino, St. Louis. . . . Fogel, English mentalist, is still showing his wares at St. Louis's Park Plaza Hotel. . . . Keith and Jean Barrette registered a wind-fall with a series of pre-election political rallies in the Rexburg, Idaho, territory with a 45-minute free show. The first date was booked with the dubious approval of a county chairman, Barrette says, but when 550 persons jammed the high school auditorium the chairman admitted that crowd had come to see the show and not hear the candidates. After that the dates came thick and fast, Barrette infos. The Barrettes resume this week with their full-evening sponsored show.

Burlesque Bits

by Uno

NADINE, featured in the Silk-Cowan unit, was to have launched a new Lady Godiva strip act recently. While in Chicago a month ago, she ordered a lightweight, portable horse prop. While in Boston last week the apparatus arrived but Nadine found it was made of concrete and several hundred pounds heavier than expected. Gadget now reposes in the express storage in Bean Town, unaccepted by Nadine, and it is specified as non-returnable by the manufacturer. . . . Benny Pearce, comic, is playing club dates in Cleveland. . . . Joan Torino and Marie Bradley, front-liners at the Hudson, Union City, N. J., are being readied by producer Jack Montgomery for a new double strip labeled the Toney Twins. Ora May, dancer, has been picked to do specialties in the ballets. . . . Vickey McNeeley, of the Casino, Boston, and wife of Charles Schultz, house straight man, is a kin of Vice-President Alben W. Barkley. Her family moniker is Victoria Barkley McNeeley. . . . Bert Carr and Wilma Hayden are the parents of a daughter, Alberta Pearl Kamm, born November 2 at the family home in Avalon, Pittsburgh suburb.

Harry Bentley unit, was held over another week with the Scratch Wallace show and will continue on the circuit. . . . Jess Mack, former straight man and now traveling bit regulator for the Hirst Circuit, is collaborating with Jay J. Hornick, circuit exec, on a book on the history of burlesque. . . . The staff at the Hudson, Union City, N. J., gifted exiting manager Sam Cohen with a fishing pole and reel, and members of the Robert E. Kennedy Vets, of which Cohen was the founder, gave him a traveling bag and a plaque, at a farewell party at Louis's Restaurant, Union City, November 4. Attending the festivities were Lou Miller, Leo Brodsky, Issy Miller, Marty Knopf, Eppie Oakene, Bob Miller, Dave Mack and Jess Mack. . . . Winnie Garrett started her 27th week at the Ha-Ha Club, New York, November 18.

Music Hall Hikes

Continued from page 44 \$41,000) ended its second and final week with \$30,000 for Henny Youngman, Carol Bruce and Rocky Mountain. Initial week's take was \$45,000. Palace (1,700 seats; average \$18,000) moved up to \$20,000 for bill of Irene Bordoni, Dick Buckley, six additional acts and The Fireball. Previous week's figure was \$18,000. New show, reviewed this issue, has Three Chocolateers, Shaw and Lee, six other acts and Johnny One-Eye.

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Martin-Lewis Row Takes New Twist

NEW YORK, Nov. 18. — The Martin and Lewis versus Abner J. Greshler management contract hassle was further complicated last week when the American Guild of Variety Artists (AGVA) formally requested of Music Corporation of America (MCA) all commissions received by it from the team, an accounting of all salaries and deals entered into by the boys and a written statement of all future dates MCA made for Martin and Lewis.

Originally the case of who's who, with Martin and Lewis wanting out on Greshler's contract and Greshler refusing and MCA coming in and grabbing off the boys, was to be heard before AGVA. Various dates were set for hearings tho all were subsequently postponed.

In the meantime Joe Ross, attorney for Martin and Lewis, withdrew his action from before AGVA and substituted a similar action on the West Coast before the Screen Actors' Guild (SAG).

When this substitution went into effect, AGVA had no case before it, and under an exclusive management contract it still recognized Greshler as the exclusive agent. Following this procedure, AGVA was pressured by Greshler to collect commissions he claimed were due him, and AGVA notified MCA accordingly.

Extra Added

Brief but important night club-vaudeville news

New York:

Phil Foster left the Radio City Music Hall show after the first day. That makes the third act that went in and out the first day of a new show. It started on the previous bill. The first was Betty Bruce; then came Guy Raymond.

Peggy Fears will be one of the next attractions at La Martinique followed by Helen O'Connell. Spot is still shopping for comics. . . . Rosenbloom and Baer will follow Lenny Kent into the Havana-Madrid.

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LNyT Allots \$50,000 For National Campaign

NEW YORK, Nov. 18.—Further details of the plan of the League of New York Theaters (LNyT) to hypo national consciousness of the live theater (The Billboard, November 18) were released this week.

The plan is linked directly with a bicentennial celebration marking 200 years of theater-going in America, which will run thru 1951.

"Anna Lucasta" Pix Buy Fight In N. Y. Court

NEW YORK, Nov. 18.—A dispute over agent's share of the revenue from sale of the motion picture rights to Anna Lucasta was raging in New York Supreme Court this week between John Wildberg, producer, and Claire Leonard, agent for the author, Philip Yordan.

At the same time, Herbert T. Silverberg, Yordan's attorney, has claimed that he was instrumental in disposing of the motion picture rights.

Wilberg, in his complaint, charges that neither Miss Leonard nor Silverberg acted as agents in the sale of the rights, that he brought about the sale himself, and that he, as manager, is therefore entitled to the complete 40 per cent share, or \$140,000.

Miss Leonard is also agent for Robert McEnroe, author of The Silver Whistle, and A. B. Shiffrin, author of Angel in the Pawnshop.

Subway Circuit Gets Delay on AGMA Suit

NEW YORK, Nov. 18.—Subway Circuit, Inc., and its president, George W. Brandt, this week (17) obtained a stay of arbitration proceedings with the American Guild of Musical Artists (AGMA), which is acting on behalf of nine musicians hired for performances of The Medium and the Telephone at the Flatbush and Windsor theaters.

AGMA is asking for \$50 rehearsal fee and 2 weeks' salary for each.

DRAMATIC ROUTES

- Angel in the Pawnshop (Selwyn) Chicago. As You Like It, with Katharine Hepburn (Convention Hall) Tulsa, Okla., 22-23; Forum) Wichita, Kan., 24-25.

initiated the formation of a Council of the Living Theater, headed by playwright Robert E. Sherwood, and committees of this will be set up nationally and regionally.

A dozen points have been laid out for the program. The bicentennial will open with an hour-long national radio program, with theater stars being greeted by London and Paris theater luminaries via trans-oceanic hook-up.

A TV show along the same lines, with top players in great parts of the past, is on the agenda. There will be a book published of pictorial theater history as well as national magazine articles by theater celebs.

A final event, a National Theater Week, will be held in Washington, State capitals and principal cities. Editorial support from the country's newspapers will be sought, lecturers sent to key cities on the road, plus a traveling exhibit of theatrical memorabilia covering the last two centuries.

The slogan for the council's campaign is "The Play's the Thing." Arthur Schwartz will compose a theme song on that title.

"Out of World" To Get Major Facelifting

NEW YORK, Nov. 18.—Bearing out the estimate of The Billboard's Philadelphia appraisal (The Billboard, November 18), the Cole Porter musical, Out of This World, is due for a major facelifting before its Stem bow-in.

Meanwhile, producers Arnold Saint Subber and Lemuel Ayers have put back World's preem at the Century Theater here to December 22.

HERE TO STAY?

Legit Previews Becoming Permanent Stem Fixture

NEW YORK, Nov. 18. — In recent seasons a legit phenomenon has taken on growth at mushroom pace. Time was when practically every Stem show did its polishing out of town before daring a Broadway unveiling.

Such current Stem entrants as Country Girl, Call Me Madam, Peter Pan, Season in the Sun, The Lady's Not for Burning, Pardon Our French, Story for Sunday

BROADWAY SHOWLOG Performance Thru November 18, 1950. Table listing shows like Affairs of State, Angel With Red Hair, Arms and the Man, A Story for a Sunday, Bell, Book and Candle, Black Chiffon, Hilda Crane, Mister Roberts, Mrs. Warren's Profession, Season in the Sun, The Cocktail Party, The Country Girl, The Happy Time, The Lady's Not for Burning, The Members of the Wedding, Call Me Madam, Gentlemen Prefer Blondes, Kiss Me, Kate, Les Ballets de Paris, Michael Todd's Peep Show, Pardon Our French, Peter Pan, South Pacific, Tickets, Please.

MUSICAL Table listing shows like Call Me Madam, Gentlemen Prefer Blondes, Kiss Me, Kate, Les Ballets de Paris, Michael Todd's Peep Show, Pardon Our French, Peter Pan, South Pacific, Tickets, Please.

COMING UP (Week of November 20) Table listing shows like Pride's Crossing, Edwina Black, The Relapse, Ring 'Round the Moon, Guys and Dolls, The Golden State, The Tower Beyond Tragedy, CLOSED Death of a Salesman, The Curious Savage, The Gioconda Smile.

Sadler's Sells Out In Oklahoma City

OKLAHOMA CITY, Nov. 18.—One night stand of Sadler's Wells Ballet is a complete sellout for the 6,000-seat Municipal Auditorium here Tuesday (28).

Sides and Asides

Brief but important legit news

Status Quo

Events last week put a status quo on the stagehands' demands for pay boosts. A meeting was skedded with Metopera for Wednesday (15) but was called off by the latter at the last moment due to pressure of other business.

Urges Theater Stamp

A Billboard reader, George Durt of Jamaica, N. Y., suggests that the Theater Council of America pressure Uncle Sam to turn out a 1951 commemorative postage stamp in honor of next year's bicentennial celebration of 200 years of American theater.

"Mrs. Warren" Out

Theater Venture's first venture down on Bleeker Street will shutter Sunday (19). Shaw revival of "Mrs. Warren's Profession," co-starring Estelle Winwood and John Loder, has done fair business, but arrangements by producers Norman Rose and Ben Grauer called for release of actors, provided the play couldn't be moved up-town at the end of four weeks.

Guardsman Duet

It is now a certainty that Jeanette MacDonald and husband,

Gene Raymond, will co-star in the revival of Molnar's "The Guardsman." Richard Aldrich and Richard Myers, who in association with Julius Fleishman are sponsoring the project, announced last week that rehearsals will definitely start in December.

"Pacific" KO's All Twin City B.-O. Records

MINNEAPOLIS, Nov. 18. — South Pacific drew \$114,000 for 16 performances in St. Paul and Minneapolis, setting a new all-time gross for the Lyceum Theater in Minneapolis.

Ed-Furni, manager of the St. Paul Auditorium Theater, where Pacific played to 2,801-seat capacity houses for four performances October 30-November 1, reported a gross of \$36,000 before taxes.

BREAK-IN SCORES

NEW HAVEN Bless You All (Opened Shubert Theater, Monday, November 13) Yes 2 No 0 Per Cent 100

Out-of-Town Reviews

BLESS YOU ALL

(Opened Monday, November 13) Shubert Theater, New Haven, Conn.

A revue. Music and lyrics by Harold Rome. Sketches by Arnold Auerbach. Dances by Helen Tamiris. Production designed by Oliver Smith. Costumes by Miles White.

PRINCIPALS: Jules Munshin, Mary McCarty, Pearl Bailey, Joan Merrill, Garry Davis, Gene Barry, Byron Palmer, Charlene Harris, Lee Barnett, Robert Chisholm, Donald Saddler, Noel Gordon, and Valerie Bettis.

BORN YESTERDAY

(Opened Wednesday, November 15) El Capitan Theater, Hollywood

A comedy in three acts, by Garson Kanin. Directed by Jack Gage. Settings by Richard Jackson. Press, Bill Tostevin. Staged by Gene Mann. Presented by Theater Enterprises.

Helen (a maid) Ruth Packard Paul Verrall Whit Bissell Bellhop Ed Warren Eddie Brock Percy Helton Another Bellhop Bill Sheehan Harry Brock William Bendix Assistant Manager Bernie Wiesen Billie Dawn Marie McDonald Ed Devery Tom Powers Barber George Reynolds Manicurist Barbara Ann Knudson Bootblack Leonard Gumley Senator Norval Hedges Thayer Roberts Mrs. Hedges Louise Lorimer Walter John Spring

Gene Mann, who devoted the last four summer seasons to outdoor musical comedy productions at Griffith Park's Greek Theater, takes his initial step inside the theater with Born Yesterday. For a first step, it's a healthy one, and one which may help fan the sparks of interest in legit at Hollywood and Vine.

Marie McDonald Scores

Marie McDonald, the luscious lass of chessecakedom, conquers an even more difficult role as Brock's dumb blonde girl friend. Part is doubly difficult for, in it, she must effectively show the evolution of awakening character, plus the fact that Judy Holiday has established the standard interpretation of Billie Dawn.

Doesn't Like 'Em

Nick Holde, general manager for Season in the Sun and Black Chiffon, definitely doesn't like preview audiences, either paid or invited. He remarked, however, that he has turned to them in

Legit Previews Stem Fixture

Continued from page 48

past because "when you can't buy a Rolls, you buy a Ford." A show he says, today can't open cold. It must get itself set for laughs particularly in the case of comedies and musicals. A drama or melo might get away with it, but the timing problem enters there, likewise.

Preview benefits are bad as reactions because pew-buyers have paid a charity premium and are prepared to be super-critical. On the other hand, invited audiences are not appreciative when they get in free. To pick an invited audience, says Holde, takes time and trouble. Ticket blocks should never be sent to industrial groups, but should be distributed carefully and individually in city and suburbs. They should be handed out to reach a complete cross-section, rich, poor, legit fans and occasional theater-goers. They should be made to look tough to get, and hence properly valued.

Above all, says Holde, never invite an actor. Latter is so bent on looking at a particular part he'd like to play himself that he can't see the woods for the trees. He will applaud more than anyone else in the house and go out and pan the hell out of the show. Almost invariably it is miscast and badly acted.

Opposite View

Max Allentuck, general manager for Kermit Bloomgarden, takes a completely opposite view. Ordinarily his organization sells previews, if there are any. Several seasons back, however, when a booking jam-up forced the issue with *Another Part of the Forest*, a couple of advance free looks were given, and he says they worked out all right. He thinks

that even after an out-of-town tryout, the average show needs a couple of advance Stem sessions to limber it up.

In the Allentuck book, a tough audience is ideal for a preview. It keeps actors on toes for the opening and too much advance appreciation is not good. Actors, he says, are a great audience, while not a normal gauge, because they cheer everything. What they say about the play afterward doesn't matter to him in the least.

Ernest Martin, co-producer of *Guys and Dolls*, believes that previews are specially valuable for comedy in obtaining pace and laugh reactions. He feels there is too much emphasis placed on a Broadway opening night and would hate to bring in a musical for a first performance without the benefit of a tune-up. He doesn't see the point of free previews, but pre-prem benefit sales are good as a method of retrieving road expenses. Actors make poor audiences, he thinks. He once did a run-thru for a selected group before taking *Where's Charley?* on the road and got only subjective criticism.

Herman Bernstein, general manager for Leland Hayward, and Arthur Schwartz, producer of *Hilda Crane*, have typically shaded opinions as to actors in preview audiences. Schwartz finds thespians good theater guinea pigs—not overly critical and not too generous. Bernstein finds them generous in applause, and while more honest in display of emotions, extremely super-critical.

However you slice opinion, and in nearly every case there is an undercurrent of depreciation, the preview is evidently permanent Stem procedure.

Bless You All

Continued from page 48

- SHOW GIRLS:**
Blanche Grady, Jill Melford, Kris Nodland, Gloria Olson, Dell Parker, Madelyn Remini, Gwenna Lee Smith, Jeanne Williams.
- SINGING ENSEMBLE:**
Jane Carlyle, Geraldine Hamburg, Betsy Holland, Dorothy Richards, Irene Riley, Eileen Turner, Grace Varik, Margaret Wright, Fred Bryan, Olive Dill, Gordon Edwards, Noel Gordon, Ray Morrissey, Kenry Smith, William Sutherland, Norval Torman.
- DANCING ENSEMBLE:**
Eleanor Boleyn, Carlene Carroll, Dorothy Etheridge, Sage Fuller, Elmira Jones-Bey, Billie Kirpich, Vera Lee, Elona Mural, Emy St. Just, Helen Wenzel, Richard D'Arcy, Joseph Gifford, Donald McKay, Joe Nash, Philip Nasta, Bertram Ross, Richard Reed, John Sandal, Swen Swenson, Parker Wilson.

On the basis of its bow-in, *Bless You All* is not a top-flight show, and unless it can be well doctored before its Stem debut, it won't have much of a chance. However, its basic framework is good stuff, and if its producers utilize the three weeks remaining before its big time preem, it can be rescued.

On its credit side can be listed lavish and eye-filling presentation, brilliant costuming, a better than average score, some excellent dances and grand performances by its principals. But debitwise there is a woeful lack of comedy and its heralded satiric sketches fall far short of the mark. It's dance sequences are overlong, and there is no song that promises to reach hit proportions.

Pearl Bailey, one of the real bright spots, hasn't enough to do, and while she handles her two numbers in the true Bailey style, leaves the pewsitter with a feeling he is being cheated. If the producers can see fit to grant Miss Bailey another chant or two, a long step will be taken toward success build-up.

Mary McCarty carries the brunt of the show, and acquits herself in grand style. Her rough house, ebullient projection and her ability to sell comedy material get a lot more from the sketches than the authors have put in. Her satire of Peter Pan and a new style Southern Belle are highlights.

Jules Munchin, on the other hand, is severely handicapped by his material. While his mugging and mannerisms are able to snare laughs where a lesser comic would find rough going, he is let down badly by the authors. Only in a slick lampoon of the use of television by political candidates does he really reach his proper stride.

Valerie Bettis contributes some excellent long-hair hoofing and scores nicely in well staged, but much overdone, *Foreign Legion* ballet. Her comedy *Hot routine*, complete with bumps and grinds, however, brings her biggest hand of the night.

Joan Merrill and Byron Palmer do well enough by the chanting

Foreign Opening

HARVEY

(Opened Wednesday, October 25)

Antoine Theater, Paris

Comedy by Mary Ellen Chase. French version by Director Marcel Achard. Settings by Gerard Mille; decors by Emile and Jean Bertin. Press representative, Lucien Brule.

- | | |
|----------------------|-------------------|
| Alfred Bart | Fernand Gravey |
| Hortense | Jane Marken |
| Professor Guillaumin | Jacques Baumer |
| Roberte | Nicole Maurey |
| Monique | Catherine Damet |
| Bordenave | Pierre Mondy |
| Mme Chauvenet | Marcelle Poince |
| Mme Guillaumin | Germaine Grainval |
| Chauffeur | Jacques Dynam |
| Maitre Gaffenet | Leon Walther |
| Doctor Maubant | Andre Versini |
| Servant | Renee Tamary |

The French version of the American smash-hit *Harvey* got generally bad reviews from Parisian critics but it's safe to predict the play will be popular. In translating and adapting the play, Marcel Achard kept to the spirit of the original but at the same time substituted French humor for some of the untranslatable lines. Part of his adaptation consisted in giving French names to all the characters except "Harvey."

Fernand Gravey as a French counter-part of Elwood P. Dowd, turns in a delightful performance, but sometimes he does not quite make a pew-sitter actually see Harvey. Jane Marken turns in a finished and very French interpretation of the role of Hortense (originally Sister Veta). Members of the supporting cast are all competent, while Pierre Mondy gives the part of the hospital orderly a real comic lift.

While it is doubtful that the play will take any real place in contemporary folk lore, it engendered plenty of laughs, and will probably fill the small Antoine Theater for many months to come. But by U. S. standards *Harvey* adds up to competent silo theater fare. Arthur Rosett.

chore, but, like the comedians, are hampered by the lack of sock material. Miss Merrill's *Take Off the Coat*, a torch ballad, and Palmer's *Love Letter to Manhattan* are the only two numbers which hold any slight promise.

Oliver Smith has given the show some brilliant settings, and Miss White's costumes contribute much eye appeal. Staging by John C. Wilson has pace and movement.

Considering *Bless You* as a whole, entirely new sketches must be substituted for the poor ones now on the program, at least one or two more songs of popular appeal added, the dances cut and the check rein taken off Pearl Bailey. Perhaps then, pewsitters may think they're getting a blessing
Sid Golly.

Broadway Openings

BELL, BOOK AND CANDLE

(Opened Tuesday, November 14)

Barrymore Theater

A comedy by John Van Druten. Staged by the author. Setting by George Jenkins. Costumes by Valentina and Anna Hill Johnstone. Company manager, Max Siegel. Stage manager, Jose Vega. Press representative, Ben Kornaweg. Presented by Irene Meyer Selznick.

Even a complete scoffler at the laws of the occult has heard that witches can't blush or cry—and if they are so far ill-advised as to fall in love, lose their supernatural powers. Currently, at the Barrymore John Van Druten sets out to prove it. Not only that, but before he gets thru, he has even the most sceptic pewsitter going along with a preposterously diverting premise that witches and warlocks (the accepted name for the male of the species) are around and about today practicing their arts from swank Murray Hill apartments. Somewhere during the proceedings Van Druten switches from impudent fantasy to high comedy. Being the deft writer he is, the combination gives his frolicsome charade an opportunity to cast a spell of its own. It will be a long time before *Candle's* witchcraft will be exercised out of the Barrymore.

Lilli Palmer is Van Druten's sleekly attractive young witch who employs casual magic in her stride. Her husband, Rex Harrison, is a handsome book publisher who lives on the floor above. Miss Palmer finds him attractive and with the aid of a helpful Siamese cat hexes him away from a tiresome fiancée for a hectic interlude. It seems the best spell-binding circles approve of sex. It's just love that's taboo. So everything is fine until she discovers even amiable witches have consciences, and Harrison concludes he has been made a spellbound sucker. Having lost him, Miss Palmer develops an ability to blush and cry real tears, which means she just ain't a witch any longer. However, Miss Palmer in just every-day, human tears is more than enough to lure Harrison back into her arms at the curtain. There are other elements which add amusingly to the occult complications. The girl has an aunt, somewhat amateurish but willing in witchcraft, and a brother only slightly less gifted in warlock practices. There is also a somewhat befuddled literary authority on witches and their ways who gets briefly into the picture.

Playing together for the first time as a married team, the Harrisons get a wonderful magnetism into their love affair. It carries an authenticity that breeds enchantment. They make the play entirely their own. He plays the bewildered publisher with engaging deftness and it is a treat to see and hear him work in a straight part which he makes tremendously effective. Miss Palmer is a delight. She can win an audience practically without opening her mouth. Since Van Druten gives her plenty to say, matters at the Barrymore are that much better. Between them they do wonders for the play.

Over-all, Irene Selznick has arranged a meeting of top professional talents on the production. Jean Adair makes an elderly sorceress who needs a kitchen for a laboratory a fluttery pleasure. Scott McKay is fine as the young warlock who thoroly enjoys his roguery, and so is Larry Cates as the pseudo-expert on the craft. Van Druten's sharp direction puts all of them where he wants them, when he wants them there, and George Jenkins has devised a modern library background with just the right shadowy mystery for their occult didoes. Everybody concerned adds magic to *Candle*. It is a beguiling witches' brew. Bob Francis

A STORY FOR SUNDAY EVENING

(Opened Friday, November 17)

The Playhouse

A play by Paul Crabtree. Staged by the author. Setting and lighting by Theodore Cooper. Costumes by Patricia Montgomery. Incidental music by Leighton Tiffault. Company manager, Clarence Gray. Stage manager, Buford Armitage. Press representative, Saul Richman. Presented by Trio Productions and Milo Thomas I.

On the basis of triple-threat accomplishment, Paul Crabtree should take a bow. Young Crabtree has been an actor around and about for several years. He has directed several Stem shows with more than considerable credit. Now he emerges also as a scripter and brings his own play to Broadway, self-staged, and plays the lead in it to boot.

A Story for Sunday Evening is tough stage fare to classify. It has a Pirandelloish approach, but is concerned less with philosophical satire than with the tragi-comedy of human confusions. It is a play within a play, but there is continuous crossings from arrant make-believe to reality.

Presumably, Crabtree and a trio of thesping assistants are putting on a Sunday night tryout of an autobiographical drama in a borrowed theater. The author explains that his play has no ending, but that he hopes to find one before the evening is over.

The story unfolds, episodically, sans scenery and with only a few props. It concerns a young actor who marries a girl who wants a home, a baby and the bills paid. She gets them and they love each other devotedly. But the lad wants more than that.

He falls into the clutches of an actress who can be all the girls he has ever had. It's glamour and romance against meat-and-potatoes living, and he falls for romance. However, there is much more to *Story* than that.

It speedily develops that one actress in the play is his real-life wife and the other is equally his real-life menace. The two, getting continually into each other's hair, keep throwing the proceedings out of gear. It is a novel idea, and except for exceedingly corny ending when the mistress goes into a Polly-Anna tailspin, exceptionally worked out. However, Crabtree has his ending and that seems all that matters.

Author-wise, Crabtree shows a fine imaginative touch and a nice sense of the humorous. His theme never is heavy, since the play is mostly devoted to kidding the egotistical male—in this case himself. Since he is a good director, he has given pace and fluency to a play made up of vignettes, and his personal salesmanship as an actor is extremely ingratiating.

He is likewise fortunate in his choice of supporting cast. Young Cloris Leachman, with only a couple of small Broadway assignments behind her, comes thru with a really splendid performance as the wife. She has the superb sense of timing of the natural farceur and establishes fine promise for future stints.

Henry Jones has long been one of this department's favorite character comedians, and currently he does wonders as a baffled stage manager called in to whip the play together. Nan Martin, making a Stem debut, as the menace, is optically rewarding and augers well for acting improvement. At present she has a tendency toward over-eager playing.

For pew-buyers who enjoy matters theater-wise, which are a bit off the beaten track, *Story* will provide a diverting evening. It has novelty and it is amusingly well done. However, against the caliber of recent Stem competition, a four-character no-scenery no-name show at a \$4.80 top seems to tempt commercial fate for a prolonged stay. Bob Francis.

THE COUNTRY GIRL

(Opened Friday, November 10)

Lyceum Theater

A drama by Clifford Odets. Staged by the author. Sets by Boris Aronson. Costumes by Anna Hill Johnstone. Business manager, Forrest C. Haring. Stage manager, John Sola. Press representative, Tom Weatherly. Presented by Dwight Deere Wiman.

- | | |
|----------------|-------------------|
| Bernie Dodd | Steven Hill |
| Larry | Peter Kass |
| Paul Cook | Louis Veda Quince |
| Paul Unger | Joseph Sullivan |
| Nancy Stoddard | Phyllis Love |
| Frank Elgin | Paul Kelly |
| Georgie Elgin | Uta Hagen |
| Ralph | Tony Albert |

For once Clifford Odets has forgotten to be socially significant and set down a rarely human document. For the moment, at least, he is vacationing from virulent wind-mill tilting to write about people—people of the theater—whom he knows well, and he has brought their frailties and petty arrogances vividly to light with pitiless incision. To one reporter's eyes and ears, *The Country Girl* is the best Odets to date.

Story-wise there is nothing new about *Country Girl*. Essentially, it is the old, old yarn about the aging alcoholic actor whose career is reclaimed by an understanding wife. If Odets stopped there, *Girl* would have all the impact of a soap opera, but he has brought the wife's problem into stinging focus thru the inclusion of a furiously egotistical director, who is a composite portrait of a few of our more conceited staging experts. Such plot as there is concerns the arrogant efforts of the latter to stage a comeback for the actor—whom he has nostalgically admired from childhood—his early suspicion of the wife as a menace to his plans and a final understanding.

Out of this Odets has woven penetrating glimpses into emotional turbulence. The actor is a moral coward, like most alcoholics a practiced save-facing liar. He doesn't fool a disillusioned and somewhat bitter wife who sticks to him thru a sort of mutual desperation, but he does fool the young director into thinking her responsible for his failure. It is an exhausting business before the young backstage Napoleon learns how befuddled he has been. The reclamation has been made—at least temporarily—but three people are left licking plenty of emotional wounds. There is little tenderness in *Girl* and much of temperamental conflict and misunderstanding. But it is brilliant theater.

Paul Kelly is giving one of the finest performances of his career as the drunkard racked with fear and doubt of his ability to grab his last chance in his profession. Never once does he get off key in the continuous building of a character calling for a mixture of pity and contempt. It is a probing character study. Co-star Uta Hagen achieves similar results with the complexities inherent in the country girl he has married, a strange combination of quiet strength, contempt, affection and angry bitterness—all coupled with an unswerving loyalty. She is again proving her right to recognition as one of our best younger actresses. To the efforts of both, a comparative Stem newcomer, Steven Hill, adds a distinguished contribution as the directorial prodigy. On the basis of his current stint, he should be in hot managerial demand for future assignments. The three combine to project some of the best acting of the season.

While interest, of course, is centered on the trio, others doing well by lesser backstage work. Involved are Phyllis Love, Joseph Sullivan, Peter Kass, Louis Veda Quince and Tony Albert. And Odets has directed them all in his own opus for singing impact. Boris Aronson has incorporated a wonderfully dingy backstage atmosphere into his backgrounds.

By all standards Dwight Deere Wiman looks to have unveiled a polished success. Bob Francis.

WHAT THEY SAY . . .

about *The Billboard* in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

Born Yesterday

Continued from page 48

a thoroly human Billie Dawn of her own.

Mann's casting of Miss McDonald and Bendix is to his credit, as is the solid support of Tom Powers, Whit Bissell, Thayer Roberts, Louise Lorimer and Percy Helton. Jack Gage's closely knit direction brings up Kanin's laugh lines into bold relief without sacrificing play's more somber tones. Richard Jackson's single

set of an expensive Washington hotel suite competently backs the action.

In a town where pic names command the strongest b.-o. pull, combination of both Miss McDonald and Bendix should get Mann's first indoor venture off to a strong start. First night suffered somewhat, coming on the heels of Columbia Pictures' giant prevue of its *Born Yesterday*. Lee Zhito.

ARENAS AND AUDITORIA

Chattanooga Building Up-Dates Acoustics

By Daphne (Dee) Poli

CHATTANOOGA, Tenn., Nov. 18.—The Soldiers and Sailors' Memorial Auditorium here last summer underwent the knife of an architect and had its face lifted at a cost of \$90,000. Acoustics were improved greatly and a new public-address system and a new ceiling, with all new light fixtures, were installed in the main hall, which also was redecorated.

The aud seats 5,500 and also has a theater with 1,500 capacity and 19 committee rooms, with exhibit rooms in the basement. The municipally owned structure is operated by a commission appointed

by the city commission. Tommy C. Thompson, a director of the International Auditorium Managers' Association, has been the aud's manager for 19 years, during which time the building has been on a self-sustaining basis for 15 years.

Until completion of this summer's modernization program, Thompson was opposed to booking Broadway shows due to the unsatisfactory acoustics. He had held his major annual bookings to concerts, symphonies, sporting events, conventions and skating shows. But now Thompson says the building is available for roadshows as well as for all types of conventions, home shows and touring productions. In fact, he says he is eager to get bookings of the big Broadway shows on tour.

Fall to spring booking this year is not a full one due to reconstruction work this summer which prevented setting many definite bookings. The schedule for the next few months follows: December 2, Don Cossacks Concert; December 8, U. S. Army Band; December 11, Margaret Truman; January 8, Industrial Power and Electric Show; February 5-9, *Holiday on Ice*; February 23, Elena Nikolaidi, and March 12, Oscar Levant.

Advance Sale Produces for Stockton Club

STOCKTON, Calif., Nov. 18.—An advance sale by the Stockton Skating Club for an October 30 Halloween party brought out a crowd that packed the Rollatorium here, reported Manager Paul J. Gilbert.

An array of prizes were offered during the 7:30 to midnight session, including a door award plus 19 costume prizes and awards for games and special events. The club held its first free-style contests, open to any skater who had never skated in a State meet, in the juvenile, novice and senior divisions.

Proficiency figure and dance tests were conducted at the rink October 29 by the United States Amateur Roller Skating Association, with John R. Harris and B. Gordon, San Francisco, and Barbara Ziem, Oakland, doing the judging.

Dolores Cummins passed the fifth and sixth figure tests, and Shirley Sasselli passed the junior figure bar test. Those who passed the first figure test were Barbara Allman, Elwanda Rickman, Marla Lou Barrett, Jimmy Stephens, DeAna George, James Allman, Janice Mann, Tene Hazlitt, Gloria Kiesz, Sharon Norton, Lois Leitner, Beverly Frick and Dee Rigg. The bronze dance test was passed by Bruce Hannah, Dee Rigg, James Stephens, Mickey Jankowsky and Marie Chamberlain.

Roller Rumbblings

Earl Van Horn, operator of Mineola (N. Y.) Roller Rink, gave away six turkeys for the best costumes worn at a children's Thanksgiving party Saturday morning (18).

Danbury (Conn.) Roller Rink held a Halloween prize party recently. Hartford (Conn.) Skating Palace awarded more than \$100 in prizes to Halloween party participants.

20th Chez Vous Candle

PHILADELPHIA, Nov. 18.—Chez Vous, which combines dancing and roller skating, observed its 20th anniversary recently. Special events and contests were offered. The amusement center houses two rooms, one for roller skating on Sundays, Tuesdays, Wednesdays and Thursdays and the other for dancing on Tuesdays, Fridays and Saturdays.

SOUTHERN TREK FOR KID ANNIE

ALEXANDRIA, Va., Nov. 18.—Annie Dunbar, 75-year-old skating enthusiast, who makes the America on Wheels Alexandria Arena her skating base, departs soon by plane for New Orleans where she will demonstrate skating in connection with the opening of the new Gentilly Roller Rink there, said to be one of the most modern rinks in the South.

AOW officials say "Miss Annie" will demonstrate "that roller skating has outgrown its baby clothes. In effect, she will be visible proof that the pleasures of skating are not limited to young people." She will demonstrate that "roller skating has established itself as a family pastime and has seen mother and dad bring teen-agers, toddlers and grandma to the rink for fun."

In addition to Miss Dunbar's appearance, top skaters of the USARSA will present a show at the Gentilly debut.

Big Top Skatery Bows in Covington

COVINGTON, Ky., Nov. 18.—Dixie Gardens Big Top Roller Rink opened here Friday (10) under the management of Willis Vance, operator. The heated big-top rollery has more than 6,000 square feet of floor space.

Operated in conjunction with the rink is Dixie Gardens teenage canteen which includes rustic fireplace, booths, juke box and snacks. There is bus-line service to the door, free parking space, recorded organ music and clamp and shoe skates for rent.

Vance announced the following operating schedule: Sunday and holiday matinees, 2-4:30; daily twilight sessions, 5-7 p.m.; Mondays for private parties; Tuesday, Wednesday and Thursday, 7:30-10:30 p.m.; Friday and pre-holiday nights, 7-9 and 9:30-11:30 sessions, and Saturday nights, 7:30-9:30 and 10-12.

Biz Good at Parkview

CARROLL, Ia., Nov. 18.—Business is reported excellent at Parkview Roller Skating Palace by its owner, Charles C. Ludwig, who said he had a capacity crowd November 7 when the Five Flying Aces, pro act, appeared at the rink. Ludwig also has booked J. L. Browne and Company for an early date at the rink. The sale of rink supplies continues at a fast pace, says Ludwig. Carroll Roller Skating Club is rehearsing its annual show for an early appearance here and in near-by rinks.

2 Spots Join RSROA

DETROIT, Nov. 18.—Fred A. Martin, secretary of the Roller Skating Rink Operators' Association, announced from RSROA headquarters here this week the addition of two rinks to the association's membership roster.

The two new members are Rocket Skating Club, Oklahoma City, Okla., operated by T. T. Johnson and H. L. Garlock, and Wal-Lex Rollerway, Waltham, Mass., operated by James Price and John S. Rande.

Rebuild Philly Elmwood

PHILADELPHIA, Nov. 18.—Elmwood Roller Rink here, demolished by fire last year, is being rebuilt for opening during the holidays. Located in Southwest Philadelphia, the new rink will provide a 15,000-square-foot floor. The building is being fireproofed throughout and a new Hammond organ and refreshment counter are being installed.

Free Skating Classes Set As Denver Rink Promotion

DENVER, Nov. 18.—Over 800 junior high schoolers turned out for the first of a series of weekly free skating lessons in this city. Fred J. Bergin, general manager of Mammoth Garden and president of the RSROA, calls the program "one of the finest ever conceived for roller skating" and said it should do a lot for the sport here.

Three rinks are participating in the "learn to skate" program—Mammoth Garden, Skateland and Roller-O-Rink. The Wednesday matinee sessions are open to any Denver public, parochial or private school student between the ages of 11 and 16. The program is sponsored by *The Rocky Mountain News* as the Rocky Mountain News Roller Skating Club, and is being conducted by the municipal recreation department as one of its "after-school" programs.

The rinks have set up a progressive program for the five weeks. The instruction at the classes is the same at each rink and begins with forward balance movement and will go thru stops, crossed strokes, elementary spins and jumps, team racing, turns, backward balance and movement, the circle waltz, the two-step and collegiate. Skateland instructors are Bill and Margaret McMillan. Fay Marcove is at Roller-O-Rink and Bergin and John Green at Mammoth Garden.

The rink managements are contributing use of the rinks and free instruction to club members along with free use of clamp skates. A 25 cent fee has been set for kids wanting to rent shoe skates.

Youngsters were required to register at the rink of their choice. Registration blanks, along with publicity on the club, were carried

in *The Rocky Mountain News* two weeks prior to the first class. Blanks were also put out to junior high schools and could be obtained at the rinks. Registration forms required parent's signature approving participation in classes. Club membership cards were then issued.

Social Clubs Snag Skaters

MEDFORD, Mass., Nov. 18.—Announcement of plans for non-competitive social clubs at Bal-A-Roue Rollerway here (*The Billboard*, November 4) has created considerable interest among skaters, with several clubs now being organized, Fred H. Freeman, operator, reported this week.

Limited to membership of 25, each club will have its own jacket or uniform, and its members, foregoing the privilege of future amateur competition, will devote their activities toward the social aspects of skating, act as guest instructors on Wednesday beginner nights, and make newcomers feel at home at Bal-A-Roue. Club members will be admitted free on the nights assigned them as instructors. They will also receive a discount on Club Night.

Bal-A-Roue, which observed its ninth anniversary November 7 with a gala celebration, has scheduled a new series of dance classes for adults, high school students and juniors. Party bookings are reported brisk, with a number of school dates set.

AOW's Bill Annis Dies

ELIZABETH, N. J., Nov. 18.—Bill Annis, former manager in the American on Wheels chain of rinks, died recently of a heart attack. His last post had been with the AOW unit at Passaic (N. J.) Rink. Previously he had managed the Paterson (N. J.) Arena. He is survived by his widow, Emma, and a daughter, Judith.

Deuback Slates Hockey

DALLAS, Nov. 18.—Deuback Skating Rink here is reorganizing its roller hockey program for the fall-winter seasons, a call having gone out to patrons for volunteers. Anyone between the ages of 12 and 50 is eligible for the games, which are slated to get under way in the next couple of weeks. There will be teams for boys and girls. Several practice games are scheduled before competition starts.

N. E. Group Re-Elects

HARTFORD, Conn., Nov. 18.—Irving Richland, of the Hartford Skating Palace management, has been re-elected to his second term as president of the New England Roller Skating Rink Operators' Association. Other renamed are: vice-president, Ernest Young, Natick, R. I.; secretary, Benjamin Morey, New Haven, Conn., and treasurer, Charles Santoro, Norwood, Mass.

Indpls. Group Formed

INDIANAPOLIS, Nov. 18.—The Fliers, which made its bow October 28 in Coliseum Rink, is a new skating group of the Indiana Vassar Club. Organized to reactivate family life as well as to benefit the Vassar scholarship fund, the club will meet every Tuesday from 5:30 to 7:30 p.m. The Gay Blades skating group continues its session on Thursdays at the same time.

SKATE CASES AT A NEW LOW

- * STEEL CASES (Metal Over Wood)—Assorted color combination. Finest made. \$29.64 doz. Sample, \$2.47.
- * A. L. ALUMINUM CASE—"The Featherweight Champions." Light, sturdy with satin finish. Former OPA ceiling, \$4.58. NOW, \$33.00 Doz. Sample, \$2.75.

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WHAT THEY SAY...

about *The Billboard* in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Mich. Original and Sole Distributor

TV Names Lift the Take

Continued from page 44

Berle, drew new audiences because of their TV rep.

Following this string of TV people, the Roxy put in the New York Philharmonic Symphony of 104 men plus Eileen Farrell. Actually the budget wasn't strained by this buy because, during the run, stagershow was cut to the minimum.

Balaban, who engineered most of the moves, said these various departures from tradition have brought new people to the Roxy, people the Roxy never saw before, but hoped would develop into steady customers.

Basically, said Balaban, the picture's the thing, tho a good picture with only a fair assist from a stagershow will not do as well as a strong combo. There may be some exceptions but, by and large, a strong combo is almost axiomatic.

While the Roxy is experimenting, its competitors, the Paramount, Strand and Capitol, keep running along the same lines: A name band, a hooper, or a novelty, singer and then the star.

Trade sources say the formula works best for the Paramount because of its location. The same formula, however, has been failing at the Strand and the Capitol. The Strand has tried a couple of new things from time to time. The Capitol has not.

Showbiz hepsters shrug their shoulders at what they would propose, but all of them agree on one thing—brushing off TV personalities for personal appearances, is one way not to succeed.

Consensus among showbiz insiders is that "Abe (A. J. Balaban) isn't afraid to take a chance. While the other houses are busy looking at each other, Abe goes out on a limb."

Fox and RCA Get the Nod

Continued from page 2

quarter June 30 to September 29, four trusts added 35,200 shares of the company's common stock to their holdings. Of the four, two were new buyers. Not a single share of 20th-Fox was sold during the same period.

But if RCA and the 20th-Fox were up there, some of the other biggies did not fare as well as investment trust circles. General Electric, for example, was sold by 14 trusts which disposed of 23,200 shares, tho one trust took on 18,800 shares.

Westinghouse Electric stock was another mentioned in the survey. Eleven outfits sold 33,600 shares of the stock, while six took on 9,200 shares.

Zenith Radio fell in favor during the June-September quarter. Three trusts got rid of 2,850 shares and, during the same period, not a single share was bought by any of the groups.

Columbia Broadcasting System with its two classes of stock didn't fare too badly. Seven trusts sold 3,800 shares of CBS "A" stock, but seven outfits came in and took

10,500 shares of the same issue. At the same time, three orgs sold 1,600 CBS "B" shares, but five other companies came in and took on 6,600 shares of the same class of stock.

United Paramount Theaters also showed a plus for the quarter. One trust got out of 2,000 shares. This was offset by eight investment outfits coming in and buying 28,900 shares of the same stock.

RCA Pushes

Continued from page 15

pers as Enrico Caruso, Geraldine Farrar, Galli Curci, Paderewski, Rosa Ponselle, Mary Garden, Rachmaninoff, Chaliapin and John McCormick. Obviously, the individual albums will present outstanding performances of these artists, regardless of age of the original masters involved. Masters have been carefully processed, so that in most cases they will sound better on the new speeds than they did originally on 78. In the classical series the albums will be issued only on 45 and 33 r.p.m. and not on 78 r.p.m.

Classical albums will range from three-record to seven-record packages. Retail price will be 95 cents per disk, plus 50 cents for the album.

Crosby, Colombo, Sinatra

In the pop *Treasury of Immortal Performances*, album No. 1 will be *Dance Band Hits*, consisting of six sides as follows: Benny Goodman's *Stompin' at the Savoy*, Ted Weems's *Heartaches*, Tommy Dorsey's *Boogie Woogie*, and Glenn Miller's *Song of the Volga Boatman*. Album 2 will be an *Immortal Performances* of male vocalists, featuring Russ Colombo, Bing Crosby and Frank Sinatra. Other pop albums will feature *Keyboard Kings of Jazz*, and folk singers Gene Austin, Jimmie Rodgers and Vernon Dalhart.

Pop albums in the series will sell for 75 cents per disk, plus 50 cents for the album. These, too, will be issued on 45 and 33 only. Pop packages will feature liners written by Leonard Feather, and the classical stuff will have copy by such longhair critics as Deems Taylor and Irving Kolodin.

Immortal promotion was spearheaded by the company's merchandise manager, Bob Macrae and, according to him, over 2,000 of the firm's catalog items were culled to arrive at the finals for inclusion in the various sets. In a sense the series seems to stem from the same basic idea on which the company's *Heritage* series was built. *Heritage* laid somewhat of an egg, but the company feels that the upcoming sets have mass appeal as against the specialized and limited appeal to collector's of the *Heritage* sets.

MPTF Slaps

Continued from page 15

diskery is an affiliate of the sales company. He denies all other allegations by the trustee.

"When Petrillo set up this fund, it was for the major companies whose records get a lot of air-play. Our records are kiddie records, for home use. There's no reason for us to pay contributions to the fund," Lapidus told *The Billboard*.

When asked how he has been obtaining his masters, Lapidus made it clear that that was nobody's business but his own.

Washington Once-Over

by Ben Atlas

Continued from page 2

the rest of the TV freeze "for the duration." Chief reason is that not enough material is available for black-white sets, to say nothing of color, and by the time the Chicago court hands down its final verdict, the question of commercial color will be academic.

KPOA Fights Back

Broadcasters located in communities that take a tax bite out of station income will probably want to keep tuned to a case started in Honolulu this week. KPOA, of that city, is challenging Hawaii's tax on gross receipts of radio stations as invalid, and the suit appears headed for a Supreme Court showdown.

Newest sign of the Defense Department's growing enthusiasm for television: The Pentagon is reportedly preparing a TV counterpart of the Army Air Forces' hour show, which is on the MBS network Friday nights. The TV program will make its bow next month over the DuMont network, originating from WAAM, Baltimore. The program will run from 8:30 to 9, Sunday nights.

Yes, No, Maybe

Trying to clear up confusion over rules on rebroadcasting, the FCC got little satisfaction from briefs which poured in from the industry this week. In a look at the first briefs, the Commission found "Yes," "No" and "Maybe" as the answers to its question: Should stations be allowed to pick up web programs without permission from stations getting them over the wire?

WJIM-TV, Lansing, Mich., which started the controversy by rebroadcasting web shows picked up from WWJ-TV, Detroit, claimed that permission is unnecessary in most instances. WWJ-TV insisted it had a right to block its neighbor. NBC said that, while a station starting a web show in its own studio could certainly block pickups, NBC had no opinion to offer on affiliates' rights to shows coming from some other web station.

Drivin' Round The Drive-Ins

JACK O'SULLIVAN, former manager of Lockwood-Gordon-Rosen circuit's Danbury, Conn., Drive-In, has been named relief manager of Webb Playhouse, Wethersfield, Conn., during the southern honeymoon of **Russell Ordway**, theater manager, and Mrs. Ordway, the former **Dorothy Treworthy**. . . . The Rogers Corner Drive-In Theater, Pleasant Valley, Conn., operated by the Peoples Forest Drive-In Theater Corporation, has closed for the season. . . . Pike Drive-In Theater, Newington, Conn., has resumed its policy of changing new film programs on Sundays and Wednesdays. **Paul W. Amadeo** is general manager. . . . As a special Friday night offering, Pine Drive-In Theater, Waterbury, Conn., awarded prizes to the car carrying the most children. In addition, all youngsters in attendance received free comic books. . . . Manager **Bruno Weingarten**, of E. M. Loew's Norwich-New London Drive-In Theater, Montville, Conn., gave away a gallon of gas to each patron to keep their heaters going as a close-to-the-end-of-the-season stunt.

Hired Film Music

Continued from page 14

ceivably, from foreign societies—say that they won't stand for this. Consensus is that such a development would force the clefters to form a guild or union and fight the flickeries for their performing rights. It is recalled that during the pendency of the Leibell decision, one studio writer was handed a contract stipulating that if ASCAP were divested of performing rights, they should fall to the studio. He refused to sign.

It's also a good guess that the Department of Justice would get calls if the studios attempted to grab performing rights. Flicks might not want this—the long-brewed talk of divorcing film companies from their music publishing holdings has never died out.

Roadshow-Rep

JOSEPH COLSON, lecturer, is working to good returns around Ottawa, Ont. . . . **T. G. Carnes**, writes from Philadelphia that he'd like to read a roster of the Vogel-Deming Minstrels for the last year the org was on the road. . . . **Tony Mallay**, of Boston, would like to latch on to the roster of the Elroy Company. . . . **Ralph Caron** is presenting 16mm. pix in Wilmington, Va. . . . "For the past three weeks we have been setting dates in Indiana," letters **J. C. Admire** from Fort Wayne. "We've also seen plenty of independent school acts. At Evansville, Ind., we saw five different acts—living in trailers—and jumping out once and twice a week to make a date in some near-by school to poor business. At Terre Haute, I ran into three acts hop-scotching around for bread and beans. Several cities have home guards out making dates in between their regular jobs. One came in on a motorcycle in overalls and one family was out blowing bubbles. It's pitiful to see some of these alleged acts, which have nothing to offer, out trying to pick up a few bucks in schools. That's one reason that over 10 counties in Indiana are closed to school acts."

SINCE closing their tent show in September, **Bill, Ora and L. Verne Slout** have promoted and managed antique shows in Flint, Muskegon, and Jackson, Mich., and South Bend, Ind. Following the Jackson stand, the Slouts jumped to Texas where they picked up a string of promotions and shows covering West Texas, New Mexico and Arizona. El Paso, Tex., will be used as the central office for the Western Circuit. No plans have been made as yet for the 1951 tent season, but it is expected that the show will go out as usual covering much the same territory it has played for years. Slout's tent is stored in Shelbyville, Ill., and a spring opening near there is being mulled. **Charles Land**, formerly with the Slouts, has been assisting in the handling of the antique shows. . . . **Ralph Powell** has been working to good business around Eldon, Mo., with his 16mm. film feature show. . . . **The Doss and Mae Show** has been getting good returns around Wilborn, Mont., and is successfully doing some merchandising. . . . Operators of the **Turgeon Show** write from Manderson, Wyo.: "We have had a good fall and our last three dates have been with indoor fair promotions where we did okay. Our vaude, pic and museum show gives us a good break for fair entertainment." . . . **D. H. Anderson** is showing 16mm. pix around Ambrose, N. D., and is mulling a smart three-person flesh trick to work westward. Anderson and wife are old-time repsters.

RED COGBURN, former organist-director with **John Calvert**, magician, and band leader for **Harley Sadler** in West Texas, is demonstrating the **Organo**, new electronic piano-organ attachment, in South Carolina. He reports that business has been good. . . . **Clem Talbot** advises that his food and merchandise shows have been clicking and that he has two months booked in Montana towns. . . . **Carol Players** have been in Western Kansas recently. They report good results on their coast-to-coast tour. . . . **Richard's Show** has been playing McMullen, Tex., recently with **E. F. Hannan's** "Ah, There, Professor." . . . **Mr. and Mrs. Charles Downs** are promoting indoor fairs in Southern Vermont. In between fair stands, they are playing sponsor stands and anything else that comes along. . . . **Dr. Guy Sweeney** is presenting his solo show in New England under auspices. . . . **Robert S. Kelleher** opened his winter

tour with his Indian Museum at Llano, Tex., and is moving toward West Texas where he will play stores and halls. Kelleher also does some merchandising and reports big returns with his summer platform show.

GROVER'S SEXETTE, Negro minstrels, is working to good business around Benoit, Miss. . . . **Carter's Show** has been playing Harmon County, Oklahoma. **E. L. Jeffery** is a recent addition to the unit and a number of wax items have been added. . . . "In the October 28 issue of *The Billboard*, I read with much sadness and little surprise what is happening to school shows in Indiana," letters **Everett Lawson** from Chattanooga. "From the pen of **J. C. Admire**, veteran advance agent, comes the news that no less than eight counties in the State are closed to school shows. Adams says this situation is brought about by too many of the hit-and-run variety of shows. It has been brought to my attention that the closing of counties to shows, pathetically spreads like an epidemic from county to county and from State to State. Whether they are closed by the board of education, or grand jury action, and for whatever the cause, the widespread result will ultimately spell chaos for America's typically American institution, the school show! Far from being a localized condition in Indiana, it has swept the Southern States like a plague. Georgia, Tennessee and Alabama now offer only a few counties in which independent showmen can still operate. All that is left are the few schools which for some reason or another fail to schedule the bureaus. And this of course, in the counties that are still open, and the private schools. The latter are of course unaffected, but are too few in number to be of any profitable consequence. It would be my guess that 9 out of 10 of these hit-and-run shows described by Admire are magicians and hypnotists. How wonderful it would be—and the answer to it all would be simple—if some smart person would start a counter-epidemic of 'law-passing' requiring a State license for all shows operating schools. Me? I'm going back to burlesque!"

TV-Hep Pluggers

Continued from page 14

ideas for tunes, combing thru the catalog with a weather eye for graphic values (see *Hit Parade* story). In addition to knowing song potentials, he'll be best adapted for his job if he's had some TV production experience. He'll work up a prospectus of production situations, and then head for the hinterlands, selling at every TV station he can reach.

A Start

One pubber has already embarked in this direction. As far back as a year ago Lou Levy selected a dozen tunes from his catalog, and had staffmen write complete short shooting scripts around each of them. It turned out that his approach was too detailed, the TV producers wanting some latitude on their treatment of the tunes. Levy is continuing his idea along modified lines, leaving the producers some room to move around in.

Along with this, top tradesters envision a return to something resembling the old personal plugging of vaudeville days. Consensus is that a well-dressed visual plug, hitting across the country in one shot, can be the tonic for sheet sales that the old Jolson-Tucker-Vallee plugs used to be. At present, the cash value of a TV plug in ASCAP is nominal. (In BMI, it's worth the same as a radio plug.) In the coming heyday, the performance value of a TV plug can be tremendous.

Vote Machine

Continued from page 14

more money away to favor a party member in good standing."

According to Charles Iucci, 802 secretary running for re-election on the Blue ticket, the Shoup machines are less subject to difficulties than those used in the municipal and State elections. He points out that 802 members are used to the Shoup machines, on which they have voted in two previous elections. He denies their selection was in any way connected with a Blue ticket rep and also says they do not cost as much as \$50 more than the other machines.

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WHAT THEY SAY ABOUT...

... The Billboard in its New

David Sarnoff

Chairman of the Board, Radio Corporation of America:

I like the new Billboard immensely, and in keeping pace with your reputation for completeness and good reporting, the new make-up is a tribute to the journalistic artistry which you apply so thoroughly in covering the amusement industry. Change is usually significant of progress and, in the new format, the editors of Billboard have successfully achieved it.

Bing Crosby

The new Billboard looks swell. To borrow a line from film biz, it's better than ever. Best wishes.

Bob Hope

Billboard's new fancy pants are very becoming. Word of your new dress has even reached Korean outposts. Seriously, it's a refreshing note in show business journalism.

Frank M. Folsom

President, Radio Corporation of America:

Heartiest congratulations on the interesting and attractive new format of The Billboard. The larger size, with so much news on the front page, plus the bolder, easier-to-read typography, is a great improvement and shows that you fellows on The Billboard are alert to the modern touch. Best wishes as always.

Samuel J. Briskin

Paramount Production Executive:

Congratulations on the new Billboard. It is another advance for a magazine which has been a leader in show business periodicals since 1894. Wishes for success in the coming years.

Frank Freeman

Vice-President in Charge of Production and Studio Operation, Paramount Pictures Corporation:

Congratulations on the new format for The Billboard and your new fast distribution system. Both will help keep Billboard the valuable magazine of show business it has been for more than 50 years.

Edmond O'Brien

New Billboard tremendous. Hope you celebrate golden-golden anniversary.

Louis Hayward

Congratulations on your golden anniversary. Hope to wire you with equal enthusiasm on your hundredth. At least you'll be here.

John Derek

Best wishes.

Charley Starrett

Congratulations. Old Billboy never looked younger or more vigorous.

Jeff Chandler

The new Billboard is terrific even tho the change means the passing of an old friend. I have enjoyed reading Billboard for many years, but expect to enjoy it even more in the future. Regards and good luck.

Howard Duff

The biggest lift I've had since breaking my leg last Sunday was seeing the new Billboard. Congratulations and good luck for continued success. Regards.

Ann Blyth

Congratulations to Billboard on your "new look." I think it's a great improvement and a change that will make reading Billboard all the more enjoyable. Sincerely,

Wendell Corey

More than ever Billboard fills the bill.

William S. Paley

Chairman of the Board, Columbia Broadcasting System:

I like your new format. It's attractive and lively looking. Good luck.

Uncle Miltie

Love your new style edition, know it will be even greater than ever if that's possible. Just keep spelling the name Berle right.

Ben Duffy

President, Batten, Barton, Durstine & Osborn, Inc.:

Glad to see Billboard keeping step with the times. I particularly appreciate the extra space and greater detail your new format allows for television. Hope the new format wears as well as the other did for the past 56 years.

Alan Ladd

In my old newspaper days, in San Fernando Valley, it was different. The new Billboard is just fine—better reading, better everything, with news that's up to the second. All good wishes.

Hal Wallis

Congratulations on your new format and your continued fine coverage of the entertainment business.

Alfred Newman

Congratulations on your new venture. Warmest personal regards.

Jerry Lewis

Think your new fall outfit is knockout. Congratulations.

Dean Martin

Me too—

Corinne Calvet

The new improved Billboard is very chic. I like to look at it and what's more I enjoy what's inside.

Betty Hutton

I've just been cast as the high-flying aerialist in C. B. DeMille's circus epic, "The Greatest Show on Earth," but, believe me, I'll never be flying as high as you are now with that new layout. Let's dance.

Virginia Mayo

A future as satisfactory as its past is the best I can wish Billboard upon its appearance in new streamlined format. Congratulations.

Harry M. Warner

Your handsome new format shows the progressive thinking which has always characterized Billboard. Show business will continue to look for the best from your fine paper.

Jack L. Warner

Congratulations on Billboard's fine new format. I am sure your new streamlined make-up will inspire even better service to the show world.

Frank White

President, Mutual Broadcasting System:

I have just seen Billboard's new look and would like to add my congratulations to those from your many other radio friends.

Lewis Titterton

V.-P. in Charge of Radio and Television, Compton Advertising, Inc.

Congratulations on turning out so eminently readable and newsworthy a publication. I was particularly pleased at your expanded TV coverage, and will, more than ever before, be looking forward each week to reading The Billboard.

Niles Trammell

Chairman of the Board, NBC:

Congratulations on the new Billboard. After reading it, I'm convinced your second 56 years will be just as successful.

Perry Como

Just want you to know how much I like your new format. Best wishes.

Allen B. DuMont

Congratulations on your new format and increased coverage of television news.

Sylvester L. (Pat) Weaver

National Broadcasting Company:

The new Billboard is a swell job. Please accept my best wishes for your continued success.

Joseph McConnell

President, NBC:

Today's Billboard a wonderful improvement. Keep up the good work.

Edward Madden

National Broadcasting Company:

I just finished reading the latest copy of Billboard, and I think you made a very satisfactory switch. I found it both enjoyable and easy to read.

Ed Herlihy

Congratulations on your new format. I've got a new weekly "Date in Manhattan" with Billboard.

Jerry Fairbanks

Billboard can well be proud of its new modern format. Congratulations to the oldest publication in the amusement field for an even bigger and better newsweekly that is, as it always has been, devoted to the best interests of the industry. Every best wish for your continued success.

Arthur Pryor Jr.

Vice-President, Radio and Television, Batten, Barton, Durstine & Osborn, Inc.:

Congratulations to the staff on Billboard's new look.

Gabriel Heatter

Mutual Broadcasting System:

Have just seen Billboard's new newspaper format. May I add my personal congratulations to those of your many radio friends for continued success.

H. L. McClinton

President, Calkins & Holden, Carlock, McClinton & Smith:

Your new make-up reflects Billboard's well-known ability for keeping one step ahead of changing times. With television booming and radio keeping the pace, all the news from these fields will be so much more readable.

R. A. Sugg

WKY:

Your new format most effective. My congratulations on your very excellent publication. Regards.

Danny Thomas

If I were sure a change of face could be as successful for me as it has been for you I would have my nose fixed tomorrow. Congratulations —you're beautiful.

Hubbell Robinson Jr.

Vice-President, Columbia Broadcasting System:

Congratulations on the new Billboard. It's faster, easier to read and should command real attention.

Bill Weintraub

Congratulations and best wishes for Billboard's blend of new look and old know-how.

Edward Wallerstein

President, Columbia Records, Inc.:

Find your new format extremely interesting. All best wishes for success of your new venture.

Mannie Sacks

Your new format, which just reached my desk, is an inspiring development in the history of a magazine which for so many years has been most progressive in its reporting of the entertainment news. Its new readability and streamlined format will make it even more potent a force in the next half century.

Andrews Sisters

Maxene, Patti and La Verne:

We think you have done a tremendously successful job in dressing up the new Billboard. You and the boys certainly deserve four stars for effort, four bells for achievement, and everyone's best wishes.

E. E. Hill

Station WTAC:

Have read with considerable interest the revised Billboard. This publication has long been making important strides, especially in the radio and TV fields, and all the important news which you regularly cover now has a more fitting display. Good luck.

Theodore C. Streibert

President, WOR:

Congratulations on the new format of The Billboard. Its make-up is lively, and the expanded news coverage ought to make the paper of increased value to everyone in the entertainment field. Your new features—especially the TV Talent and Show Tips Department, are excellent.

Adolf N. Hult

Vice-President in Charge of Sales, Mutual Broadcasting System:

It takes but one look to see that Billboard's new look is characteristic of its steady advancement over the past 56 years. With this in mind, I am sure you will continue to make progress with the weeks, months, years and decades.

William H. Fineshriber

Vice-President, Mutual Broadcasting System:

You and your entire staff are to be congratulated for the new newspaper format of Billboard. May the next 56 years be as successful for Billboard as the past 56.

Charles R. Denny

Executive Vice-President, National Broadcasting Company:

My very best wishes for success on the tabloid Billboard.

Syd Eiges

NBC Press:

The newspaper format for Billboard certainly makes your publication extremely readable and a lot more livelier. Best wishes for a great future.

William F. Brooks

National Broadcasting Company:

I know this bold step by Billboard, revising its format, will be successful for both you and your readers.

J. L.

Congratulations to The Billboard in its new dress.

Ben Strouse

General Manager, WWDC:

Congratulations on your new Billboard format. It's livelier, looks better, gives your editorial features a break.

WNEW, New York

Cheers for the new Billboard. We think it's not only bigger, but better than ever. All good luck.

Milton R. Rackmil

Congratulations, new format very effective.

Sammy Kaye

Your new format is a wonderful improvement. Congrats.

Phil Spitalny

The new format makes The Billboard the finest trade paper I have ever seen. I spent more time reading your new first issue than I have ever spent reading any other paper. It's all absorbing and interesting and presented with real journalistic showmanship.

George Heller

National Executive Secretary, Television Authority:

Congratulations on Billboard's new face. I hope when I am as old as Billboard I can do as well with mine.

Bob Poole

Mutual Network:

Well, sirs, there's one thing for sure, reading Billboard in its new tabloid size is a lot easier. To every single member of The Billboard staff I just want to say congratulations and my best Stoneville, N. C., wishes for success for the next 5,600 years.

Lawrence Lowman

Vice-President, Columbia Broadcasting System:

Your new format is an exciting improvement. Congratulations and best wishes.

Arl Mooney

MGM Records:

The new Billboard seems much more newsy and the new format makes it much more pleasant to read. Hope it doubles your readers for you.

Frank B. Walker

General Manager, MGM Records: Congratulations on Billboard's impressive new format. All good wishes.

Percy Faith

Nice job, keep it up.

Mitch Miller

Your new format has a lot of sparkle. You really hit on a great idea.

Goddard Lieberman

Executive Vice-President, Columbia Records:

New Billboard format looks good. Best wishes for continued success.

Tom Ahrens and Eddie Gallaher

joins me in hearty congratulations to The Billboard on its new newspaper format.

Patti Page

Thrilled with the new size Billboard. All my love.

Guy Lombardo

Nice work. Your new format excellent. Very readable.

Joe Delaney

London Records:

Think new format wonderful. Wish you and everyone at the publication every success with the new venture.

James E. Hanna

Vice-President in Charge of Radio, N. W. Ayer & Son, Inc.:

Congratulations on the new format. All of us at Ayer think it fine and wish you all the best.

Jo Stafford

Congratulations on your new format. Didn't think Billboard could be better but you have done Best wishes.

Glenn Wallich

President, Capitol Records, Inc. Heartiest congratulations to gentlemen and your associates of the new Billboard format. All us here at Capitol join in wish you all possible success.

Carl Haverlin

President, BMI:

May we join your host of consultants in congratulating you on the new format adopted by Billboard. It is a great step forward by a great theatrical week newspaper, one that is part a parcel of the history of the music business along with the fast show business of the past century.

Mark Woods

Vice-Chairman, American Broadcasting Company:

Congratulations on the new make-up of The Billboard and best wishes for continued success. First issue in new format interesting not only because of new make-up but because of editorial copy.

George Feldman

Disk Jockey, WJPS, Evansville, Ind.:

Congratulations on the new Billboard. We here at WJPS are looking forward to receiving the first copy of Billboard in a new format. Flanagan's "Billboard March" is going strong locally.

Frederic Gregg

Public Relations Director, WKRC Cincinnati:

I have just had my first look at the ultra-new Billboard. Congratulations. It has plenty of snap, typographical and 100 per cent more readability. "Never Idle" could be Billboard slogan, too.

Michael J. Foster

CBS:

Looks swell. Good luck in your "new clothes."

Orrin E. Dunlap Jr.

Vice-President, RCA:

As one of your "dear friends and gentle readers," congratulations on the new dress of Billboard. It is a vast improvement in every way and I am sure you will never be sorry you made the change. You now have flexibility for the presentation of interesting headlines and stories across the five columns.

Elliott Shapiro

Congratulations on Billboard's new dress. It's perfect.

Ray Anthony

Congratulations on your new format. It looks wonderful. Best wishes.

Mrs. Murgaloyd and Billy De Wolfe

So the old gal finally got a new face. Best wishes for continued success everyone on Billboard, and thank for the posies thru the years.

Sol Schwartz

Congratulations on your new look, makes your complete theatrical coverage easier reading.

A. J. Balaban

Copy of Billboard was just placed on my desk and want to congratulate you on your new format. It's great.

Lou Walters

Congrats on your new format. I hope this doesn't have any effect on the size or the eulogy of our review.

Format . . .

Phie Tucker

The change in The Billboard is the best thing to happen in our show business. Good luck and kindest regards.

Billy Rose

The comprehensiveness of the first tabloid issue of Billboard bowled me over. Congratulations on an eye-popping job.

Tom Rockwell

And the Staff at GAC: Congratulations on new format. It could be big help to trade. Wish you continued success with publication.

William Morris

Congratulations on the new Billboard.

Earl Timin

Executive Director, the Friars: The new Billboard is terrific. Friars have always been avid readers. It is thru The Billboard that we learn how other Friars are doing on the road, clubs, theaters, pictures and in television. The Billboard was always must for busy Friars. In its new stume it becomes a pleasure.

Henry Dunn

National Administration Secretary, ACVA: Congratulations and best wishes on the new format of The Billboard. I think it's wonderful.

Lee Tracy and Al Casey

Run your new format Tuesday. Edition wonderful. May you run as long as Man o' War.

Lawrence Derwent

President, Actor's Equity: In its new dress, Billboard will be even more useful to all sections of entertainment industry than it has been thru its long life. Congratulations.

Saint Subber and Samuel Ayers

We wish to congratulate you upon the new format of Billboard magazine. We believe Billboard in this new reamined form to be one of the most alive publications of the entertainment world.

ou Levy

Leeds Music Corporation: The new Billboard is an exciting, attractive and, as always, an informative publication. You and the boys can be justly proud of the exceptionally fine job you did in producing this new format. All good wishes.

Charles Grean

Congratulations to Billboard on its new birthday clothes, which make it look like a real comer for an anniversary celebration. That fast, accurate coverage of the entertainment front looks even more up to the minute in its new garb.

ou Schonreit

Congratulations on your new big beautiful format and color scheme. That an enormous difference! And it certainly dresses up our New York newsstands. Long life to you.

David Heitwell and Merrick Lynn-Thomas

The Arena in the Hotel Edison: The new Billboard will look at home at any theatrical desk. Best wishes for an unending run.

C. McDowell

Secretary, TPU No. 1, IATSE: On behalf of Theatrical Protective Union No. 1 (stagehands), IATSE, I extend heartiest congratulations on the Billboard's new format.

C. T. McKelvy

J. P. Seeburg Corporation: Please pardon me for my premature criticism of Billboard's new format. The first issue of the new format has just reached my desk and I hasten to extend congratulations. The book has much better readability and offers better color reproduction. With best wishes for your continued success.

Grant Shay

Bell-O-Matic Corporation: The new Billboard is definitely an improvement. Best wishes for its success.

Herb Jones

New format very impressive and attractive.

Jimmy Phillips

Leeds Music, Ltd.: Just received air-mailed copy of the new Billboard. It is a revelation and certainly an outstanding contribution to trade journalism. Best wishes.

Elmore White

Congratulations on your new format. Very attractive. Good luck.

Dewey Bergman

Your new format is terrific. Glad to see that even your face is keeping step with the times.

Blue Barron

MGM Records: It's good to find the new Billboard on the stands a day earlier. It's a wonderful job. Congratulations.

Harry Meyerson

Artists and Repertoire Director, MGM Records: The new tabloid size Billboard makes even more compelling reading than the old. Congratulations on a fine idea.

Meyer C. Parkoff

Atlantic-New York Corporation: Just received new Billboard and think it's wonderful; easy to read and much better looking. Congratulations and best wishes.

Sol Handwerker

Advertising Manager, MGM Records: To an advertising man's eye, the new modern Billboard is more effective than ever. Accept my best wishes for its success.

Billy Eckstine

MGM Records: The new format makes Billboard even better reading than it was before. Mark me down as a faithful weekly reader.

George Pincus

Congratulations on your new format. Think this is a sure winner.

Charlie Tobias

Like your new Billboard very much. Good Luck.

Jay Livingston and Ray Evans

Billboard has always been the best indicator of where our songs will go or are doing. As far as we are concerned, you could print it on Kleenex and we would still consider it the tops in music coverage. As for the new format, we give it four silver bells.

Paul Weston

Capitol Records, Hollywood: Heartiest congratulations on the new format. Particularly since it means the paper reaches us two days earlier out here.

Sonny Burke

Best of luck on the paper with its new dress. It looks wonderful. Best regards.

Jonie Taps

Congratulations on your continuing leadership in show business journalism. Loved your old dress, but this one is a show-stopper.

Gordon MacRae

A brilliant future marks this cross-road in Billboard's history. Best wishes for many more years of service to entertainment business.

Arnold Shaw

V.-P. and Gen. Prof. Mgr., Duchess Music: Cheers for the new format of Billboard. It's as readable as a road-side billboard, and the ads are as attractive as TV's animated commercials. In the lingo of music biz, it's a smash.

Jack Smith

Sure like the new Billboard. It's pleasant reading

Frank Bergen and Buckey Allen

World of Mirth Shows: All members of our organization agree the new Billboard is a great improvement in every way. Good luck.

D. K. Baldwin

Minnesota State Fair: Contents, not cover, count. Congratulations.

Carl J. Sedlmayr

General Manager, Royal American Shows: The style and format of the new Billboard seems to be an advance in service and appeal to me.

Bill Farrell

Deed I do approve of Billboard's new format.

Doris Day

Joining with everyone else in show business to wish Billboard the best of luck upon its appearance in attractive news dress.

Art Talmadge

Mercury Record Corporation: Think the new Billboard's is sensational. The flavor now is real "juicy."

Mindy Carson and Eddie Joy

The Billboard in its new format is greater than ever. Keep up the good work.

George Joy and Lester Santly

No industry ever had a finer trade-paper than The Billboard. Its new dress adds the kind of vital, interesting presentation that the excellent news coverage and features have long cried for.

Mill Ebbins

I have always considered Billboard the trade's top newspaper. This new format puts it way out in front. Congratulations.

Bobby Mellin

Billboard's power in the music-record field has for a long time been recognized by all of us. I'm sure you'll go to new heights in this modern newspaper make-up. Congratulations.

Benjamin Abrams

Congratulations on your new format and best wishes for continued success.

John S. Meck

John Meck Industries, Scott Radio Laboratories: Billboard's new format is streamlined, modern, easy to read. Just what your readers need in this fast-moving age. Congratulations.

S. T. Seaman

Webster-Chicago Corporation: The new format gives Billboard all the characteristics of a leader in the publishing field—immediacy, vitality, legibility, compactness. Congratulations on a progressive step and best wishes for centuries of service.

Philip Lesly

Philip Lesly Company, Public Relations: You have achieved a big step forward in modern communications. Billboard's new format has clarity, conciseness, balance. Congratulations on progress for yourself and the industry you serve.

Martin P. Rosenblum

Television and Radio Editor, Retailing Daily: Best of luck with your brand-new format. It looks a helluva lot better than the old one.

Charles Zemaier

Congratulations on the new issue of The Billboard. It's newsy, it's swell.

George A. Hamid & Son

I am sure your thousands of readers will accept the change and feel it is for the best. Congratulations and best wishes.

James E. Strates

It's bigger than ever. Just a bit odd to us at the first glance. We were used to the other. The news is there and that's what we want.

Ned Torli

Wisconsin DeLuxe Company: After 30 some years of continuous advertising in The Billboard, believe congratulations are in order on your new issue. Unless we miss our guess, this should increase your circulation and give your advertisers much greater returns.

Walter L. Slickel

National Sales Manager, Receiver Sales Division, Allen B. DuMont Laboratories, Inc.: Congratulations on new format. Informative, easy to read, it's a short cut to complete information on the industry.

Pat Purcell

Sports Arena, Toledo: Eying the new Billboard for the first time left a strange feeling, one which might be likened to that experienced when one meets an old friend for the first time after years have elapsed and the old friend has gained or lost 50 pounds. There was a difference, on that first meeting, but as one peruses the pages one finds an expanded news coverage, the intimate, understanding features and editorials, and the friendliness that one always feels while reading Billboard. It was and is the same old friend of the showman. It is still Billboard, no matter how her mother makes her dress.

Stanley W. Wathon

Woodside, N. Y.: Congratulations on your new style Billboard. It's great.

George Tilyou

Steeplechase Park, Coney Island: Congratulations on the new Billboard publication. It's interesting and complete. Best wishes for its continued success.

Sam J. Levy

Barnes-Carruthers Theatrical Enterprises: Congratulations on the new Billboard. Think it a great improvement. Best wishes.

Ernie Young

Just received The Billboard in its new form and personally think this will revolutionize the various amusement magazines and will undoubtedly increase your circulation 40 per cent. Congratulations.

A. Joseph Geist

President, Rockaway's Playland: Congratulations on the new format of The Billboard. It is a tremendous improvement, packed full of news, with better quality paper and better print.

Harry A. Illions

Celeron Park, Jamestown, N. Y.: New format o.k. Go right ahead with the good job you fellows are doing. Writing letter. Regards.

E. B. Cobb

Vice-President and Secretary, International Association of Showmen, St. Louis: Just received the new Billboard and officers and members want to compliment you on a job well done. We think the new style and format is terrific. The Billboard in its new dress should move more than ever now be the "bible" of the outdoor show business.

Pat Downey

Downey Supply Company, St. Louis: Congratulations on the new Billboard, which just arrived on my desk. It certainly shows leadership and foresight and makes for better reading thruout.

Sid Jessop

United States Tent & Awning Company, Chicago: One of the finest made-up trade papers in the United States. For those who keep certain sections, the loose pages are easy to file.

Ethel Weinberg

Executive Secretary, National Showmen's Association: Your new edition of The Billboard wonderful. Hats off. Congratulations and continued success

Al Wagner

Cavalcade of Amusements: I want to congratulate you on the new Billyboy. I like it better than the other one.

John W. Haddock

President, AMI, Inc.: Your newsy new format is most attractive. It amply justifies the many months of hard work on the part of all of you that have gone into the changeover. Congratulations on a splendid job.

National Coin Machine Distributors' Ass'n

New format emphasizes spot news content and is in keeping with progress of The Billboard down thru the years. Congratulations.

J. C. McCaffery

Just finished reading your new Billboard. Looks like a great improvement over the old. Wish you every success.

Bev Kelley

Congratulations to The Billboard and the whole beauty parlor corps.

Al Sweeney

Congratulations on the new Billboard. It has far more "punch" in its readable type and "catchy" heads. Great improvement. Regards.

Raymond A. Lee

Secretary, Minnesota State Fair: Congratulations on your new format for The Billboard.

Bernie Mendelson

O. Henry Tent & Awning Company: Like our new Billboard. Easier to read and advertising copy shows up much better. Know it will be a terrific success. Good luck.

Jack Reynolds

Manager, Wisconsin State Fair: Congratulations. Billboard, for a superb job of face-lifting.

Earl C. Noyes

President, Earl C. Noyes Advertising Agency, Washington, D. C.: With the increased circulation, changed format, improved coverage, etc., The Billboard, which has always been a wonderful advertising medium, is now super-colossal. Hurrah for The New Billboard and best personal wishes to all of you.

Boyle-Woolfolk Ag.

Chicago: Congratulations on the new format of your wonderful publication.

Eli Bridge Company

Jacksonville, Ill.: Congratulations. The Billboard, now 56 years young, comes out in new fall formal dress. We expect to receive outdoor amusement news in greater volume and faster than in the past. As steady advertisers with you, also interested in more complete newsstand representation and increased circulation. You have been doing a fine job of coverage. Now you will do it even better. Best wishes.

Harry J. Baff

New Orleans: While I have always considered Billboard the finest and most complete amusement weekly, your new format is a great improvement and an added convenience for your thousands of eager readers. It is another indication of the progressive attitude that has made Billboard as great a standout in the amusement world as The New York Times and The Chicago Tribune are in the daily field. Their slogans, "All the news that's fit to print" and "The world's greatest newspaper," may well be paraphrased to fit your accomplishment. Best wishes for continued success.

Auf Swenson

Manager and Operator, Swenson Thrillcade, Shreveport, La.: Congratulations on the new tabloid style. Faster make-up and press runs permitting earlier distribution add up to the all-important value of any publication, maximum circulation.

Bill Brown

Shreveport, La.: The new Billboard hit the show world with terrific impact. This pachyderm of the entertainment field is bound to be long-lived. Congratulations.

Thanks,
The
Billboard

The Final Curtain

ACKLEY—Stella E., member of the Ladies' Auxiliary, Miami Showmen's Association, Miami, October 25 at her home in that city. Survived by her husband, Anson.

BAER—Mrs. Louise Baer, 42, former "Ziegfeld Follies" beauty and wife of Arthur (Bugs) Baer, Hearst-syndicated humorist, of a heart attack November 14 in New York. Two children also survive.

BARRON—Carter T., 46, known as the "ambassador of show business" in Washington, November 16 at his home in that city of cancer. Barron, who was also Eastern division manager of Loew's theaters, headed the entertainment committees for the president's birthday balls since 1934, and was exec director of the national Capital Sesquicentennial Commission, which staged the "Faith of Our Fathers" symphonic drama and other such events in Washington. Barron was prominent in the D. C. chapter of Variety Club, and was assistant chief barker of Variety Clubs International. Survived by his widow, Velma; a son, Carter Jr.; a sister, Mrs. Harry Upshaw, and four brothers, David, Virgil, Leroy and Richard.

CLACK—Mrs. Al F., 67, who with her husband toured in a circus aerial act for many years, recently in Temple, Tex. Survived by her husband and two half-brothers, John and George Sharp. Burial in Temple.

CUMMINGS—Ruth Kraft, 74, mother of actor Robert Cummings and past president of the Motion Picture Mothers, November 9 in Beverly Hills, Calif. Mrs. Cummings was known for her philanthropic work. Burial in Forest Lawn Memorial Park, Hollywood.

FOLTZ—Don, 64, outdoor showman, November 11 in Arma, Kan., of a heart attack. He had been with the J. George Loos, Elite Exposition, 20th Century and Leering shows, and the Ringling circus. Burial in Girard (Kan.) Cemetery.

FROOME—John R., head of the drama department at the Cincinnati Conservatory of Music, author and lecturer, November 10 in Good Samaritan Hospital, Cincinnati. Froome had been associated with Producer A. H. Woods and was stage manager for many of Woods' plays, including "The Trial of Mary Dugan." He had written many sketches used by top-flight variety artists and authored several plays for community theaters. During his tenure at the Conservatory, which began in 1921, Froome also served as producer for the MacDowell Colony Pageant at Peterboro, N. H., and had been guest director for Le Petit Theater du Vieux Carre, New Orleans. Survivors include a brother, Samuel. Burial in Cincinnati November 14.

GAINES—Charlie Jr., 25, ork leader and trumpeter, October 28, in Mercy-Douglass Hospital, Philadelphia, after a two-year illness. His father, Charlie Gaines Sr., also is an orchestra leader. Surviving are his widow, Thelma; a son, three brothers and mother. Burial November 2 in Mount Lawn Cemetery, Philadelphia.

JORDAN—Walter C., 74, former theatrical producer and play broker, November 13 in St. Barnabas Hospital, the Bronx, N. Y. He began his theatrical career at the age of 12 as a junior member of the staff of the Broadway Theater, New York. In 1900, with Frank W. Sanger, he operated the Empire Theater, and formed the firm of Sanger & Jordan, play brokers. After Sanger's death Jordan ran the firm under his own name. The firm represented Charles Frohman and George Edwards, of the Gaiety Theater, London. "The Merry Widow" and "Floradora" were among the plays handled by the agency. In 1921 he opened the National Theater in New York.

JUSTUS—Donald A., 39, concessionaire with various carnivals for many years, and for the past two seasons with Cunningham's Exposition Shows, October 26 in an Asheville, N. C., hospital. Survived by his parents, Mr. and Mrs. H. T. Justus; a brother, H. G., and a sister, Mrs. P. G. McDowell. Burial in Dana Cemetery, East Flat Rock, N. C.

KRALY—Hans, 66, screen writer, November 10 in Hollywood. A pioneer in the German film industry, he was brought to the U. S. in 1922 by Ernst Lubitsch. In 1929 he won an Academy Award for his script of "The Patriot."

billed as having been written by Mae West and suggested by Linder. Survived by his widow, three sisters and three brothers, one of whom, Jack, was a vaude booker, producer of the original "Diamond Lil," and is currently producer of the Bowery Music Hall in New York.

LITTLEFORD—John Spencer, 94, senior founder of Littleford Bros., Inc., Cincinnati, manufacturer of sheet and plate steel products and road construction machinery, November 13 at his home in Fort Thomas, Ky. Deceased was the father of Roger S. Littleford Sr., president of the steel firm and chairman of the board of The Billboard Publishing Company, Cincinnati, and the grandfather of Roger S. Littleford Jr. and William D. Littleford, co-publishers of The Billboard. Funeral services were conducted November 15 at the home of his daughter, Mrs. A. W. Wadsworth, Dayton, Ky., with burial in Evergreen Cemetery, Southgate, Ky.

LOUGHLIN—William D., 57, pioneer radio engineer, November 12 in the Community Medical Group Hospital, Beonton, N. J. He built and operated a five-kilowatt wireless station while still in college, which led to the granting of one of the first experimental licenses, with the call letters 3XJ. He was chairman of the board of the Beonton Radio Corporation, manufacturer of radio-frequency precision measuring instruments.

MIDDLETON—A. Safroni, 77, British playwright and composer, November 7 in London. Middleton published the first biography of the poet Shelley, and wrote several marches for military bands.

PIGGOTT—William D., 58, for the past 30 years a concessionaire and carnival owner, November 7 at his home in East St. Louis, Ill., of a heart attack. He was a member of the International Association of Showmen, St. Louis. Survived by a sister, Grace Hendy. Burial in Mount Hope Cemetery, St. Louis.

SANCHEZ—Eusebio Grenet, 57, well-known Cuban composer and conductor, November 5 in Vedado, Cuba. Grenet was the composer of many songs and musical plays which have enjoyed wide popularity in and outside of Cuba. His hit songs include "Mama Ines," "Papa Montero," "Las Perlas de tu Boca," "Rica Pulpa," "Si Me Pides el Pescado te lo Dooy," "La Pintura Blanca," "Alla en la Siria," "Tata Cunengue," "Negro Bembon," "Facundo," "Songoro-Comsongo" and "Sucu-Sucu." His compositions for the stage included "La Virgen Morena," "Nina Rita" and "La Havana En 1830." Grenet presented the conga for the first time in New York at his night club, Yumuri, at 52d Street and Broadway. He was also the first Cuban composer to join the American Society of Composers, Authors and Publishers.

SAVITT—Mrs. Ida, 78, mother of the late Jan Savitt, ork leader, and William Savitt, Philadelphia and New York song plugger, November 5, at her home in Philadelphia. Two sons also survive. Burial in Mt. Sharon Cemetery, Philadelphia, November 8.

SCHNEIDER—Henry A., widely known in Pitchdom, in Huntington, W. Va., November 8. (Details in Pipes for Pitchmen Department.)

SPEWACK—Mrs. Sema, 70, mother of Samuel Spewack, playwright, November 16 in St. Vincent's Hospital, New York. She also leaves her husband, Noel.

WHITCOMB—John Howard, 63, assistant treasurer and trustee of the Eastern States Exposition, Springfield, Mass., at his home in that city November 11 after a brief illness.

JAMES W. LAUGHLIN
In loving memory of my dear husband
My heart still aches with loneliness. My eyes shed many a tear. God only knows how I miss you. As it ends the first long, sad year. Although your soul is at rest and free from care and pain, This world would seem like heaven if I had you back again. Sweet is the hope that again we shall meet kneeling together at Jesus' feet.
VIRGINIA LAUGHLIN

LINDER—Mark, 69, playwright, actor and producer, November 9 in New York of a heart attack. Linder, who started his stage career at the age of 6, wrote over 100 plays for the stage and movies and recently for television. Linder claimed to have written "Diamond Lil," under the title "Chatham Square," tho it was

JULIA MARLOWE

Julia Marlowe, 84, renowned actress, died November 12 in her apartment in the Hotel Plaza, New York, after a brief illness.

Born Sarah Francis Frost in Caldbeck, England, August 17, 1866, she came to the United States in 1871 with her parents and settled in Kansas City, Kan., where she received her early education. Her first stage appearance was at the age of 10 in a juvenile production of *H. M. S. Pinafore*, in Cincinnati. She came to the attention of Ada Dow, an accomplished English actress and sister-in-law of Col. Robert Miles, who had managed that production of *Pinafore*. Miss Dow took her to her home in Bayonne, N. J., to study.

Miss Marlowe made her real debut in New London, Conn., in the spring of 1887, as Parthenia in *Ingomar*. On October 20, of the same year, the play moved to the old Bijou Theater in New York under the management of Colonel Miles. It was then that she began using her stage name, Julia Marlowe.

In December, 1887, she began a regular season of Shakespearean repertory at the Star Theater (formerly Wallack's), in New York, where, December 12, she appeared as Juliet for the first time, followed two days later by portraying Viola in *Twelfth Night*. Soon afterward she organized her own company and toured for three seasons.

She returned to New York in 1890, playing Rosalind in *As You Like It*, and Imogen, in *Cymbeline*.

In 1894, she was married to Robert Taber, an actor, who became her leading man. Two years later they separated. She received a divorce in 1900.

September 19, 1904, she was co-starred with E. H. Sothern for the first time, in *Romeo and Juliet* at the Illinois Theater, Chicago, under the management of Charles Frohman. This began a decade of successes, during which the pair toured the U. S. with a repertory company, emphasizing Shakespeare. Miss Marlowe was acclaimed the greatest Shakespearean actress of her time.

She visited England in 1907, and was acclaimed for her portrayals of Viola, Juliet, Ophelia and Rosalind. Returning to New York, the Marlowe-Sothern partnership was temporarily discontinued, while Miss Marlowe, at the head of her own company, introduced a new play, *Gloria*. She teamed with Mr. Sothern again in 1909 in *Antony and Cleopatra* at the opening of the New Theater in New York.

On August 17, 1911, she and Sothern were married. In 1915 her husband announced that Miss Marlowe was retiring from the stage because of poor health. But in 1918, in response to public demand, the team began a series of farewell performances. The last of these was in 1924, after which Miss Marlowe permanently retired.

In 1933 her husband died, and she lived in virtual seclusion after that. Her last public appearance was in 1944, when she presented 17 trunks of Sothern-Marlowe costumes to the Museum of the City of New York.

Funeral service were held November 13 at St. James Protestant Episcopal Church, New York.

MCA on Band Wagon

Continued from page 14

Morgan, and Les Brown in the past two years, and currently is about to lose the Tommy Dorsey crew. It also has lost revenue from the decision of such orksters as Harry James to work in and around Hollywood on week-ends and tour but three or four months of the year.

The MCA list still is strong enough to keep the agency competitively equal to General Artists Corporation (GAC), tho the latter has taken the initiative with such upcoming orksters as Ralph Flanagan and Ray Anthony.

As part of the renewed interest in the band department, MCA this week inked standard management pacts with George Handy and Rene Touzet. Handy is an arranger-composer who is best remembered for his work with the Boyd Raeburn band of about five years ago. Touzet is a piano player-arranger-composer from the West Coast, who has been working as a cocktail single here for the past couple of months. The latter had been with the agency previously, but now is set for treatment as an orkster when he is readied for organization.

The agency also is trying to talk keyboardist Cy Coleman into converting into a band leader. Coleman, a lad of some 22 years, has developed into a prime cocktail piano fave in the smart supper club set here.

MCA also has been pitching strong words on behalf of an orkled by Bernie Mann, who inked Johnny Dugan, the agency's band department topper, claims that the

office will conduct an all-out drive for Mann to gear the ork for contention as a major factor by the middle of 1951. MCA is working out a Mann pitch in conjunction with Tower Records.

Gray Bally

Jerry Gray's organization, which made its Eastern debut this week at the Meadowbrook, is another which is being prepared for a long-range build-up. Gray's current three-week Eastern tour, with two of the stanzas set in the Meadowbrook, is more in the nature of an experimental feel of the territory and a demonstration for operators and the agency's own personnel than it is the beginning of a bid by Gray for national honors.

Current plans for Gray call for the crew to return to the Coast to round out his year on the Club 15 airer. When the show takes its summer vacation in June, the agency plans to open up full blast on the Gray band in conjunction with both Decca Records and possibly Campbell Soup, sponsor of the radio set.

In addition, the agency is scouting for other potential band leaders. It is known that the agency has made a pitch to Tutti Camarata, former London Records' artists and repertoire chief, to organize and work with a dance band. Likewise, the office still is in there pitching for veteran talent as it becomes available, with its strongest current potential grab likely in Frankie Carle, who reportedly will leave GAC when his pact runs out in February.

Whither Music in Television?

Continued from page 14

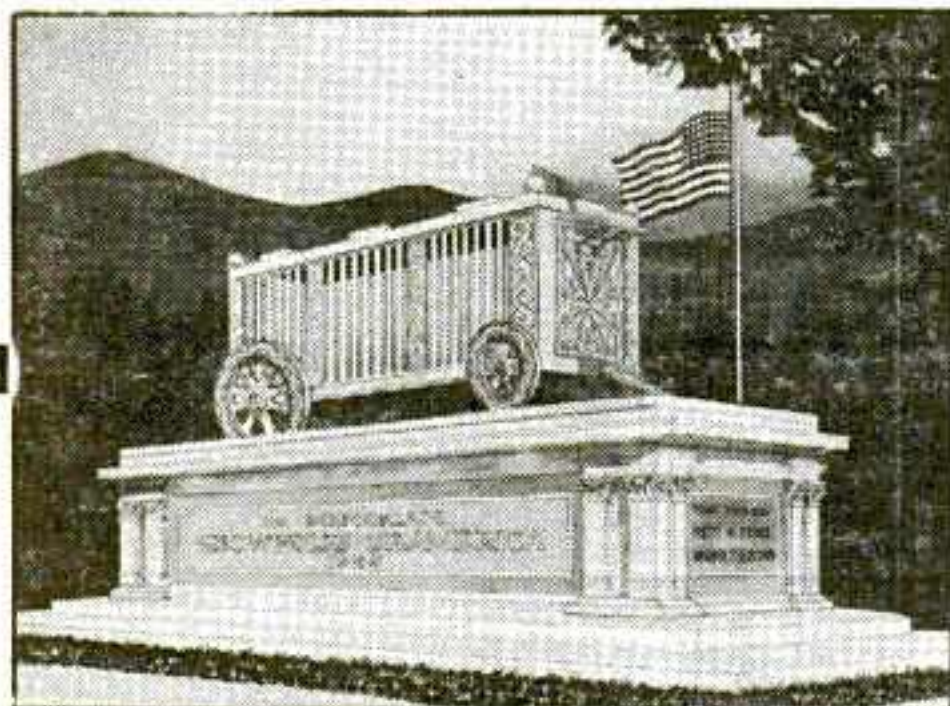
plugs, to make initial noise and to drive their tunes part way up on the sheets. Then they can make a pitch to the commercial radio producer for the important commercial radio shot. Then, ultimately, their tunes may become candidates for TV play.

Disks on TV

Recordings have come to play in an important part in network radio stations—they account for 32 per cent of the music played over the sampled stations. On TV musical programs, disks constitute less than 2 per cent of the music play. (Recordings are used heavily on TV dramatic and non-music shows, but are not logged by the Accurate service.) The inference here is clear—record promotion

means practically nothing on the TV scene. It is still very important in radio. A recorded network shot gets a good ASCAP pay-off—which is probably the big goal of the ASCAP pubbers in shooting for broadcast performances. MBI network shots are rated just slightly higher than locals.

In sum, the current picture is this: The pubber virtually cannot "drive" in TV. One prominent pubber put it: "It's a regular Dreyfus case getting a new plug tune on television." On the other hand, AM radio, with its opportunities for remotes and recordings, is still open territory for the pubber with a new tune and a few bucks to spread around.



ANNUAL MEMORIAL SERVICES

SHOWFOLKS REST, BEAUTIFUL OLIVET MEMORIAL PARK
SUNDAY, NOVEMBER 26th, 1950, 2 P.M.
HARRY G. SEBER, CHAPLIN

IN MEMORIAM AT SHOWFOLKS' REST

Mrs. W. R. Allardyce
Thomas Beck
Joseph Brooks
George E. Blondell
Bunny Bunting
Jack Conley
Gene G. Delmar
Charles "Butch" Ceggus
James Hunter
Leander Kistler
C. W. "Scotty" Leopold
Daniel J. Meggs
Dusty Rhodes
James A. Russo

L. E. Scott
John S. Serverson
John Tegge
Alfred Treadway
George Pulver Wilson
Emmerson Joe Walsh
Lucius Monette
George E. Dunn
Roy T. Allen
Fred "Corbet" Broome
Richard C. Becker
Willard Burroughs
Walter Cox
Frank Donley

Alfred Espinosa
Morris Dubow
Austin King
Jack "Lewis" Goldstein
Joe Litchell
William McCloskey
Harry Reynolds
V. A. Sloucum
Maurice Seizer
Earl Shepard
Ronald J. Thompson
M. V. Wardell
Leonard Wakeling
Benjamin Green
Frank Stergios

IN MEMORY

Joe S. Afterman
F. A. "Whitey" Claire
Richard Dixon
James P. Gallagher
H. P. Gates
Oscar Lowenthal
J. D. Morrison
Irvin J. Polack

Ella McBride
Margaret Wright
Marge Chipman
John R. Castle
George B. Genalk
Genevieve Crimmons
Alfred J. Davis
Tom Evans
M. Gates

Thomas Heeny
C. Ray Terrill Mosser
W. F. "Bill" Oberhansli
Jack Rhodes
Ethyl Weidmann
Frederick Weddleton
Tony DeFabro
J. J. McCarron
A. J. Budd Muldoon

RIGHT OR WRONG, SHOWFOLKS ARE NEVER FORGOTTEN

Only War Clouds Mirk Up Outlook For '51 Season

Public Expected To Have More \$\$ For Amusements

Continued from page 1

rails, were caught between rising costs of operations and the decline in the amusement dollar spending.

Weather—Early Biz

The early part of the season on the whole yielded sparse business, not only in the circus and carnival field but also in amusement parks. Weather in the early months was more unkind than normal during that period. But about July 4 business perked up, and thereafter, perhaps because of the Korean outbreak, there was a marked step-up in outdoor business.

By fair time most segments of the business were humming. And the fairs generally enjoyed business. Not a few, including the giant Canadian National Exhibition, Toronto, and the State Fair of Texas, Dallas, recorded all-time

(Continued on page 71)

YULE PROMOSH

Laurel, Md., Events To Go Under 4 Tents

LAUREL, Md., Nov. 18.—Annual Christmas show staged here by Santa Hein, manufacturer of Christmas tree decorations, will be staged under four huge heated tents this year. Dates are December 1 thru 23.

Last year the event, which drew peak crowds of 20,000 and more on week-ends, was staged in a factory building. John Grimm, of the Jamaica (N. Y.) Tent Company, has contracted to furnish the canvas. Gas hot air units will be used for heating.

One of the tents will be allotted to the Hunt Bros.' Circus, which will again furnish all attractions.

(Continued on page 71)

Horan Re-Inks Show Personnel

NEW YORK, Nov. 18.—Irish Horan this week announced that the entire personnel used in the 1950 presentation of his Lucky Hell Drivers has been signed for the 1951 tour.

Heading the list are star drivers Buddy Toomey and Whitey Reece, with Frank (Pancho) Roberts as chief clown. Assisting talent includes Bobbie Cable, Bob Horton,

(Continued on page 70)

NPA Asks Trade Views On Curb to Building

WASHINGTON, Nov. 18.—After stiffening its amusement construction ban this week, National Production Authority (NPA) issued an invitation thru *The Billboard* for comments from amusement park operators on how the ban should be interpreted for rides.

In its amendment to the amusement ban order, NPA listed under banned constructions "amusement devices such as Roller Coasters, Merry-Go-Rounds, or similar device or kind whether primarily designed to be permanently affixed to the premises or to be removable.

If construction costs of rides exceed \$5,000, they are banned. However, an official NPA spokesman said that the agency has yet to make up its mind whether the \$5,000 limitation includes the cost of the device. The cost of a struc-

CONVENTION DIRECTORY

CHICAGO, Nov. 18.—A free directory of carnivals, booking offices, attractions, and fair and show suppliers will again be maintained by *The Billboard* in the lobby of the Hotel Sherman during the annual outdoor convention here.

This trade service is available to all carnivals, booking offices, attractions and suppliers occupying rooms in the hotel.

The directory will go up Sunday morning (26). To obtain free listing, shows, bookers, etc., should turn in their names, together with room numbers at the Showmen's League of America booth in the hotel lobby.

BOOK REVIEW

G. A. Hamid Tells Own Life Story

NEW YORK, Nov. 18.—Most of the oft-repeated fables evolving from the fabulous career of George A. Hamid at last was given substance in truth by the impresario in a book told in his own words, and slated for publication next Tuesday (21) by the Sterling Publishing Company, New York.

Crisply titled *Circus*, the biography, authored with the assistance of his son, George Jr., sells for \$3. Starting with his youth in his native Lebanon, Syria, Hamid outlines his background which, while far from placid, provided the inspirational goading that made the success he later achieved a necessary and vital goal. Rather than being formative in the accepted sense, his early years were

(Continued on page 82)

Cincy Food Show Nets 47G for Zoo

CINCINNATI, Nov. 18.—A total of \$47,059 has been spent on zoo improvements in the past three years as a result of sponsorship of the annual Food and Home Show by a civic committee, it was reported this week following a meeting and election of the committee.

In 1948 the operation provided

(Continued on page 70)

Vending Mach. Biz Sets Sights Outdoors

By Norm Weiser

CHICAGO, Nov. 18.—That outdoor show business will be a major target for vending machine manufacturers and suppliers in 1951 was indicated here this week when the National Automatic Merchandising Association (NAMA) held its annual convention and exhibit

CHI OUTDOOR MEETINGS TO PAR '49 ATTENDANCE

NAAPPB Trade Show To Be Larger In Size, Have Fewer Exhibitors

CHICAGO, Nov. 18.—The annual outdoor show business conventions, slated to get under way at the Hotel Sherman here Sunday (27), are expected to match—and in some respects surpass—the '49 confabs, judging by advance reservations, not only for hotel rooms and exhibit space, but for tickets for the various social functions.

Turnouts for the sessions of the International Association of Fairs and Expositions (IAFE) are expected to be on a par with last year. If anything, prospects are for an increased representation of the larger county or regional type fairs.

The trade show of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) will be larger than '49. There will be slightly fewer exhibitors than last year, with those showing using more space than in recent years. Not a few last-minute requests for space were turned down because all available exhibit space had been exhausted.

Carnival representation is ex-

pected to hold to the high 1949 level. The American Carnival Association (ACA) will highlight its convention proceedings with a meeting for railroad show reps to discuss the burdensome increases in move charges.

The Showmen's League of America (SLA) again has slated a heavy convention week program, with the annual banquet-ball

scheduled for Wednesday (29), assured of a sellout. Sam J. Levy, chairman of the banquet-ball, announced Friday (17) that he had obtained Herb Graffis, widely known Chicago columnist and after-dinner speaker, to serve as toastmaster.

From a trade standpoint, indications are that there will be some spirited activity for Midwest fair contracts. There has been more than the usual pre-convention switching of carnivals by fairs in the Midwest and South this year, and more changes loom.

Detailed convention-week programs of the IAFE, NAAPPB, ACA and the SLA appear elsewhere in the outdoor section.

Chattanooga Inks Hennies

CHATTANOOGA, Nov. 18.—Chattanooga-Hamilton County Interstate Fair this week closed to have the Hennies Bros.' Shows supply the midway attraction in 1951. Annual is a new one to the Hennies route. Fair last year was played by the Johnny J. Jones Exposition.

EXPECT 1,000

Show Folks Gather for NSA Frolic

NEW YORK, Nov. 18.—A capacity crowd of about 1,000 is expected to attend the 13th annual banquet and ball of the National Showmen's Association (NSA) in the Grand Ballroom of the Commodore Hotel here Wednesday night (22).

Eastern showmen have been filtering into the city for the past couple of weeks to attend the frolic and other annual NSA events, beginning with the memorial services in the club rooms here tomorrow afternoon. A continuation of services at the association's plot in Ferncliff Cemetery will follow, with bus transportation provided for all who wish to attend.

The election and installation of

(Continued on page 70)

Winkley Signs Five St. Paul Fair Race Dates

MINNEAPOLIS, Nov. 18.—Auto Racing, Inc., this city, has been awarded a contract to present five days of big and stock car auto races at the '51 Minnesota State Fair, Frank Winkley, org's general manager, announced here.

Stock car sprints are skedded for the Wednesday of fair week with a stock car 100-miler the following day and big car races Friday, Sunday and Monday, Winkley said.

Despite inclement weather, the organization's final race date of the season, Sunday (5) at Tampa, drew 6,500, to rack up a new record for a still date at that spot.

Emory Collins was the leading big car driver in point standings

(Continued on page 70)

Fairg'ds Seen Vital Point in Atomic Attack

FRESNO, Calif., Nov. 18.—Importance of fairs in the event of an atomic attack and in the fight against Communism was stressed here at luncheon meetings of the Western Fairs Association.

Addressing an audience of 400 fair secretary-managers, directors and associate members, Maj. Gen. Walter M. Robertson, State director of civil defense, outlined the California program for co-operat-

(Continued on page 70)

Ringling Rail Bill Up 111% Since '45, Nears Half Million

Tabulations Give Actual Costs For Jumps by 13 Railroad Orgs

By Tom Parkinson

CHICAGO, Nov. 18.—Ringling Bros. and Barnum & Bailey's annual outlay by the railroads has increased from about \$131,000 in 1945 to approximately \$450,000 in 1950—a per-mile increase of about 111 per cent. Eighty cars were used in both years.

The \$319,000 increase is a major factor in the show's decision to cut its train to as few as 60 cars in 1951. Increases which have boosted the Ringling expenses also have struck each of the other railroad

circuses and carnivals. Added to the several basic rate boosts made in the past few seasons is the stiffened policy of the railroads to charge extra money for extra sections.

Thus, while the on-paper price for moving a 50-car show 50 miles may be \$1,050, the actual charge is about \$500 higher because the show requires two sections.

Extra Sections Required

Railroaders explain that the basic rate has not been changed—that they will move a big show in a single section at the published price. Show agents counter that for all practical purposes the lower rate no longer exists because single-section moves take longer and would result in late arrivals which cannot be risked by the shows.

A study of Ringling's railroad expenses shows that in 1945 the org paid about \$13 per mile for

(Continued on page 89)

C. T. Barron, Sesqui Exec, Dies in D. C.

WASHINGTON, Nov. 18.—Carter T. Barron, Eastern division manager for Loew's theaters and a key figure in the sesquicentennial celebration, died at his home here Thursday (16). His age was 46.

Barron played a big part in obtaining from Congress an appropriation of \$3,000,000 for the 1950 sesquicentennial. Since coming here in 1931, Barron had been active in public affairs and had played a leading part in most Washington and District of Columbia municipal activities. He had been program director for cherry blossom festivals, chairman of the parade and special events committee for President Truman's inauguration as well as being a leading figure in the sesqui celebration.

He leaves his wife, Velma, and a son, Carter Jr.

Further details in the Final Curtain department.

at the Palmer House Sunday thru Wednesday (12-15).

Especially interested in the tremendous potential of the fair, carnival, parks and circus fields as outlets for their equipment (both coin and manually operated) and supplies (sirups and bottles) were the beverage venders, who not only discussed plans to expand their operations in the outdoor field at meetings and on the exhibit floor, but made plans while here to have representation at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention at the Hotel Sherman next week.

While the dozen sirup firms which exhibited at the NAMA convention ran the gamut from regional to international companies, all reported they were working on sales promotion plans for the outdoor fields. These firms displayed manual fountainettes adaptable to

(Continued on page 70)

Macy Parade Sets Celebs

NEW YORK, Nov. 18.—Jimmy (Schnozzola) Durante will be grand marshal of this year's Macy's Thanksgiving Day Parade. Other celebs slated to participate include Bill (Hopalong Cassidy) Boyd, Boris Karloff, Bobby Ben-

(Continued on page 70)

Ingenuity Keys K-M Climb

**Miller Family Recaptures Famed
Circus Efficiency, Perfects Ad
Campaign To Build Hefty Takes**

By Tom Parkinson

AL G. KELLY & MILLER BROS' CIRCUS has accomplished the aim of every showman—boost the business and cut the nut. In reaching that goal it has recaptured old-school circus efficiency and won the high regard of troupers and towners.

An exec on the show credits its outstanding success to "showing it off, advertising and inviting everyone out." That plus the Miller family's ingenious adaptation of dog and pony methods to big circus operation and their knack for designing efficient equipment combine to summarize the success formula.

Small-org operation proved the mother of invention and inventions became the daddy of straw house business.

It's a general assumption that Kelly-Miller will be one of few shows to come home with important money this season. Five or six years ago only a few troupers and fans in the Nebraska-Kansas area were familiar with the org. Since then, Kelly-Miller has grown to fill one of the top spots on the circus roster.

Dores Pushes Growth

Management is shared by the father, Obert Miller, and his two sons, Kelly and Dores. They seldom make important decisions without three-way conferences, and in these it is Dores who usually favors bold expansion while Kelly and Obert, they say, try to "hold Dores down."

Both the major growth and the big money have come since the war. Worst of recent years was 1947, when the org sat still for six days because of polio. Both 1948 and 1949 were big. With most of the 1950 season behind it, outlook for Kelly-Miller is that the gross will be somewhat lower than last year. The net will be higher but so is the nut. The take still will be an impressive figure and with a longer season this time, it probably will compare favorably.

Arthur Miller, general agent but no relation to the owners, selects the small towns KM plays and this season took it into new territory. The owners keep important contact with routing and it was Obert Miller who took the show back for more of Illinois and Indiana after trial runs there proved successful.

Fresh Towns Found

As often as possible the agent selects towns which have not had a circus for some time. In this he has been successful not only in consistently finding fresh spots in what might appear to have been worn-out territory but also in landing valuable publicity by playing up the fact that KM is the first important show to make the town in years. Often enough, the towns haven't had anything comparable in as long as 20 or 30 years.

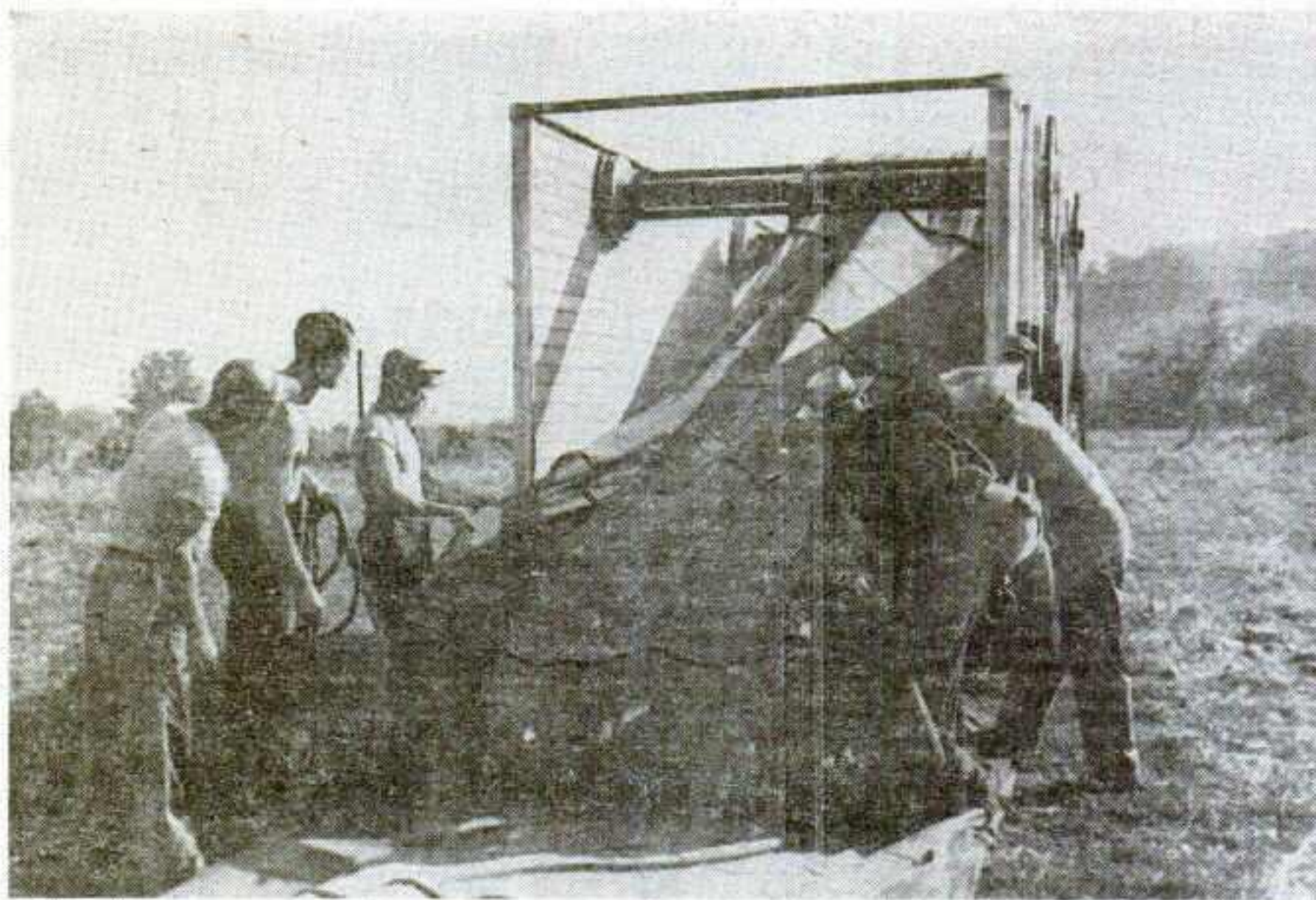
The advance has 14 men in addition to the agent and brigade, and it moves on a semi-trailer, five panel trucks and a car. This force posts paper in tremendous quantity and registers a high average of effectively located hits.

Special paper is used, playing up the Kelly-Miller menagerie and other attractions with heavy use of good pictures coupled with the title in ornate designs.

A highlight is the special paper connected with Kelly-Miller's national advertising tie-ins. Lithos featuring the Chevrolet tie-in invariably can be placed in dealers' windows which might otherwise be unavailable. The dealer for Armstrong "Rhino" tires is eager to have a KM-Armstrong rhino litho in his window. International-Harvester dealers want the tractor-circus sheets.

Saturation Billing

Profuse use of price bills is added to bring the Kelly-Miller volume of paper to the saturation point; it's "billed like a circus."



Key to Kelly-Miller's speed is the canvas spool truck which reels the largest push-pole tent ever made. Top is up by 9 a.m. and down by 11:15 on most days. Millers hold a patent on the spool wagon, which differs from the early-day Curtiss version. (Shank photo.)

But the billposting phase is only the start.

Credit with much success for Kelly-Miller is a prolific use of heralds and couriers. Up to 11,000 copies per stand are distributed under a policy aimed at plastering a county each day.

A streamer type herald is distributed from house to house. Depending upon the size of the town, from 1,000 to 4,000 are used. Between 4,000 and 7,000 copies of a newspaper type herald or courier are mailed daily to persons holding post office, star route or rural delivery postal boxes. Both editions continue the stress on animals, and readers are told repeatedly that the Kelly-Miller menagerie is second only to that of Ringling-Barnum.

Extra Punch in Press

Newspaper ads in wide assortment are used freely. It is estimated that KM's daily newspaper expenses equal the \$100 daily investment in heralds. Art work and type faces for the ads demand unusual attention on a news page.

In addition to the regular variety, the show has two special insertions for extra punch. One is a half-page mat plugging the daily appearance of the show's elephants in front of the Chevrolet dealer's showroom. The second is typical of the showmanship which crops out frequently on this show.

It appears shortly before the show date and states that the circus wants to buy "five old horses for wild animal feed," hay, eggs, lettuce and milk. Besides emphasizing that the show spends money locally, the ad arouses more interest in the animals and in the much-repeated invitation to the public to see the animals fed.

When the day arrives, Kelly-Miller has completed an effective selling job. But an equally vital phase is still to be done. The public must be shown that the show is big and that the time has come.

Trucks Arouse Curiosity

Rolling stock is impressive primarily because of its paint job. Number, appearance and size of the trucks complete the picture. If it hadn't been done before, KM illustrates that a truck show can be as flashy and can create as much curiosity as a railroad circus.

Invariably, the truck convoy moves thru the town so as not to miss any chance to show itself off. When the lot is on the near side of town, some might move

in without ever entering the town, but not Kelly-Miller. KM trucks are driven past the lot and into town, where they circulate so as to be seen by as many as possible.

At a typical stand this summer, townspeople were standing on their porches, peering out of windows and stopping at the corners to see the trucks go by. In effect, Kelly-Miller was giving a street parade in the old wagon show manner.

Arriving on the lot at about 7 a.m., KM starts a mechanical performance which is interesting to townspeople and awe-inspiring to veteran showmen. It has the air of smooth efficiency amid confusion which some shows have lost. Apart from the work of erecting the show, there is other action to indicate that the advertising job is still under way.

Morning Crowd Welcome

From 1,000 to 2,500 persons usually are on the lot in the mornings. Cages are opened and animals are fed while these visitors watch. It is apparent from the first that these people are considered as visitors rather than lot lice.

In mid-morning a pit show talker makes an opening in which he briefs the visitors on the day's activities—describes what is happening on the lot, identifies each top and tells when the performances will be. He makes a special point of saying "we advertised 14 elephants, there they are, a giraffe, here it is; a rhino and a hippo, they're over there."

To keep "circus day" in the minds of people in town, KM sends each of the cage trucks to the business district for water during the morning. About the time one starts back, another leaves the lot.

Draft Stock Ballys

In the same period the highly decorated wagon which is a disguised stake driver and pole wagon is drawn into town by a fat and sleek six-up hitch. Here again is old-time circus atmosphere. Typical of the details which add showmanship are brass-trimmed blinders on the harness bearing the initials, "KM."

The bulls are Kelly-Miller's Sunday punch for downtown bally. They plod thru the streets to the automobile agency for a noon appearance shortly after the six-horse hitch has returned to the lot. In one town, Obert Miller found a hurried trip was slowed by a huge crowd in the business area; he was a little surprised to

find it was his elephants which attracted the throng. Up to 2,000 persons gather for the downtown elephant act. The bulls get back shortly before matinee time.

Thus from 7 a.m. to 1 p.m. Kelly-Miller has staged a continuous double feature downtown and on the lot—five hours of activity advertising the performance in the tent.

That it has been effective is attested by the volume of business Kelly-Miller gets. Obert Miller points out that unlike most shows his cannot point to any "banner days."

"No one day stands out. The show has a maximum business capacity and we reach that top limit on many days a season," he states.

Lower Tab Ups Biz

The top seats 3,000 and holds up to 4,700 with straw. Per capita spending amounts to at least \$1. The big show goes for 45 and 75 cents plus tax. The concert holds high percentages. The Millers first got 25 cents for the giraffe pit show and it drew well enough. But they changed the charge to 15 cents and patronage more than doubled. Programs, new to the show this season, sell rapidly, with purchasers easily exceeding 1 out of 10 customers.

There has been some criticism of the show's policy of putting the giraffe, cage animals, midget ponies, chimp and main event behind separate charges. However, it is pointed out that this permits a person to see as much of the show as he can afford, whether his ready money amounts to a dime or enough to go all the way.

In the main show, KM uses five rings, a balanced assortment of acts, a snappy band and plenty of livestock. There are about 65 horses and ponies. Obert Miller figures this would be more than necessary except that the number overwhelms the townspeople and "sells" the show. It's the same way with elephants. But KM has found enough for the bulls to do to pay their freight. In addition to several acts in the big show, the elephants handle all of the center and quarter poles, pull the stakes, make the town bally and help on soft lots.

Bulls Work Concert

In 1949 an extra concert feature after the night show was an elephant race. Two bulls ran around the track on a spree that was great entertainment yet added nothing to the nut. This season the concert includes a tug-of-war between an elephant and tractor. The Millers note that "no one

noticed us until we got a lot of elephants." The herd started with an ex-Hagenbeck-Wallace bull in 1940. Despite sale of some and death of others, the KM total continued to grow with purchases of five bulls from Russell Bros., two from Polack Bros., four from Ringling-Barnum, three more from Polack, one from Goebles, three from Hamid-Morton and three babies from a dealer. In addition to those on KM, they own the four on Cole & Walters.

The giraffe was purchased three years ago and probably was the first ever carried by a truck show. The hippo, polar bears and rhino were added two years ago. The menagerie also includes a tapir, rare among circuses, and a liberal assortment of cats and other animals.

Paired with the advertising campaign and the show's physical property in making it outstanding is its speed and efficiency in moving.

Reel for Push-Poler

Mechanical keystone for the show is the spool wagon carrying the 100 by 300-push-pole top—said by canvasmakers to be the largest push-poler on record.

Eight center poles and the single loop of quarter poles are laid on the ground first, and the show's canvas spool truck unreels the big top as it moves along the center pole line. The KM rag is built in two parts to avoid labor-demanding and time-consuming lacing. Only the 100-foot seam across the middle must be laced.

The Millers had a 70 with five middles in 1945 when they first considered using a canvas spool. A friend told them the plan was feasible, so on a Sunday they played with the top to see how large a roll it would make. It was small enough to fit on a truck; the next year they had their first roller.

Kelly Miller and Wayne Saugin, a Hugo, Okla., machine shop op, designed, built and patented the spool wagon. So far, they have made four—one on Cole & Walters, one was sold to Stevens Bros., one carries the KM big top and the fourth carries the KM horse and Side Show canvas.

Differs From Curtiss's

Obert Miller points out that their spool differs from the ones Bill Curtiss had on Sells-Floto and Hagenbeck-Wallace. On Kelly-Miller it is the wagon rather than the canvas that moves. The Curtiss wagons were spotted at one side and canvas was pulled off and across the ground, but the Millers drive over the site and unwind canvas as they go.

Unreeled, the canvas appears to be wind-rolled, making it about seven feet wide and full length. The accordion pleats are quickly unfolded to spread the canvas. The Millers point out that the minimum of lacing means a minimum of walking on the fabric. The entire process helps preserve canvas and this show usually gets two seasons out of a top. Obert Miller explains that a push-poler of this size must be made with heavier roping than usual, especially at the round ends, where most of the stress is placed.

Another specially designed KM truck, which carries side poles and stakes and includes a water tank and stake driver, circles the layout pins to place the stakes and side poles in a single operation. It eliminates much duplication of effort and gillying of the poles.

Bulls Place Poles

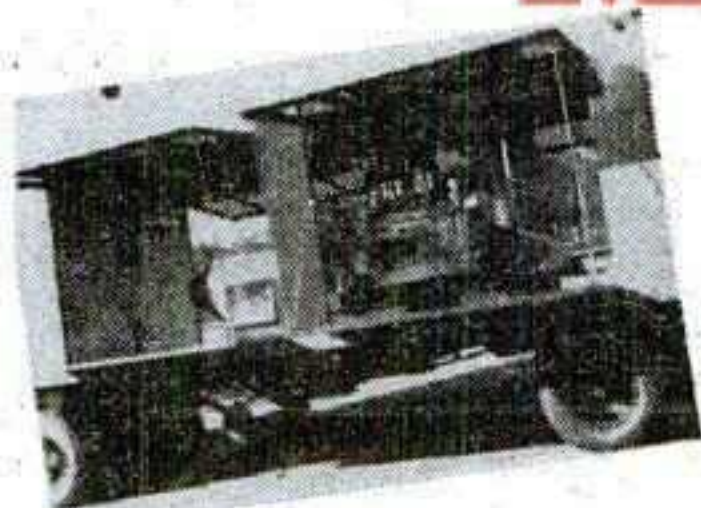
At one end the canvas is raised on side poles and the crew moves under to place the quarter and center pole pins in the grommets. The men are followed by one elephant which pulls the center poles into final upright position and two other bulls which work the quarter poles. At the far end, the top is tied off and all around it is

(Continued on page 89)

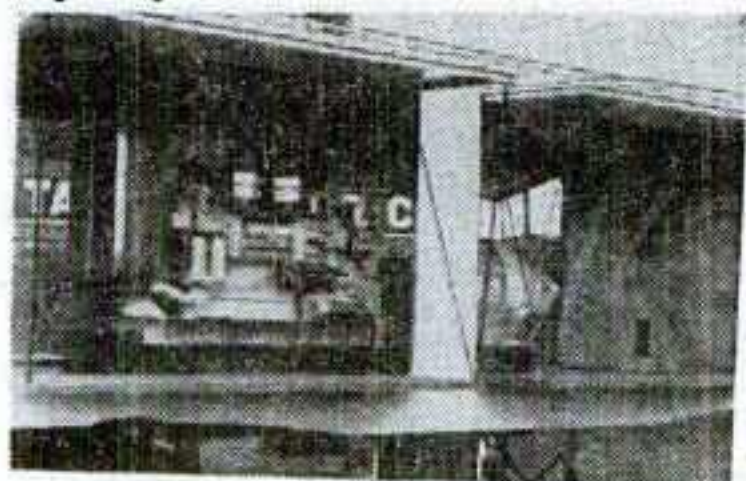
here she is . . .

LEWIS-DIESEL'S

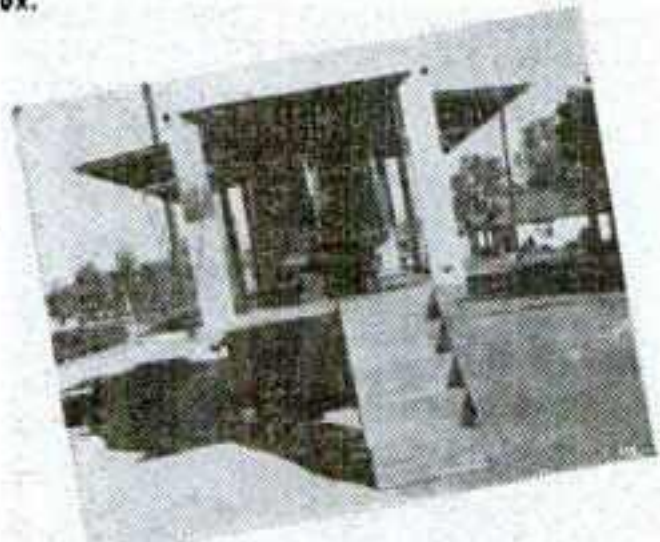
"QUEEN of the MIDWAY"



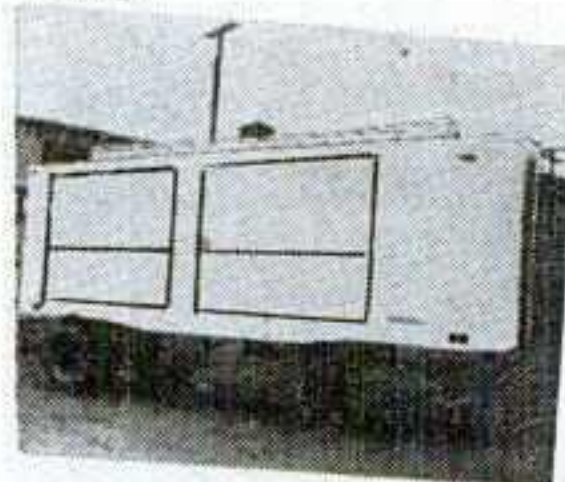
Here's a close-up of the engines and the controls. Note the splendid accessibility . . . the roominess. This view also shows you the specially constructed trusses, designed to give extra body strength to the trailer.



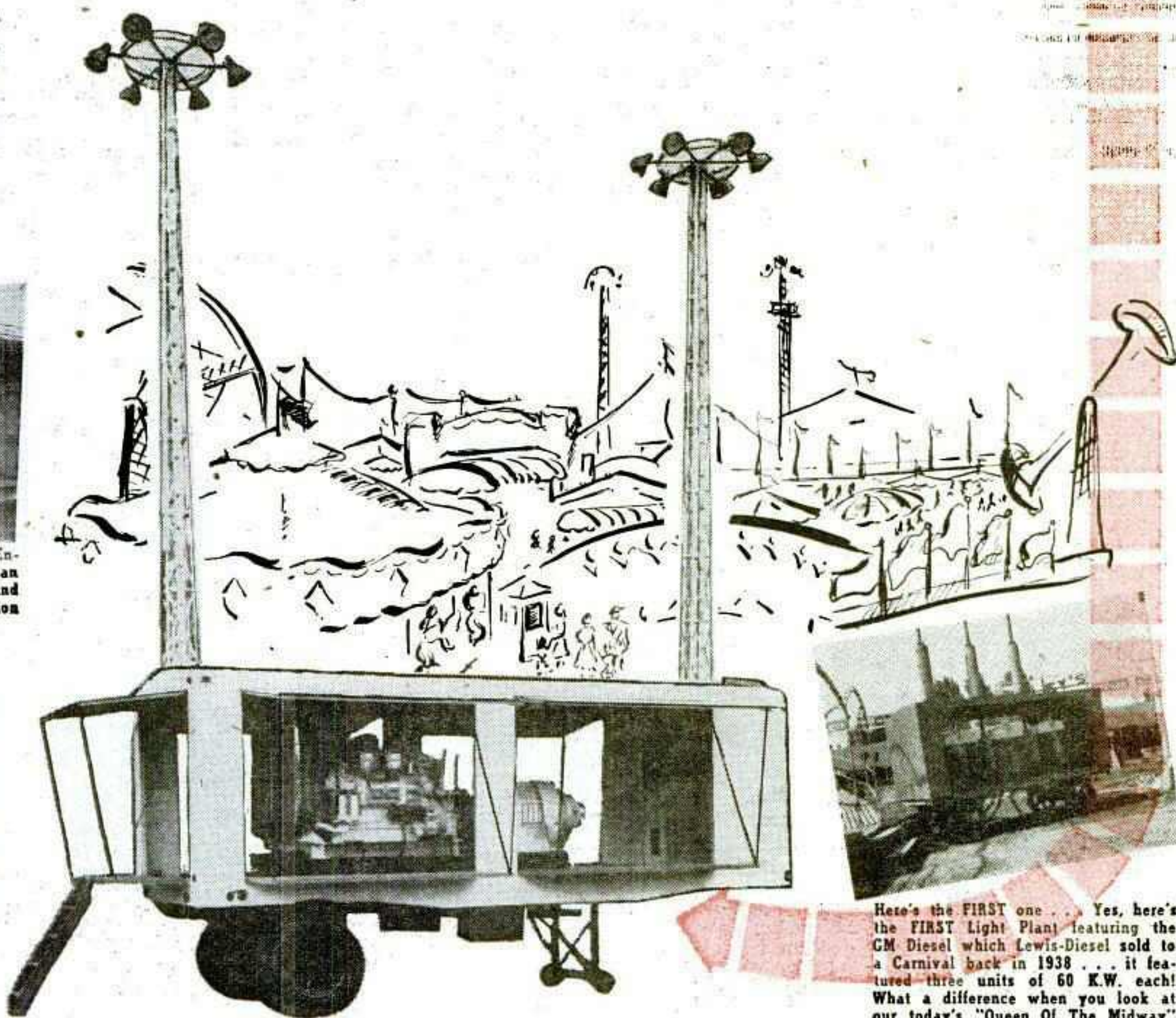
Another view of the world-famous GM Diesel Engine, the controls, and the generator. You can see the chrome on the engine that gives flash and eye appeal. Note the convenience of the junction box.



This rear view shows you the removable steps. You'll also note the over-size radiators that provide for cool operation in hottest weather. Alarm or automatic shut-down for low oil pressure or high water temperature is one of the many outstanding features of Lewis-Diesel's "Queen Of The Midway."



Here it is . . . closed and ready to travel! It's so sturdily built and so easy to handle. This is our own design . . . built specifically for mobile Light Plant use!



Here's the FIRST one . . . Yes, here's the FIRST Light Plant featuring the GM Diesel which Lewis-Diesel sold to a Carnival back in 1938 . . . it featured three units of 60 K.W. each! What a difference when you look at our today's "Queen Of The Midway" with its 200 K.W. in one unit!

Lewis-Diesel's "Queen of the Midway" is truly the answer to the showman's dream. . . . It's amazingly EASY to handle, for it's light in weight and yet it's completely and utterly dependable. Just think! The weight of this Light Plant is just 8,189 lbs., with the combined weight of engine and 24-foot trailer just 24,890 lbs. That's REALLY something to brag about! And what a beauty she is! Our "Queen Of The Midway" has flash and sparkle that make it a tremendous attraction in its own right! You'll have a new "Free Show" on your Midway!

One outstanding feature of our "Queen Of The Midway" is the fact that this Light Plant has ONE LARGE GENERATOR rather than small generators. Thus, it is much better able to take care of SURGE loads, giving you more efficient operation with less maintenance cost!

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The TOWERS on top of the trailer give adequate light for "tear-down" . . . another fine feature of our "Queen"! The towers are collapsible and ride snugly on top of the trailer. One man can put them up and take them down. These towers add greatly to the brilliance of the Midway for each features a cluster of six floodlights and each has a tremendously brilliant string of lights the full length of the tower itself.



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Sky Wheels-'50 Sock

Velares' Giant-Sized Ride Gets Whopping Biz, Powerful Publicity Breaks on Midways in U. S., Canada

BIGGEST sensation of 1950 at some of the major fairs on the North American continent was the king-sized double Ferris Wheel—the Sky Wheels—owned and operated by the Velare brothers, Curtis and Elmer. The spectacular device carried 90,000 persons in 16 days at the State Fair of Texas, Dallas; 80,231 at the 14-day Canadian National Exhibition, Toronto; 56,160 at the eight-day Illinois State Fair, Springfield, and about 40,000 at the six-day Tennessee State Fair, Nashville.

Besides its huge business, the ride was a sensation on other counts. Its height—92 feet—made it the tallest on any midway, and, in some instances, topped all other fairground structures, yet its size was the one thing which made it stand out.

Stellar Attraction

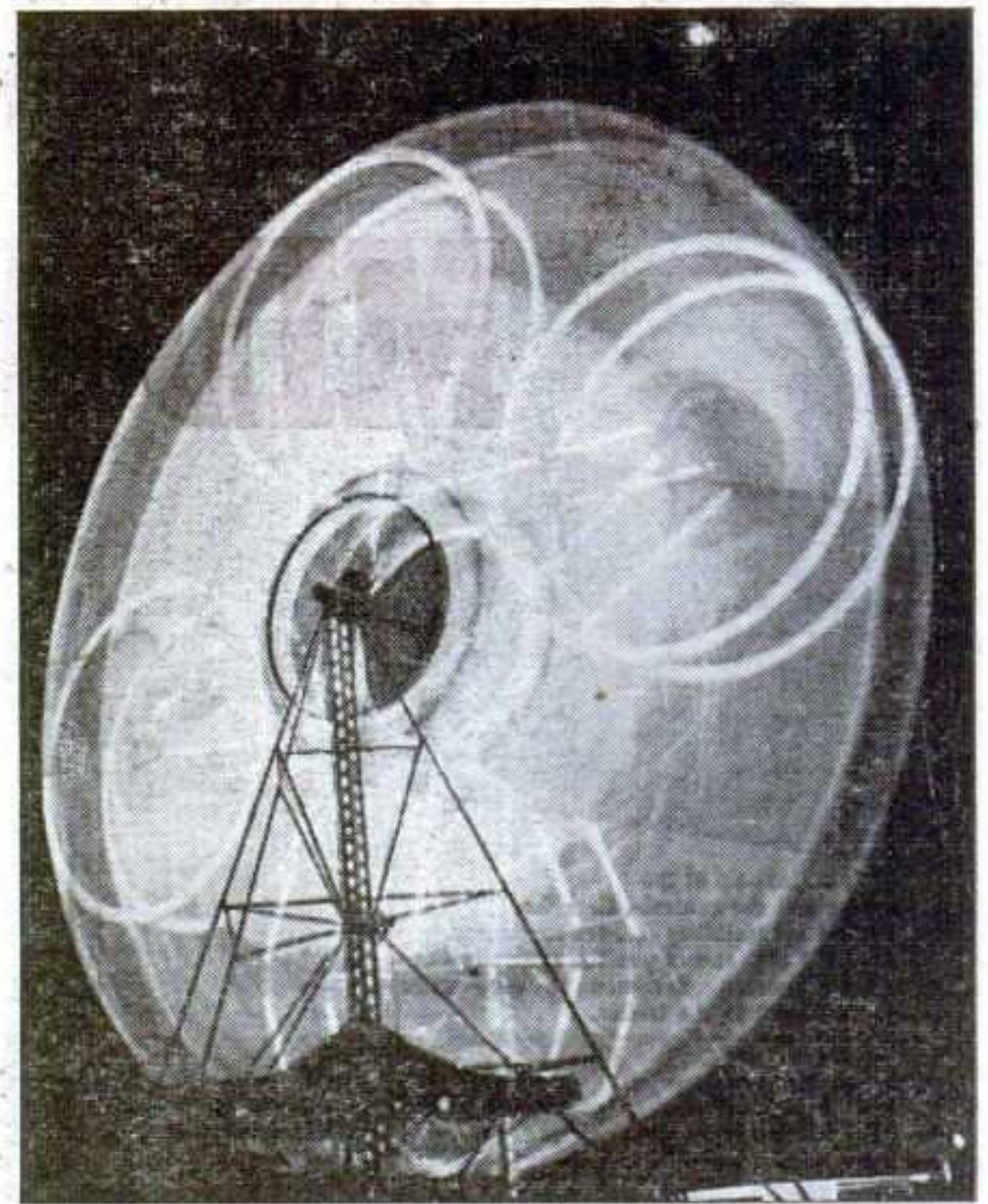
Brilliant lighting, with the ride outlined in four colors, made it far and away the dominant attraction on fairgrounds. The towering height and the brilliant lighting are pointed up by the eye-catching, eye-holding action of the wheels.

The ride, which was completed in 1949 in the Velares' own Long Beach, Calif., shop, has 48 seats, each with a capacity of three persons. It is capable of carrying 800 persons per hour, inasmuch as one wheel is in action while the other is being loaded.

Only a small area—50 foot by 60 foot is required to set up the ride, which can be erected or knocked down in six to eight hours. The loading platform conforms in its lines to that of the rides seats, and loading is done speedily.

Constructed almost entirely of aluminum, the ride is hauled, along with its accessories, in two 30-foot semis. Its crew consists of six men.

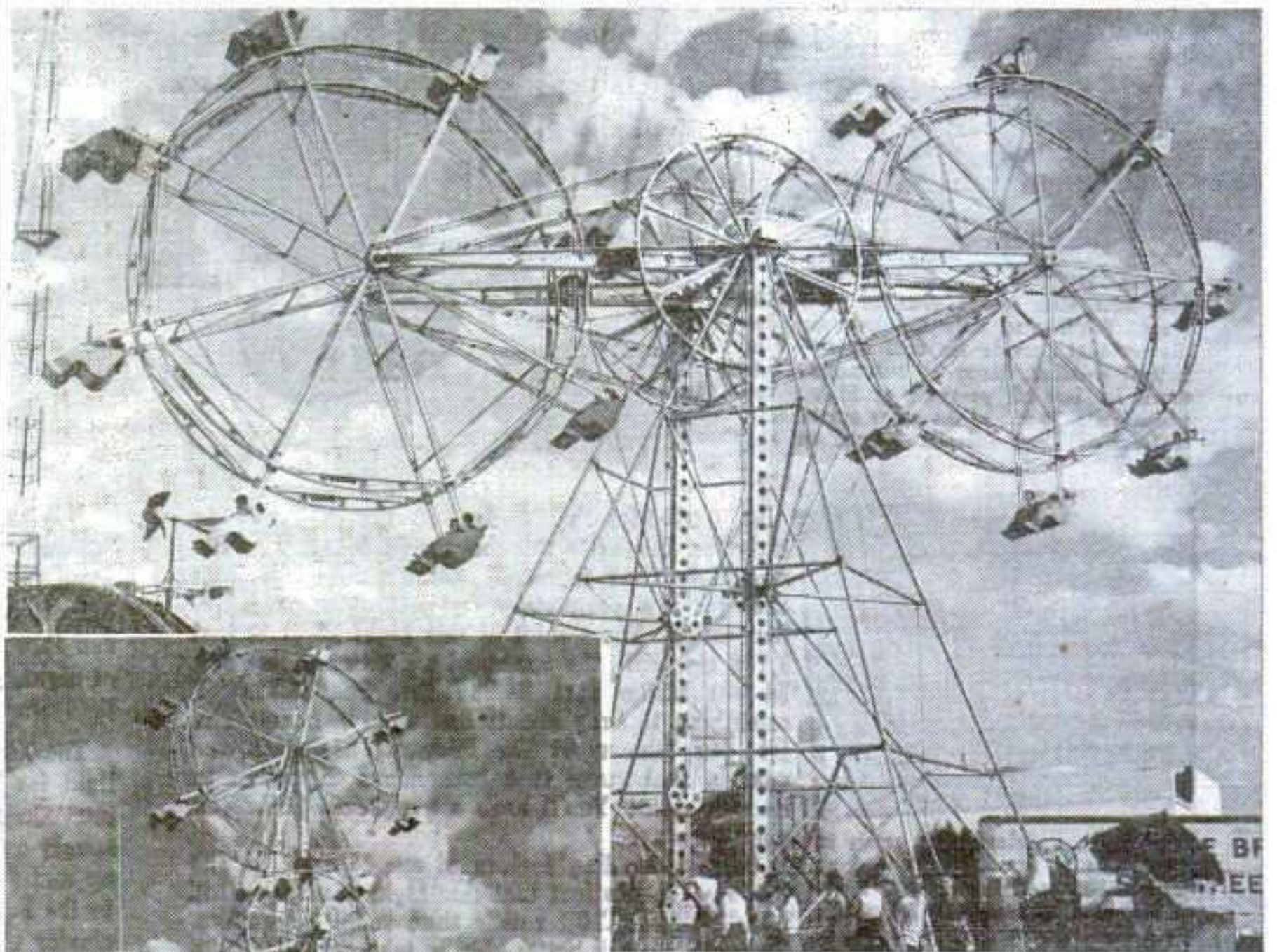
Safety in operation is assured by manually operated, electric brakes, which control the booms as well as the wheels.



Unusual photographs, made with time exposures, such as the one above, garnered much publicity for the Sky Wheels and the fairs where the ride operated. Not a few newspapers blew such pictures up to three-column size and spotted them on their first pages.

The Sky Wheels romped off with the bulk of the midway publicity wherever it appeared this year. Moreover, the publicity gained was largely of the page 1 variety. And, more often than not, the breaks were larged scaled, and in some instances dominated the page.

For photographers the ride was a natural. And most newspaper camera-clickers seized upon it. Favorite for most was a night shot, done with a time-motion, which produced a picture that was striking for the lines formed by the movement of the ride in various positions against the night sky.

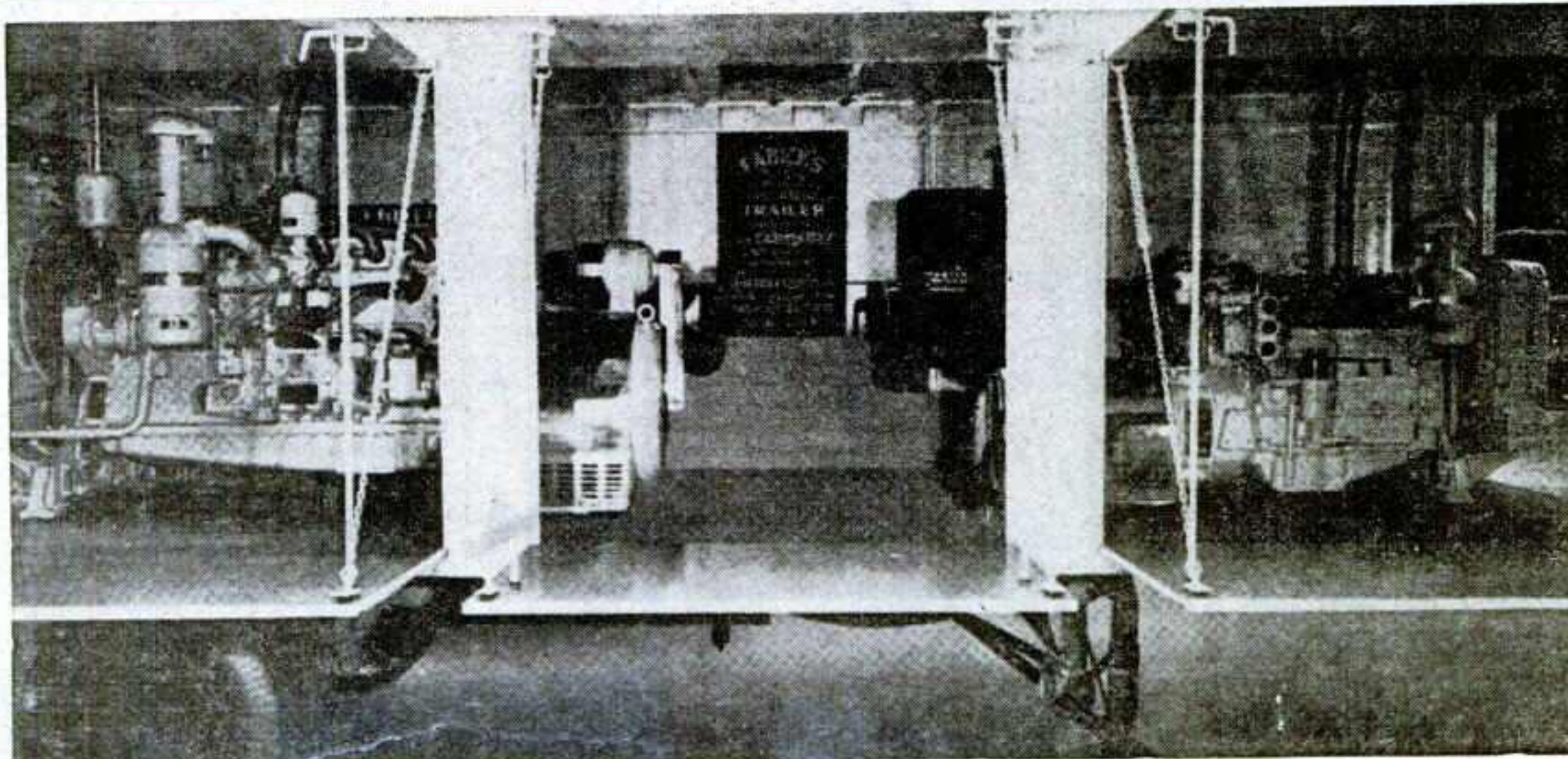


Action of the ride as the positions of the two wheels were changed heightened interest in the device and invariably stopped midway patrons.

Height of the ride—92 feet—made it the tallest thing on most fairgrounds. At night, its height was accentuated by its brilliant, multi-colored lighting.

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CLOSE-UP: JOE McKEE

Designer Joe McKee Built Box That Helped Win Wife

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

IN 1912 a young designer and builder was putting the finishing touches on a Roller Coaster at Chester Park in Cincinnati when he discovered that there was but little room remaining for a ticket booth. The designer told the park management that they would need quite a slim girl to fit the booth, and then feeling somewhat responsible for the situation, he hung around after his work was completed to see just who would be able to squeeze into the confines of the small box.

Trimming the tale, the girl who became ticket taker and the designer met. And that, Joe McKee will tell you, is how he came to get married.

Joseph A. McKee is generally accepted as the present dean of the five remaining American Roller Coaster designers, but whatever dignity may be attached to the rank does not restrain him from telling the story of how he met his wife with gusto. The tale is typical of the man—direct, friendly and filled with enjoyment of life.

Worked by Rule of Thumb

The products of Joe's imagination and skill dot amusement parks scattered throught this country and nations abroad. Without benefit of extensive technical schooling and proceeding by rule of thumb he has designed and constructed Roller Coasters which have sent patrons away gasping since his first handiwork at Luna Park in Mexico City during 1905.

Joe was born in Pittsburgh, October 21, 1887, and he learned carpentry almost as a matter of course, since his father was a contractor. When he was 17 he headed West, he recalls, just to see how the other parts of the country lived. After a short jaunt he returned to Pittsburgh and had barely left a train from Dennison, O., when he met a cousin who persuaded him that the right course was to get a job at Luna Park in the Steel City.

The young McKee was hired, but not as a carpenter. He was placed as manager of a theater at the park. It took only one night to convince Joe that his field lay elsewhere. He was transferred to remodeling buildings at the spot, and when the old Ingersoll Construction Company, builders of numerous Lunk Parks throught America, decided to erect a spot in Mexico City, Joe was picked to go along on the project.

In his youth, Joe says, there existed but one basic plan for a

(Continued on page 66)



JOE MCKEE

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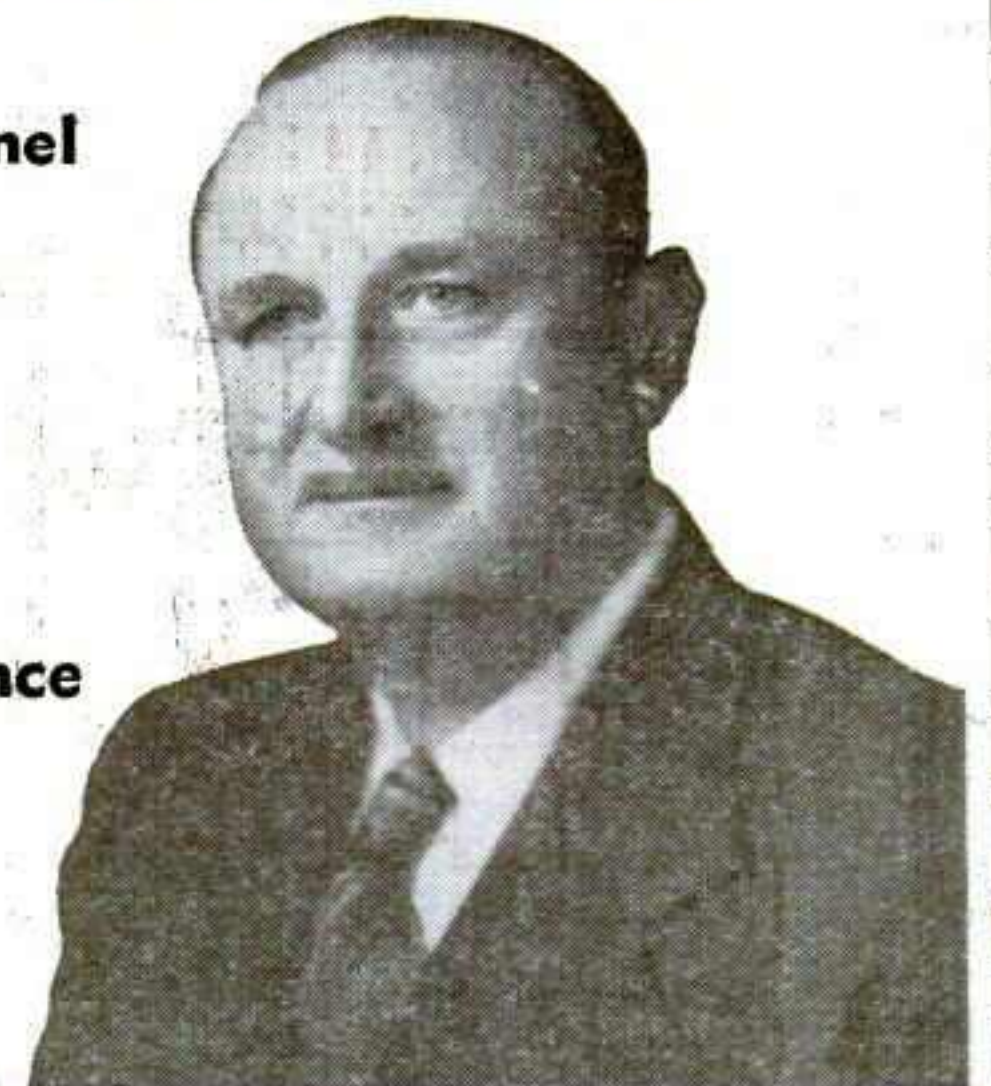
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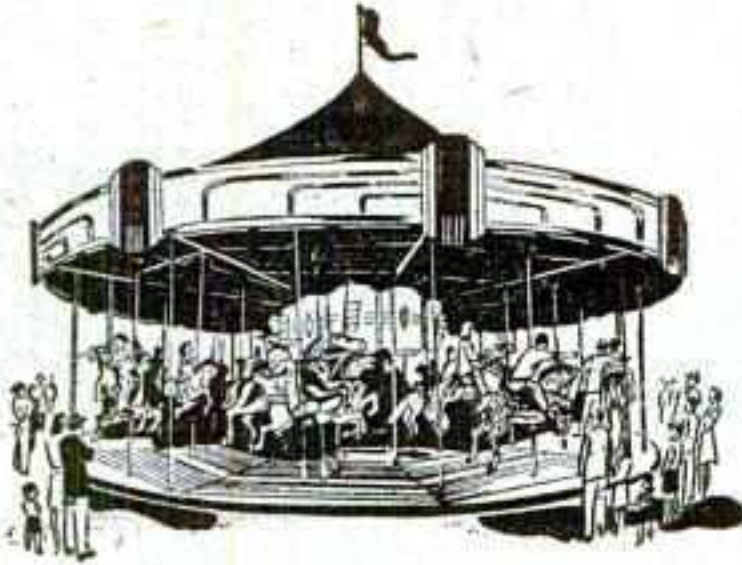
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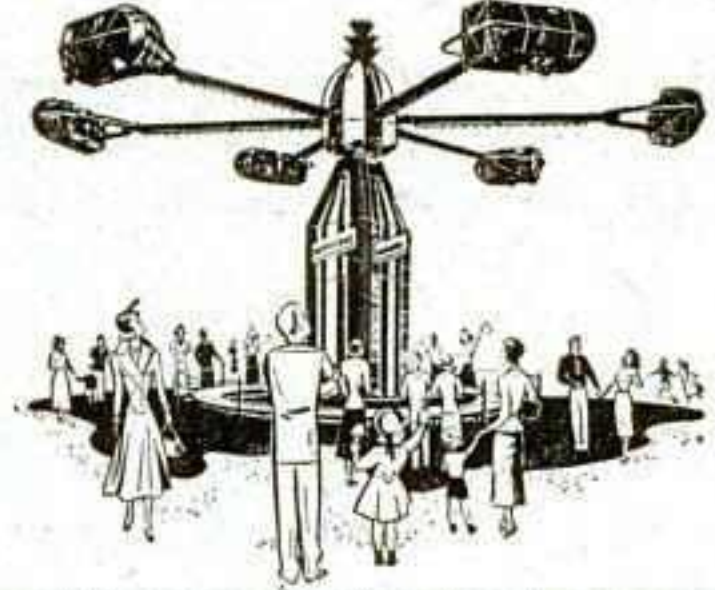
MERRY-GO-ROUNDS



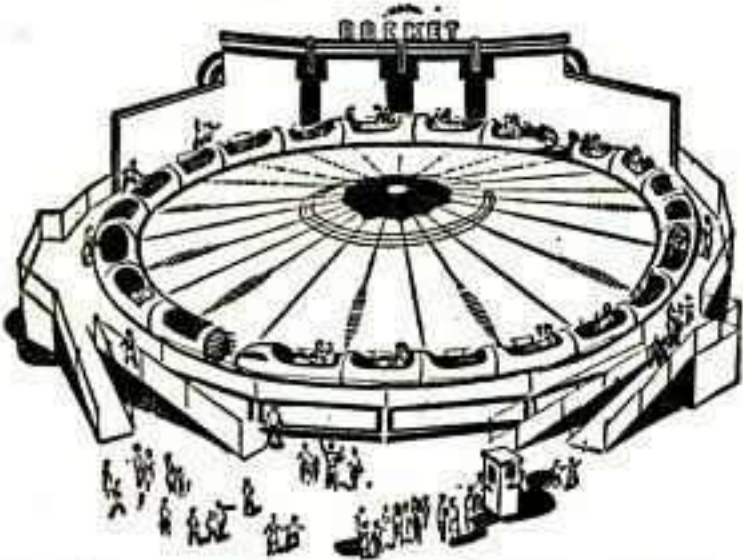
WHIZ BANG



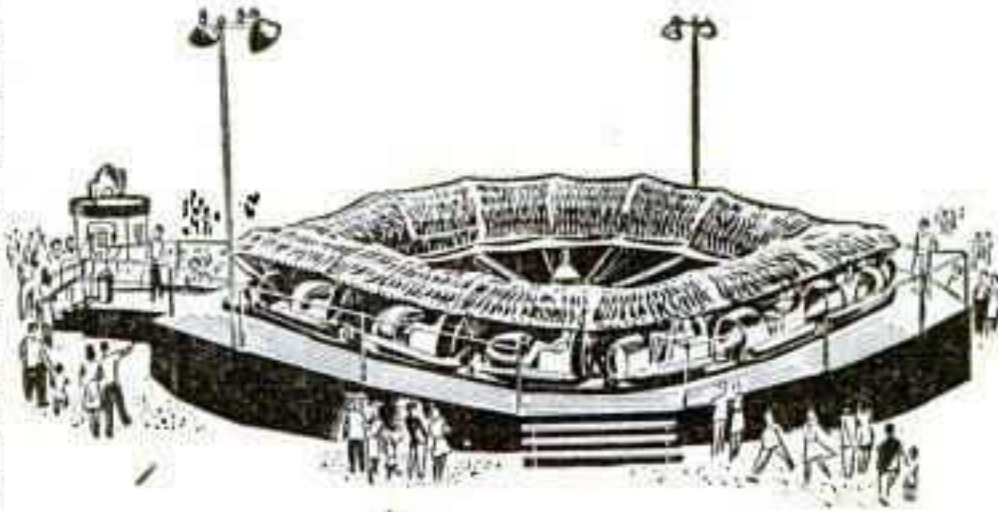
HURRICANE



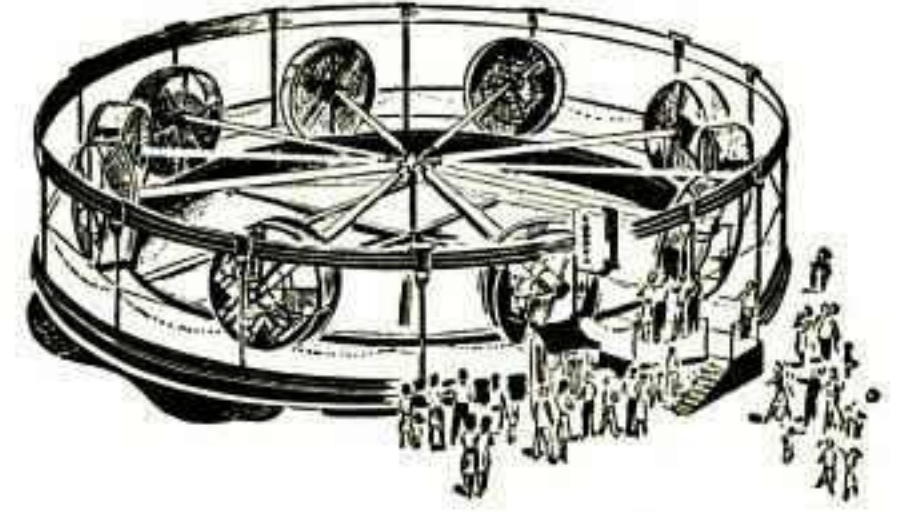
MOON ROCKET



CATERPILLAR



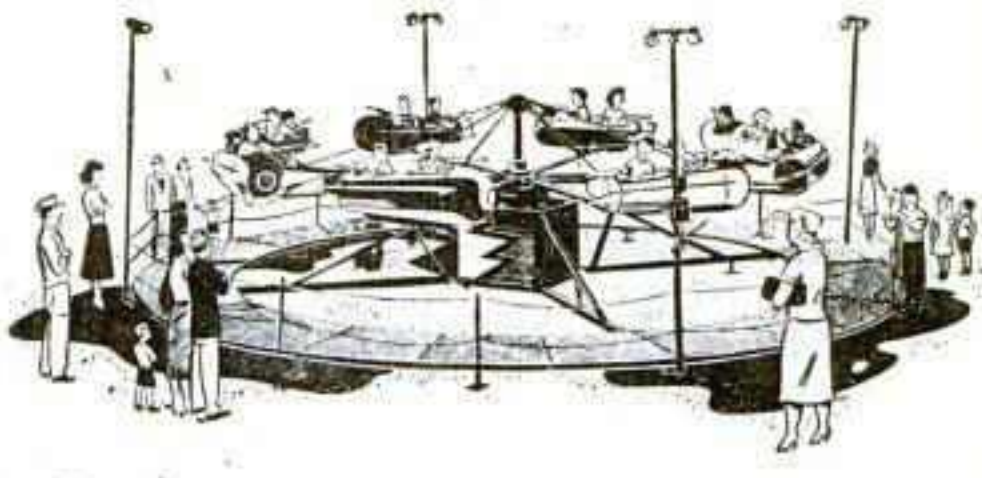
LOOPER



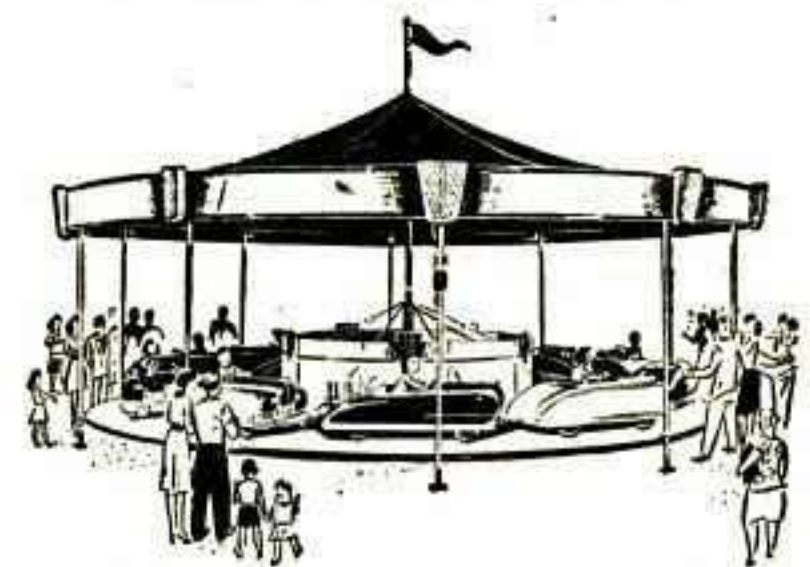
KIDDIE MERRY-GO-ROUND



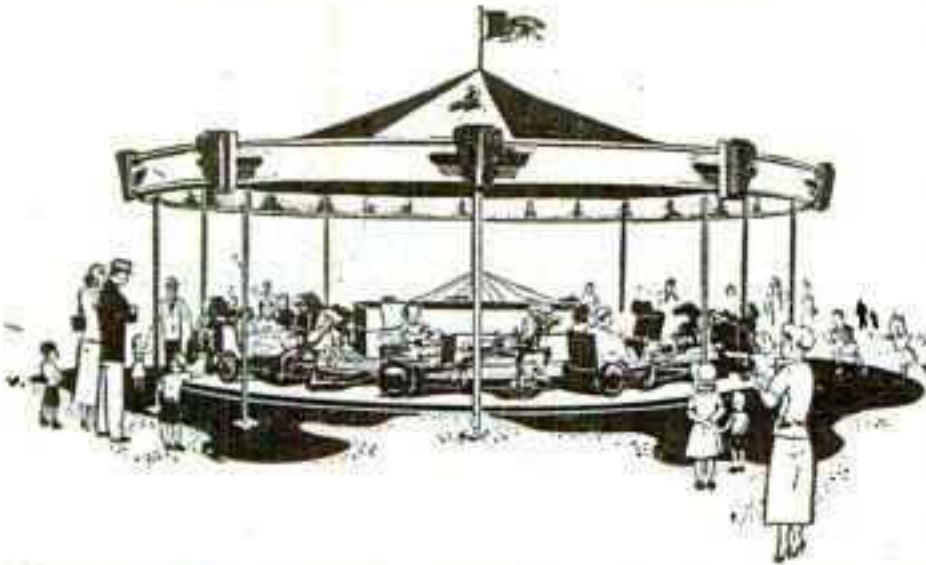
SKY FIGHTER



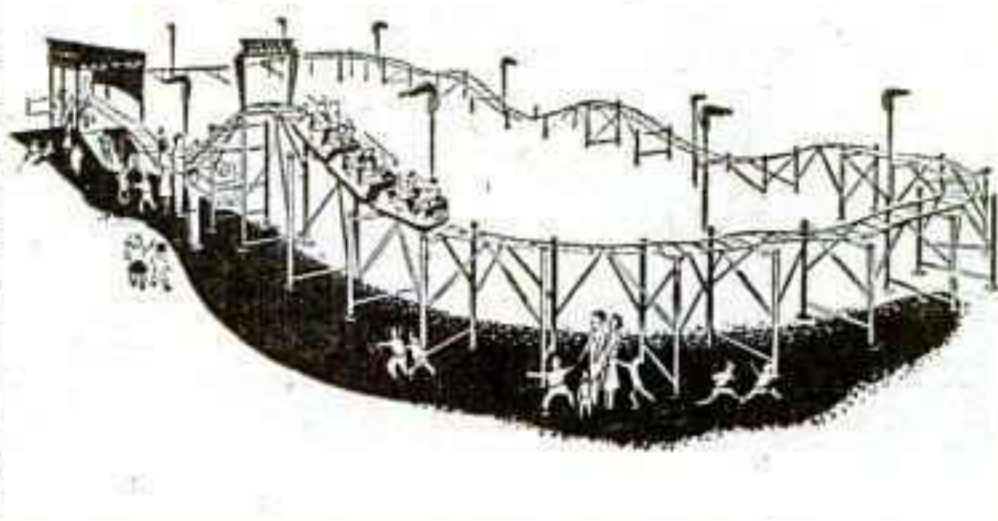
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Flashbacks

25 Years Ago

J. D. McNeely was billposter and banner man with the Miller Bros.' 101 Ranch Show and C. W. Finney was its general agent. . . . H. B. and J. W. Gentry, former owners of the dog and pony show bearing their name, entered the real estate business in Florida. . . . Frank Regan was re-engaged as contracting press agent by the Hagenbeck-Wallace Circus for the 1926 season. . . . Mary, trained elephant with the John Robinson Circus, was burned to death in an elephant car fire at Miami. . . . Austin King, horse trainer, returned to the Al G. Barnes Circus following recovery from an injury. . . . At the annual meeting of the Chippewa Lake Park Company, Medina, O., the following directors were re-elected: L. G. Collister, Samuel Rosenthal, Charles Gray, C. O. Shettler, H. C. Dibble, A. M. Beach, Don L. Crawford, W. E. Haines and P. G. Bigelow. They, in turn, re-elected Bigelow president; Gray, vice-president; Haines, secretary-treasurer, and Beach, general manager. Silver Lake Point, Inc., was organized to build an amusement park on Silver Lake, New York, with the following directors: Armand R. Retter, Joseph Snyder, Lavern Prentice, Newton Smith and F. J. Kelly. . . . Bob and Olive Nelson closed their fair season at Hammond, Ind. . . . Acts appearing at the State Fair of Louisiana, Shreveport, were the Four Clifton Girls, Flying Jansleys; Lester, Bell and Griffin; Luster, Allen and Goodwin; Capt. Jack Payne, Pelty Troupe, and Three Taketas. . . . Myers Y. Cooper, president of the Ohio Fair Managers' Association, reported that arrangements were being made to accommodate more than 500 people who planned to attend the association's January meeting. . . . Roster of Daredevil Kemp's Autodrome, appearing with Goldberg's Coney Island Shows, included Walter B. Kemp, Earl B. Purtle, Margie Kemp, Dorothy Purtle, Speedy Boyer and Jack Williams. A. H. Barkley joined the D. D. Murphy Shows as general agent and traffic manager. . . . George LaTour, formerly of the Boyd & Linderman Shows, was engaged as business manager by B. H. Nye, of the "Hello Dixie" theatrical company. . . . Bill and Maude Yates closed with the Nat Reiss Shows at Wilson, N. C., and left to play the Jacksonville (Fla.) Fair. . . . Douglas and Douglas joined the Abner H. Kline Shows with their trained Siberian horses. . . . Four Ortons, veteran circus act, opened on the Poli time with their novelty wire act. . . . Charles (Spud) Readrick, bandmaster of the Al G. Barnes Circus, contracted with the Victor Record Company to record some of his numbers. . . . Eddie Dorey, stilt-walking clown, was in New England, advertising films. Deaths: F. O. Boyd, circus man.

10 Years Ago

Frank R. Conklin was nominated for the presidency of the Showmen's League of America. . . . Bob and Babe Keating replaced Zilla, who was ill, with their mental act on the Tom Rankine Side Show on Rubin & Cherry Exposition. . . . William Harden opened an eatery in Hickory, N. C., after closing with Dr. Garfield's Hall of Science on the Cetlin & Wilson Shows. . . . Roster of the Paradise Night Club Revue on the Cetlin & Wilson Shows included Princess Mitzi, Esther Water, Julie English, Mary Savage, Claire Delmar, Martha Lucas, Sylva Delange and Wesley Charles. . . . Walter L. Main, former circus owner, was guest speaker at a Rotary Club meeting in Geneva, O. . . . Raymond A. Walton, who had been with Russell Bros.' Circus, was doing advance work for Lum and Abner, radio act, on their personal appearance tour thru the South. . . . Art Lind, former circus clown, was playing an indefinite run at the Silver Dollar Blue Room, Boston. Robert Ringling, senior vice-president of Ringling-Barnum circus, and Irene Brauerneind, of Dorchester, Wis., were married in Des Plaines, Ill. . . . Jaydee the Great (Jerry D. Martin) closed with Miller Bros.' Shows to play fairs. . . . L. A. Markham was re-elected president of Rock County Fair and Livestock Association, Janesville, Wis. Others named were Tom Hamilton, vice-president; J. W. Wiseman, treasurer,

and R. T. Glassco, secretary. . . . Edward Wigglesworth was elected president of Essex Agricultural Society, sponsor of Topsfield (Mass.) Fair, along with James B. Reynolds, Harlan P. Kelsey, S. M. Merrill and J. W. Appleton, vice-presidents, and Ralph H. Gaskill, secretary.

Fred Delmar's lions, booked by the Gus Sun office, closed the fair season at Creston, Ia. . . . Al Fitzcaithley and Eddie Mixon, of Billroy's Comedians, visited the Bud E. Anderson Circus at Magnolia, Ark., and renewed acquaintances with the Espys, Jack Hoxie, Tex Orton and the Coriell Troupe. . . . Eddie Trees left with elephants of the Goebel Lion Farm, Los Angeles, to join the Eddie Fernandez show at Honolulu. . . . Visiting on the Cole Bros.' Circus lot at San Diego, Calif., were Mr. and Mrs. Harry Seber, Mr. and Mrs. Charley Dodson, Lewis Simms, Harry Hendricks, Lee McDonald, Mr. and Mrs. Eddie Sherman, Mr. and Mrs. Jack Griffith, Sam Bennett, Mr. and Mrs. Charles Smith, Steve Henry, Mr. and Mrs. Leslie Borinstein, Curtis Little, Johnnie and Marie Winters, Pedro Casava and Manuel Perez.

Death: Sherman B. Cowen, circus concessionaire; Lincoln D. Dickey, exposition man; Wallace E. McKeague, carnival man; Beverly White, carnival man; Thomas McNeil, Side Show man.

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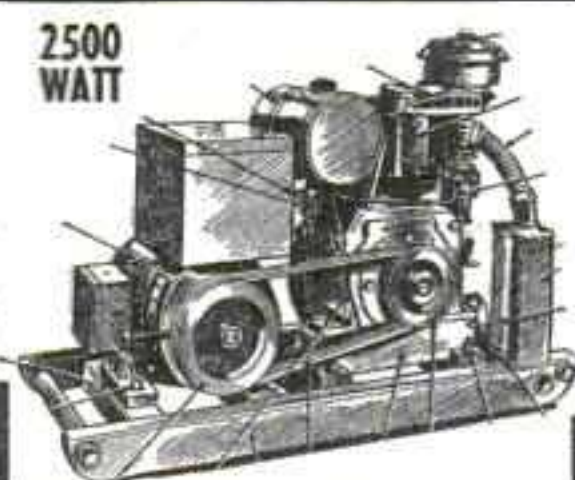
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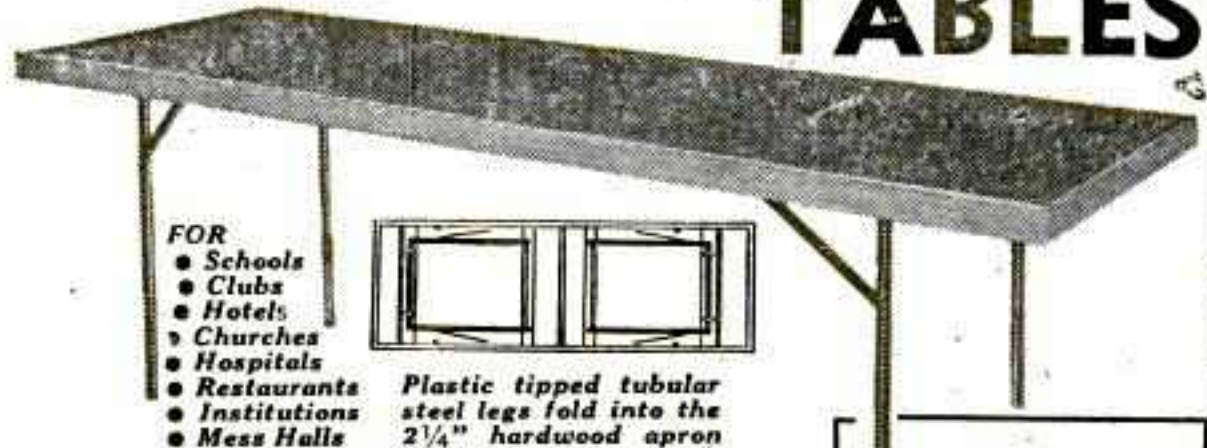
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DISHES IT IN BIG BOWL

McElyea Feeds 289,000 In 1 Day at Dallas Fair

DALLAS, Nov. 18. — Russell George McElyea, one of the country's biggest food concessionaires, is probably also the world's most frustrated football fan. As concessionaire for Cotton Bowl Stadium on the grounds of the State Fair of Texas here for the past three years, McElyea has had to spend considerable time inside the big saucer before, during and after every game played therein. And in spite of being an ardent grid fan, he hasn't had time to see more than two minutes of any game in the stadium.



RUSSELL GEORGE McELYEA

Football catering is the biggest operation for McElyea, who heads Amusement Enterprises of Fort Worth and Dallas, but it's not his only important operation by any means. His headquarters is the Northside Coliseum, a big all-purpose arena-type building in Fort Worth. Here Amusement Enterprises presents everything from wrestling to longhair concerts, from trade shows and conventions to dances featuring name acts. McElyea also has had the concessions at the State Fair's summer Starlight operettas for the past four years. And this fall he took a flier on the Diamond Garter, a theater-restaurant-type operation at the State Fair, and did all right with it.

Amusement Enterprises also has handled rodeos, stock shows, big car auto races and has concession contracts for a couple of baseball parks. The McElyea org handled Jose Iturbi, who broke all box-office records in Fort Worth, and also Mischa Elman, who hit an all-time box-office low.

Record Day

The biggest job McElyea has ever tackled was the unique day-night football double-header in the Cotton Bowl October 14, an event which helped State Fair of Texas set a new world's record for single-day attendance at annual expositions, a total of 289,000 plus. Approximately 155,000 football fans saw the two games—Texas vs. Oklahoma in the afternoon and Southern Methodist vs. Oklahoma A&M at night. The logistics of supplying this many people with hot dogs, soft drinks, peanuts, coffee, candy, etc., is about the same that faces an army general in a major campaign, except that McElyea has the help of fewer subordinate officers.

He worked 700 people in the stadium on this one big day. His 48 locations in the Bowl are all connected with his office by his own private telephone system. He didn't see much of either game. On noon Sunday, October 15, he checked up and found he had been inside the Bowl for 72 straight hours, with hardly any sleep and hardly anything to eat, in spite of the enormous amounts of food he had been dishing out to hungry football fans.

Sells 40,000 Hot Dogs

Biggest problem of the double-header was replenishing stock after the afternoon game. In the space of about an hour and 20 minutes, after the first crowd of 76,060 moved out and before the crowd of 75,347 started moving in

for the night game, McElyea aids moved in 1,000 more cases of cold drinks, 22,000 pounds of ice and comparable amounts of other supplies. Altogether, McElyea sold about 40,000 hot dogs and 200,000 bottles of pop during the games.

In his business, McElyea has to take a scientific interest in matters such as team strength, how the ticket sales are going and the weather. He was one of the first persons to predict that both games of October 14 would be sellouts, even when members of the State Fair publicity staff thought that a 130,000 total was optimistic. As a matter of fact, the night game, which had been doped to bring in no more than 50,000, was a complete sellout with about 5,000 fans turned away. All four teams went into the Bowl undefeated.

Checks Weather

The weather naturally is important to a food concessionaire, and he keeps in touch with the Weather Bureau several days before each game. But even the weatherman sometimes throws him a curve.

The worst example of that was just before the 1949 SMU-Baylor game, McElyea says. "We kept getting forecasts for about 50-degree weather. In mid-November this seemed logical. But it turned out to be 76-degree weather. So we had to pour hundreds of gallons of coffee down the drain. And we sold out of pop before the game was over."

But during the SMU-Notre Dame game in 1949, weather was perfect for hot dogs, McElyea recalls. It was a drizzly, chilly December afternoon. During that game he sold 35,000 hot dogs.

Uses Self-Service

In the Cotton Bowl and also at Starlight Operettas, McElyea uses an efficient cafeteria style of service. Customers pass between rails, pick out the drinks or food they want and pay the cashier at the end of the corridor. This speeds service, the only limitation on how many customers can be served in a given time being how fast they can walk thru the corridor. It also takes much of the burden off attendants. McElyea also has boys working the aisles. He also has the cushion and seat-back concessions in the Bowl. Attendance in the Cotton Bowl for

(Continued on page 67)

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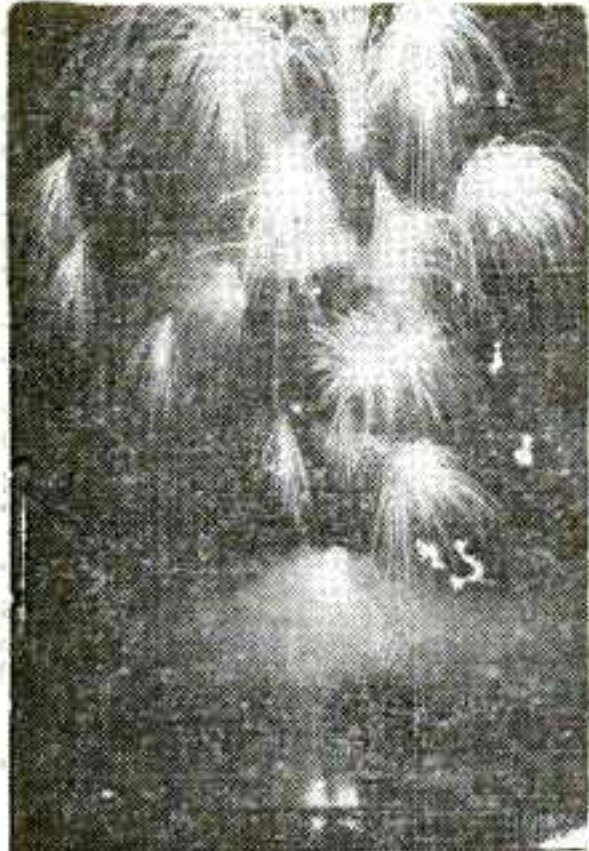
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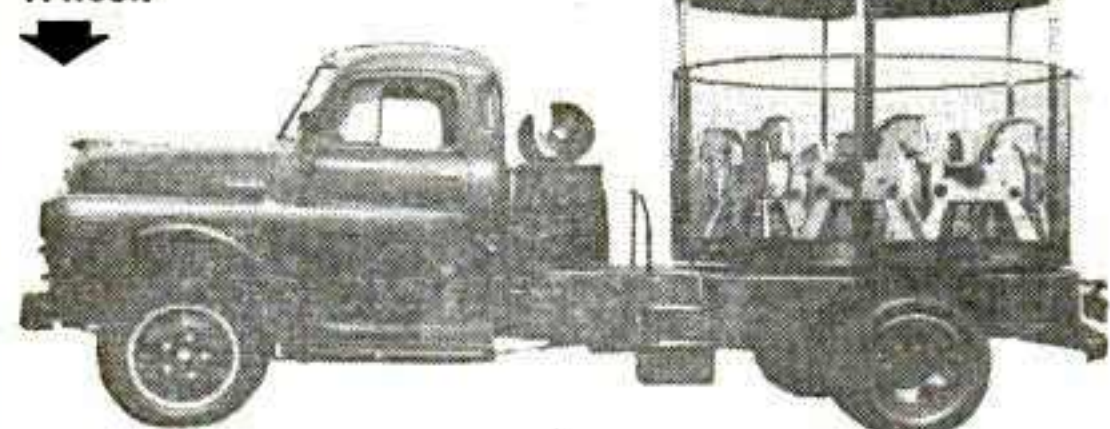
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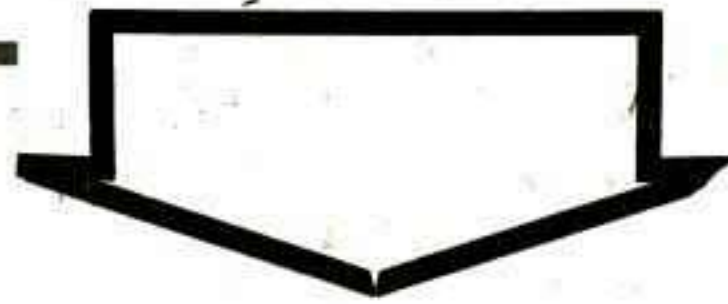
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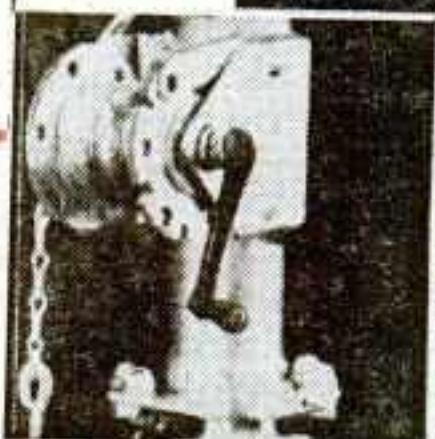
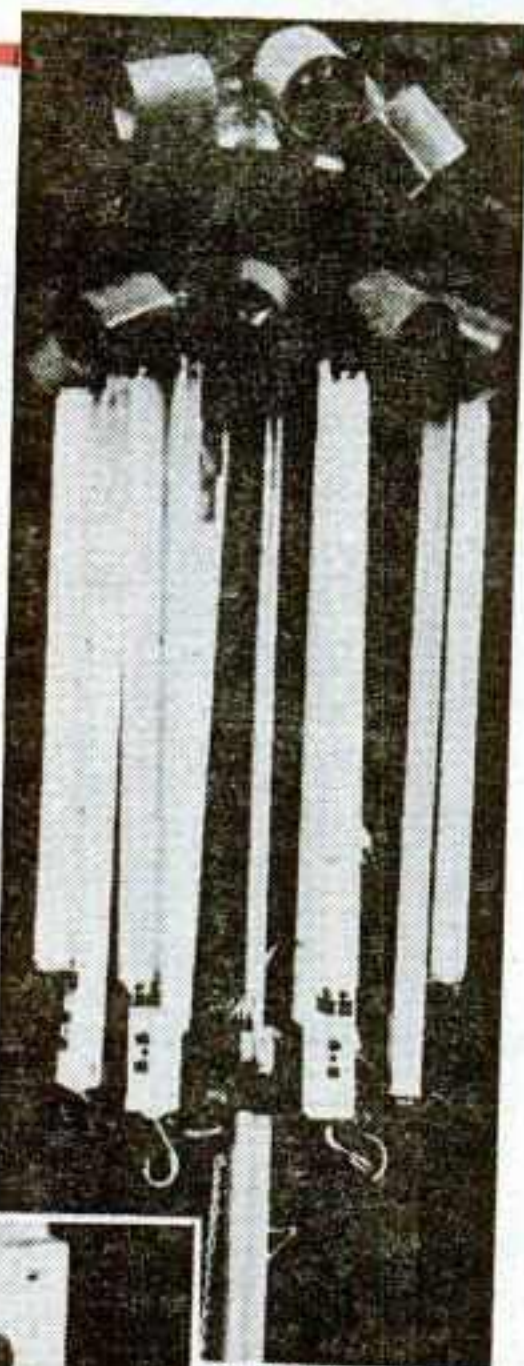
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(A) Photo of mockup showing general construction features of light cluster section. Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 watt bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



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Designer Joe McKee Built Box That Helped Win Wife

• Continued from page 60

mild figure eight ride, and there were only 18 men who did designing work on the device, with the late John Miller at the head of the list. But constant experimentation went on to give the rides more and more snap.

Celebrating his 18th birthday on the Mexico City project, Joe returned to the United States after a year and a half below the border. He came to rest in Kansas City, Mo., where he helped build Electric Park and then moved on to another job at Cedar Point, O., constantly gaining know-how.

The tyro ride designer went back to Luna Park in Mexico City, but he and all others at the spot ran afoul of the panic of 1907. The Pittsburgh backers of the park began to retrench, and Joe remembers that year-old chocolate candy and beans became staples. Relief finally came in the form of a job with a British refrigerator firm in Mexico City, and Joe and his park cohorts went back to eating.

Designed Bigger, Better Rides

Back in America in 1908, he worked on a series of tasks in White City, Chicago, Baltimore and Norfolk. It was at Baltimore that he stayed on as manager of the Coaster he had helped construct, and later at Norfolk in 1910 that he worked his first trick as general superintendent. His ideas and designs for coasters were rapidly pulling away from the gentle ride originally designed by Lamarcus A. Thompson, of Elkhart, Ind., in 1884. That early scenic railway went by the boards for the simple reason that with the advent of motion pictures the public could view better scenery.

Joe continued to figure out sharper curves and dips with the late Charlie Page and presenting the results for Miller's inspection. Miller thought the schemes too radical for the time, and Joe was temporarily stymied when the park operators went along with his mentor.

It was in 1911 while building a Coaster at Lakeside Park in Denver that Joe got a chance to put his theories into practice. A dance hall roof protruded four feet into the Coaster right of way, and he installed a dip to clear the obstacle. The triumphant McKee's new wrinkle was an instantaneous success.

Trekking Coast to Coast

A design and construction job in Detroit followed the Denver operation, and then came the meeting and marriage in Cincinnati. From then on the ride designer made an unending series of treks that took him from park to park, coast to coast and abroad.

Joe recalls that he was called in to build Chain-O-Rocks Park in St. Louis, and the money for the project was supplied by seven tavern keepers. He says the set-up gave him a chance to visit a different backer each day of the week, strictly on business, of course.

All was not gravy, tho. While in Florida he heard of a park being planned for Milan, Italy. He journeyed there during the 1920's and with a solid reputation established, he was given the task of laying out plans for the spot, including rides. On completing the task he was chagrined, to put it mildly, when the erstwhile backers of the spot did not even have the cash for his fees, much less to actually begin construction of the park.

Set Up Paris Funspot

The European jaunt was not wasted, however. Moving north to Paris, Joe was commissioned to lay out that city's Luna Park. While in Paris he also was called upon for a 24-hour rush job and obliged. A friend better versed in the Continental manner of business told him to hold back his plans for two weeks to ensure getting the price stipulated. He got it. At present, Joe's fee is \$5,000 for a set of plans and an additional \$5,000 if he personally supervises construction.

Park operators are not loathe to spend \$100,000 to \$250,000 on the construction of a device when they know that a top-drawer Coaster in a good location can repay the investment in a comparatively short time. It was while supervising the construction of a \$100,000 Coaster at Revere Beach, Mass., that Joe heard of a new device involving self-operation invented by a local man named Storer. Joe investigated, liked what he saw and after obtaining rights to sell the device on a \$100-each commission basis,

peddled 2,000 Dodgem cars in one year.

Calls Palisades Coaster Fastest

Getting down to statistics, the designer reckons the 3,600-foot Coaster which was demolished at Nantasket Beach, Mass., in 1910 as the longest; a now-defunct Poughkeepsie, N. Y., job with a 120-foot vertical drop as the highest, and the Cyclone at Palisades (N. J.) Park as the fastest. Average speed for the last-named device is about 55 miles per hour.

At Palisades Park, where Joe presently is general superintendent in charge of 28 steelworkers, carpenters, painters and tinsmiths, he checks all the park devices once a week. The Coaster is tested at the start of the season using 125-pound sand bags known as "dead men." After that Joe tries the ride, and last, but not least, photographer's models smile wanly for publicity shots after a trip on the Coaster.

Joe explains that the car of a Coaster is locked in its tracks by 12 wheels, including guide and safety wheels. The only point in its journey where a car can be removed is at the entrance, or loading stop. As the designer says, "Just sit there and the ride will take you home."

Never Had an Accident

Several years ago during a period of slow business at Palisades a sailor forgot these words of wisdom and attempted to change cars while the Coaster was in operation. He did not make it alive. The newspapers gave the incident a play, and, perversely, the park snapped out of its temporary slump the following Sunday, setting a new record for trips made by the Coaster. Joe has never had a serious mishap.

His connection with Palisades Park dates from 1935, altho before that he had worked with Irving and Jack Rosenthal, operators of the Jersey spot, when they were located at Coney Island. It was there he designed and built the Thunderbolt and ran it for a year. The story goes that the demand for Joe's services became so acute that straws were drawn to see who would secure them. The Rosenthals won, but it is understood that other parkmen can call for him in case of emergencies.

In addition to work as a Coaster designer, Joe qualifies as an expert on all amusement devices. In this capacity he has served both American insurance firms and Lloyds of London. When Palisades went up in smoke during 1944, Joe inspected the damage for the British firm and then set to work building one huge Coaster to handle the customers carried by three Coasters, a Bobsled and a scenic railway. The general rebuilding of the spot was carried out under his direction.

Easterners Top Coaster Enthusiasts

On other trips outside the United States, Joe established a Coaster in Havana which was such a success that police were needed to control waiting lines. For some reason it was called "A Russian Mountain of Water." He finds a similar reaction in most Latin-American countries but claims the most enthusiastic Coaster riders are concentrated along the East Coast of America. They demand the toughest dips and curves, and Canadians rank second. Joe has constructed a double-tracked racing Coaster at Hanlon's Point on Toronto Bay, and McKee designs have been furnished for the Canadian National Exhibition. He also supplied plans for a Coaster at Playland-at-the-Beach in San Francisco.

For thrills today Joe claims that a Coaster may be built with 90-foot vertical dips and twists as much as 50 feet out of line, a far cry from early scenic railways with their four-foot dips. At Palisades, the kiddie adjunct has a miniature Coaster with a drop of a half foot, and Joe says that most of the kids go for the Coaster before other devices.

The McKee family is well represented in show business, with two of Joe's three brothers in the ride end of the biz and one of his two daughters married to Max Tubis, operator of Million-Dollar Pier at Atlantic City. The other daughter and her husband have worked as session chiefs with the Clyde Beatty Circus.

Joe is a member of the National Showmen's Association, New York, and served this year as banquet chairman for the group's annual affair.

Presenting a line of real PROFIT MAKERS

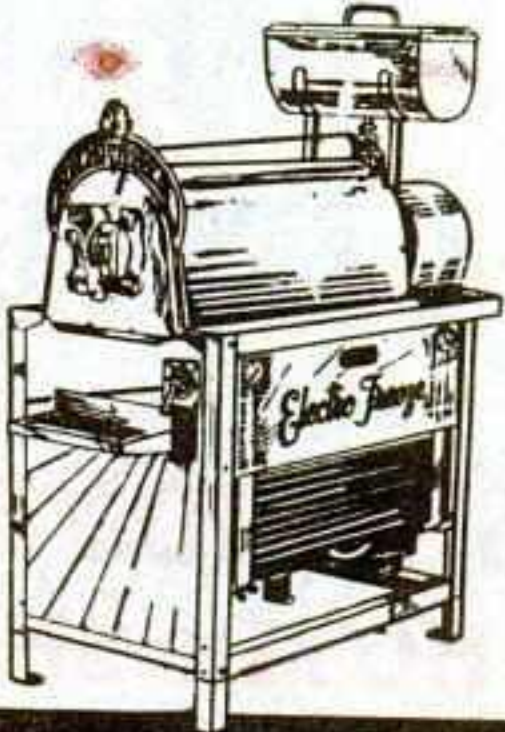
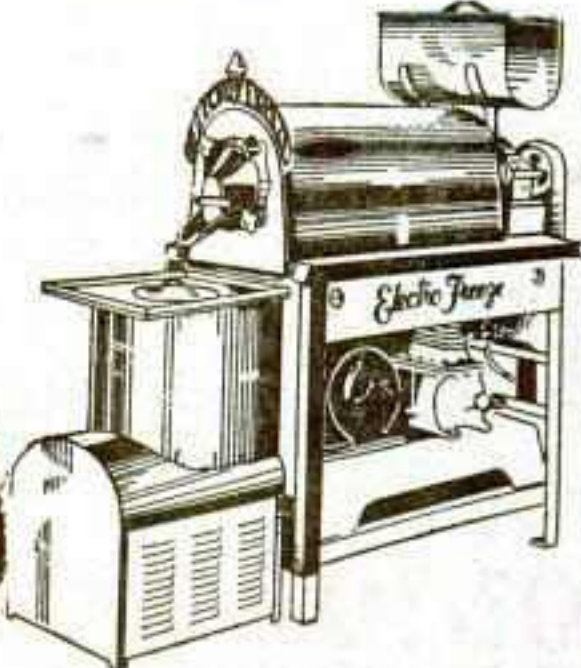
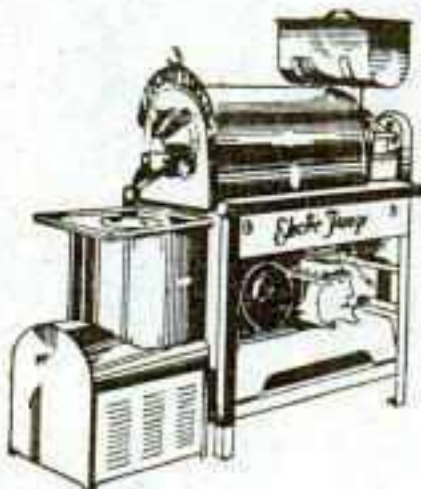
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A precision-built line of freezers that will turn out soft ice cream, custard or sherbets with a velvety-smooth palatability that is without equal. Write for complete information on the Electro Freeze line—a leader in the field!

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708 East 135th Street • New York 54, New York

Producers of Quality Freezers For Over 20 Years

R. WALKUP
R. E. WOHLBERG
Insurance Brokers

We Wish To Extend Thanks
 to Our Clients for Their Patronage
 During the Past Year.

Insurance for Showmen
 214 N. 4TH ST. ST. LOUIS, MO.

WHAT THEY SAY . . .
 about The Billboard
 in its New Format

SEE
 PAGE'S 52 AND 53
 IN THIS ISSUE

FOR . . . all types of **POPCORN MACHINES**—Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment, etc., & a full line of top quality **POPCORN SUPPLIES**

CONTACT
Farmer Boy Corn & Equipment Co.
 332 W. 44th St. N. Y. 18, N. Y.
 Circle 6-1293
 Send for Our Complete Catalog.

R. G. McElyea Feeds 289,000

• Continued from page 64

college games in 1949 totaled 639,694.

McElyea takes lots of gambles. The Diamond Garter was one of them. He had a \$10,000 nut on the show and got it back and more in the shape of about 15,000 paid \$1 admissions, not to mention what he took in on sale of beer, food and souvenirs. *The Drunkard's Daughter*, old-time melo presented as the feature of the Garter, proved to have wide appeal for State Fair visitors who couldn't get tickets to *South Pacific* and didn't care for midway carnival shows.

Stresses Humor

He hired the best local professional talent he could get for the melo and the olio acts in between. Show put the emphasis on humor, with audience participation stunts. Peter Wolf, well-known scenic designer, was hired to decorate the ancient skating rink which was used to house the Garter. The flashy facade was one of the most appealing things about the fair; the inside of the hall could never have been recognized as a rink.

McElyea, 52, is a blunt, candid cigar smoker who is popular with newspapermen because he makes no attempt to beat around the bush and speaks straight from the shoulder. He's been married 31 years and has two married daughters. His two sons-in-law, Joe Lynch and Kenneth Moore, are associated with him in the business and manage the Dallas and Fort Worth aspects of the business respectively. McElyea lives in Fort Worth.

McElyea was a showman almost from the beginning of his business career. He had a night-watch

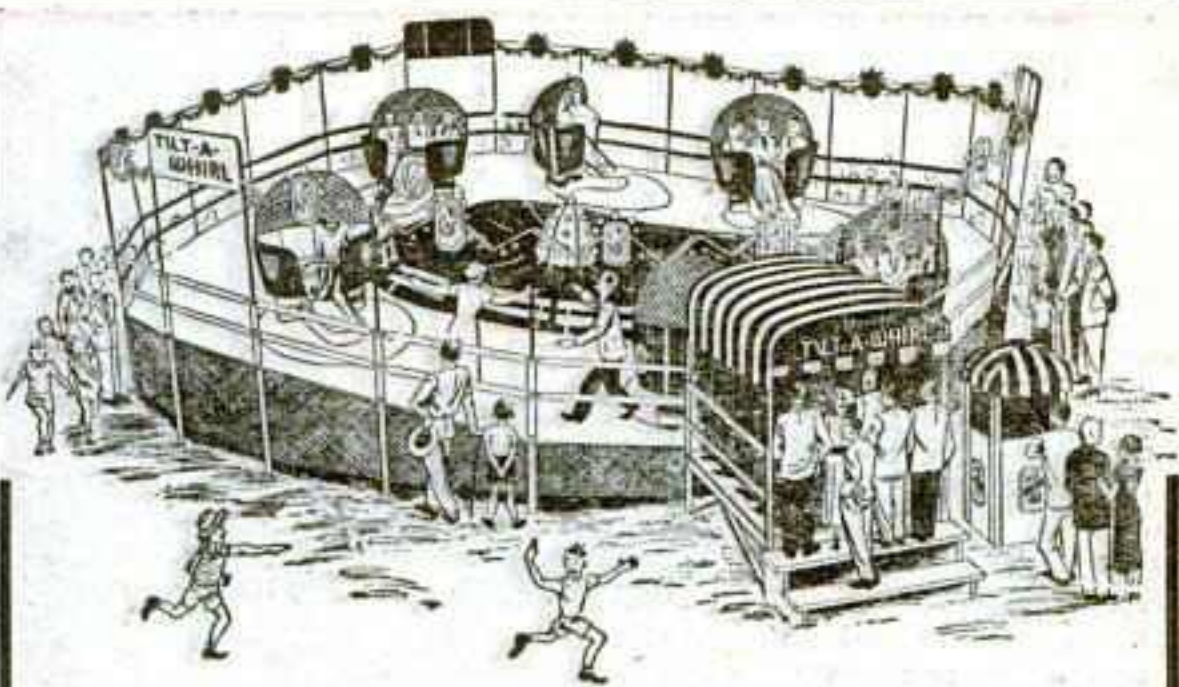
radio program, midnight to 6 a.m., selling everything from photographs to tombstones. He also had a copyrighted giveaway show for a year and a half. After that he was a traveling salesman for poultry supplies and equipment, representing U. S. Steel among other concerns. During World War II he processed dried eggs for the government for shipment overseas. With the end of the war and a consequent slackening off of the egg-drying business, he started promoting wrestling—a sport in which he'd always been interested—at Northside Coliseum, Fort Worth.

With a fine big arena to work with, the rest followed naturally. He likes his work but he works hard at it. He takes a 20-day vacation in Colorado every summer, but the rest of the time he says he "works 18 hours a day, 10 days a week."

He thinks you have to like show business to make a go of it. It's tough, he says, but it is, after all, just a business and you have to take it in stride. "If you lose today, forget it and go on to tomorrow—it's where you stand at the end of the year that counts."

Racing Org Chartered

CHARLESTON, W. Va., Nov. 18.—Capitol City Stock Car Racing Association of Charleston has been incorporated as a non-profit organization to promote the interests of auto racing. Incorporators are Lee Binthsell, C. A. Copley and Dayton Elliott, all of this city.



The TILT-A-WHIRL Ride

Being owned and operated with prestige and profit on the world's largest Amusement Parks as well as on 3-ride Shows.

Over 20 years of preference by ride fans have made it an outstanding "repeat" ride.

Wonderful appearance, plus completeness and mechanical perfection, plus honorable dealing, have made it a big repeater on our sales records.

SELLNER MFG. CO. Faribault, Minnesota
 Booths 5 and 6, Main Exhibit Floor



SPECIAL: For Sale—One used C-Cruise Major Ride, capacity 36, located in Pennsylvania \$6,500.00
 One slightly used Little Skipper Kiddie Ride, capacity 20, located in Oregon \$2,000.00

C-CRUISE CORPORATION Seventh & Marlark Aves. Salem, Or.

HEADQUARTERS FOR MONEY-MAKERS . . .

RIDES . . . POPCORN EQUIPMENT AND SUPPLIES . . . KETTLES . . . WAFFLE MOLDS . . . CANDY FLOSS MACHINES

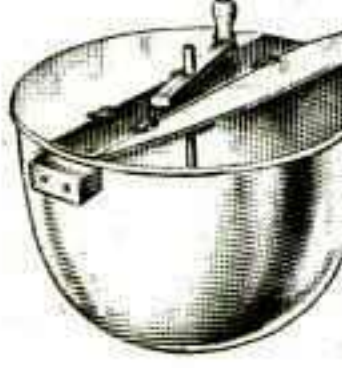
THERE'S ONLY ONE CONCESSION SUPPLY CO.



ALL ELECTRIC CANDY FLOSS MACHINE

Tried and proven . . . made by world's largest manufacturer of floss machines. Model 120 . . . the only direct variable speed floss machine on the market. No belts, modern and compact, 25" spun aluminum pan, rheostats for speed and heat control. And more production than you've ever seen from one machine. Fully guaranteed. We stock rheostats, voltage boosters, bands and ribbons for all makes of machines.

\$295.00



35-QT. SUPER KETTLE

Here's the popper for large volume business. Pops 2 to 3 pounds of raw corn per popping. Can be easily motorized. 19 1/2" diameter, 15" deep of 3/32" aluminum. Gearless agitator . . . sturdy . . . 35 quarts of popcorn per popping.

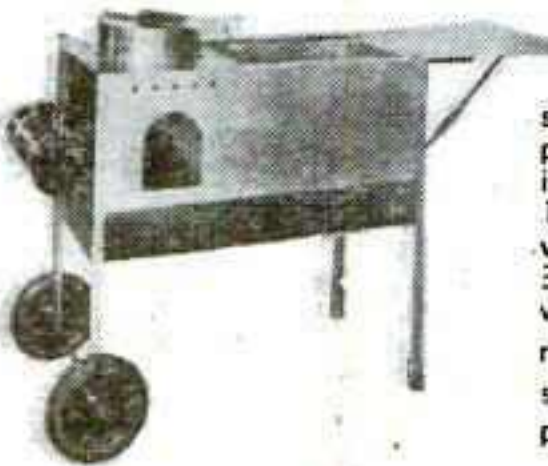
\$45.00



12-QT. SARATOGA POPPER

Short on price, long on value . . . all aluminum construction. Guaranteed gear alignment. The 12-quart Saratoga is easy to operate, dependable, built to last for years with heavy usage.

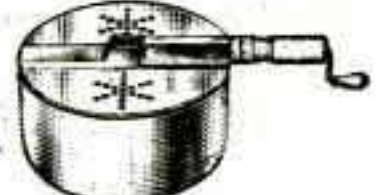
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PORTABLE POPCORN OUTFIT

Set up anywhere! Plenty of storage space for boxes, seasoning, popped and unpopped corn. Complete outfit includes Coleman heating unit, 12-quart Saratoga Popper, and wheels with rubber tires. Length 36", width 18", height 36" with legs, 18" with legs removed. All aluminum construction. **\$189.50** Can be supplied without legs and wheels at

\$174.50



8-QT. LIFETIME POPPER

You need this solid aluminum popper for use as an auxiliary popper or during rush periods. Lives up to "Concession" high quality standards.

\$17.50



ORIGINAL WAFFLE MOLDS

Large 4" commercial size molds of cast aluminum. Round, six-sided and scalloped. Complete with wooden handles and formulae.

\$2.50 each

TERMS: 25% with order, balance on delivery, F.O.B. Toledo.

WORLD'S LARGEST MANUFACTURER OF CANDY FLOSS MACHINES!



JEEP RIDE "down the highway" for the kids. "The cutest ride you ever saw" appeals to parents and children alike. A non-circular auto ride in sturdy, well-engineered jeeps powered by storage batteries, built to stand rough usage. Will run for 4 to 6 hours steady. Batteries can be recharged over night. 5 Autos, one around every minute, means 60 trips per hour per car, 300 fares per hour capacity. Top Kiddieland money-maker at New Toledo Beach.



BOAT RIDE thrills the kiddies. Six 1-piece Fiberglas plastic resin impregnated boats, 3/8" hull, powered by 1 horse electric motor. Can carry 40 children easily at one time. 25 ft. dia. circle. Low maintenance. Dry boats at all times. Easy to install. Tested and proven a top money-maker at New Toledo Beach.

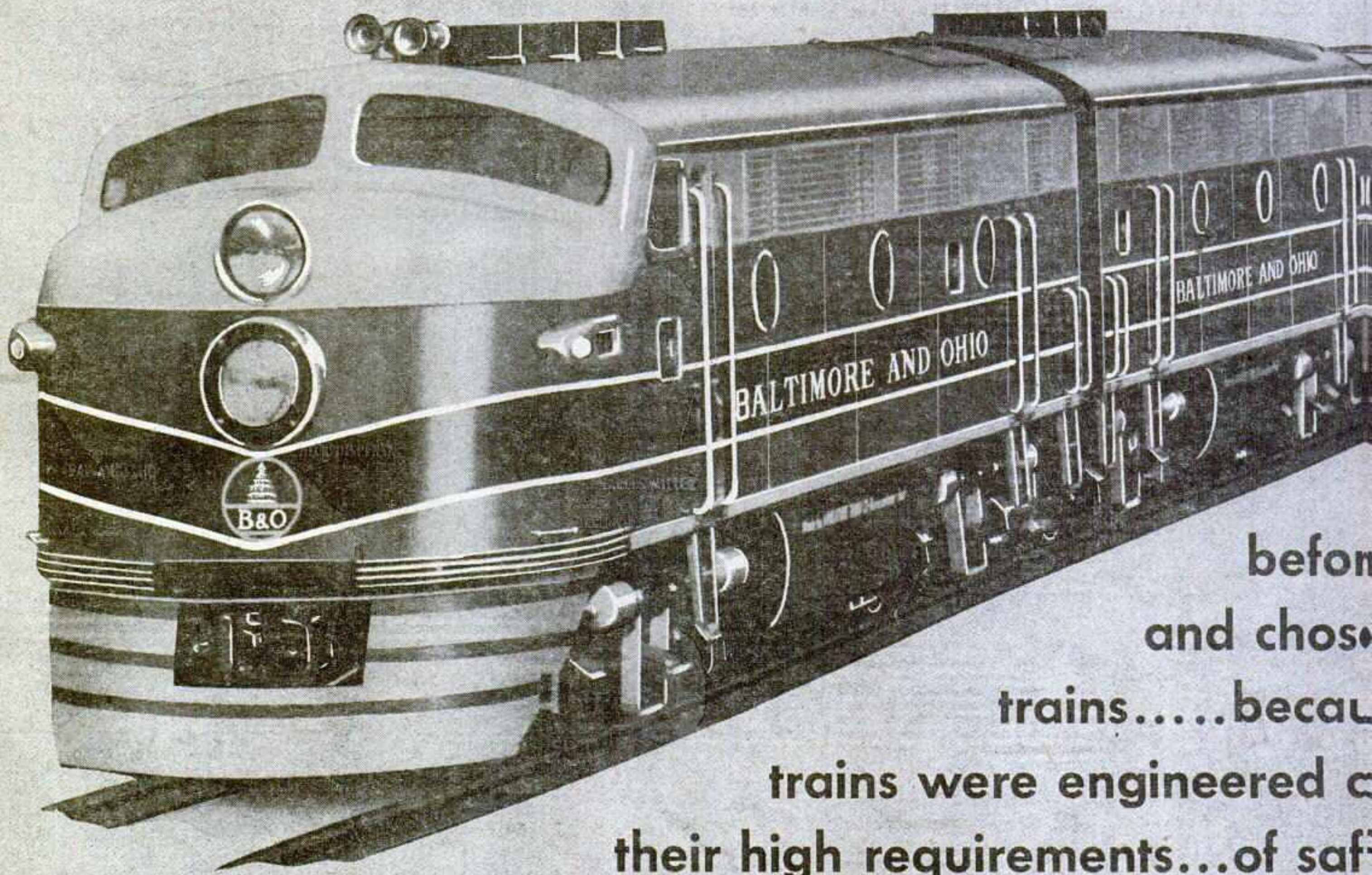
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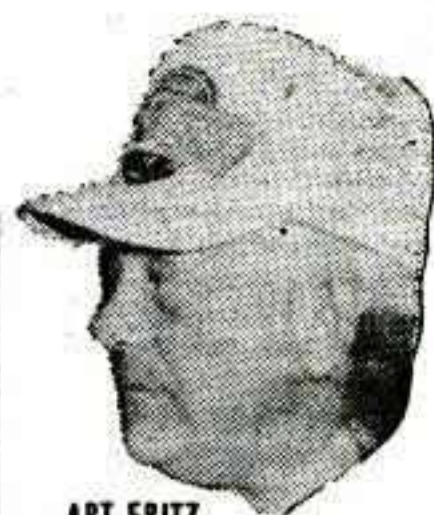
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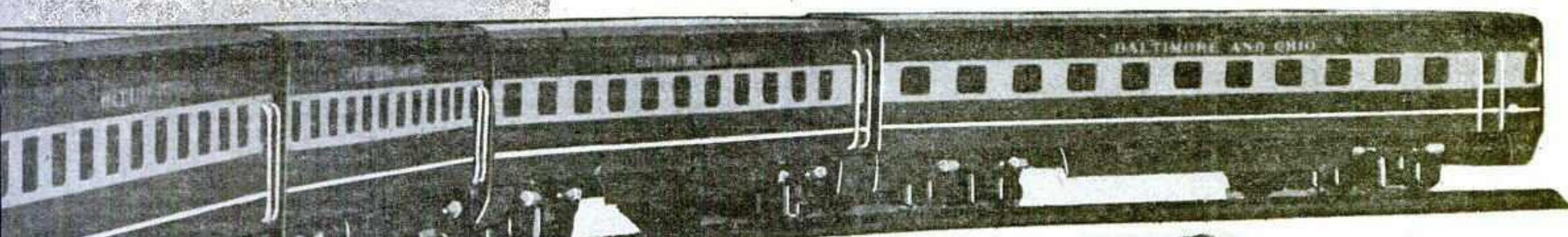
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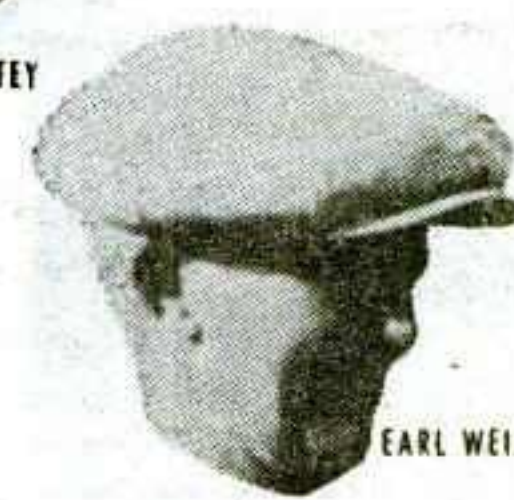
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★ RAY BRAASCH
NOT ILLUSTRATED

*These figures are actually based on factory built Streamliner Type of Miniature Trains.

IN THE OPERATING FIELD 51 YEARS AND STILL GOING STRONG

The first BIG ELI Wheel was put into service May 23, 1900. Since that time hundreds of BIG ELI Wheels have been put into operation all over the world.

A limited number of Wheels will be built for 1951 delivery. These will have all of the features that have made BIG ELI famous. All-Steel Construction, not riveted for life-time service, All-Steel Seats, Two-Shoe Brake, Modern Ticket Office and V-Belt Drive. When you get a BIG ELI Wheel it is a complete outfit. No extras to buy.

Model D-140 ELI Power Units will also be available for 1951 shipment. This unit is supplied as standard equipment with No. 5 and No. 12 Wheels and is also adaptable for use on other riding devices. Write for descriptive material and Price List.

Due to present material and labor conditions, BIG ELI Wheel prices have advanced approximately 10%. The quality of BIG ELI products has not been sacrificed. High quality workmanship and the best of materials have been built into BIG ELI Wheels for over 50 years.

Stop and see us November 26, 27, 28 or 29 at the National Association of Amusement Parks, Pools & Beaches Exhibit (Booth No. 89), Main Aisle, Mezzanine Floor, Hotel Sherman, Chicago.

ELI BRIDGE COMPANY

Builders of Dependable Products

800 CASE AVENUE JACKSONVILLE, ILLINOIS



Vending Machines Business

Continued from page 55

the various and more complicated outdoor locations, and Canada Dry unveiled a new compact manual three-flavor unit, complete with four horsepower motor and pump, which is mobile and designed for this type of location.

All sirup concerns plan to have representatives at the NAPPB convention, while Coca-Cola, Charles E. Hires Company and Orange-Crush will have exhibits at the show.

Automatic Products Company, New York, with its low-priced coin-operated Refresh-o-Mat vender, announced it would also show at the NAAPPB convention, and Al Blendow, sales manager, said a drive to get outdoor operators interested in the unit would be teed off at the convention.

On the popcorn front, two firms showed venders at the NAMA show, both of which were also to be pushed in the outdoor field. ABC Popcorn Company, Chicago, displayed a manually operated dispenser, counter-size, which they said could be used by concessionaires in practically every phase of outdoor business. Queen City Manufacturing Company, Cincinnati, unveiled a coin-operated popcorn vender, and also reported the unit could be used in outdoor spots.

While equipment forecasts, because of the unsettled international situation and the rising cost picture, were not too optimistic, most manufacturers felt units would continue to be produced unless an all-out shooting war developed. However, the output will be smaller, and prices will generally be higher next year.

On the supply front, sirups appear to be in excellent shape, with present sugar supplies more than adequate, and most concentrates also available. Price line for the sirups is, on the whole, expected to hold firm, but bottled goods which concessionaires have been selling on the whole for a dime, while vending machines have held to the nickel tag, is expected to rise in price by next summer.

Horan Re-Inks Show Personnel

Continued from page 55

Johnny La Piere and Mike Lapchuska.

Bob Conto will again head the advance department, with Clarence and Larry Chrisman, Robert Long and Bob Sears assisting. Irish will again produce his own show and handle the principal announcing duties.

Cannon Feature Set

The cannon presentation, originated this year, will again be featured in 1951, Horan said. The innovation, which proved popular throughout the season, is slated for revision to make possible longer jumps by the bullet-car. A new carrier is under construction in Detroit.

Convertibles will again be used in all displays. The open top units added considerable to the thrilling performance, Horan said. New comedy cars are being constructed and new routines are being written for the coming season.

Television will be used extensively in future flacking, Horan said. Motion pictures taken of performances during the past season were used this fall by the Sun Oil Company (Sunoco) as commercials on its sponsored TV showings of pro football games.

Conto Has Book

Conto is already working on another edition of the pictorial booklet which Horan says reached approximately 100,000 circulation during the past season. Project has been profitable in every respect.

Closing dates were very lucrative, Horan said. At Frederick, Md., the unit exceeded the record it established in 1949 by a notable 35 per cent. Good dates were also scored at the New Jersey State Fair, Trenton, and at the Stafford Springs (Conn.) Fair.

At a reception following the close of the season, Horan presented each member of the personnel with a watch.

All equipment has been moved into new winter quarters, 12 miles south of Washington on U. S. Highway 1. A full-scale work program is scheduled to get under way immediately after the holiday season.

Cincy Food Show

Continued from page 55

\$11,892 for underground wiring and electrical equipment. Last year the zoo received \$17,500 for construction of the children's zoo, and this year \$17,667 was received for illumination of animal areas and improvement of parking facilities.

All committee officers were re-elected by the new board of trustees. Gerritt J. Frederiks, Zoological Society secretary, is board chairman; Eugene P. Zachman is president, and C. H. Bayer is treasurer. The board then chose Edward H. McGinnis, secretary, and reappointed Jack Heusser, managing director of the zoo, as managing director of the food show. Others elected to the board were Robert K. Chandler, J. Reed Hartman, Charles H. Jones, J. Paul Keller, and Robert Saunders.

Winkley Signs 5

Continued from page 55

on the weekly circuit, with Wally Dahl topping the stock car chauffeurs.

Staff for 1951 will undergo no change. Winkley, his wife, Verna, and Mike Winkley will continue as unit managers; Red Simon, Dave Speer, Jake Bazony and Stew Reamer will handle the publicity and announcing chores; Nick Nachicas and Gene Zeimet, starter and track director respectively; and George Nachicas, Dan Phillipbar, Bill Abel and Don Engdahl will do the billposting.

Fairgrounds Seen

Continued from page 55

ing in the over-all mutual aid set-up. Taking a city as a target, he said that the atomic strike would bring devastation to an area about 1 1/2 miles in diameter. In a five-mile circle outside that area, approximately 50,000 people would require medical and hospital care. Gen. Robertson pointed out that it will be in caring for these people that fairs will play their part, as the buildings could be used for medical aid as well as shelter.

Gen. Robertson said that, at the present time, only planning for care in the event of an atomic attack has been done. Until an attack becomes likely, fairs will continue to function as in the past.

Speaking before a group here Wednesday (15), second of the three-day session, David E. Peckinpah, local attorney, saw fairs as ideal places in which to build a greater feeling of Americanism and thus combat Communism.

The attorney blamed the present state of unpreparedness on a "tendency to pussyfoot." He urged that everyone be vigilant, and declared that fairs can do a great service thru showing the American way of life as it is by allowing citizens to show their neighbors how they are preparing for a better future.

Showfolk Gather

Continued from page 55

officers will be held Monday night. Regular ticket is headed by Bernard (Bucky) Allen, concession manager of the World of Mirth Shows. Independent ticket has only one candidate, Phil Isser, a partner in the I. T. and Carnival shows operations, who is opposing Ross Manning, owner of the shows bearing his name, for the post of first vice-president.

Open House Carded

On Tuesday night (21), open house will be held in the association's club rooms. The award of a new automobile will be made at this time.

Ethel Weinberg, executive secretary, reported a continuing brisk demand for the \$10 banquet ducats. Usual format of short speeches, entertainment and dancing is scheduled.

Harry Hershfield will be back as toastmaster. Joe Basile's band will furnish dinner music, and the Boyd Raeburn ork will play for dancing. Dais guests will include Olin D. Johnston, U. S. Senator from South Carolina, and Mayor Donald V. Hoek, of Allentown, Pa.

Macy Parade

Continued from page 55

son and Bert Parks, star of American Broadcasting Company's Stop the Music.

Giant inflated balloons manufactured by Goodyear Tire & Rubber Company again will be used. Floats and other features have been constructed by the Louis Kennel Studios, Secaucus, N. J. As in the past, a number of outdoor performers, principally clowns, will be used.

SHOW PRINTERS

AGENTS-MANAGERS

Write For

FREE DATE BOOK

TENT SHOW HEADQUARTERS

NEAL WALTERS POSTER CORPORATION
EUREKA SPRINGS, ARKANSAS

DON'T MISS BOOTHS 51 and 52 NAAPP & B SHOW
Sherman Hotel, Chicago - November 26-29

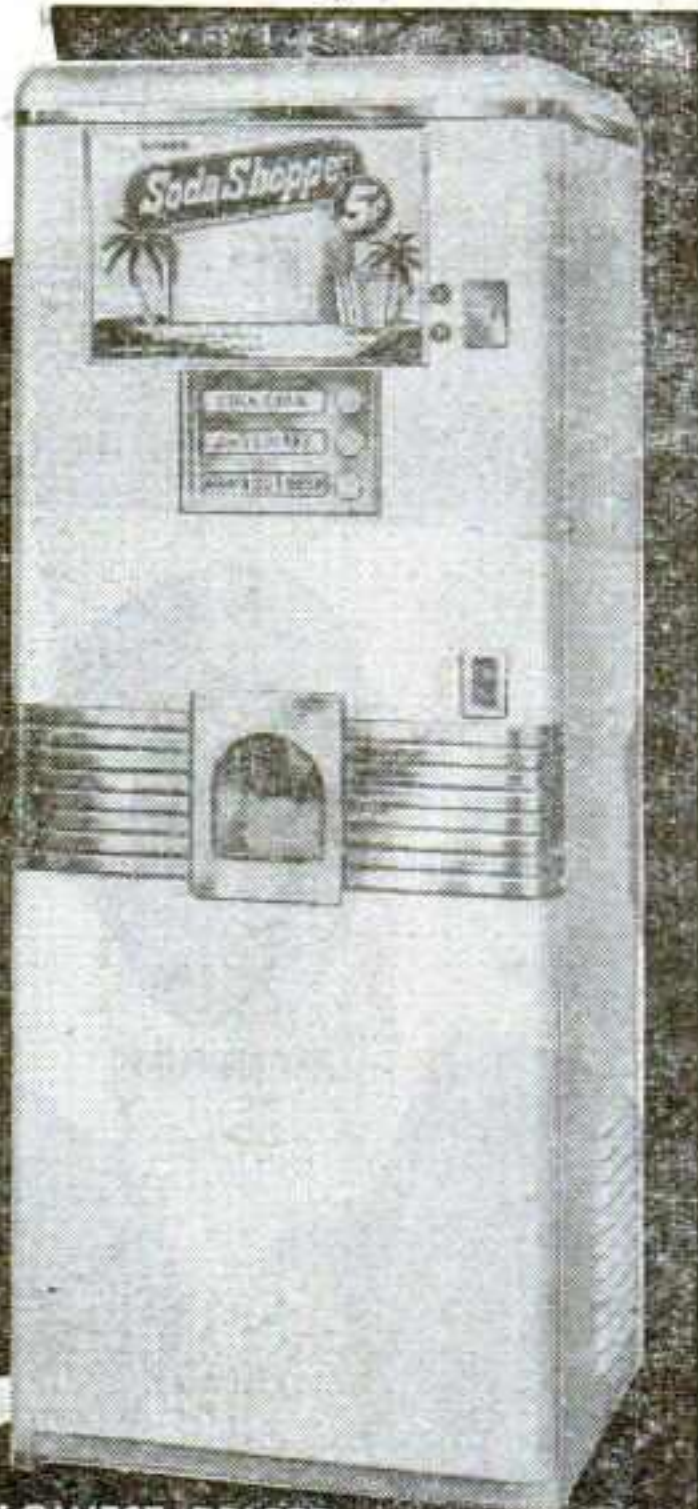
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Soda Shoppe

- TAKES THE PRESSURE OFF YOUR "JUICE JOINTS"
- HAS A DEFINITE PLACE IN EVERY AMUSEMENT CENTER - NO ATTENDANTS NECESSARY

CASH IN ON OUR ASTONISHING INTRODUCTORY OFFER
it will be the talk of the town

IF YOU CAN'T MAKE THE SHOW TEAR OUT AD AND MAIL TO US FOR DETAILS



LOWEST PRICED
Ground space only 24" x 27"

AUTOMATIC PRODUCTS CO.

Other Money Making Automatic Products Including Famous REFRESH-O-MAT (Non-Carbonated Cup Drink Dispenser) and SMOKESHOP "612" (Cigarette Vendor) Will Also Be On Display

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PLaza 7-3123
Factories: Minneapolis and St. Paul, Minn.



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COMPARE BEFORE YOU BUY

- ★ Hauls behind your car.
- ★ Ready for operation in 30 minutes.
- ★ All steel construction—platform lifts, forming sides, equipment securely carried inside.
- ★ Top and sidewalls optional.



Trailer closed up

NEW FOR 1951—ALL STEEL ADULT SIZE FERRIS WHEEL

Outstanding for portability, public appeal, earning power and good quality.

Also manufacturers of

- ★ Kiddie Airplane
- ★ Kiddie Boat
- ★ Kiddie Chairplane
- ★ Adult Chairplane
- ★ Ocean Wave

Write, wire or phone for literature

SMITH & SMITH, INC.

SPRINGVILLE, N. Y.

Only War Clouds

• Continued from page 55

high attendance and matching business.

Thus far, the controls brought on by the tense world situation have halted the future expansion of the amusement field. The National Production Authority (NPA) ruling on building has shelved plans by many fairs and some amusement parks to erect new buildings.

Some Shortages

Some shortages have already developed. Canvas, for instance, is becoming increasingly difficult to get for show purposes. Tightness of the steel situation spells a reduction in the manufacture of new rides.

Other shortages are indicated. And higher prices are in view for many items in the novelty and concession field.

The availability of labor for shows is expected to get tighter and in the late months of this season it was already critical for some.

But shortages and some increased prices are not causing any great worry on the part of show people generally. Such fretting as there is, is reserved to what develops in the world arena, for war—and only war—it is figured can prevent 1951 from being a good year.

Yule Promosh

• Continued from page 55

Hunt will feature acts with elephants, seals, Liberty horses, monkeys and web and wire displays, with May Wirth at the Hammond organ. Cost of the talent package for the 23-day showing is estimated at around \$8,000.

Coleman's Rides

A second tent will house rides, again supplied by Coleman Bros.' Shows of Middletown, Conn. Exhibits will occupy the third unit, and concessions, including novelties, a toy store and refreshments will fill the fourth unit. Refreshments will be supplied exclusively by A. Hymes, independent concessionaire.

Weekday attendance is reported to average about 4,000, with the bulk of the patronage drawn from Washington and Baltimore, Laurel being located about half way between the two cities.

Free Transportation

Hein provides special trains and free transportation from the two cities. School children are provided with free transportation on school busses on certain days. Three circus performances, lasting about 40 minutes, are presented free each day.

Hein is reported to finance the major doings by selling hand-blown glass balls, engraved with the buyer's name, for \$1.

This year's show will be located at the new race track here. A feature of the new location is a parking area that will accommodate up to 10,000. Last year parking space was at a premium.

An extensive advertising campaign covering Washington and Baltimore is planned. Radio, television and newspapers will be used.

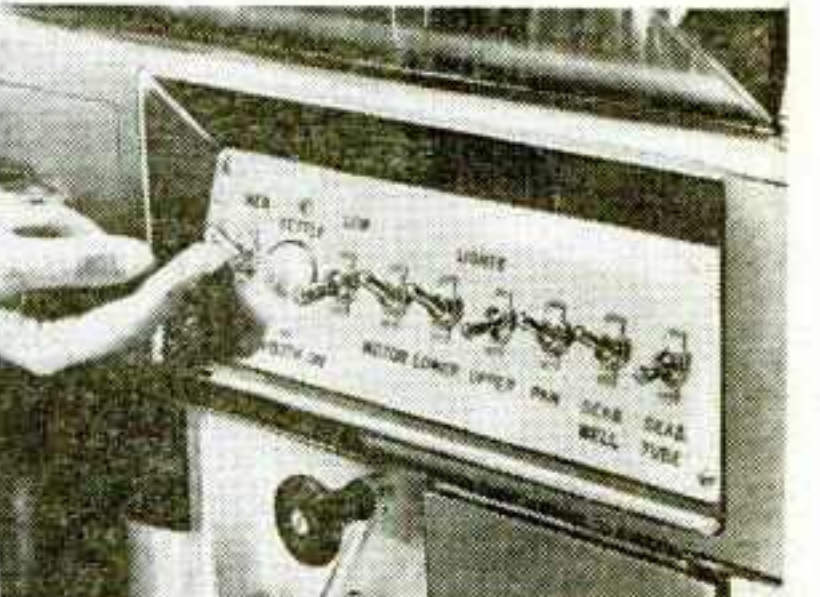
Easy way **TO MAKE POPCORN...AND PROFITS**
USE A NEW *Manley* **ARISTOCRAT**



GYROTATOR with four spider-like arms quickly unscrewed with clockwise twist... Inside of kettle then easily cleaned with soft cloth.



REMOVABLE HOOD permits adjustments in top of machine... Electric shock prevented by circuit breaker operating automatically as top is removed.



SWITCH PANEL is waist-high... no stretching, no awkward reaching for concealed switches... three heats: low, medium, high.

Plan Now
TO ATTEND 1950's WORLD'S LARGEST TRAILER SHOW

December 3-10
GREENSBORO, N. C.

MORE THAN 100
NEW 1951 MODELS

Trailer Coaches on Display

FREE ENTERTAINMENT-PRIZES

Exhibit Sponsored by
TRAILER COACH ASSOCIATION
of The Carolinas

at
Greensboro Tobacco Warehouse
E. Market St. Extn. (U.S. 70)

Opening: 3 p. m. Sunday, Dec. 3
Open Daily 10 a. m. - 11 p. m.

ADMISSION FREE



● It's the easiest popcorn machine to operate. Without taking a single step, an operator can turn on switches, load and empty kettle, bag or box the corn, and make change. Greater efficiency... greater profits. And your greatest source of profits is the New Cascade Kettle. It pops out 20-40% greater volume. Fewer kernels needed to fill a bag or box. And do the customers like this fluffier popcorn! For greater profits any way you look at it, fill out the coupon today!



FOR COMPLETE INFORMATION MAIL THE COUPON NOW!

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1920 WYANDOTTE STREET
KANSAS CITY 8, MO.

THE BIGGEST NAME IN POPCORN

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New Orleans, La.
New York, N. Y.
Oklahoma City, Okla.
Omaha, Nebr.

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I would like to have more information on the new Manley Aristocrat. Please have a Manley man call and bring me your booklet, "How to Make Big Profits from Popcorn".

Your Name.....
Business.....
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Best Time to Call.....

We Have Produced the Best SHOW TENTS

SINCE 1870

During this 80 years of continuous production we have experienced surpluses and shortages. At this time canvas is in extreme short supply because of mill allocations of what is left after government needs are satisfied. We are doing all possible to continue to serve our good customers and keep to our motto of

"CONSISTENT WITH QUALITY THE LOWEST PRICES ALWAYS"

It will pay you to meet with us to discuss your tent needs at

SUITE 417—HOTEL SHERMAN

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UNITED STATES TENT AND AWNING CO.

2315-2321 West Huron St.

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Talent Topics

Jack Gwynne and Company, illusions, have been booked for a five-week tour of universities starting in March and will play seven different schools, including the University of Texas, Miami University and Tulane. Unit will play 1½-hour shows and will carry a Hammond organ for musical accompaniment. The Gwynne act, along with **Bonnie (Oh, Johnny) Baker** and the **Maxellos, Risley**, were featured acts on the Friday (10) "Courtesy Hour," variety television show aired via Chicago's WENR-TV.

Les and Beverly Farris, known as the **Vagabonders**, trampoline, have signed for '51 fair dates with the Charles Zemater Agency, Chicago. Others to sign with Zemater include **Ray Vino**, high act, and **Will Hill's** elephants, dogs and ponies. . . . **Mike Gursio**, trumpeter for the Barnes-Carruthers fair units for the past four years, now is a traveling accountant for Robert Hall Clothing Company. . . **Cardovas**, teeterboard, have added two more performers to their troupe for a total of five, and will go out for fair dates next year following a lay-off. . . . **The Three Jigsaws**, comedy trio in the **Bonnie Baker** unit on the Royal American Shows this season, who closed with the org at Shreveport, La., were in Chicago recently.

Tom and Betty Waters, perch and wire, are temporarily wintering at the Forest Park Trailer Camp, Park Ridge, Ill., but plan to return to their Dayton, O., home later this winter.

Chris and Rae, high pole and double wire, have signed with the Ernie Young Agency, Chicago, for the '51 outdoor trek.

Among the acts working the Arizona State Fair, Phoenix, November 3-12, were **Chico Dell and Company**, trained monkeys; the **Shaftons**, puppets; **Belmont Bros.**, jugglers; **Johnny Matson**, emcee and musical comedy; and the **Genns**, dancers. . . . **Carl (Karlo) Webkes**, who closed with the Charles Seeburg Studios at Ven-

ice, Calif., has returned to the Sears-Roebuck store at Westwood, Calif., where he's in his fourth season as the company's Santa Claus.

Since closing with Shan Bros.' Shows, where he reported the best season in 10 years with his fighting lions and concessions, **Capt. Bill Forkum** has been presenting the free act on J. A. Sparks Shows. While working his cats November 10, Forkum was clawed by one of the animals and eight stitches had to be taken to close the wound to his face. Forkum has signed with Horne Bros.' Circus for 1951.

George Hanneford Family, riding act, and **Armand Guerre**, seals, headed for the Erie, Pa., Shrine circus following their close with Orrin Davenport's Wichita, Kan., circus, and from Erie will go to Cuba. Destination of other acts were: **Olveros**, Temple, Tex.; **Wallendas**, Howard Suesz's Clyde Bros.' Circus at Topeka; **Joe and Eva Mae Lewis** and the **Herrods**, Gil Gray's indoor show at Independence, Kan.; **Peggy and Mack McDonald** with Tom Packs's elephants to St. Louis. Others going to Erie, Pa., included **Dick Lewis & Company**, **Don Dorsey**, **LaBlonde Trio** and **Claussen's Bears**. **Musetta** went to Los Angeles and the Royal Rockets to Park Ridge, Ill.

Pete Hox, blind bull-whip artist, recently made an appearance on the TV show, "We the People." Following the wind-up of a tour of veteran hospitals, USO shows and children's hospitals, Hox returned to his Hollywood home. . . . **Tatiana Ridola**, daughter of **Tony Ridola**, of **Ziegie the Zebra** act, recently came to the U. S. from Italy and has been added to the routine. She had been separated from her father for 18 years.

Fair Meetings Staggered To Form Circuit

OKLAHOMA CITY, Nov. 18.—Dates for the Oklahoma Association of Fairs meeting have been co-ordinated with those of the Texas and Kansas associations this year so that representatives of shows and concessionaires may arrange a convenient circuit for attending all meetings, Vera McQuilkin, secretary of the Oklahoma association, announced this week.

The Texas Association of Fairs and Expositions meeting will be held at the Baker Hotel, Dallas, January 4-6. The Oklahoma meeting is set for January 7-9 at the Biltmore Hotel, Oklahoma City, and will be followed by the Kansas fairs meeting at the Jayhawk Hotel, Topeka, January 9-10.

Last day of the Oklahoma meeting will be reserved for discussion of local problems, making it possible for visitors to attend the opening of the Kansas meeting.

Miss McQuilkin, assistant secretary of Oklahoma State Fair, said the meeting will open Sunday (7) afternoon with a buffet dinner in the evening. The banquet is scheduled for Monday (8).

NAAPPB Skeds Tax Case Talk

CHICAGO, Nov. 18.—Arthur E. Fritz's Federal Court case, in which it has been ruled that amusement rides are not subject to the 20 per cent federal tax, will be discussed at the National Association of Amusement Parks, Pools and Beaches convention here.

Attorneys Paul Kessler and Joseph E. Green will explain the legal action at the Monday (27) afternoon session of the confab. Members of the newly formed Kiddie Park Operators' Association will attend.

Fritz won the case in Federal District Court. It has now been appealed by the government.

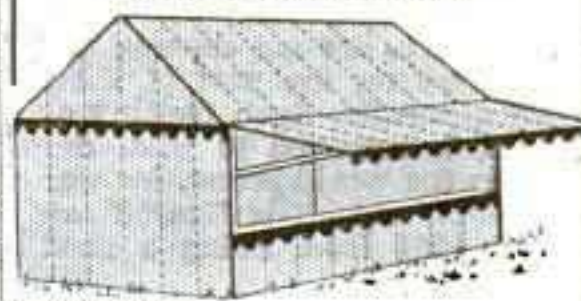


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Out in the Open

Fred Murray, of International Fireworks, Jersey City, N. J., received an order from the Haitian consul in this country for a shipment to the island. Firm will supply a display that will include aerial and set pieces and pyro designs based on the state seal and coat of arms of Haiti.

Al Sweeney and Gaylord White, top men in National Speedways, Inc., Chicago, were the subjects of a two-page picture spread in the November 1 issue of National Speed Sport News, auto racing weekly.

Ainslee Lambert, producer of revues for Barnes-Carruthers Theatrical Enterprises, Chicago, is recuperating from a stroke at the

Edgewater Beach Hotel, following his release from a Chicago hospital where he had been confined since August 22. Lambert infers he would like to receive letters from his many friends in showbiz. . . . Rudy Rousse, formerly with Associated Fair Production, and the Gus Sun Agency, has joined the Ernie Young Agency, Chicago, where he will assist Young in his fair bookings.

Aut Swenson, owner-manager of the Swenson Thrillcade, spent a few days in Chicago recently. His newly-framed thrill org came in for its first national publicity break thru a current Fox Movie-tone newsreel which features Ramon LaRue's mid-air strait-jacket escape while suspended from a helicopter.

Circus and carnival general agents sighted cutting up jackpots in the lobby of the Harrison Hotel, Chicago, recently were Jack Martin, Max Leavy, W. S. Whorton, Stan Reed and W. Carl Richardson. All represent productions currently playing the Chicago area. . . . Bev Kelly, publicist, is in New York after closing a road tour with "Lost in the Stars." He is skedded to go out ahead of "Mr. Roberts" when that hit closes in New York next month. . . . Leo Willens, of the Capitol Projector Corporation, New York, is out of the hospital and plans to attend the outdoor meetings in Chicago.

John Ringling North, Ringling-Barnum prexy, returned from a talent-scouting tour of Europe November 10 on the French liner, Liberte. One of the novelty acts signed up by North is Frank Connelly, Man in the Moon, who is skedded to open with the Big One next spring. The Mandos Sisters, trapeze duo with Ringling for two seasons, are playing the Moss' Empires circuit in England. . . . Neil Geary, Brockton, Mass., Fair publicity director, is back in the army with the rank of captain. He's stationed at the Boston army base.

King Reynolds, who piloted the Juggling Jewels from New York to Cheyenne, Wyo., in record time, again will be at the wheel when the act jumps from Denver to Texas. Reynolds and the Jewels will appear on the same bills in Texas for the next four weeks. In Cheyenne the Jewels awoke to find themselves snow-bound one morning. An army truck came to the rescue and hauled their trailer onto a solid road bed.

FREE RIDE

Legion Camp To Be Given Kiddie Train

CHICAGO, Nov. 18.—An American Legion boys' camp at Coloma, Wis., will be given a miniature train at the close of the National Association of Amusement Parks, Pools and Beaches convention here (26-29).

Device will be displayed by the National Amusement Device Company, Dayton, O., in the lobby of the Hotel Sherman during the meeting and will be presented later to the camp by Aurel Vaszin, firm's president. Two years ago he presented a Ferris Wheel to a home for veterans' orphans at Normal, Ill.

Sponsors of the camp are 444 Legion posts in this area. Train will be used for transportation on the 188-acre camp. Paul C. Haase, Hinsdale, Ill., Legionaire, recommended the camp to Vaszin.

N. Y. Park Group Favors Rebuilding Razed Carrousel

NEW YORK, Nov. 18.—Board of directors of the Park Association of New York City, at the monthly meeting Wednesday (15), went on record as favoring the rebuilding of the popular Central Park Merry-Go-Round, which was gutted by fire November 8.

Association directors proposed a campaign to raise funds to cover the cost of securing a new Carrousel to replace the Central Park landmark.

New York City's Department of Parks has been trying to locate an available Carrousel but is holding out for one of approximately the same vintage and type as the old-timer which was destroyed.

Northern Wisconsin Circuit Sets Dates

MERRILL, Wis., Nov. 18.—Members of the Northern Wisconsin Fair Circuit set 1951 dates at the annual meeting of the group held here recently.

Dates will be: Antigo, August 3-5; Merrill, August 6-9; Neillsville, August 16-19; Ladysmith, August 20-23; Mondovi, August 24-26; Baraboo, August 27-30, and Shawano, August 31-September 3.

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- FLORIDA**
Miami—Orange Bowl Festival, Dec. 26-Jan. 2. E. E. Sells, 615 S. W. Second Ave.
- LOUISIANA**
New Orleans—Poultry Festival, Dec. 7-10. Evans Steger, 517 Metairie Road.
- MICHIGAN**
Detroit—4-H Club Show of Michigan, Dec. 5-7. W. J. Chambers, 6750 Dix. Ave.
Grand Rapids—Pat Stock Show, Dec. 12-15. R. Machiele, Courthouse.
- MISSISSIPPI**
Greenwood—Band Festival & Winter Carnival, Dec. 1. E. H. Blackstone, Box 848.
- NEW YORK**
New York—National Dog & Pet. Expo., Grand Central Park, Dec. 12-17. John McCormick, 720 Seventh Ave.
- OREGON**
Roseburg—Turkey Show, Dec. 7-10. George L. Routledge, R. 2, Box 242G.
- TEXAS**
El Paso—Southwestern Sun Carnival, Dec. 28-Jan. 1. Allan G. Falby, Box 95.
- WASHINGTON**
Sunnyside—Turkey Show of Wash., Dec. 6-8. Carlton T. Kenning, Box 277.
Yakima—Poultry Show, Dec. 7-10. Russell M. Boucher, R. 2.
- CANADA**
Saskatoon, Sask.—Dressed Meat & Poultry Show, Dec. 13-14. Mrs. Letta Walsh.
- COLORADO**
Lakewood—Dec. 3. Miss D. Parry, 3032 W. 25th Ave., Denver.
- ILLINOIS**
Carbondale—Dec. 1. M. Kleeman, 1905 Crescent Drive, Springfield.
- MASSACHUSETTS**
Quincy—Dec. 2. Foley, 2009 Ranstead St., Philadelphia.
Worcester—Dec. 17. Foley, 2009 Ranstead St., Philadelphia.
- NEW JERSEY**
Camden—Dec. 10. Foley, 2009 Ranstead St., Philadelphia.
- NEW MEXICO**
Albuquerque—Dec. 3. Mrs. M. Cochran, 2814 N. Monroe St.
- NEW YORK**
Bronx—Dec. 3. Foley, 2009 Ranstead St., Philadelphia.
Brooklyn—Dec. 2. Foley, 2009 Ranstead St., Philadelphia.
- PENNSYLVANIA**
Philadelphia—Dec. 9. Foley, 2009 Ranstead St.
- RHODE ISLAND**
Cranston—Dec. 16. Foley, 2009 Ranstead St., Philadelphia.
- TEXAS**
San Antonio—Dec. 3. Capt. A. Berry, Box 754.

John Lester Dies in Eng.

LONDON, Nov. 18.—John Lester, former circus and vaude aerialist, impresario and producer, died at his home near Golders Green October 27. He was about 80 years old.

A native of Homowac, N. Y., Lester began his career as a performer with the Ringling Bros. and Barnum & Bailey shows. With his wife and two sons, Harry and Burton, he formed the Four Aerial Lesters, and toured American vaude circuits, Australia, New Zealand and South Africa.

Lester came to England in 1915 and produced various types of shows, but was primarily known for his midget troupes. Altho he made his home in England, Lester made several trips to the U. S. with his midget circuses. During World War II he was active in the Henry Kaiser shipyards in California, where he served as an instructor of electrical workers.

Lee Named G.A. Of Morris Org

HAVANA, Ill., Nov. 18.—Jack Lee said here this week that he had been named general agent of the Kelly-Morris Circus and that he would route the org to the West Coast next season.

Lee said R. H. Adams, contracting agent, was in California setting dates for the summer. Previously, the show remained in the Middle West and South. It is owned by Bill Morris and Pat Kelly and plays under auspices.

Maquoketa, Ia., Plant Accepted by County

MAQUOKETA, Ia., Nov. 18.—By a vote of 1,277 to 636, voters of Jackson County here have approved a plan for the county to accept the 40-acre Jackson County Fairgrounds as a gift from the association. Under the plan the tract, bought last year, cannot be mortgaged or sold, as was done with a previous grounds owned at one time by the fair association.



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Ballroom Tax Rule Reversed by Court

Appeals Tribunal Holds Cabaret Tax Due on Terp Concessions

Continued from page 15

not claim in his appeal (from the court Graven's decision) that the court erred in its finding describing the operations or the differences (between a cabaret and a ballroom). He contends, as it was in the district court (the Milton hearing) that Section 1700 (E) required the imposition of the tax in question upon these taxpayers in respect to their operation of the Laramar Ballroom (terpery owned by the Geers).

Cites Sec. 1700

"The provision which he specifies and relies on read: Section 1700. There shall be levied—(E) tax on cabarets, roof gardens, etc., (1) rate—a tax equivalent to 20 percentum of all amounts paid for admission, refreshment, service or merchandise, at any roof garden, cabaret or other similar place furnishing a public performance for profit, by or for any patron or guest who is entitled to be present during any portion of such performance. The term 'roof garden cabaret or other similar place' shall include any hall or other public place where music and dancing privileges are afforded the patrons in connection with the serving or selling of refreshment or merchandise. A performance shall be regarded as being furnished for profit for purposes of this section even tho this charge made for admission, refreshment, service or merchandise is not increased by reason of furnishing such performance."

Treasury Regulations

The judge also referred to Treasury regulation 43 (1941 Ed.) which reads: "The term 'roof garden, cabaret or other similar place' includes any room in any hotel, restaurant, hall or other public place, where music and dancing privileges or any other entertainment, except instrumental or mechanical music alone, are afforded the patrons in connection with the serving or selling of food,

refreshment or merchandise." The judge later referred to an illustration, citing: "Examples. (1) A proprietor of a dancing establishment provides for the serving of refreshments to his patrons. An admission or cover charge is made to each patron. In this case, the admission or cover charges and also the charges for refreshment, service and merchandise are subject to the tax."

Big Witness Array

In compiling material for presentation before Judge Graven, Roberts and members of NBOA assembled a long list of witnesses, including reps of the American Federation of Musicians, the American Society of Composers, Authors and Publishers and *The Billboard*, as well as booking offices and various facets of the ballroom biz, who pointed out dissimilarities between ballrooms and cabarets.

The dish at St. Louis states: "Tho each point of dissimilarity between dance halls and cabarets has been noted, the points of similarity are more conspicuous. Both provide dancing facilities for and sell refreshments to their patrons. Whereas one caters to lavish spenders and makes the dancing privilege a mere incident to the charge for refreshment, the patrons of the other pay directly for the dancing privilege and incidentally spend frugally for refreshment. The business of both is to provide public performances with dancing."

First time this problem of re-activating all forces for the Supreme Court tussle with Internal Revenue legalists will be discussed probably during the annual convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Roberts, Otto Weber, NBOA's managing secretary, and key members of the terp org are expected Monday (27) to discuss problems mutual to both groups.

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Frieda Roth Dies In Copenhagen

COPENHAGEN, Denmark, Nov. 18.—Mrs. Frieda Roth, 46, wife of Joe Roth, of the well-known American comedy acro team of Roth and Shay, currently appearing at the Ambassador Night Club, died here November 6 after a long illness.

Mrs. Roth (nee Elfrieda Rothman), a former singer, was a native of Berlin, where she became the wife of Roth in 1931. Roth and Shay, whose act has played fairs, parks and vaude circuits of the United States for many years, have been on an extended tour of Europe, playing army camps and vaude houses.

EDMONTON, Alta., Nov. 18.—Edmonton Exhibition will revive its opening day parade in 1951, after a lapse of several years, directors decided.



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BALTIMORE SPOT PLANS EXPANSION

Picnic Package To Be Offered; New Ride Added

BALTIMORE, Nov. 18.—Enlargement of Kiddyland Park, which opened here last summer, is under way following a satisfactory initial season.

A special picnic package deal, including use of the pool, rides and other attractions, will be offered church and fraternal organizations. A 100-table picnic area has been cleared. Plans also are in the making for a Wild Life exhibit, C. W. Swan, general manager, reported. A new Scooter has arrived and a new portable building will be constructed. Ten rides will be operated.

The pool proved highly successful after its late-season opening, and John W. Isaac, president, plans installation of a sun deck on the bathhouse roof with a sand foundation, lounge chairs and umbrellas. Bathhouse and clubhouse, which is used also as a bingo hall, have been repaired.

Built to Olympic specifications, the pool was used late in the season for several meets, and plans for the coming year call for weekly events. Park will provide swimming instruction free.

Swan said he is negotiating with ride and concession ops now so that the line-up will be complete by the time picnic booking starts.

R. Geist Cites Rocks' Need For Flacking

NEW YORK, Nov. 18.—At least one member of the business community feels that the Rockaways area on Long Island is losing ground to other locations in and around New York due to a lack of public relations effort.

Dick Geist, chief of Rockaways' Playland and flacking operations, and ardent proponent of bigger and better publicity moves, feels that the Rockaways area in general needs to put itself in the public eye to a greater extent if business is to expand. Other spots have pitched longer and harder, with the result that the Rockaways are falling behind, according to Geist.

Geist thinks that hotels, merchants and recreational establishments should put on a concerted effort to rejuvenate their area. He expounds that such widely separated spots as Miami Beach, Coney Island and Las Vegas in a large measure achieved prominence thru heavy flacking, and that they are holding their status thru the same means.

Transportation Problem
Particular need at Rockaways, Geist feels, is a rapid transit system.
(Continued on page 80)



VERNON D. PLATT, of Somerton Springs, Somerton, Pa., will serve as chairman of the pools and beaches roundtable at the NAAPPB convention sessions in Chicago November 26-29.

NAAPPB SHOWS' DAILY PROGRAM

CHICAGO, Nov. 18.—Exhibit hours for the National Association of Amusement Parks, Pools and Beaches trade show at the Sherman Hotel here will be 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. Afternoon recesses allow time for convention sessions and the early closing Tuesday is for the annual NAAPPB banquet.

RYE FUNSPOT NETS 307G; EXPECTS DIP

\$1,123,700 Gross For Westchester County's Playland

WHITE PLAINS, N. Y., Nov. 18.—Playland, Rye, Westchester County owned funspot, earned \$307,632 on a gross of \$1,123,700, in 1950 it was revealed here this week in a Playland Commission report.

Earnings in 1951 are expected to drop \$18,500, according to a budget submitted to the Board of Supervisors by Budget Director William B. Folger.

The budget for 1951 recommends appropriations of \$837,855 and anticipates total revenues of \$1,105,200. The expected net revenue to the county is listed at \$269,345.

Net operating expense is estimated at \$786,855, an increase of \$1,787 over this year's appropriation of \$766,068. In addition \$20,000 is ear-marked for capital expenditures and ride replacements and \$50,000 for non-recurring repairs and replacements.

Playland's winter season is under way with the ice skating rink in full operation.

British Reps To Book Rides At Chi Meet

CHICAGO, Nov. 18.—British amusement park operators will be represented at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here November 26-29, according to a cablegram received at the NAAPPB office this week.

Three-man delegation will be headed by Major Joseph and will represent the Pickering Association of Amusement Park Proprietors. The message indicated they would seek to book rides for the 1951 Festival of Great Britain.

They will arrive at New York on the Queen Elizabeth and plan to be in Chicago November 23-December 1.

INCREASES RANGE UP TO 18%

Many Eastern Spots Show Big Seasonal Gains in '50

• Continued from page 1

weather accounted for a drop of 16 per cent in the park's pool take. Guenther said this loss made up the biggest part of the total biz loss.

Rocks' Spot Up 10 Per Cent

President A. Joseph Geist, of Rockaways' Playland, on Long Island, said the park put together a season that was 10 per cent above last year's mark. This increase, he pointed out, was made despite generally unfavorable weather and the loss of Long Island Railroad facilities, which formerly accounted for a large part of the spot's business. The park management was particularly pleased with its flacking operations this year, conducted by Dick Geist, son of the prexy, which it felt drew a sizable helping of extra patrons.

Playland, Rye, N. Y., polished off the season with grosses about equal to the 1949 figure, Park Director Allan MacNicol reported. Drops in beach and concession biz at the Westchester County-operated park were offset by a gain in the ride take, with both the drop and gain estimated at about 8 per cent. Again the loss was attributed to bad weather. The ride gain at the spot is understandable, since almost all devices are covered.

Steeplechase Clicks

Aided by a business spurt during the last six weeks of operation,

Coney Island's Steeplechase Park wound up its season with results 18 per cent ahead of last year's mark, according to Manager James J. Onorato. He said patronage and spending took a jump during this period, and that August was one

Gruberg Sets Third Kid Spot

NEW YORK, Nov. 18.—Max Gruberg this week announced that he would add a location in the Bronx to his string of kiddielands. The new spot will be located on a plot measuring 200 feet by 400 feet which fronts on Bruckner Boulevard between Sound View and Groes.

Gruberg said that he plans to install 15 units in time for operation early in the spring. The spot is located within four blocks of Parkchester, the Metropolitan Life Insurance Company's mammoth housing development.

Gruberg also operates two moppet spots on Long Island—one at Long Beach and the other within New York limits.

Chi Reservations Equal '49; NAAPPB Set for 32d Meeting

Secretary Promises Surprise For Banquet Entertainment

CHICAGO, Nov. 18.—Convention chairmen and committeemen this week predicted a topnotch, streamlined convention for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here Sunday thru Wednesday (26-29) at the Hotel Sherman. Annual event is the business showcase and social highlight of the nation's park industry.

Paul H. Huedepohl, secretary, reported that with a week still remaining before the convention, hotel reservations placed thru the national office were on a par with those of last year, assuring a major turnout.

He was spreading the word this week that entertainment, always a high point at the annual banquet, would include a surprise feature which will set this year's event up among the toppers. Reservations for the banquet, which will be held Tuesday (28), were coming in rapidly and correspond to the number received by the same time last year, he stated.

Program Complete

Arrangements have been completed for the program by General

Chairman William W. Muar and his committees. Vernon D. Platt and his committees have ironed out last-minute details for the comprehensive pools and beaches roundtable sessions.

Committee chiefs and members have worked out all phases of the convention, and Huedepohl said the affair virtually was ready for the opening gavel.

Promising widespread interest among conventioners is the NAAPPB's annual trade show, held in conjunction with the convention and this year scheduled to be larger than ever. Rearrangement of the display rooms has provided some additional booths and Huedepohl said all space has been reserved for some time. The trade show was on the verge of a sellout several months ago. About five cancellations followed the outbreak of the Korean war, but some of those came back in and the balance was quickly resold. Since reaching the complete sellout stage some weeks ago, the NAAPPB office has received additional requests for space which could not be accommodated.

of the best months in the last several seasons at the park.

Ed Kelmans, operator of Indian Point Park, Crugers, N. Y., made a first-year run and had little in the way of previous performance by which to judge business. The spot operated this year for the first time as a full-fledged amusement location, and Kelmans indicated pleasure with the 300,000 drawn to a location that was formerly only a stopping point for Hudson River excursion boats. He reported good spending at the park and said that altho weather was not overly good it did not prove too much of a handicap.

Compounce Up

Lake Compounce Park, Bristol, Conn., parlayed folk music and kiddie rides into a 15 per cent biz jump over the 1949 mark, Secretary J. H. Norton reported. Norton gave the music the edge in accounting for the increase. A folk singing group replaced the park's succession of name bands early in the season and consistently set new attendance records for Sundays. A newly installed kiddieland at the spot produced not only added ride business, but advertising thru the distribution of souvenir fire helmets.

Receipts at Ocean Beach Park, operated by the City of New London, Conn., took a tumble of about \$10,000 under last year's figure, according to Park Superintendent Meredith Lee.

Despite a tardy kick-off and the loss of several week-ends to rain, Max Tubis and his associates reported a successful initial operation at the rebuilt Million-Dollar Pier, Atlantic City. Late season take was the best, with the Miss America attraction and a mini-
(Continued on page 10)

HOTEL BURNS AT TASHMOO ISLAND SPOT

Op Not Planning To Rebuild; Loss May Affect Park

DETROIT, Nov. 18.—The Island House, 103-year-old frame hotel which was the nucleus of Tashmo Amusement Park near here, was destroyed by fire Saturday night (11), three weeks after it was closed for the season. Fire fighting equipment, ferried to Harsen's Island in the St. Clair Delta, where the hotel was located, failed to save the property.

George Haddad, owner, said he does not plan to rebuild. Loss of the hotel and its bar and restaurant may be a blow to the park, taken over last season by N. M. Constans, who planned a major expansion program.

Hampton Beach Biz Up 14%; Dineen Credits Remodeling

HAMPTON BEACH, N. H., Nov. 18.—An elaborate refurbishing program, costing \$90,500 and completed in time for the opening of the 1950 season, boosted the overall gross of the Hampton Beach Casino properties operated by John Dineen approximately 14 per cent, auditing indicated here this week.

Commenting on the season, which included a more than average number of inclement days, Dineen said that if the improvements had not been made the season's take would very likely have dipped as much as 15 per cent.

It was this belief that resulted in the adoption of the major improvements plan at the end of the 1949 season.

Dineen began planning the major changes shortly after ending his wartime service with the Federal Bureau of Investigation (FBI). The vast, rambling properties, incorporating several dozen units, posed many special problems. A new front, modernistic in design, considerably improved the appearance of the properties which, except for painting, had undergone no major changes in several decades. The multiple congratulatory

comments of patrons during the season left no doubt as to the advisability of this move.

All Units Benefit

Improvements, broken down by departments, were made as follows: Hotel, \$15,000; dining room, \$15,000; the addition of heat to the ballroom, \$2,000; a new French fry and fried clams stand, \$6,500; bathhouse, \$3,500; frankfurter stand and lunch bar, \$3,000; novelty department, \$2,500, and a new front for the entire Casino, \$45,000.

As a result of the improvements
(Continued on page 80)



HARRY J. BATT, of Ponchartraine Beach, New Orleans, is completing his second year as president of the NAAPPB. Annual banquet of the convention will be held November 28.



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PROMOTIONS IN DUAL ROLE

Joyland Plan Shows Promotions Can Be "Different" to Further Park's Public Relations Needs

By R. G. Langenwaller

"BOOKING" park promotion with aid of the State Department is one way Joyland Hillside Park, Wichita, Kan., has met the dual demands for promotion and public relations during its first two seasons. Whether promotion and public relations could be combined—whether we could stage attractions to build immediate business while at the same time work toward favorable public acceptance of the park—has been answered to our satisfaction.

The need for both was apparent. Like any park, we wanted promotions in order to increase business volume. As a new operation in an area unfamiliar with parks, we needed a major public relations overhauling to point up the differences between parks and carnivals, which we had reason to believe people of Wichita confused.

But the job before us was complicated by the fact that the usual type of promotion stems from or is used by carnivals, and using that type would jeopardize public relations efforts to draw a line between our park and carnivals.

"Different" Promotions

The answer was found in promotions as different as possible from the free act variety. Each promotion is designed to contribute toward the long-range public relations goal as well as build a crowd for a particular date. Each is designed to emphasize in the public mind that Joyland is a stable, straight-forward business enterprise.

We opened for the first time late in 1949 and that fractional season was devoted largely to bettering public relations and learning who our customers were.

Humanizing the owners and managers of Joyland was one method used in combating the problem. The owners of Joyland Park, Herb, Harold and L. A. Ottaway, have lived in Wichita for many years and have made numerous friends thru years of successful business dealings. Making the public feel acquainted with them was easy to do thru informative stories.

Link to City Growth

Another step was to link the building of a large, modern amusement park to other developments in the city as another stride toward a larger and better Wichita. Newspapers and radio stations were eager to banner the fact that the city was growing to be an important city in the Southwest.

Official opening ceremonies at the park were broadcast over a local station and particular attention was directed during the pro-

gram to the city and county officials who were guests. This was designed to show the public that their elected leaders accepted the new park as a responsible business.

Institutional advertising in the Wichita area was a major portion of our public relations program in those first months. We did very little promotion work in the usual sense of the word. The most important reason was that the park was not yet physically ready.

Survey Tags Patrons

One definite thing we did gain in the first period was a clear and accurate idea of who our customers were and where they came from. In Kansas it is easy to tell which county each car comes from because of the system used in issuing licenses. We were surprised to find that the average of several surveys showed more than 45 per cent of our customers came to Joyland from counties other than the one in which Wichita is located.

Farmers and residents of villages ranging in population up to 5,000 made up the bulk of our business. They came to Joyland with an average of 4.4 persons per car. Most of those cars were low-priced makes and of 1939 vintage.

Their city brothers came to Joyland in much newer and larger cars, but at the rate of only 2.5 persons per car. While city customers made a more showy parking lot, it was the passengers of the older and smaller cars who left more money per person at Joyland—a point worth much consideration in promotion. Obviously, we think often of the agriculture industry in our summer programs.

Turn to Promotions

In 1950, our second season, the major part of our attention has been beamed toward promotion. Once again we had to rely to a large degree on experimentation since Wichita has had little of the type of promotion normally done in this business.

Bearing in mind that we still were making a first impression on many in the Wichita area, we realized that the type and impact of promotions would be important in establishing public opinion.

Promotion was to figure importantly in public relations.

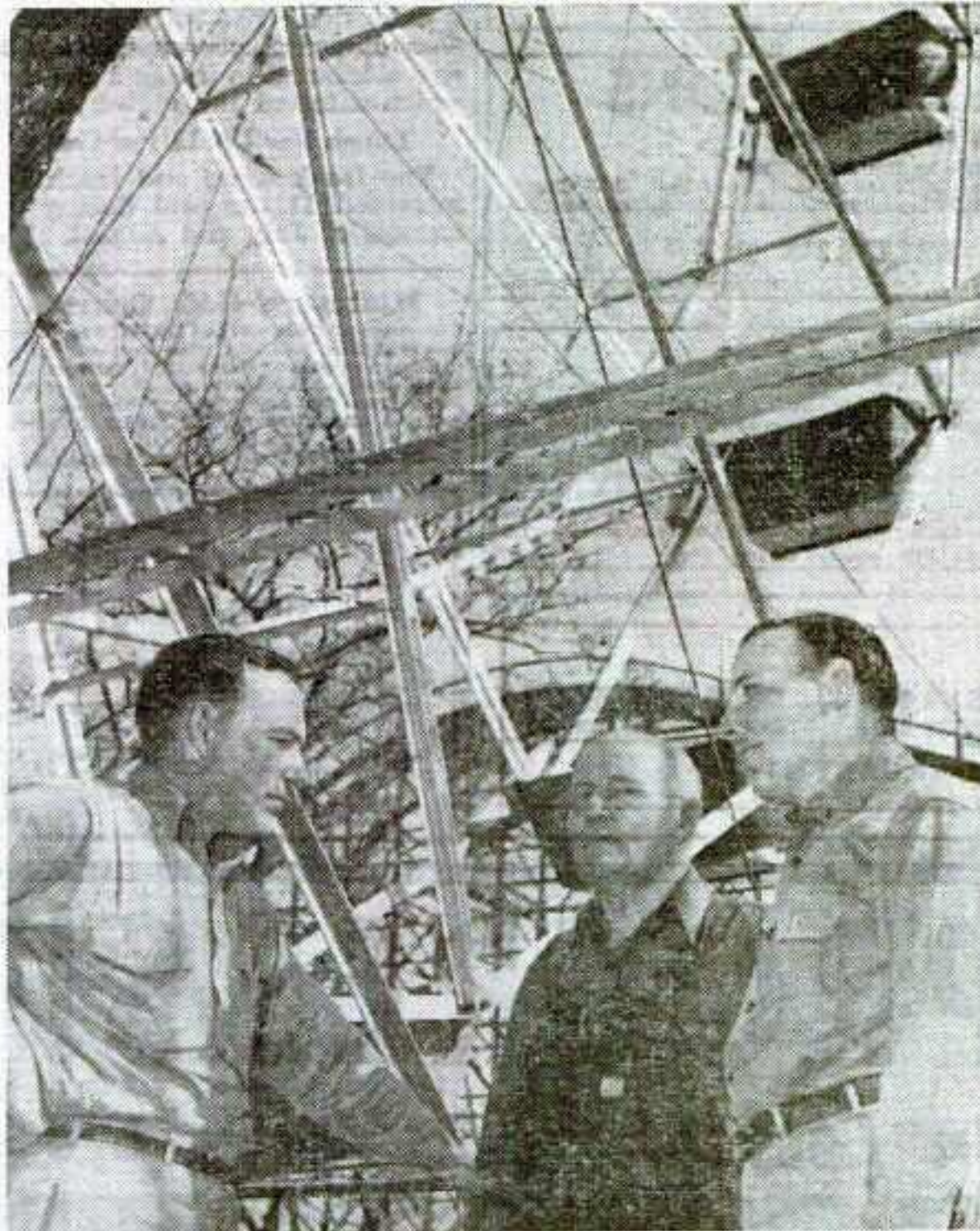
The usual promotion, such as a high act, definitely holds value in crowd-building, but we could not see that this type would take us toward our goal of building park prestige in the minds of Wichita citizens. We saw a need for an entirely different type.

First Try Clicks

One of the first Joyland promotions met that requirement and was one of the most effective. As a joint activity with the Wichita Police Department, an organization with which we like to be closely associated, we staged a "School's Out" party. It was scheduled for a day soon enough after schools were dismissed for the summer to contact children before they became engaged in summer jobs and other activities. Ride prices were reduced and there were prizes for athletic events.

More than 9,000 children attended, starting them in a habit of coming to Joyland from the beginning of their vacation. It gave the park more than 80 newspaper stories and 30 free radio mentions and interviews. It gave the opportunity for placing Joyland posters in each of 150 schools, the first other than safety and athletic posters ever permitted. It gave us an inseparable connection with the police. Uniformed officers were stationed at the rides and directed the athletics, and a police loud-speaker car promoted the event for two days in residential districts.

Most important, where the promotion ended, the public relations began. Admission to the party was an item of school equipment such as a pencil, eraser or tablet. Children



"Humanizing" the park ops was one phase of Joyland's plan. Photos of Harold I. Ottaway (left), L. A. Ottaway and H. J. Ottaway, the owners, were used to introduce them to the public.

attached their names and addresses to each of the 11,000 articles collected.

State Dept. Enters

The gifts were collected by Joyland to be sent to a city in Europe that needed them. The park asked the State Department to name a city which needed the school supplies, and it proved most cooperative when it learned the purpose of our promotion. Miss Jean Bloch, of the department, went far beyond her normal duties to be of assistance. The suggestion for sending material to Europe was made by the Wichita council of the United Nations Educational, Scientific and Cultural Organization.

Mosbach, Germany, was selected by the State Department as the town to receive the gifts. Contacting that city, we found the people were elated over the prospects of receiving educational aid for their

children. A youthful newspaper editor in Mosbach, who was a prisoner of war in the United States during World War II, became interested and has gone to great length to work out details for ceremonies in Mosbach.

The promotion placed Joyland in the minds of thousands of Kansans as a benevolent-minded business. Above all, the party gave us an opportunity to put our public relations program on a 12-month rather than seasonal basis.

Rep to Germany

Our plan to extend this specific program into our public relations program called for more than sending the supplies to Mosbach and forgetting them. We will follow thru by sending a Joyland representative to present the gifts at Mosbach. He will attend the ceremonies and donate the supplies on behalf of the children of Wichita.

Nor does it end there. Films will record the ceremonies and will be brought back to the Wichita children. Joyland's representative will spend several days in Mosbach to take pictures of the city and of a number of Mosbach residents. Recalling those Kansas licenses on 1939 cars, we will prepare a 20-minute film of a typical farmer at work and at home near Mosbach. The movie will deal largely with the German farmer's equipment, animal care, farming techniques and social life. Movies taken in Mosbach will be designed to interest American school children as well and will be shown to classes and organizations in the Wichita area during the winter months. A Joyland representative will speak during the movies, and altho the film will be about a distant German city, the children will be interested because they helped the foreign children—and they will be aware of Joyland's part in the program.

Booms Picnic Biz

Numerous civic groups in Wichita asked for luncheon speeches about the promotion soon after the party but before the trip to Germany was planned. The talks were given, and with but one exception each organization booked a picnic at Joyland within a week after the meeting. If this is a measure of success we may expect after the coming film and lecture tour, we feel that it is good.

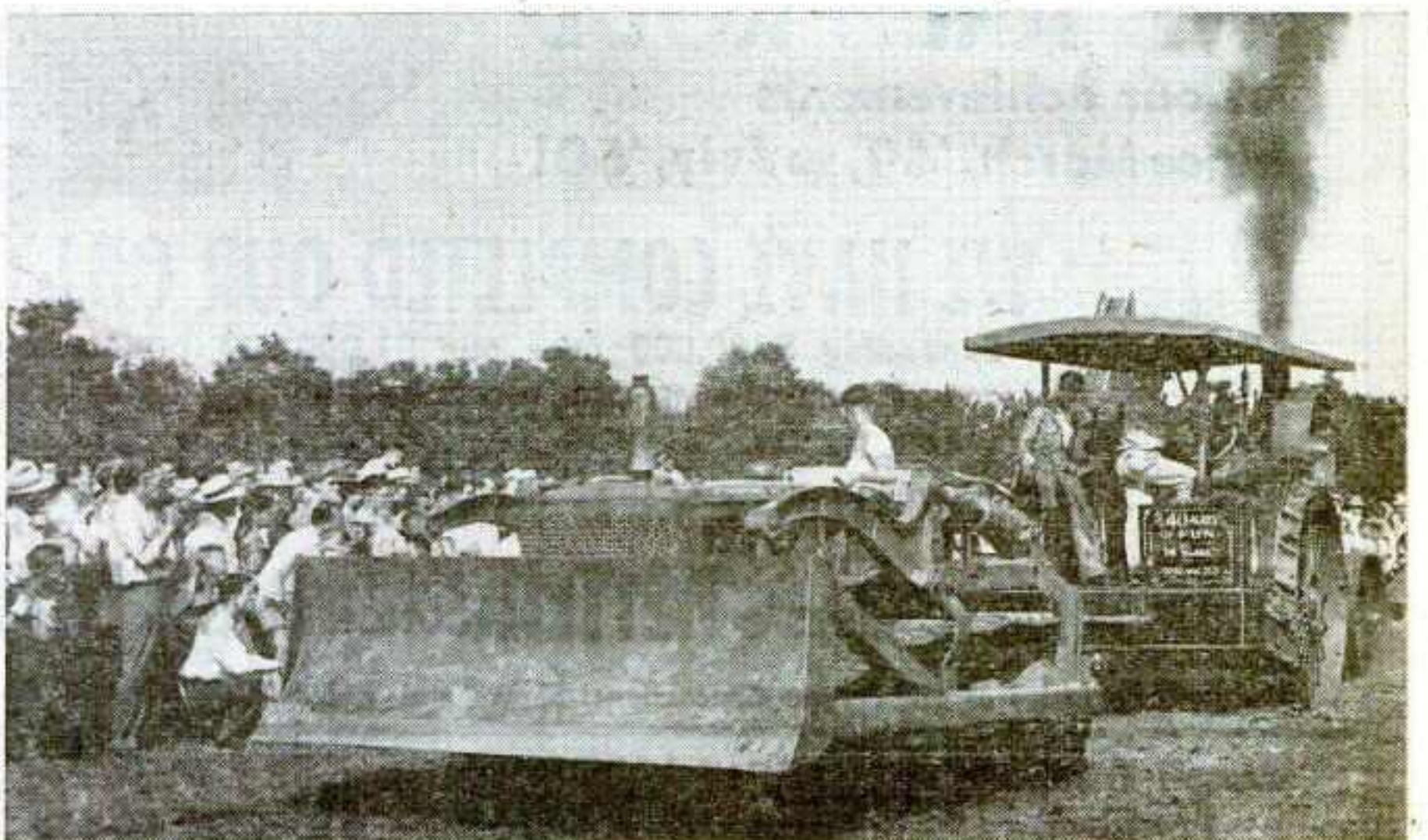
The total effect, we believe, will take Joyland a long way toward its public relations goal.

While it was the "School's Out" party which placed our public relations program on a long-range basis, the most successful promotion from the standpoint of drawing individual crowds was designed specifically for the farmer class. A tractor pulling contest between a 1903 steam engine tractor and a 1950 Diesel tractor, attracted capacity crowds to the park for four successive week-ends and gave a great amount of free publicity, including a story with pictures to appear soon in a national magazine.

We feel that our policy can best develop the public opinion we want and that thru our promotions we will be known for the high caliber of our business. We are certain that as promotion the policy has succeeded. Time alone will tell whether the developing public relations phase will pay. Up to this point we feel certain that it is sound.



R. G. Langenwaller, Joyland's public relations director, left for Germany soon after preparing this description of the park's promotions and is expected back shortly. He is expected at Northwestern and Wichita universities before joining the park staff.



Surveys showed much of Joyland's business came from Kansas farm families. So much of the promotion program is directed toward rural interests. The tractor contests (above) filled the park for four week-ends.

**Thanks and a Happy Holiday Season
and a Prosperous 1951**

SELLHORN'S TRAILER SALES

From Everyone at—Sarasota, Tampa, St. Pete; East Lansing, Mich.

Your Inquiries Invited

**Train or Ride Manufacturer
ATTENTION!**

Will consider on a royalty basis or sell outright—Patterns—Coach Templates—Jigs and Blueprints for the manufacture of a Diesel Type, Gasoline Powered Miniature Train. This train formerly sold for \$12,500.00. Now have one engine completed with enough material to finish 4 coaches. Reason: Have other business interest. Write BOX A105, The Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

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of the "WORLD'S FINEST BEACH"

Largest Amusement Zone in the South East.
Have Buildings for rent facing concrete boardwalk for Arcade, Skee Ball, Skill Games or any legitimate Amusement Devices for 1951 Summer Season. No gambling, no grift and no games of chance. Write
MARTIN G. WILLIAMS
P. O. Box 375 Jacksonville Beach, Florida

GRIFFEN AMUSEMENT PARK
JACKSONVILLE BEACH, FLORIDA

We are expanding our Park for the 1951 season and have 200x300 feet of space available on our 30-foot-wide all-concrete Boardwalk. Excellent location for portable or permanent Skating Rink, Fun House, Archery, Miniature Golf, Concession Trailers (all metal preferred) and Rides not to conflict. (No Kiddie Rides.) This is the fastest growing resort area in the Southeast, only 20 minutes' drive from downtown Jacksonville on either of two four-lane express highways, with surrounding population of 300,000, plus thousands of additional summer tourists. For additional information contact F. A. GRIFFEN at the Sherman hotel during the Showmen's Convention, or write GRIFFEN AMUSEMENT CO., Jacksonville Beach, Fla.

FIGHT INFLUENZA PARALYSIS

Join **MARCH OF DIMES**
JANUARY 15-31

Hampton Beach Biz Up 14%

• Continued from page 77

the hotel earnings increased 9 per cent and the ballroom net 5 per cent. Latter was directly due to the installation of a heating system which made it possible to schedule dances earlier and later than usual. As the result of extensive advertising, patrons were soon aware that the ballroom would be comfortable in all weather. In view of the increase, the \$2,000 investment was very nominal indeed.

The novelty department jumped an amazing 10 per cent. Since this is a beach resort, the competition in this field, as might be expected, is extensive. The bathhouse business dipped 2 per cent, but this was attributed to the cool weather which affected the entire season.

Lunch Bar Up 11 Per Cent

The frank stand and lunch bar increased 11 per cent during the months of July and August. But the gains dwindled to about 4 per cent when the loss of business occasioned by an early closing and its shuttering thruout the spring were charged against it.

Comparison of the gains of the dining room, which grossed almost four times as much as in 1949, is a little more difficult since the set-up last season was different. Previously, it was coupled with the cafeteria, a unit supplanted by the new clam bar. The French and clam bar unit grossed 40 per cent less than the old cafeteria. However, the combination of the clam bar and dining room shows a business increase of 110 per cent and a profit increase of about 115 per cent.

All other units showed either a small increase or business on a par with 1949. These units benefited directly from the new front which utilizes considerable indirect lighting.

During the 1949 season Dineen was planning additional major improvements for 1951. However, it is likely that the current federal restrictions on amusement buildings will curtail these, at least in part.

Miniature Golf Courses
Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and drainage problems eliminated. Material used based upon satisfactory use over a period of years from our exclusive specifications. References and photography gladly furnished.
HOLMES COOK
Room #508, 302 State St., New London, Conn.

AMERICAN DERBY
New 1950 Models now available!
Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.
KING AMUSEMENT CO., Mt. Clemens, Mich.

Long Beach Execs Block New Kid Unit

LONG BEACH, N. Y., Nov. 18. —Move by the city council here at a meeting Tuesday (14) blocked construction of a kiddie park by Ben Merson, who already operates one kid spot locally, because of the proximity of the proposed site to a church.

Council amended its zoning ordinances, forbidding the operation of any amusement place within 600 feet of a church or temple. Clergymen who appeared at the meeting urged adoption of the amendment on the grounds that carnivals and similar amusements interfere with religious proceedings.

Amendment was opposed by Long Beach attorney Max Popper. Speaking on behalf of Merson, Popper said the move was arbitrary and unreasonable.

Increases Range

• Continued from page 77

ture golf course in the park providing the needle.

Amusement and business interests in Atlantic City and neighboring resorts as a whole termed this season as the lightest of the postwar period. Bad weather, the Korean war and general restlessness among vacationists all were named as contributing factors to the 10-20 per cent estimated drop in business.

Picking out season highlights, the Decoration Day week-end proved at least a partial disappointment. Ops in this region who had hopes of lush early season grosses ran afoul of weather which cut takes for two days of the four-day period. The Fourth of July week-end was a different story, with practically all operators recording land-office business. A few brief showers failed to prove any deterrent to good grosses. The ensuing three-day Labor Day week-end provided only one big day for parkmen. Saturday and Sunday biz was slowed by overcast skies and rains, while Labor Day itself benefitted from fair weather. However, due to the one good day, most ops in this region registered bigger grosses than for the same period during 1949.

Altho the National Production Board slapped restrictions on amusement building a few weeks after the season's end, the majority of parkmen queried were not too concerned about the implications of the \$5,000 limit on construction. Hardest hit in the New York area was Rockaways' Playland, which had to abandon a planned elaborate kiddie adjunct. Other park operators felt the pinch but to a lesser degree.

R. Geist Cites

• Continued from page 77

tem that has long been a promise. In this case it is up to the 15,000 voting residents of Rockaways to achieve that system, according to Geist. This lack was a thorn in the side for Playland, since the loss of a Long Island railroad trestle early in the season made the transportation need even more acute.

Envisioned by Geist is the possibility that the Rockaways area might become a convention center. He feels that the beaches in the area should be pushed sufficiently to offset the attraction of other swimming locations which dot Long Island's shore.

**FOR OUTSTANDING VALUES
SEE OUR AD
PAGE 126
MIKE MUNVES 577 10th Ave.
New York 18, N. Y.**

WANTED
2 or 3 Kiddie Rides and Roller Skates. Wonderful spot on lake. Large crowds during summer. FREE Concessions first year. This is a great opportunity.
HARRY B. HARRISON
27 Norwood Ave. Buffalo, N. Y.
Tel.: GA. 2649

**AM INTERESTED IN LOCATIONS
for KIDDIE PARKS**
Give details and information in first letter.
BOX CH-136, The Billboard
188 W. Randolph St. Chicago, Ill.

PROGRESS!!!
In Less Than 2 Years



WE ARE PROUD
of our achievements
since March, '49, to July, '50!

WE HAVE COMPLETED OUR OBJECTIVE!
Expending \$250,000 over our \$1,000,000 project for rides, concessions, shows, zoo, picnic and parking lot is a relatively simple matter.

NOW OUR AIM is to continue our progress for
BETTER RIDES • BETTER CONCESSIONS • BETTER SHOWS

All Inquiries of High Type Concessions, Shows and Rides Will Receive Our Utmost Attention.

Mason E. Kight President
THE FAMOUS LONG BEACH
Long Beach Amusement Co., 201 West Pike St., Long Beach 2, Calif.

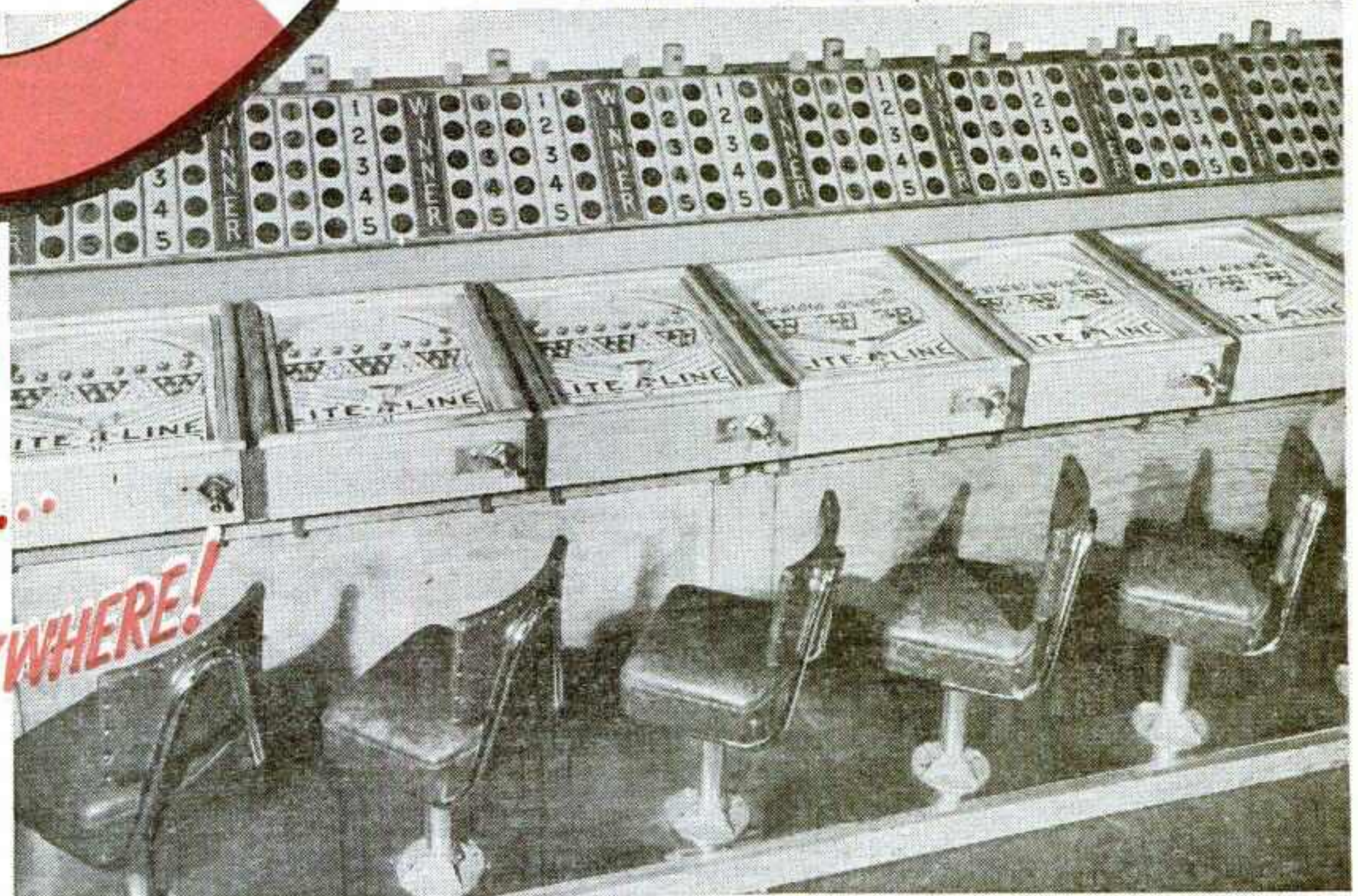
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L. P. "Pat" Murphy General Manager

MR. GAME OPERATOR

PROFITS

AT YOUR COMMAND!



NEW...

ORIGINAL...

LEGAL EVERYWHERE!

LITE-A-LINE

AMERICA'S FOREMOST LEGAL GROUP GAME

DESIGNED & DEVELOPED BY DOUG WISER
DESIGNER & DEVELOPER OF THE FAMOUS "SANTA ANITA DERBY"

FEATURES

- STREAMLINED OPERATION** two collectors can easily handle a set-up of forty units.
- AUTOMATIC CHECKER** insures a correct daily count of receipts.
- STRIKING PLASTIC SCOREBOARD IN 5 COLORS**—Hardwood Cabinets—durable formica playfield—bronze bushing plungers—plug-in connections.

AT PLAYER'S OPTION 10¢, 20¢ or 30¢ play per table doubles and triples "take."

PATENTED, ADJUSTABLE BALL-PLUNGER with "finger tip" control.

UNITS MAY BE ADDED without additional installation costs.

PROVEN From COAST TO COAST

Has grossed millions of \$\$\$ in the following locations:

Long Beach Pike, Calif.	since 1941
Playland, San Francisco, Calif.	since 1940
Texas State Fair Midway, Dallas	1950
(Only Group Game Approved)	
Revere Beach, Mass.	1950

Proven top money-maker in competition with other popular group games.

PLAY IT SAFE!

Doug Wiser will be at the Sherman Hotel, Chicago, during the NAAPPB Convention. See him and place your order now. Production will be limited.

WRITE WIRE PHONE

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1910 SIXTH AVE.—PHONE: REpublic 33058—LOS ANGELES 18, CALIF.



"THE HIAWATHA"
Century Flyer Miniature Train sponsored by The Milwaukee Road. It has been in operation for three years at the Hollywood Kiddieland, Chicago, by Mrs. Rose Klatzko.

Do not confuse the Century Flyer with the narrow-gauge toy-type trains on the market today. It is a large train, operating on full 24 inch gauge track, capable of handling 140 passengers to the trip.

The Century Flyer is built for LARGE REVENUE and GOOD RETURNS ON YOUR INVESTMENT! More than 150 Century Flyers have been sold since the war. Our 31 years of experience pioneering the 24-inch gauge trains are paying good dividends to Park owners EVERYWHERE. Write for more information.

World's largest designer, builder and manufacturer of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the famous CENTURY FLYER Miniature Train

NATIONAL AMUSEMENT DEVICE CO. Dayton 7, Ohio

Hamid Tells Story

• Continued from page 55
largely concerned with the quest for survival. Dominant factors were his constant struggles for sufficient food, and Uncle Ameen, a Fagan if there ever was one. Uncle Ameen got his come-uppance and Hamid wound up as an act owner, with only Jerry Mugivan, circus big-wig, who also gets a highly unsavory treatment, proving a tough nut for the ambitious youth to crack. On the credit, or helping-hand side of the ledger are Buffalo Bill, Annie Oakley and Alex Pantages.

Enters Talent Field
Early attempts at cracking the fair-booking business in partnership with Frank Wirth and Herman Blumenfeld, and with the ever-faithful Dorothy Packman even then serving at his side, provide fine material for a Marx Brothers scenario. Prominent at the time were the established agents Fred Murray, Anita Goldie and John Jackel, all of whom sought to lead the youth astray, but not necessarily in a moral sense.

Courtship, followed by secret marriage to Bess, together with the difficult job of overcoming her family's objections, provide enough romantic interest for a full length novel. That Bess and George made a wise choice is evident throught the story. The road to success was seldom smooth and the trails encountered were enough to riddle a lesser faith or love.

The last decade or so are skimmed over. Hamid acknowledges his success in the booking field, the acquisition of the Steel Pier at Atlantic City, the New Jersey State Fair at Trenton, and White City Park, Worcester, Mass.

Dedicated to Friends
Hamid has dedicated his book to Ralph Hankinson, the auto race promoter; Max Linderman, carnival operator, and Lucky Teeter, thrill show owner-operator, none of whom lived a full-life expectancy. Each dovetailed perfectly with Hamid by virtue of their successes in the outdoor field. Their friendship was sincere and lasting.

The title of the book is too restrictive to successfully tag either Hamid or his accomplishments. Among friends and acquaintances alone, and these number in the thousands, the book should find a wide acceptance. Certainly the contents add up to exciting fare and, except for the very young, most outdoor showfolks will find the material dealing with a great deal that is familiar. The book is an accounting of one man's life and no effort was made to pepper its pages with countless names.
Jim McHugh.

WHAT THEY SAY...

about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

WANT

LOCATION IN ESTABLISHED PARK OR BEACH FOR PORTABLE SCOOTER 7-CAR TILT-A-WHIRL BIG ELI FERRIS WHEEL
Send Full Particulars To T. A. FUZZELL

5300 Edgewood Rd., Little Rock, Ark. Or contact me at Sherman Hotel, Chicago, November 24-29.

FOR SALE

1941 MOON ROCKET

In good mechanical condition; 22-car, 44-adult capacity. Presently set up in Olympic Park, Irvington, N. J. May be moved to your location. Price \$7,000 cash.

CLARKE-HOLESKO 30 Chipman Pl., North Tonawanda, N. Y.

MINIATURE TRAINS

The Custom Built to Order Line. Steam, Diesel, Gas, Amusement and Industrial Types. Track Gauges, 12" to 36"; portable, permanent. Up to 300 passenger cap. Light Rail. Trade-ins accepted. 8"x10" photos and details \$2.00 (refunded first order).

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MINIATURE GOLF IS BACK

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BEST WISHES AND REGARDS TO OUR MANY CUSTOMERS AND FRIENDS

ONCE MORE WE WILL BE AT THE NAAPPB CONVENTION IN HOTEL SHERMAN, CHICAGO, BOOTHS #72-73, NOVEMBER 26 TO 29, INCL.

FOR 1951 WE AGAIN FEATURE

• SKEE-BALL ALLEYS •

AND

- Stunts for Dark Rides and Fun Houses •
- Cars and Equipment for Roller Coasters •

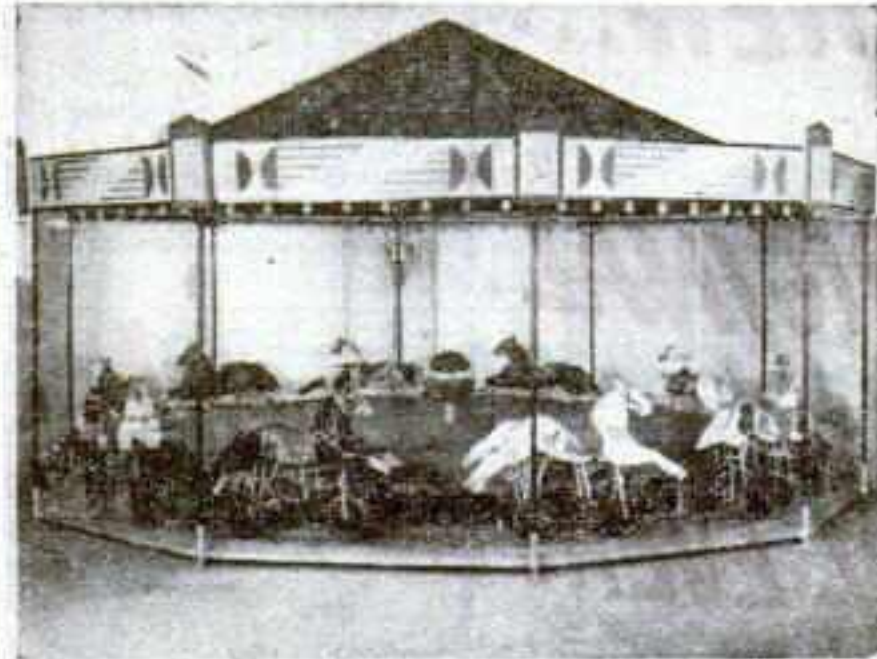
Due to limitations on, and the difficulty in securing materials, we suggest your orders, if possible, be placed with us during the coming Convention. We can, if orders are placed there, or before January 1st, reasonably guarantee Spring deliveries.

If you do not attend, write us for literature, prices and information, especially about SKEE BALL, the game that rates number one among Amusement Park and Resort skill games.

PHILADELPHIA TOBOGGAN COMPANY

130 E. Duval St. Philadelphia 44, Pa.

NEW HOBBY KIDDIE RIDE



BOOTH 128 AT OUTDOOR CONVENTION HOTEL SHERMAN NOV. 26, 27, 28, 29

JORDAN ENTERPRISES, INC., LAPEER, MICH.

FROZEN CUSTARD MIXES

PROCESS THRU ANY TYPE FREEZER

- DEHYDRATED VANILLA WHIP •
- SPECIAL DIXIE WHIP •
- FROSTEE CHOCOLATE MALTED MILK MIX •
- SHERB-ICE FOR SHERBETS •

CONVENIENT TO USE—UNIFORM RESULTS—LARGE PROFITS

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Write for Further Information. 58 Years in Food Manufacturing.

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PAINTS • ENAMELS • VARNISHES

Write for FREE Color Card and Special Prices Today!
FOR MORE THAN 35 YEARS Phelan's Circus Finishes have proven their ability to withstand the abuse and hard usage to which Circus, Carnival and Amusement Park Equipment is subjected. They protect and add to the life of your cars, trucks, tractors, wagons, seats, etc. The biggest names in the outdoor show world order from Phelan's year after year—there must be a reason.

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FOR ICE BALLS, ICE CREAM, FROZEN CUSTARD AND DRINKS

A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and Safety-Edge Tin Spoons. WRITE FOR SAMPLES AND PRICES. All Flavors Guaranteed To Comply With Pure Food Laws.

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80-Acre Amusement Park, including Rides, Midget Track, many good Buildings, Dance Hall, Drive-In Theatre. In thriving Midwest community of 350,000 population. Call collect or wire.

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325 FIRST FEDERAL BLDG. DIAL 3-2789 DAVENPORT, IOWA
Will be at SHERMAN HOTEL during CONVENTION. See You There.

IT'S THE NEW ARCADE SENSATION!

OWNERS REPORT TREMENDOUS EARNINGS WITH BOWL-O

Business boomed at Bowl-O arcade installations in Coney Island, Rockaway, Asbury Park, Atlantic City and many others during 1950. Earnings were terrific. Asbury Park writes: "We consider Bowl-O one of the finest pieces of arcade equipment ever put on the market..."

ORDER BOWL-O NOW FOR FULL SEASON'S PROFITS!

Get set early to take advantage of a full season's profits in '51. Get all the facts. Write today for illustrated literature, sensational records of actual earnings, and prices or...

See Bowl-O at the AMUSEMENT PARK SHOW Nov. 26-29 Hotel Sherman, Chicago Booths 23 and 44

SUTPHEN PRODUCTS

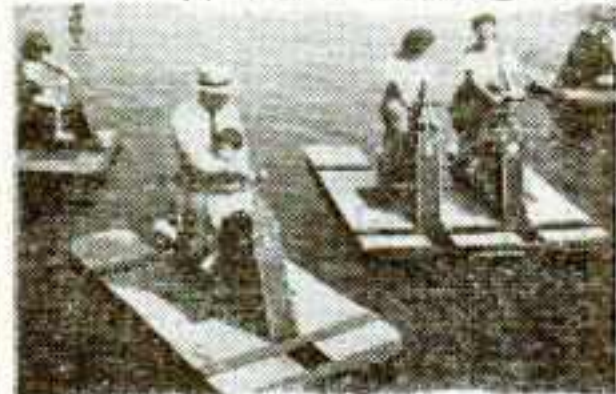
61 West 56th Street New York 19, N. Y.

EARNING CAPACITY \$4.00 PER HOUR

A TERRIFIC MONEY-MAKER!

Bowl-O The Only Real Bowling Game

WATERCYCLES Tops in Fun



—TOPS in Safety TOPS in PROFITS!

A sensation for the kids. A real thrill for the grown-ups. Let them pedal their own at Lake, Shore, Park or Pool. 3 models, modern design, heavy duty direct drive, no chains, no gears. Small investment—Minimum Upkeep.

Write for Details **SELLECK WATERCYCLE CORP.** New London, Connecticut
PLEASE NOTE: Rising prices and scarcity of materials make it to your advantage to place your order now and be assured of delivery when you want it at present prices.

1947 ALLAN HERSHELL CATERPILLAR RIDE FOR SALE

This Ride has never been out of our Park. Also have 36 ft. Merry-Go-Round Top Like new and Eli Power Unit.

OLCOTT BEACH AMUSEMENT PARK

OLCOTT, NEW YORK or Contact

H. Flynn at Hotel Sherman during Convention

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.

See Calif. Annual Facing Stiff Fight To Retain State Aid

WFA Meeting Told Battle Looms To Prevent Diversion of Funds

FRESNO, Calif., Nov. 18.—Fairs in California will have a critical fight to prevent the diversion of funds to other channels when the Legislature convenes in January, Assemblyman John Moss told members of the Western Fairs Association just before they concluded their three-day session here Thursday (16).

Moss spoke in the absence of Lester T. Davis, chairman of the assembly interim committee on fairs and exposition.

The assemblyman said that there is much "anticipated pressure" to clip some of the financial support from fairs and that annuals will have a fight on their hands to prevent the action. Moss laid the blame on the fair managers and told them it was their business to

maintain liaison with legislative representatives in their localities.

After thanking the fair leaders for their co-operation in his study of their needs, Moss said that his survey had helped him to understand the fair manager's problems and that he was in a better position now to convey these to other interim committeemen.

It was not all blue news for the event directors as the speaker told them that he would make recommendations for salary increases. However, he assured them that not all members of his group would be in agreement with the hikes. This, he declared, was the fault of those in his audience for they had failed, in some cases, to submit requested reports.

The State committee also will propose, Moss revealed, that the authority of fair managers be broadened and that directors assume a capacity of policy-making rather than event operation. The group also will call for strengthening of the department of fairs and expositions for a role of supervision and authority is needed for a strong fair program. Moss predicted a complete elimination of passes.

SOME NEEDLING

756 Annuals Hold Contests By Crocheters

NEW YORK, Nov. 18.—A total of 756 State, county and district fairs participated in the 1950 crocheted contest sponsored by the National Needlecraft Bureau, Inc., execs of that organization revealed here this week.

More than 100,000 crocheted pieces were entered in the many competitions. Prize money offered totals \$2,500, with final judging (Continued on page 88)

Van Cise Injured In Auto Crack-Up

YOUNGSTOWN, O., Nov. 18.—Jimmie Van Cise, co-owner of the Jimmie Lynch Death Dodgers, is in the South Side Hospital here with a fractured spine as the result of an auto accident Friday (10) near Baraboo, Wis.

Van Cise's car struck an icy spot on the highway and rolled over several times, throwing him clear of the wreckage. He was moved here by air-ambulance this week.



HERB GRAFFIS, well-known Chicago newspaper columnist and after-dinner speaker, will be toastmaster at the annual banquet-ball of the Showmen's League of America Wednesday (29) in the Hotel Sherman, Chicago.

MASON CITY ACQUIRES NEW PLANT SITE

Reskeds '51 Run To August 15-19; '50 Event Nets 1G

MASON CITY, Ia., Nov. 18.—North Iowa Fair here has purchased a 120-acre fairgrounds site a mile west of this city, but plans to develop the area will be delayed several years until means of financing the project is found, Paul Pritchard, vice-president, announced here at the annual board meeting.

Pritchard also announced that dates for '51 have been moved forward to August 15-19 to avoid conflict with the Iowa and Minnesota State fairs.

The association showed net profit of \$9,059.32 for the fiscal (Continued on page 88)

Sumter Tops Crowd Mark

SUMTER, S. C., Nov. 18.—A new attendance mark was set at Sumter County Fair. By mid-week crowds had soared past the 40,000 mark and final auditing is expected to show a total well in excess of 100,000 for the event, which closed Saturday (4).

The fair's livestock parade and a fireworks show staged in the stadium drew upwards of 12,000. Children's days and a football contest on closing Saturday also drew big crowds.

Cetlin & Wilson Shows on the midway reported good business.

New Winston-Salem Plant To Bow in '51

Work Was Started Before NPA Ruling; 80-Acre Site To Provide Ample Space

WINSTON-SALEM, N. C., Nov. 18.—The Winston-Salem Fair will enter the second half of its first century of operation next fall on a new fairgrounds. The old plant, while having the advantage of an in-town location which many patrons could reach on foot, for many years has been inadequate for the handling of the approximate 200,000 annual attendance.

The plant under construction, located on North Cherry Street and in the county, will be new in every respect. Work was under way prior to the opening of the 1950 event last month and it is unlikely that federal restrictions covering the erection of amusement buildings will apply.

Also fair officials will not guess at the total cost involved, it will be considerable. The association is understood to have some \$250,000 available in cash. The old plant, consisting of 20 acres, may be sold to the Winston-Salem Housing Authority for an estimated \$50,000. Also possibly slated for sale are an additional 20 acres located within the city.

Double Former Size

The new plant will consist of 80 acres and be more than double the size of the vacated grounds. Because it is moving out from urban surroundings, parking facilities will be greatly increased. Previously patrons found an automobile was a decided handicap unless they arrived shortly after the gates opened.

The extremely restricted facilities provided by the old grandstand and race track are completely eliminated in the new plans. The new half-mile track, already under construction, will be 80 feet wide, nearly twice the width of the old speedway. Footings have been set

Mel Thompson, C. M. Rumley Dissolve Firm

DURHAM, N. C., Nov. 18.—Thompson-Rumley Enterprises here, for many years operator of fairs in North Carolina and Virginia, has been dissolved by mutual consent of its partners, Mel J. Thompson and C. M. Rumley.

Rumley will take over management of the firm's fairs outside Durham, while Thompson will handle the Durham County Negro Fair only.

During the '50 season the concern operated fairs in North Carolina at Roxboro, Oxford, Durham, Dunn, Erwin, Franklin, and Edenton, and Danville, Va.

for a new steel and concrete grandstand which will have a permanent seating capacity of 5,000, nearly twice as much as the old structure. In addition, plans include space for an additional 2,500 bleacher seats.

Thomas S. Blum, manager, and L. D. Long, treasurer, said that all new buildings will be of steel and masonry construction to eliminate deterioration. Even before the current federal restrictions on amusement buildings were announced (Continued on page 88)

TENN. CONFAB ATTRACTS REPS OF 24 ANNUALS

Carnival Agents, Attraction Bookers In Strong Turnout

CHATTANOOGA, Nov. 18.—Over 40 representatives from 24 Tennessee fairs were on hand to discuss a variety of fair-operation problems at the 29th annual meeting of the Association of Tennessee Fairs, which wound up its two-day session here today. Meeting was marked by a strong turnout of carnival, attraction and show supply representatives.

J. B. Walters, Association president, presided at the business sessions, which were devoted to talks by Pat Kerr, Knoxville; Edward Jones, State commissioner of agriculture, and P. Stanton Hale. In addition, several open forums were held for the discussion of fair problems.

Social Highlights

Social highlights of the meeting Friday (17) were a cocktail party, at which officials of the Chattanooga County - Interstate Fair played host, and the annual banquet held in the Grand Ballroom (Continued on page 88)

Detroit Fate Still Clouded

DETROIT, Nov. 18.—Fate of the Michigan State Fair administration was still up in the air here this week as the result of a see-saw race for Michigan's governorship which will probably not be decided until January when official results will be available.

On the basis of the initial tabulation, Democratic incumbent Gov. G. Mennen Williams appears to be the victor for re-election by the slim margin of 1,152 votes over Republican Harry F. Kelly in the gubernatorial contest. However, the Republicans swept both houses of the Legislature and also won various other State offices. Fair Manager James D. Friel is a Democratic appointee and would probably be replaced if on the final count Kelly is elected.

Continued Aid Asked in Mich.

LANSING, Mich., Nov. 18.—Continued appropriation of pari-mutuel proceeds to support harness racing at Michigan tracks was advocated by the Southern Michigan Fair and Racing Circuit at its Monday (13) meeting in the Hotel Porter here.

Delegates pointed out that entries have practically doubled since purses have been subsidized by the State and the next Legislature, which opens January 2, will be urged to continue the system without change.

W. L. McClelland was elected circuit president for 1951. Other (Continued on page 88)

CHI INT'L STOCK EXPO EYES RECORD

Livestock Entries Expected To Top Last Year's Mark

CHICAGO, Nov. 18.—A record number of farm animals, many from States never before represented, have been entered in the 51st International Live Stock Exposition, which opens its eight-day run in the Chicago Stock Yards Saturday (2), W. E. Ogilvie, manager, announced.

Car-lot entries, which do not close until November 18, should bring the total number of livestock beyond the 10,000 mark of last year, Ogilvie said.

For the first time on record, animals from Maine, Alabama, Arkansas and North Carolina will be shown with the new entries especially heavy in Aberdeen-Angus, Hereford and Shorthorn cattle classifications. Greatest increase in the cattle classes are from the East and Deep South, while larger sheep entries are due from California. Even draft horses, whose numbers are dwindling, will be out in bigger force than in 1949.

Purdue Top Exhibition

Purdue University, West La Fayette, Ind., is the top exhibitor (Continued on page 88)

Saskatoon, Sask., Lays Foundation For 180G Pavilion

SASKATOON, Sask., Nov. 18.—Footings have been laid for a \$180,000 livestock pavilion at Saskatoon Exhibition grounds here. The contract calls for construction to start in the spring and completion by mid-June. Cost is being partially financed by the federal and provincial governments. A barn was demolished to make the site for the pavilion available.

Gates to the grandstand have been torn down and will be replaced with new ones better suited to handling crowds when two-night grandstand shows are presented.

Consideration is being given to installation of a coin-operated turnstile at the main gate.

E. A. Franklin Picked As Nowata, Okla., Pres.

NOWATA, Okla., Nov. 18.—Willis Strub, president of the board of the Nowata County Free Fair here since its reorganization in '49, has resigned and will be succeeded by E. A. Franklin, Al-luwe.

The latter had been vice-president.

Grandstand Stage Coverings To Be Pushed by Hamid Org

NEW YORK, Nov. 18.—Joe Hughes, field representative for the George A. Hamid & Son talent agency, this week said that his presentations to fair men for next season would include added emphasis on the advisability of adding protective coverings to grandstand stages.

Pointing out that he is not representing any of the firms which can install the covering, in whole or in part, Hughes said that the demonstrated worth of a protected stage is such that he feels he will be rendering a service whenever he succeeds in getting fair groups to give the plan serious thought.

Principal advantages of covered stages, as summed up by Hughes, are: (1) They offer a cheap form of rain insurance; (2) the advance ticket sale is stimulated since patrons are assured of seeing a com-

plete performance under almost all conditions; (3) in good weather or bad, a better performance is assured since the performers have a dry stage to work on at all times and the enclosures usually make it possible to stage a better show.

Weather Problems

Hughes stated that the Hamid organization stages shows in all kinds of weather, just as long as patrons attend in reasonable numbers. Since most annuals have covered grandstands, patrons are always reasonably comfortable. On rainy nights the Hamid performers wear transparent raincoats.

Altho it is usually possible to stage a show, Hughes pointed out that the presentation is necessarily affected in adverse weather. While protective rain wear makes it possible for performers to go on, the

colorfulness of the costuming, a big feature in outdoor presentations, is largely lost.

Hughes, who confines his activities to the Northeast and Canada, believes that the first covered stage in New York State was erected by the Bath Fair. At Sherbrooke, Que., the annual has had a covered stage for 12 years. The front or lower stage will be covered in time for the 1951 event.

Coverings Pay Off

The covering at Sherbrooke has long since justified its cost, Hughes said. This year, despite three days of rain, the stand was sold out in advance and a capacity crowd, numbering about 7,000, attended each of the threatened shows.

Covered stages also benefit the midways, Hughes said, because (Continued on page 88)

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IAFE Tries Flacking Meet Nation-Wide

BROCKTON, Mass., Nov. 18.—Local-type stories covering delegations, speakers and background information on agricultural fairs have been released in 25 areas of the United States and Canada in connection with the diamond jubilee 60th anniversary convention of International Association of Fairs and Expositions (IAFE), Sherman Hotel, Chicago, November 26-29.

Over 100 local-angled stories were distributed from national headquarters here for release by Frank H. Kingman, Brockton Fair, executive secretary of the IAFE, in association with Leonard Traube, of the New York public relations firm bearing his name.

Big Dailies-Included

In addition, detailed stories more national in scope have been released to daily newspapers in

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ALSO—Can offer SPECIAL FIRE-

WORKS DISPLAYS for all occasions.

New York, Chicago, Toronto, Ottawa, Sacramento and Des Moines, the last-named by virtue of State Fair Secretary Lloyd B. Cunningham, IAFE president.

Other secretary-based cities received matter on delegates attending from those localities. Also pointed up in purely local stories was the Associations of Fairs Section, state-member group of the international org. It is understood that this is the first time that pre-convention publicity of such major proportions has been carried on by the IAFE.

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SAYS Ernest D. Landers, Secretary Ogle County Fair Association: "The Three Warrens played the Ogle County Fair at Oregon, Ill., Sept. 2-4, 1950, and have a VERY GOOD ACT. I HIGHLY RECOMMEND THIS ACT to any Fair or Celebration in need of a good act. I base my judgment on 18 years with various circuses, and I know an act when I see one."
Arthur E. Johnson, Chairman Program Committee, Clintonville, Wis.: "The Warrens, father, son and daughter, acrobatic team, were sensational! They captivated the hearts of everyone with their daring feats of precision balancing. The warmth of the family's personality not only manifested itself in their presentation, but was reflected in the enthusiasm of their admiring audience."
Frank Harris, Manager Miss. Val. Fair and Expo., Davenport, Iowa: "The Warrens worked as a Free Act at the Mississippi Valley Fair, 1949, and were VERY WELL RECEIVED BY THE AUDIENCE each time they worked. I found them UNUSUALLY CO-OPERATIVE and CAN CONSCIENTIOUSLY RECOMMEND THEM to anyone in need of their kind of an act."

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("A" Circuit)

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REGINA, SASK., CANADA SASKATOON, SASK., CANADA

Also

THE WESTERN CANADA FAIRS ASSOCIATION

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Keith Stewart

Secretary

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SEE PAGE 33
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SEE
PAGES 52 AND 53
IN THIS ISSUE

IAFE Convention Program

Hotel Sherman, Chicago

Monday, November 27

- 11 a.m.—Appeals Committee Report, Archie L. Putnam, North Wisconsin District Fair, Chippewa Falls. Auditing Committee Report, Clifford D. Cover, Marias (Mont.) Fair. Board of Directors Report, Frank H. Kingman, secretary. Government Relations Committee Report, Bligh A. Dodds, Gouverneur (N. Y.) Fair. Livestock Classification Committee Report, Charles A. Nash, Eastern States Exposition.
- 12 Noon—Luncheon Meeting of Ladies' Auxiliary, Mrs. Bligh A. Dodds, chairman.
- 2 p.m.—State and Provincial Associations of Fairs, Clifford C. Hunter, presiding. *Everybody Pays*, Pete J. Holand, Mower County Fair, Austin, Minn. *Keeping Expenses Down*, Hans Kardel, Eaton County 4-H Fair, Charlotte, Mich. *The Ohio Concessionaires Association*, Nat Cohen, Columbus, O. *Advertising—Publicity*, Paul C. Johnson, Prairie Farmer, Chicago.
- 2 p.m.—Middle West Fair Circuit, Bal Tabarin.
- 4 p.m.—International Motor Contest Association, Bal Tabarin.
- 6 p.m.—Fairmen's banquet, open to fair men, their wives and guests.

Tuesday, November 28

- 10 a.m.—Bal Tabarin
SPECIAL EVENTS
Peoria Does It Again, L. R. Huckstead, Heart of Illinois Exposition, Peoria.
Hands Across the Border, Herbert H. McElroy, Central Canada Exhibition.
International Competition, Lloyd B. Cunningham, Iowa State Fair.
80 Fair Flying Farmers, F. L. Hafner, South Dakota State Fair.
Illinois \$1,000,000 State Building, Hubert W. Elliot, Illinois State Fair.
CONCESSIONS-SPACE
Open Forum, Harry J. Frost, Minnesota State Fair.
Fair-Carnival Relationship, Max Cohen, American Carnival Association.
- 2 p.m.—Bal Tabarin
GRANDSTAND SHOWS
Name Talent—Pros and Cons, Hubert W. Elliott, Illinois State Fair; James D. Friel, Michigan State Fair; V. Ben Williams, Pacific National Exhibition.
Ice Shows, Edward P. Green, California State Fair; Robert G. Finke, North Dakota State Fair.
Auto Racing, Gaylord White, National Speedways, Inc., Chicago.
Harness Racing—Pros and Cons, Don R. Miller, United States Trotting Association, Columbus, O.; L. Orville Miller, Indiana State Fair; Harold Creal, New York State Fair; Lloyd B. Cunningham, Iowa State Fair.

Wednesday, November 29

- 10 a.m.—Bal Tabarin
YOUNG AMERICA
Junior Music, Virgil C. Miller, Kansas State Fair.
Junior Grange Exhibits, Howard S. Foust, Ohio State Fair.
- WOMEN**
Crochet Contests, George Pounder, National Needlecraft Bureau, New York.
- AGRICULTURE**
Fairs Contribution to Livestock Improvement, James Watson, New England Homestead.
County Exhibits, Edward P. Green, California State Fair.
Plus Values in a Corn Show, M. E. Twedell, Oklahoma, Free State Fair.
- 2 p.m.—Bal Tabarin
MERCHANDISING
Promotions, James Steward, State Fair of Texas; V. Ben Williams, Pacific National Exhibition.
Advance Ticket Sale, Harold Creal, New York State Fair.
- SPECIAL FEATURES**
Square Dancing, Paul F. Jones, Arizona State Fair.
Baseball Tournament, Thomas H. McLeod, Regina Provincial Exhibition.
Conservation Exhibits, Carl Tyner, Indiana State Fair; George Emmett, Ohio State Fair; Jack Reynolds, Wisconsin State Fair.
Report of Resolutions Committee.
Election of Officers and Directors.

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8 SHOWS—10 RIDES—30 CONCESSIONS
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We solicit your inquiry that we may furnish you full information and references in advance of the Fair Managers' Meetings.

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The Sensational **MARIONS** SOMETHING NEW! ASK CHARLIE!


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Unit II—Dolly Dumbo, baby elephant; Six-Pony Drill, Dog Act.
Unit III—Six Black and White Liberty Horses, High-School Horses, Dog Act.

Attention, Fair Secretaries!! These Units work rain or shine, windy or calm, come hell or high water.

Flashiest Wardrobe—Best Equipment—Real Show Stock

DOLLY JACOBS

Permanent address: 3541 Lee Ave., Robbinsdale, Minnesota

Grandstand Stage Coverings

Continued from page 83

they assure the attendance of a considerable number of patrons even on rainy nights. When the grandstand show breaks most of them tarry among the midway attractions no matter what the weather, since they are already on the grounds, he said.

The York (Pa.) Interstate Fair is generally credited with having the most elaborate covering in use. York invested about \$80,000 in the unit. Cost of many other units is considerably less, involving only a few thousand dollars.

Two Types in Use

Two plans are generally used. The first is a permanent type, such as at York, with the backstage shielded by permanent roofing and with canvas walls which can be rolled up to provide an unobstructed view of track events. The second involves the use of canvas which is stretched on cables. Latter is in use at Allentown, Pa., and Trenton, N. J.

Bangor, Me., which this year had to rebuild its plant after being burned out a year ago, added a

covered stage. However, it was one of the few early annuals in the East which escaped rain. Neighboring Skowhegan, minus a covered stage, had to refund admissions to sellout crowds on two nights. The loss of two big nights can impose financial hardships on almost all annuals.

Stage Covering Value

Fair execs at Allentown, Pa., estimated that a stage covering installed this year saved the annual upward of \$25,000. The cost of the installation was no more than one-fifth of the savings. The week before, the Reading Fair, less than 50 miles away, lost numerous stage presentations because it lacked a stage covering and the weather was just about the worst ever encountered by that event. These events count heavily on their grandstand revenue.

Many execs have made special trips to annuals featuring covered stages in the last two years, and the number of installations is increasing each year.

New Winston-Salem Plant

Continued from page 83

nounced, execs had no hopes of finishing all planned units in time for the 1951 event. Planning has covered a number of years and the project is not one that could be put up in a hurry.

Coliseum Included

A coliseum is among the units definitely slated. This unit, besides providing first-rate exhibit and show space during the operation of the annual, will also provide needed modern indoor facilities for the housing of other attractions thruout the year.

Immediate plans also call for a barn which will accommodate 400 head of cattle and three stables which will each provide facilities for 30 horses. An agricultural building, considerably larger than the old structure, and a poultry building are also included in the plans for the 1951 event.

Mason City Site

Continued from page 83

period ending September 30, of which \$1,023.14 was profit from the '50 fair. Expenses, not including maintenance and improvements, totaled \$50,959.70.

A total of \$10,354 was paid in premiums, \$5,147 of this going to junior exhibitors. More than \$23,000 was spent on buildings and grounds as the result of damage from windstorms in October, 1949, and May of this year. New steel bleachers were purchased to seat 1,200, and other improvements included replacing roofs and the building of show ring in swine department.

All officers and members of the executive committee were re-elected. The executive committee includes Leigh R. Curran, president; Pritchard, vice-president; Millard C. Lawson, secretary-treasurer; Robert H. Furleigh, Hans Henriksen, Henry B. Hook, Louis A. Moore, Walter B. Rae, Raymond D. Robbins and D. G. Swale.

Directors re-elected included Harlan W. Girton, Lee P. Loomis, Harvey Wood and Charles F. Weaver were additions to the board.

Some Needling

Continued from page 83

taking place here. Male and female national champions also receive a three-day, all-expense-paid trip to Chicago, where the prize-winning articles are displayed for the benefit of the Damon Runyon Cancer Fund.

Special Awards

Special awards totaling \$800 are paid to fair secretaries and women's department superintendents who are represented by the 16 national winners. Included in the 16 contest classifications is a special class for "men only." Latter usually results in considerable publicity for the sponsoring event.

There is no cost to fairs participating in the contest. In addition, annuals receive complete publicity kits.

The 1951 contest will get its start during the week of January 16 when 15,000 retail stores thruout the country are scheduled to feature the competition.

Int'l Stock Expo

Continued from page 83

the show with 86 entries, while Iowa State College, Ames, is next with 84. Largest individual exhibitors are Mr. and Mrs. F. W. Anderson, Morris, Ill., and Wyoming Hereford Ranch, Cheyenne, Wyo., each with 24 Hereford purebreds for the breeding cattle classes.

Heaviest county representation in the show will be from Illinois with 58 counties having exhibitors. Next are Iowa with 42 and Indiana with 39.

Quarter horse judging at halter is an innovation in the program. A total of 54 horses from nine States will compete in these classes.

Featured attraction of the program, the Horse Show, will be held nightly in the International Amphitheatre for the eight nights plus matinees the final four days of the show.

Livestock judging will take place each day except Sunday and livestock auctions are skedded for the last three days.

The exposition will play host to 1,400 delegates to the National 4-H Club Congress to be held concurrently with the livestock show.

Continued Aid

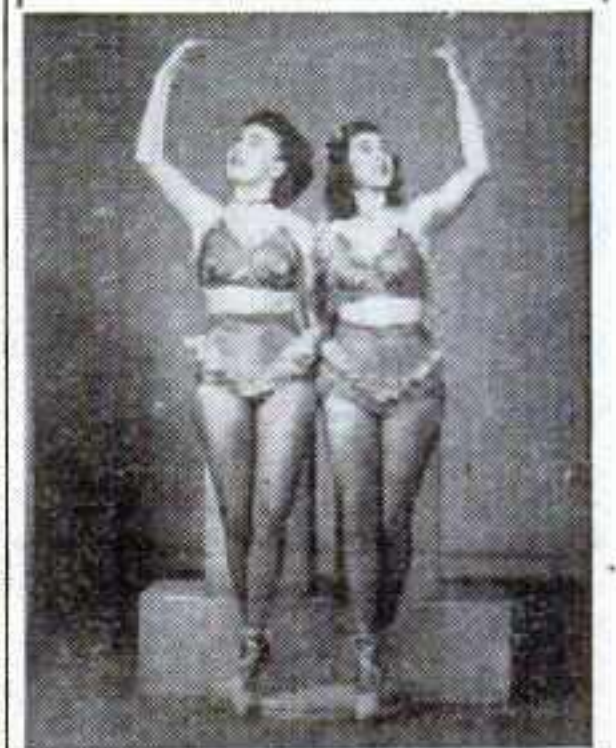
Continued from page 83

new officers include Sam Johnson, Lake Odessa, vice-president; Harry B. Kelley, Hillsdale, secretary-treasurer; Robert Bangs, Paw Paw, speed secretary.

Guests included Charles J. Figy, director of agriculture; Clarence Bolander, department of agriculture; Irving Pratt, secretary of the Northern Michigan Fair and Racing Circuit; H. D. Parish, Midland; Herman Dignan, former secretary of state; Gordon Schlubatis, former president of the Michigan Association of Fairs, and Paul Greeley, secretary, Michigan Showmen's Association.

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CHICAGO, ILL.

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BULL MARKET LIVELY; PACKS HERD TO POLACK

CHICAGO, Nov. 18.—Active trading on the bull market—elephants, that is—promises to keep showmen occupied this winter as more circuses join those which already have indicated plans for major changes in their pachyderm herds.

A shuffle of bull acts will see the Tom Packs five with Polack Bros.' Western Unit. The Whitbeck trio, now on that unit, will move over to Polack's Eastern show.

Ringling-Barnum reportedly will put about 15 elephants on the market. Dailey Bros. may sell part of its collection. Both King Bros. and Mills Bros. have announced they contemplate major additions to their elephant line-ups.

Final Week's Biz Strong for Mills

SUMTER, S. C., Nov. 18.—Three-quarter matinees and full night houses marked the business of Mills Bros.' Circus for the final days of the 1950 season. Show closed here Monday (13) and began the 650-mile jump to winter quarters at the Ohio State Fairgrounds, Columbus. It was scheduled to arrive in quarters Thursday (16).

Walterboro, S. C., Tuesday (7) gave a three-quarter night house and full matinee in cool weather. The following day at Charleston, S. C., Mills performers entertained patients at a hospital 15 miles from the city between performances. Business there comprised a three-quarter and a full house with 600 underprivileged children making up a portion of the audiences.

Two Full Houses For Kelly-Miller

JEANERETTE, La., Nov. 18.—Al G. Kelly & Miller Bros.' Circus scored heavily here last week with two full houses in good weather. Show moved out of Louisiana after

(Continued on page 90)

SPRINGFIELD BOW OFF FOR POLACK

Second Day Improves; Stern Expects Final Tally Comparable to Last Year

SPRINGFIELD, Ill., Nov. 18.—Opening night attendance for Polack Bros.' Western Unit here Tuesday (14) was below last year's. However, the second day picked up and, inasmuch as the run is for six days instead of the usual five, Louis Stern, managing director, expected the gross to compare favorably with previous years. The slower start was seen as a reflection of a general tightening of amusement spending in this area.

Wichita Date Tabs Top Biz

WICHITA, Kan., Nov. 18.—Orrin Davenport's Shrine show scored three turnaways and two full houses here (6-11) to rack up one of the most successful dates in the local Shrine's experience.

Program included George Hanneford Family, Wallendas, Guerre's seals, Olveros, Tom Packs's elephants, Dick Lewis, Don Dorsey, LaBlonde Trio, Claussen's bears, Royal Rockets, Harry and Ruby Haag, and Earl Shipley.

Macon Shrine Tabs Biggest Advance Sale

MACON, Ga., Nov. 18.—Macon Shrine Circus started its 15th annual run at Macon Auditorium Tuesday (14) with its best advance sale in history, reported W. J. Bailey, circus chairman. Tickets were reduced to 25 cents this year,

(Continued on page 90)

Auspices was the exchange club. Hartsville, S. C., on Friday (10) produced a three-quarter matinee and full night house in warm weather.

Here for a Sunday lay-over before Monday performances, the personnel staged a season's-end party with performers and staffers doing specialty acts.

Davis Joins Ameri-Congo

CAMP HILL, Ala., Nov. 18.—Larry Davis, former Ringling and Cole elephant boss, has been named superintendent of the Ameri-Congo Animal Expedition. Org is playing Alabama towns to good business and soon moves into Florida.

Jack Burns joined to handle banners, and John Allison is making second openings. Wingy Sanders and LeRoy Sanders, magic, left. Personnel of Ameri-Congo and Johnny T. Tinsley Shows exchanged visits this week.

RINGLING GOES HOME AFTER STRONG FINISH

Busy Schedule Set for Winter As Org Begins Reframing Task

SARASOTA, Fla., Nov. 18.—Ringling Bros. and Barnum & Bailey is skedded to arrive here Monday (20), following the close of the 1950 season with a two-day stand at Miami (18-19). The closing will come after a string of good stands across the South. Business for the show has been generally good since it played Texas, starting September 28. Prior to that time business alternated from good to poor.

On tap for the winter was one of the busiest quarters schedules faced by the show for some time. Getting immediate attention will be the Cuban unit, which opens in Havana December 8 and runs four weeks. The show holds an option for a fifth week. Center ring acts will make the Cuban junket. Among them will be the Alzanas, high-wire act, which didn't make the trip last year.

Work on the movie, *The Greatest Show on Earth*, will be done in quarters, and the show is scheduled to complete one of the most complete face-lifting jobs in its history as it reorganizes for its 1951 edition.

Revamping will be aimed at leading the show into 60 cars. A newly designed entrance, elimination of the menagerie tent and incorporation of the animal display

in a larger big top are planned.

Late dates on the route produced big business. Columbus, Ga. (9), gave a three-quarter matinee and full night house. Birmingham (10), had a weak matinee but a near-capacity house at night despite extremely cold weather. Montgomery, Ala. (11), was okay and a contributing factor was the fact that R-B lost the stand last

year, when a big advance sale had been scored.

Jacksonville, Fla. (15), was excellent, with one full and one near-capacity house. Orlando (16), where all seats were presold to the Chamber of Commerce, turned in a big score after a tremendous advance sale which, local sources reported, included sale of tickets for straw space.

Late-Season Takes Ease Bankroll Ills

Early Losses Recouped by Some; Indoor Season Starts Strong

CHICAGO, Nov. 18.—Late-season business apparently gave several circuses the margin they needed to overcome dips in spending and attendance earlier in the year. The mid-season pessimism turned to reports of better business and plans for winter expansion.

Labór shortages, which hurt most shows during much of the outdoor season, have eased considerably for several outfits in the South. It was in the South, too, that the bankrolls became better rounded.

Truck shows advance the most extensive plans for 1951, while the rail orgs are making changes but not showing any indication to expand.

In general, circuses expect to

approach the business done in 1949. With the indoor season getting well under way, turnouts show high promise and showmen find new records being set in many places.

Tallahassee Big For Biller Org

TALLAHASSEE, Fla., Nov. 18.—With three more stands to make in the 1950 season, Biller Bros.' Circus played here Wednesday (15) to a three-quarter matinee and full night house.

Org closes at Swainsboro, Fla., today (18), after which the Biller org will prep for its indoor stand in New York next month.

Houston Beats Strike Threat To Exceed '49

HOUSTON, Nov. 18.—Attendance for the Shrine Circus, which closed here Tuesday (14), reached 134,000 when a full house turned out Monday (13). General Chairman Charles E. Kamp said that the total was 2,000 more than that of 1949.

Walkout of bus drivers in Houston had threatened to trim circus attendance, but its effect was felt only for early days of the first week, it was reported.

Bruno Troupe replaced Fritz Huber, who was injured on opening night (1). Doctors reported Huber would be able to return to

(Continued on page 90)

Mechanical Short-Cuts Aid Kelly-Miller in Rapid Rise

Continued from page 56

guyed to finish the job—usually about 9 a.m.

It was Obert Miller who developed the idea for sidewalling. Most shows have used one crew to place the poles and another to tie the walls to the eaves. Miller changes it to a 'kid-pusher's

job by affixing iron rings to the sidewall. When the side pole is erected, the pin is placed by the rings and then in the top; walls and poles go up with half the manpower. This was a war-born idea, necessitated by a labor shortage.

(Continued on page 90)

Ringling Rail Costs Climb Despite Use of Fewer Cars

Continued from page 55

10,101 miles, a total of \$131,000. Using an estimated \$27-per-mile average for 1950, the 16,249-mile route cost about \$450,000.

Anticipating that the show will travel about 15,000 miles in 1951 and presuming it will be on 60 cars, railroad costs still will be in the vicinity of \$335,000—or more than it cost to move 108 cars during the 1947 season.

\$213,000 in 1946

The 1945 average of about \$13 per mile increased to more than \$17 for 1946. In the latter season Ringling traveled 12,443 miles on 86 cars (for which the 90-car rate

was paid), to give a total of about \$213,000.

The 1947 train was of record size—108 cars—and based on the per-mile average, that season's 13,347 miles cost \$318,000.

Despite a reduction to 90 cars in 1948, Ringling paid about \$410,000 for the 19,220-mile trek. Rate increases had boosted the per-mile cost to more than \$21.

By 1949 the mile-rate was in excess of \$23, putting the 18,948-mile season's cost at approximately \$435,000 for the 90 cars.

That figure—the approaching a half million dollars—forced a reduction to 80 cars for the 1950 season.

However, with the rate increase, which came late in 1949, plus the extra-season charges this season's total railroad bill was still higher. And altho the show moved fewer miles (16,249) on fewer cars, it paid approximately \$15,000 more to move.

Using similar per-mile costs as a basis, the show paid about \$235,000 to move 87 cars 17,898 miles in 1940; \$260,000 to move 90 cars 20,030 miles in 1941; \$195,000 to move 90 cars 13,008 miles in 1942, and \$110,000 to move 76 cars 7,443 miles in 1943. The 1944 season was not comparable because of changes forced by the fire.

WELCOME MAT OUT

Bright Future Seen For Bantam Barnums

CHICAGO, Nov. 18.—Opportunity for a young man in the small circus field is brighter and more promising, despite some growing obstacles, than at any time in recent decades.

That's the opinion of Gene Christian, general agent of the eight-truck Deers-Barnes Circus in 1950, who declares "there is a wel-

come mat in front of every city hall for a fellow with a dog and pony show."

His statement is not without qualifications, and Christian is quick to point out the trouble spots. But, he says, "after talking with 150 small-town mayors and some 400 town councilmen in a 28-week season, an agent begins to get the feel of what the people want. It's good, clean entertainment for their children, and if the show interests children, adult patronage will take care of itself."

Town Bans

Christian states that among towns in the 2,000-7,000 population bracket in the Southeast, about one-fifth have ordinances barring traveling shows. Most of these may be opened to a show by a vote of the council or when a local sponsor enters the picture, but some are "permanently" closed, he says. Blame for the closures is placed by Christian on the old theory that a show takes money out of a town, and he indicated agents must work together in getting the shows' case across.

License Fees

Prohibitive license fees have been set up by some counties in Virginia, particularly Floyd

(Continued on page 90)

Medrano Pacts H'wood Agency

HOLLYWOOD, Nov. 18.—Contract for supplying American acts for the January 13 opening of the Medrano Circus in Paris has been awarded the Hollywood Theatrical Agency, a new organization operated by Carolina Bronson and Raynor Lehr.

Jerry, who made the deal, said Jerry Medrano, director, and Matty

(Continued on page 90)

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DON FRANKLIN SHOWS
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Or Will Be at the Sherman Hotel, Chicago, During the Convention

**Mechanical Short-Cuts Aid
Kelly-Miller in Rapid Rise**

• Continued from page 89

age, and began when Miller tied
sidewall ropes into loops, fore-
runner of the iron rings.

KM's full canvas crew is 12
men plus a boss and two kid-
pushers. But the work was done
smoothly and rapidly by half that
number many times this season.

The Side Show and horse top
(menagerie) are worked in the
same manner. They load on the
second roller and neither is un-
laced. The horse-drawn wagon
which makes the downtown bally
serves as pole, stake and stake
driver wagon for the minor tops.

Loaded by 11:15
For the tear-down, elephants
start at one end of the big top and
simply walk out the opposite end
with all the poles dragging be-
hind them. They take the poles to
a truck, then yank out those on
the other two tops and then
pull the stakes. Kids wind-roll
the big top and the canvas roller
picks up the canvas as it is backed
across the lot. By 11:15 p.m.
Kelly-Miller is loaded.

Obert Miller also has a time-
saver for the seats. It's a twine
to which he has tied red ribbons
at intervals equal to the space be-
tween stringers. Toe pins are
driven beside each ribbon, and
stringers and jacks are put di-
rectly into position without touch-
ing the ground.

There are no seat men on Kelly-
Miller. Obert Miller usually does
the layout himself and Jimmy
Hamiter follows with a gang of
kids. Altho it formerly used star-
backs, the show now uses plank
seats all around. (For this reason,
"seat checks" rather than "re-
served seats" are sold.) Blues
are blue at one end and green at
the other to keep the varied-
length parts sorted.

Wardrobe Word Eased
One of Dores Miller's ideas is
the wardrobe wagon, and, like
the others, it is designed and
built particularly for the job it
performs. A long semi-trailer, its
forward part is given over to a
backyard light plant and a state-
room for a circus staffer. The
center portion is the clowns' bunk
room. At the rear is the ward-
robe and props section.

Sides of the rear portion open
outward to form a floor and roof
and give access to shallow, built-
in closets in which wardrobe is
stored. Large trunks, props and
the miniature clown car are car-

ried in the space between the two
walls of closets.

Another Dores development is
the Kelly-Miller rest room trailer.
Altho European shows provide
similar facilities, the KM model is
probably the first on an American
circus. It's a two-wheeled trailer
with no floor. The center section
over the axle provides storage
space and panelling between rest
room sections at each end. This
is probably the most highly deco-
rated donniker in existence; it
carries a regular KM paint job.
The Millers now have scores of
comments from patrons to prove
the addition was a wise one.

Dores Miller also perfected the
dual-purpose cage trailer. One of
five cages on the show, it displays
monkeys, ostrich and other small
animals. In the menagerie it looks
like all the other. But for jumps
the flooring folds upward to con-
fine the animals to the left side.
On the right side is a second,
lower floor and standard doors
rather than a cage-side. Into this
area are loaded all of the show
camels, zebras and other lead
stock, eliminating need for a sec-
ond vehicle.

The show's rolling deep-freeze
locker was designed while the cir-
cus was on the road. Saungin
built it, and it was tested on the
show late that season. The trailer
is built like an ice-cream truck
and half is for storage of two
butchered horses for the menag-
erie while the other half provides
the cookhouse with space for a
whole beef plus fruits and veget-
ables. The mechanism manufac-
tures 800 pounds of ice per day,
not enough for summer needs but
a welcome assist. And in North-
ern States, where commercial ice
is cut from lakes in the winter,
Kelly-Miller is able to meet health
requirements for snow cones and
other uses thru use of its home-
made distilled ice.

Rebuild Most Trucks
Other rolling stock — band
sleeper, three big semis which
carry the largest bull herd ever on
a truck show, the giraffe truck,
the Millers' apartment trailers
and others—includes similar inno-
vations and special design. Few
of them carry standard truck
bodies; many were auto transport
trailers which were reconstructed
according to KM plans.

Keeping the fleet in good run-
ning order and appearance is done
with the mechanic's truck de-
signed by Kelly Miller. It has
power and light plants; large
tanks for gasoline, water and oil;
heavy machinery for major re-
pairs; numerous storage compart-
ments and a winch. An addition
is an anchor which may be low-
ered from the chassis to the rear
wheels something like a brake
shoe on a wagon. It provides ex-
tra traction for pulling on soft
lots.

Welcome Mat
• Continued from page 89

County, he reports, and the fees
apply to all types of shows. South-
ern towns along the Beers-Barnes
route also include several which
have raised license fees from an
average of \$25 to about \$100.

Christian complains that many
towns make no distinction between
orgs making one-day stands and
those staying several days or a
week. He believes that in general
the public would like the shows to
stay several days while town
officials generally favor one-day
stands. He believes that license
fees might be reduced if more
small shows played one-dayers.

Extent of patronage in small
towns is limited only by the total
population of the area, he main-
tains. In North Carolina last
spring, Christian made a cross-
roads stand to break a jump. There
was a post office in the settlement,
but speculation back on the show
was on how much the show would
lose there, he recalls.

"The billers were able to get up
only a couple of one-sheets be-
cause of the lack of buildings,"
he states. "But we gave a school
teacher 300 tickets to sell. His 300
customers were kids who did a
word-of-mouth 'biling' job over a
10-mile area, and the big top was
filled for the night-only stand."

Christian observes that it is risky
for a small org to play towns a lit-
tle too big for it or towns where
larger shows have played, but a
strong advance ticket sale under
an effective auspices can make up
the difference.

Medrano Pacts
• Continued from page 89

King, choreographer, would sail to-
day (18) from New York aboard the
Ile de France to ready the
opening date. Jack Gould, who
directed the orchestra at Floren-
tine Gardens here for years and
was named musical director for
the circus, and his wife, Fluff
Gould, dancer, also sail today.

Johnny Romero, comic juggler,
will sail December 16, and Don and
Dolores, dance team, January 3.
Diane Robinson, acro dancer, has
also been signed for the show but
so far no sailing date has been
set.

Lehr returned here this week
following a quick trip to France
to set up the deal. He said other
acts will be added to those already
pacted. Contracts are for two
months.

Bronson recently opened the
agency after leaving Al Wager
Agency. Lehr exited the Bert
Levey office a month ago.

Macon Shrine
• Continued from page 89

but nearly \$6,000 was taken in be-
fore the first performance, he said.

Show will run only five nights
because auditorium had been
booked for a symphony concert
Monday. Only one matinee is set
for the engagement and this is
principally for children of Macon
orphanages, who will be guests of
Al Sihah Shrine Temple.

Acts include Gil Wilson's dogs;
Harry Villeponteaux, contortion
and trapeze; Bert and Corinne
Dearo, web and contortion; Har-
rison Duo, bicycles and table rock;
Jimmy Troy, Roman rings, slack
wire and trapeze; Billy Logan, jug-
gler; Lawrence Pierce Troupe,
sharp shooting and knife throw-
ing, and Great Eugene, high wire.

Performance has been divided
into three sections, with intermis-
sions for concession play. Lee
Wood will play the auditorium or-
gan. Clowns include Willie, tramp;
Harrison duo and Hi-Lo Merk.

Houston Strike
• Continued from page 89

work early next year. Dailey
Bros.' 19 elephants and 10 camels
were included.

Lee M. Webb, incoming circus
chairman for the Shrine, said John
L. Andrew would continue as pro-
ducer of the show.

Jack Knight, equestrian director
and assistant producer, said most
of the program would remain in-
tact for the Fort Worth date,
starting Friday (17).

Two Full Houses
• Continued from page 89

Dequincy (11), and was in East
Texas this week.

The org's partner show, Cole &
Walters Circus, continues its long
Texas string thru Saturday (25),
when it plays Quitman for the
final stand of the year. Kemp,
Tex., will be Cole & Walters'
Thanksgiving Day (23) stand.

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LAWRENCE ORG REPORTS TAKE TOPPING '49

Fairs Push Gross Up; Five Annuals Contracted for '51

NEW YORK, Nov. 18.—Lawrence Greater Shows went to quarters at Spence Field, Moultrie, Ga., a winner. Owners Sam and Shirley Levy said here this week.

Altho grosses suffered on numerous occasions as the result of bad weather, total take was considerably ahead of 1949, they said. Increases were credited to the org's fairs which this season included several of the largest ever inked for the shows.

Org shuttered with the nucleus of its fair route intact for next year. Already booked are State annuals at Harrington, Del., and Staunton, Va. Also carded are the Petersburg, Va., Fair; Mt. Airy (N. C.) Fair and Winston-Salem Colored Fair. The Levys said that several other fairs are virtually set but that announcements had to await cementing of final details.

Bobby Kline Agent

Harrington, Staunton and Petersburg, played this season for the first time, were played by railroad orgs in 1949. The Levys plan to expand their fair route, with emphasis on larger annuals. Robert (Bobby) Kline, previously identified with railroad orgs, is general agent and currently on a booking trip.

The Levys will attend the National Showmen's Association festivities here next week and then journey to Chicago for the outdoor meetings. They will attend all Eastern fair meetings.

The still date season was spotty, due mostly to the weather. Org had one of the longest routes of any Eastern show. Dates were (Continued on page 97)

SHOW CLUB REPS TO DISCUSS WAYS OF LINKING ORGS

CHICAGO, Nov. 18.—Showmen's clubs of the U. S. have been invited to send representatives to a meeting here Monday night, November 27, in the clubrooms of the Showmen's League of America to consider possible ways in which a federation of such organizations could be established.

Plan, tentatively advanced by Gean Berni, secretary of the Greater Tampa Showmen's Association, is that existing clubs maintain their present identity and functions and, in addition, have membership in the over-all organization which would represent all clubs on problems and programs of a national scope.

Wyatt Shepherd Maps Expansion Of Superior Org

FRESNO, Calif., Nov. 18.—Plans are under way to expand Superior Shows when they take to the road for the second year about May 1, Wyatt Shepherd, manager, co-owner, said. The owners attended the three-day (Continued on page 97)

WESTERN SHOW OWNERS SHOOT FOR STRONGER ORG

Korea, Calif.'s Legislative Year Given as Reasons at Fresno Meeting

FRESNO, Calif., Nov. 18.—Need for a stronger Western Show Owners' Association (WSOA) was emphasized at a meeting here Wednesday (16) of carnival operators attending the 28th annual three-day meeting of the Western Fairs Association (WFA). The sessions, held in the Californian Hotel, ended Thursday (17).

Larry Ferris, owner of Ferris Greater Shows and vice-president, conducted the meeting in the absence of Orville N. Crafts, who flew to Sacramento on business. Nathan Cohn, executive secretary and general counsel, reported on the year's activity.

William H. Meyer, owner of Gold Coast Shows, and Wyatt Shepherd, co-owner of Superior Shows, were voted into membership. Six Coast organizations were represented.

Urges Org Needs

Cohn pointed out that because of the Korean situation and the fact that 1951 would be a legislative year in California, there was need for strength in the organization. At the meeting in December, 1949, four meetings were sched-

uled for 1950, but this was the only one to materialize.

Cohn explained to the group that when he accepted appointment as counsel and secretary, he was a part-owner in the Golden West Shows. Having sold his interest, he asked the members if they were interested in continuing the association.

Mike Krekos, a vice-president and general manager of the West Coast Shows, keynoted the meeting with the request that the WSOA continue to function. Agreeing with Cohn on the importance of having representation in 1951, the attorney was empowered to act as he saw fit.

Asks Members Drive

In reviewing the past year's activity, Cohn declared that he had received little or no co-operation from members. He also asked that a membership drive be held to increase the power of the group. In carrying this discussion further, he asked that four membership groups be made available: (1) Carnival and circus owners with privilege of voting. (2) Associate members. (3) Contributing mem-

bers. (4) Honorary members. The last three named would have no vote.

A move to increase Division No. 1 dues from \$25 to \$50 was voted down. However, it was accepted to raise the dues of concessionaires, who are in the second division, from \$5 to \$10 a year. Show owners represented agreed to approach their concessionaires for membership and outline the work being done by the group.

W. Lee Brandon, who rejoined Crafts 20 Big Shows as general agent recently, was strong for increasing dues. He pointed out that the association could not function without funds.

Cites Tax Fight

Work of the association in helping to defeat Assembly Bill 3166 that would have imposed ruinous taxes and restrictions on traveling shows was cited. Cohn also read from the Congressional Record his letter urging the clarification of Senate Bill 3357 to exclude carnivals.

Cohn told the carnival owners that during the past year he had made agreements with lawyers thruout the State to watch for local legislation against shows. He said that Robert F. Appel, Crescent City; Thomas Twohig, Seaside; Carlos Teran, Los Angeles; Gordon Winton, Merced; Frederick Crump, Lakeport; Harry Hammond, Yreks, and Paul Davis, San Luis Obispo, all attorneys, had agreed to cooperate with the organization. Legal counsel will be appointed in Portland, Salem, Reno and other localities.

Officers Re-Elected

A unanimous vote, on a motion made by Krekos and seconded by Tony Soares, of Pacific United Shows, re-elected the officers for another year. They are: Crafts, president; Krekos, Ferris; Bob (Continued on page 97)

FACES, FACTS AT FRESNO

Showmen, Suppliers Host Reps At Western Fairs Assn. Meet

By Sam Abbott

FRESNO, Calif., Nov. 18.—Orville N. Crafts, head of Crafts 20 Big Shows, Inc., which includes 20 Big Exposition and Fiesta shows, planned in from North Hollywood

Tuesday night (14) for the Western Fairs Association meeting and took off the next morning for Sacramento to attend a board of directors meeting of the California State Fair. Shows had a suite of rooms and played host to many fair secretaries. . . . Pat Lizza, of Golden State Fireworks Manufacturing Company, also played host to the fairmen. William Randall, WFA's 1950 president, was on hand with his guitar to offer impromptu entertainment.

J. Hugh King, manager, Central Washington Fair, Yakima, attended and talked up the Washington Fair

Association meeting December 7-8 at the New Washington Hotel, Seattle. . . . A. H. Lea, dean of fairmen, down from Gresham, Ore., scene of Multnomah County Fair. Lea recently was discharged from (Continued on page 97)

RAS Goes Slimline, Installs New Brakes

Train's Braking System Undergoes Up-Dating in Tampa Winter Quarters

TAMPA, Nov. 18.—Slimline will replace regular fluorescent lighting on Royal American Shows as the result of one of the many improvement projects under way in shows' local quarters. The newer type lighting starts instantly and has a relatively higher efficiency than the usual fluorescent. C. J. Sedlmayr Sr., owner, and his son, C. J. Sedlmayr Jr., who is in charge of winter quarters, point out.

Another project under way is

the modernization of the braking system on the show train. New A. B. Westinghouse brake valves are being installed in all cars. As a result, the new system will enable smooth stops, hold the train in better balance in movements up and down hills, and also permit greater train speed.

New Brakes

In an emergency, Walter A. Cobb, RAS trainmaster, says the new brakes will stop the train traveling at 50 miles per hour within 100 to 110 feet. Cobb also pointed out that whereas the old braking equipment took about 700 feet for an ordinary stop, the new brakes will permit the train moving at the same speed to make an ordinary stop in 200 feet.

Another improvement to be made this winter is the installation of automatic circuit breakers thruout the lighting system. These will enable an electrician to locate quickly any sudden lighting failure or faulty lighting.

The Sedlmayrs also plan to bring out many new show fronts this winter, with attention to be focused on adding to the effectiveness of the coloring, as well as the lighting.

Polish Fisher Joins Frock & Meyer as G.A.

FRESNO, Calif., Nov. 18.—Harry (Polish) Fisher, who with Charles Walpert as co-owner has put up their Golden West Shows for sale, has joined the Frock & Meyer Amusement Company as general agent.

Fisher started to work on 1951 dates for the Bill Meyer show here Tuesday (14) when he began contacting fair secretaries attending the 28th annual Western Fairs Association meeting at the Hotel Californian.

SLA MEETING WEEK PROGRAM

CHICAGO, Nov. 18.—Showmen's League of America will maintain open house at its clubrooms, 400 South State Street, from November 23-December 2, the period embraced by the annual outdoor show business conventions.

Other SLA convention week events scheduled are:

Memorial Service, Bal Tabarin, Hotel Sherman, Sunday (26), 1:30 p.m.

President's Party, Grand Ballroom, Hotel Sherman, Sunday (26), 7:30 p.m.

Annual meeting Monday (27), 1 p.m., in clubrooms, followed by election of officers, with polls open from 2 p.m. to 6 p.m.

Annual banquet-ball, Grand Ballroom, Hotel Sherman, Wednesday (29), reception 6:30 p.m., banquet 7:30 p.m.

Regular meeting-installation of officers, Thursday (30), 8 p.m. in clubrooms.

NSA Ladies' Group Nominates Shapiro As '51 President

NEW YORK, Nov. 18.—Ethel Shapiro has been nominated for the presidency of the Ladies' Auxiliary of the National Showmen's Association for 1951.

Other nominees include Magnolia Hamid, first vice-president; Margaret McKee, second vice-president; Ann Brown, secretary; Jeanette Finkel, recording secretary; Sidone Silver, treasurer; (Continued on page 97)

EASTERNS CLICK AFTER BUM START

Most Ops Report Okay Takes Despite Early Losses to Inclement Weather

NEW YORK, Nov. 18.—Consensus of Eastern ops arriving here for the National Showmen's Association (NSA) festivities and en route to the Chicago outdoor meetings, is that the past season was not too unkind to most in the alfresco field.

In the beginning, with the weather credited as being the worst in their experience by many old timers, there was little hope that most orgs would make the nut. By mid-season, reports were common of losing five or more Saturdays in a row, and of weekly play dates frequently halved to three by the weather.

About the only experience sustaining hope during the early part of the season was the fact that spending was usually good when the weather was fair. As the

season progressed money loosened up and the fairs were good, almost without exception.

Strates, WOM Click

Among the biggies, the World of Mirth and the James E. Strates Shows had good seasons. Former was fortunate in having the best play record of all, having lost at the most two days thruout the season. The Bergen forces had the (Continued on page 97)

Lone Star Extends Stay in Macon, Ga.

MACON, Ga., Nov. 18.—McSpadden's Lone Star Shows, originally skedded for one week here, finished their third week at Broadway lot Saturday (11) and signed up for three more weeks.

Org will remain another week at Broadway lot and then jumps to Payne mill section. Final week is set for Troy Raines lot in West Macon.

Mrs. Myrtle McSpadden, treasurer, who has been ill, is reported improving. Owner Dick McSpadden and W. Barry, secretary, are planning a week-end trip to Brandenton, Fla., to get the McSpadden winter home in readiness.

Present plans call for the Lone Star org to close its season in Macon about December 10.

WOM ADDS SAVANNAH TO 1951 ROUTE

Signing Gives Org Total of 14 Annuals, 1 More Than in '50

SAVANNAH, Ga., Nov. 18.—Midway contract for the 1951 Coastal Empire Fair here has been awarded to World of Mirth Shows, Owner Frank Bergen announced this week.

Addition of the local event extends shows' fair season to 14, one more than was played this year. Previously, contracts for each of the 13 events played in 1950 had been awarded to Bergen.

Endy Bros.' Shows were on the midway at the event staged here last month. All the originally scheduled six days were rained out. As a result the fair was held over for a second week and busi- (Continued on page 97)

Baker United Tops '49 Biz On Ride Gain

INDIANAPOLIS, Nov. 18.—Despite the biggest loss to weather in their history, the Baker United Shows wound up the season slightly ahead of '49, with most of the gain registered in the ride department, according to Owner Tom Baker.

Shows have established their winter base here after two years at Freeman Field, Seymour, Ind., and work is skedded to begin soon on refurbishing of rides and shows. Org's '51 route is almost complete, with many repeat dates signed, Baker said. Plans are to add one or two major rides, one new kid ride and two office-owned shows.

Chester Pierce, maintenance man, is expected soon from a Virginia deer hunting trip. Following a Pompano Beach, Fla., vacation, Baker will attend the Chicago meetings.

Cotton Carnival Born In Depression, Grows

Attains Wide Notice, Develops Into Huge Social Event, Acquires Own 250G Building, 100G of Equipment

By Bob Gray

MEMPHIS, the heart of the cotton club, again next May 8-12 will shed its cloak of Dixie dignity and conservatism for its annual Cotton Carnival, a period of fun, frolic, frills and merriment, first started in 1931 in an effort to pry the Memphis area out of the depression doldrums.

Since that first depression-year event the Cotton Carnival has grown into a full-scaled activity as a tribute to the South's No. 1 source of income.

Today the Memphis Cotton Carnival Association—a non-profit organization—has its own building, completed in 1949 with city-county funds and costing over \$250,000. In this building is located machinery and equipment valued at \$100,000 used in the construction of parade floats and other carnival displays.

Full-Time Org

Working with the full-time employees, Milton Schmith as business director, Mike Abt as art and technical director, and their staff of assistants, is an organization of several hundred volunteer workers representing all the business, professional and social ranks of Memphis. Heading this organization is the Cotton Carnival Association president, elected annually. In that capacity for the 1951 Cotton Carnival is William L. Quinlen Jr., local business executive, who "came up thru carnival ranks."

This mammoth organization has steadily expanded and undergone refinements during the 20 years of the modern Cotton Carnival. But the celebration has acquired much of its traditions and heritage from the old Memphis Mardi Gras which originated in 1872. Then the members of the Mystic Society of the Memphis directed and personally financed an annual celebration to help Memphis forget its unhappy memories of the Civil War and, subsequently, the yellow fever epidemics which all but devastated the city. The Mardi Gras was to prove that Memphis was not a dying municipality, but one with vigor and stamina which faced the future with confidence. The proof was established.

The old Mardi Gras was a one-day affair, put on by a single group. It was discontinued by the Memphis society in 1881. It then became a commercial venture and was abandoned in 1901.

Pomp and Pageantry

Modern version of the Cotton Carnival was designed to promote Memphis and the cotton industry, with which the city's economic well-being is closely aligned. Carnival celebration is an occasion for pomp and pageantry, spectacular and colorful parades, information and educational features. The occasion abounds in demonstrations of Southern hospitality.

Highest honors of the carnival go to a couple named King and Queen. The top royalty is selected by a secret committee and each ruler is chosen from a prominent family, long identified with cotton. Their royal court includes some 15 lovely princesses with an equal number of princes, 30 or more ladies-in-waiting and their escorts, and 20 or more Ladies-of-the-Realm representing towns in the mid-South area. Then there are pages, royal guardsmen and others.

Heralding the official opening of the carnival are numerous parties by various local groups. Setting a spirit for the week is opening of Carnival City, an extended midway along Memphis's historic Front Street and in easy walking distance of the entire downtown business district.

Arrival of Royalty

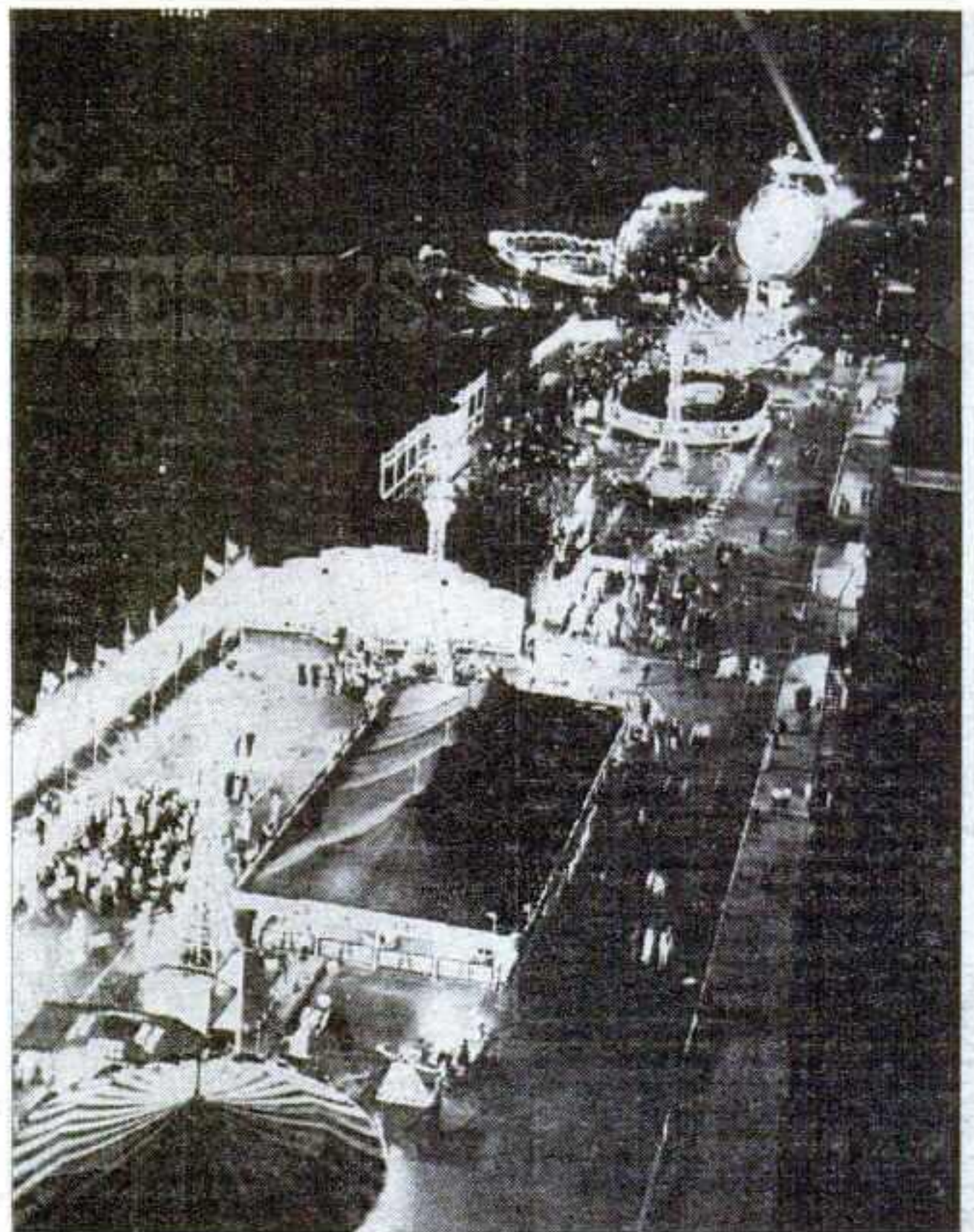
Then there is the arrival of visiting royalty which, in past years, has included rulers of the Tampa Gasparilla, St. Paul Winter Carnival; Queen of the Charleston, S. C., Azalea Festival and St. Louis's Veiled Prophet.

Also arriving from travels thru-out the United States and foreign countries is the Maid of Cotton, a beautiful Southern belle, who is co-sponsored by the Cotton Carnival.

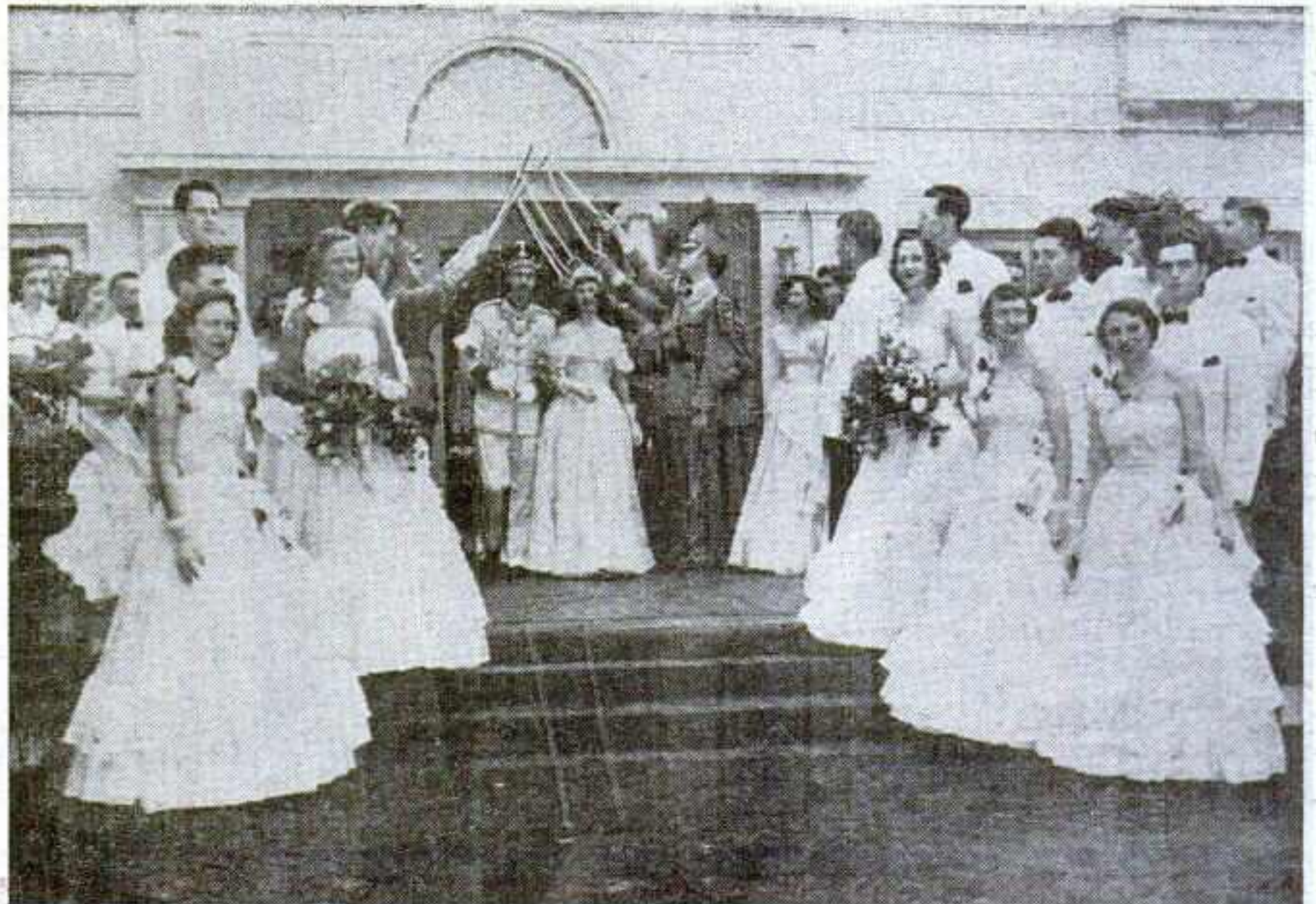
For several years the program has included a Cotton Carnival Air Show presented by the huge Naval Air Center at Memphis. There also are championship wrestling matches.

These preliminaries largely reflect a bulging spirit which breaks at the seams when the celebration officially opens with arrival of the

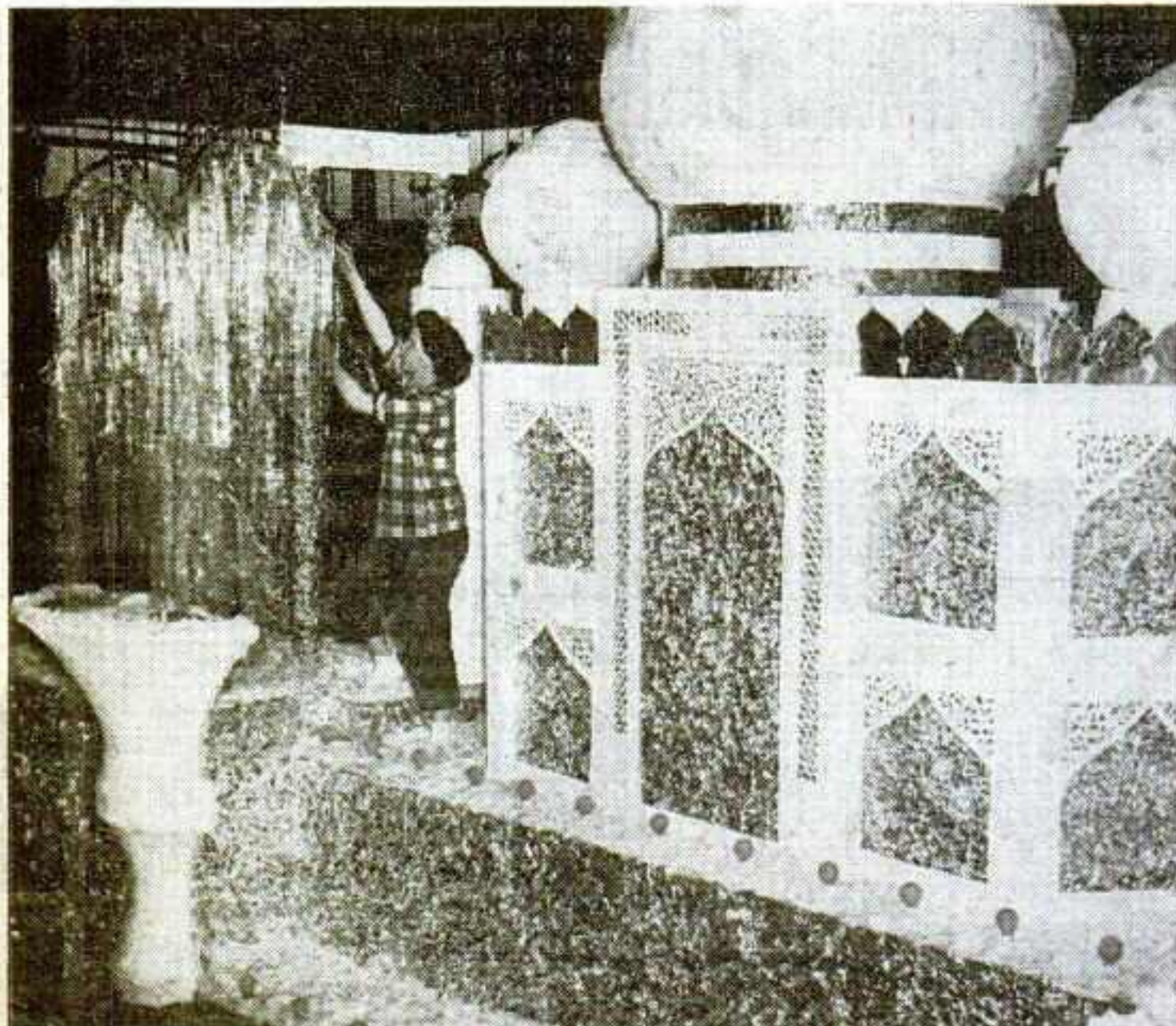
(Continued on page 96)



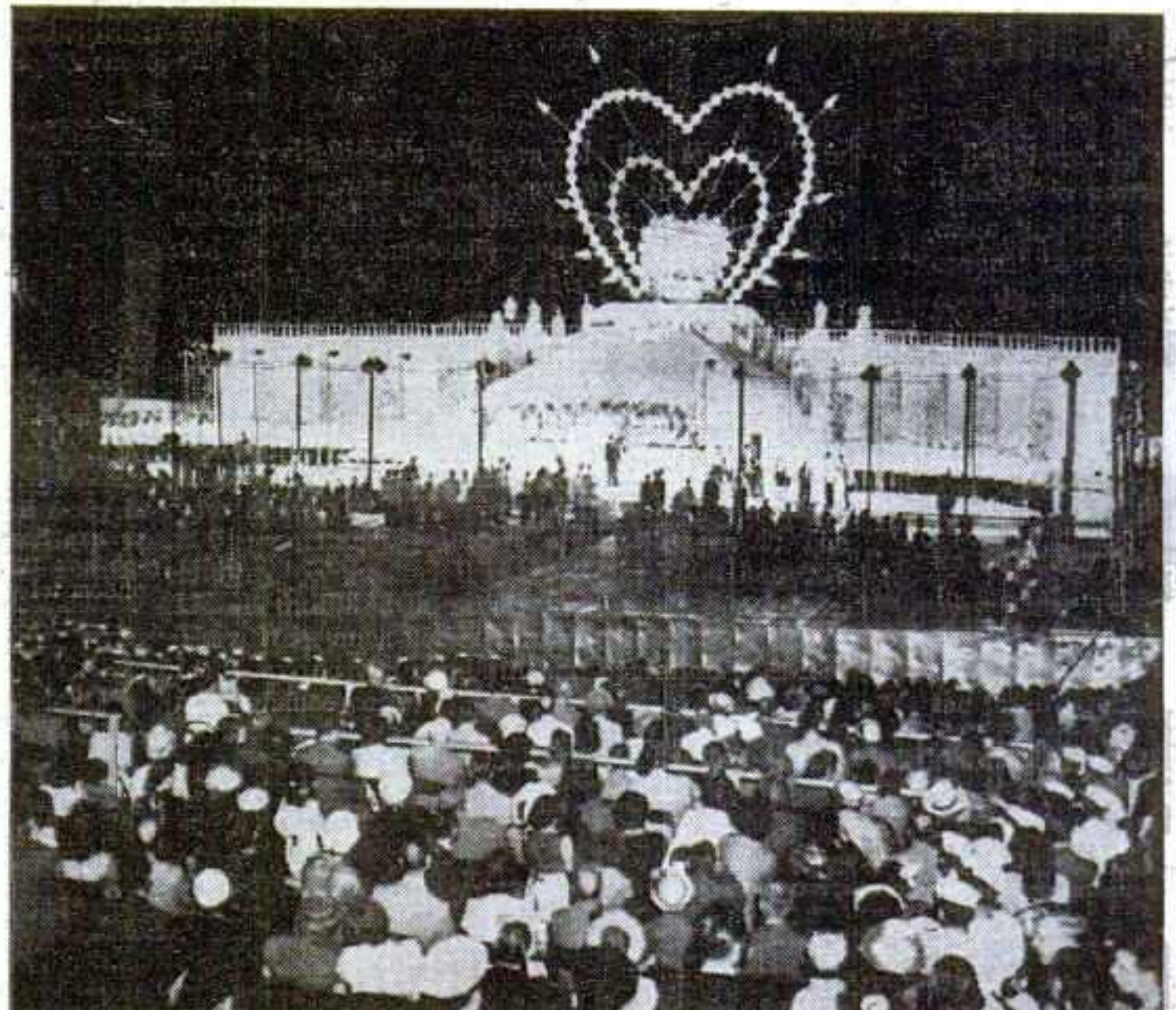
Brilliance of the Royal American Shows' lighting adds greatly to the holiday atmosphere of the Memphis Cotton Carnival. The midway is set on a street overlooking the river.



The King and Queen of the carnival hold the key roles in many of the activities. Here they are shown, along with members of the royal court, as they leave one of the many carnival social functions.



Art students of the Memphis area pitch in to build the striking floats used in the carnival parades. A student is shown above giving the final touches to one of the many floats.



One of the high points of the carnival is the arrival of the Royal Barge, which is beautifully illuminated. A portion of the immense crowd which turns out for the barge's landing is shown in the foreground.

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Fernand Guay
Domino Hardy
George Harris

Donald Harvey
Nathan Hyman
Rudolph Jabcuga
Chas. Jones
William Jones
Woodrow Jones
Milton Kaufman
Dada King
Sheldon Klein
Seymour Klein
Jules Lasures
Joe Leason
James Mortellaro
Roy McCurdy
Mary McKinnon
James Perry

John Politza
Howard Ramsey
John Ramos
James Russell
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Midway Confab

Lee Springfield reports from Chattanooga that he has retired from the road after trying his hand as a concessionaire and ride operator. He plans to enter the contracting business in Chattanooga. . . . Vicki Page and Cheri Vaughn are in their third week at Haskell, Tex., with their Secrets Revue. Roster includes Peaches Buckingham, wardrobe and production; Hotcha Hinton, soprano; Cleo Renee, dancer, and Minnie Myers, roller skating. . . . Doc R. Garfield is with the Pete Kortez Show on the E. K. Fernandez Shows in the Hawaiian Islands. He expects to remain there until about the middle of December.

At fair meetings one can get tired of talking when people are willing to listen, and that's why lobby jack-potters should carry an all-day grinder.

After closing with Jack's Greater Shows in Millen, Ga., November 4, Victor Palmer, billposter, returned to his home in Gettysburg, Pa., for the winter. Mr. and Mrs. J. Lusk and family will winter in Dallas, where they recently purchased a new home. They closed a successful season at the State Fair of Texas. . . . Recent visitors to Mickey Percell's Pioneer Shows' Waverly, N. Y., winter quarters included Mickey LaMarche, R. (Count) Golden, John Holmes and Phil Parsons.

Streamlining midway equipment won't get it on lots any easier unless its streamlined down to the width of already streamlined lots.

Since closing with the Johnny J. Jones Exposition in Dothan, Ala., October 28, Monte Novarro has been in rehearsal to go on tour with Nat Mercy's Continental Vanities for the second consecutive year. Unit again will play Kemp, Warner and Paramount theaters. Shirley Novarro will not be with the show this winter since she will remain in Tampa to await a visit from the stork.

Admiration must be felt for the restraint of general agents who flatly refuse to assassinate another midway's character on their own time.

Thomas D. Hickey, owner-manager of Gem City Shows, who spent several days in Mobile, Ala., after closing the season at Biloxi, Miss., recently, has left for his home at Quincy, Ill., where he will rest until the Chicago meetings. . . . Dewey Stein, former show builder for Goodman's Wonder and Rubin & Cherry shows, is located in Mobile where he is engaged in radio advertising work. Mrs. Stein is hostess at a downtown restaurant.

During the coming fair meetings the word "parallel" will probably be used by general agents when another tries to invade their territories.

William Gannon, former medicine wholesaler to the high pitch fraternity, and now in the hotel business at New Orleans, writes from that city that he recently received a surprise visit from Walter B. Fox with whom he trouped 25 years ago. Fox, now in advertising business at Mobile, Ala., was in the Crescent City on a combined business and pleasure trip.

Difficult as it is to get the truth on high midway grosses, it's sometimes even more difficult to recognize it as such.

Lonnie Steadman, formerly of Royal American Shows, is playing the Hollywood Canteen, Poughkeepsie, N. Y. . . . Mr. and Mrs. Herman Bantly, former owners of the Bantly Shows, have purchased the National Hotel, Greenville, Pa., which now will be under management of Bill Whitmore, former Bantly Shows secretary. The Bantlys and Mrs. Bantly's parents, Mr. and Mrs. Harry Copping, will manage the new hostelry. . . . Following a successful season on Lorow Bros.' Side Show on Royal American Shows, Mr. and Mrs. John Green, Amos Webb and W. D. (Tiny) Cowan, motored from Shreveport, La., to Pasadena, Calif., where Webb stored his car. All then took passage on the S. S. Lurine for a three-and-a-half-month tour of the Hawaiian Islands with Pete Kortez on the E. K. Fernandez Shows. Mrs. Green is better known as Alazora, turtle girl.

Diamond Tooth Billy Arnte will put out his Carolina Follies Company January 1 to play schools and theaters in North and South Carolina. Arnte is wintering in Columbia, S. C. . . . Jean Porter has closed his 11th season with the Johnny J. Jones Exposition as designer of costumes and drapes and pianist-Hammond organist for the "Follies." He is wintering in Gibsonton, Fla.

Impudence in a midway child consists of one asking why daddy is in the G-top instead of washing the house trailer.

Robert W. Tilton infers he has closed his "Streets of Paris" gal show after a good season with the Eastern Amusement Company playing Maine fairs and celebrations and plans to re-frame the unit next year as "Torrid Tahiti." Dancers at the season's close were Princess Mimi and Doris Mack. . . . E. W. (Slim) Wells, manager of the Imperial Exposition Shows, recently returned to Chicago from Seattle where he visited relatives. . . . W. E. (Billy) Snyder was a recent Chicago visitor from St. Louis.

Grosses on winter tours are considered cold cash.

Honorary pallbearers from the International Association of Showmen, St. Louis, for William D. Piggott, who died at his home in East St. Louis, Ill., November 7, where George Regan, John Francis, Euby Cobb, John Roth, Ed Donnelly, Hal Schumacher, John Meher, Al Proserpi, Ernie Marohl and Jim Flanagan. Piggott was an outdoor showman for the past 30 years and was a member of the St. Louis showmen's org.

A. Hymes, independent concessionaire, back in New York after a successful fair season. Except when bad weather cut into attendance, business was good, Hymes said. Southern dates were particularly good. Hymes has been awarded the novelties, toy store and refreshments contract at the Laurel, Md., Christmas show, which will again be promoted by Santa Hein, of Laurel.

Joe Lytell, who is off the road and has set up a novelty engraving studio in Oswego, N. Y., reports a large colony of show folks wintering there. The line-up includes Bill and John Morley, Bill Culeton, McCracken, of the Strates Shows; Ralph Oswald, George Crowe, Fletcher Petrie, Roy Bennett, Gibbie Ayres, Randall, Jay Kane and Bill Goodroe. Lytell was recently visited by Myron Colgrove, owner of the B. & C. Shows, and Bill Lewis, his advance man. . . . Robi Marlaire recently played the Club Belvedere and Rancho Club, McKeesport, Pa. . . . Charles E. Noell completed his 26th season as a general agent when he closed November 9 at Springhill, La., with Mr. and Mrs. Eddie Moran's Southern Valley Shows. Noell will rest in Hot Springs until the start of fair meetings.

Fitzie Brown, concession manager on Lawrence Greater Shows, is in Dallas. He will attend the outdoor meetings in Chicago. . . . Phil Cook, one of Bob Parker's operators, is in New York to attend the NSA meetings and banquet and to visit his mother. He will attend the meetings in Chicago and then return to Miami for the winter.

Reba Gilberts and Charley C. Hutchison, the latter the brother of Mrs. Noble C. Fairly, were married November 11 in Hot Springs. Following the wedding, open house was held in the club-rooms of the Hot Springs Showmen's Association where refreshments, plus a wedding cake, baked by Mrs. Daisy Hennies, were served. The couple left for Bossier City, La., where they will make their home.

Harvey (Doc) Arlington, press and general agent, is wintering in Detroit and plans to remain there until after the Michigan fair meeting. He also plans to attend the Indiana fair meeting in Indianapolis. . . . Since closing with Hutchen's Modern Museum on Alamo Exposition Shows November 11, Mae Joe Arnold and Mark Ramsey have joined Mary Webb's Side Show on American Midway Shows for a winter tour of Texas fairs.


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Nov. 20 to 26

NOV. 27 TO DEC. 1

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Want Concessions, Bingo, Short Range Gallery, Buckets, Ball Games, Six Cats, Pitch Tilt Win, Fish Pond, French Fries, Popcorn and Candy Apples, Glass Pitch, No Wheels, No Flats, Want Shows—Wild Life, Motordrome. Address all replies to

LEO BISTANY, Manager, Melbourne, Florida

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MIDLAND EXPOSITION

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32ND ANNUAL CONVENTION

November 24th to November 28th, 1950

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1951 Card will admit you to our

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Tuesday Night, November 28th, 6:30 P.M.

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EDDIE COMSTOCK

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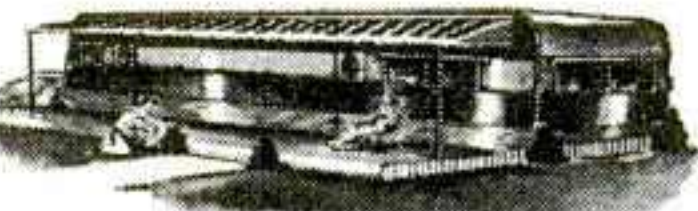
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"Real home comfort and economy" no matter where they are. That's what more and more show people are discovering every day in a luxurious New Moon. Now, with modern trailer parks all over the country, they're finding life in a roomy New Moon more enjoyable than ever. As one veteran entertainer remarked, "New Moon life sure beats the hustle and bustle of living in crowded hotels and collecting a bunch of worthless rent receipts. It's the best investment I ever made!"

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WRITE today for details on E-Z
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Eastern Canada's Leading Carnival

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Can place Midget Show, Motor-
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cash—Single Octopus and a few Kiddie Rides, must be in first
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Lindy-Loop, in excellent condi-
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Wants for the 1951 season—stock wheel operators, P. C. dealers
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Will be at the Sherman Hotel, Chicago, for the Convention.

COMMITTEES AND FAIR SECRETARIES—I will positively operate my
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CONCESSIONS OPEN FOR 1951 SEASON—Long Range Shooting Gallery, Age,
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SHOWS—Monkey Show, Mechanical or any Show appealing to family trade.

MANAGER-OPERATOR FOR MOTORDROME who can furnish 2 Riders. Excel-
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EXPERIENCED KIDDIE RIDE FOREMAN. Top wages to sober, reliable Man.
Can use capable People in all departments.

Will be at Hotel Sherman during convention and at fair meetings.

Contact **M. A. BEAM** or **STEVE DECKER**

Show Headquarters, WINDBER, PENNA.

Memphis Cotton Carnival Born in Depression, Grows

Continued from page 92

royal barge across the bosom of the Mississippi River on Tuesday night—an unsurpassed spectacle of illumination and pageantry, preceded by a 30-minute display of fireworks.

Year after year upward of 250,000 spectators crowd historic Chickasaw Bluffs to watch the barge land with the King and Queen and their royal court. An official welcome is given by city and county officials, the president of the Cotton Carnival Association and the president of the Memphis Cotton Exchange. The Maid of Cotton gives a brief report on her extensive travels in promoting cotton. To be sure, there is a musical concert with Dixie the official barge arrival theme.

Cotton Parade

Immediately after the ceremonies the King and Queen and their court lead the Great Cotton Parade down Main Street to the applause of thousands of spectators who crowd every point of vantage and thrill to the beauty of the electric floats.

Program of the following day, Wednesday, is composed of a Maid of Cotton fashion show, featuring the many original outfits she has worn during her travels; a mayors' luncheon, sponsored by *The Memphis Commercial Appeal*, and attracting hundreds of mayors from surrounding communities, and the Royal Court Parade in the afternoon, featuring the Maid of Cotton and the carnival's cotton princess. On the gaily decorated floats are beautiful Southern belles from Memphis and its environs.

An outstanding event Thursday night is the Children's and Teen-Agers' Ball, attracting thousands from city and county schools. This spectacle formerly was held in the City Auditorium, but was moved to spacious Crump Stadium, with a seating capacity of 28,000, in order to accommodate the crowd.

The event is an exciting pageant, in which both the children and teen-agers select, by drawing, their respective kings and queens. These royal rulers are crowned by the carnival king and queen.

Ballet Highlight

A highlight of the evening is a ballet on a 100 by 150-foot dance floor laid on the stadium's football field. After the pageant the teen-agers have their own royal dance on the huge outdoor floor. Thursday also is the day of the city-wide luncheon, sponsored by the Gavel Club, in which all service clubs participate.

Another hit procession is the Children's Parade, on Friday, featuring 30,000 costumed children, many of them dancing and singing. Over 50 tiny floats are pulled by boys, and these floats are made mostly by the children of city playgrounds under the direction of the city park recreation system. It's a school holiday, with public, private, parochial and county schools all participating—just another way in which Cotton Carnival participation is brought into nearly every home in the community.

The grand climax of the carnival is the Grand Parade on Saturday night, a huge electrical extravaganza, with over 30 floats getting current from overhead trolleys. This spectacle is the result of a mishap that could have ended the carnival. In 1937 just nine weeks before the carnival was to open, a fire destroyed every float and all the equipment. There was some insurance, but many wanted to call the carnival off and concentrate on the 1938 affair. However, there is a group of fellows connected with the carnival who don't know what it means to quit, so they worked and finally got the Memphis Street Railway Company to contribute some old streetcar chassis and a new parade was built—an electrical one, much more scintillating than the original.

Non-Commercial Venture

And that is perhaps the answer to the success of the Cotton Carnival—it's a non-commercial venture in which thousands of citizens give their time and talent—time and talent that couldn't be bought. There are some 100 committees and hundreds of citizens working in the background, knowing they won't get much public recognition but laboring to help produce the finest civic spectacle in the nation.

All of the floats are built by high school and college art students under the direction of Abt and his staff. The work is done in the Cotton Carnival's permanent building. The students work mostly after school hours and get

practical experience in designing, papier mache work, clay modeling, making cutouts, use of foil, painting and other such activity. Parade displays that would cost \$100,000 or more to buy are thus constructed at one-third that cost thru the help of these students.

Politicians, lawyers, merchants, business men, professional men, society women and housewives all pitch in to make the carnival a success. After 11 straight successful seasons the Cotton Carnival was unable to function from 1942 thru 1945, except to operate the Carnival Servicemen's Hall, which provided 140,000 servicemen with beds when they were on furlough or leave in Memphis. The carnival organization also helped stage successful Navy Day parades during the war.

Women Pitch In

In 1946, when the carnival resumed, money was short and skilled workers were hard to find, so six society women who were members of a parade committee literally put on slacks, took hammers, paint brushes and the like and built the Royal Court Parade themselves.

Cotton Carnival people don't wait until the last month or two to work. Many of them actually work the year round, lunch with each other and talk over plans of their committees. They really start on the next carnival as soon as the current one has become history. People don't join the carnival association because of social standing, but because of ability and a realization that it is a civic project to which they can contribute, one that will benefit the community.

In addition to some of the highlights Cotton Carnival attractions include a downtown midway, with the rides, shows and concessions supplied in recent years by the Royal American Shows; art exhibits; free dancing in the streets, with good music, favors and a big time for spectators and participants; free fireworks on a lavish scale, band concerts and many social events; including teas and dances at private clubs, cabaret attractions, hotel dances, and balls featuring name orchestras at the City Auditorium.

Secret Societies

Another feature of the carnival is the secret societies which have downtown hotel clubrooms, their own kings and queens and in general have a hilarious time thruout carnival week. These societies do more than just have fun, however. In the event of a financial crisis, an emergency that has come up now and then in the past, the society members are ready to come to the carnival's aid financially. One society, the Shelbi, is composed of members of all Memphis civic clubs, a group of 20,000 or so, and they select a king and queen by the democratic process of drawing the names.

One of the most popular organizations is the Crown and Sceptre, a society open to officials of all firms which sponsor the carnival. Crown and Sceptre maintains clubrooms thruout the week in a downtown hotel and each night there is dancing and floorshows.

The Lady of Crown and Sceptre is chosen by drawing from among a group of belles who represent the sponsoring firms. She reigns thruout the week over the clubrooms.

Employ Name Bands

Providing the shows for the various societies are professional performers brought to Memphis from thruout the country. Each society employs a name band during the week.

Speaking of music, Colie Stoltz, the music director, brings in dozens of bands from all over the mid-South, in addition to scores of bands from Memphis and Shelby County. There are batteries of majorettes and baton twirlers with some of the bands, and the musical organizations wear elaborate uniforms of every conceivable hue. They add a lot of color and good music to the occasion and appear in all the parades and other spectacles. The carnival houses and feeds many of the visiting bands.

There are numerous free events during Cotton Carnival week—art exhibits, street dancing, special displays, motorboat races, band concerts, the parades, fireworks, and a Children's Day at the zoo on Saturdays when complimentary drinks, popcorn and candy, bubble gum and dozens of valuable prizes are given away.

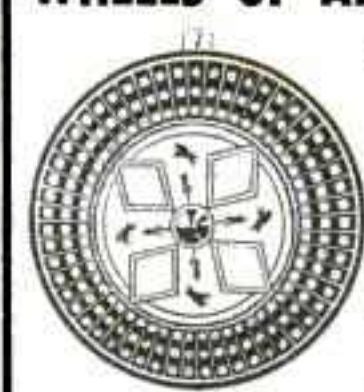
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SEE
PAGES 52 AND 53
IN THIS ISSUE

SAM BLUESTEIN

WANTS

Novelty Agents for two fast Ball
Games. November 25, Kentucky
and Tennessee, at Knoxville,
Tennessee, Milner Hotel, and
Mississippi State and Ole Miss.,
December 2, at Oxford, Miss.
Mississippi.

FOR SALE

#5 Eli Ferris Wheel, Gruner Chairplane,
1 Kiddie Train, Popcorn Trailer and
other Equipment. Estate of William
Piggott. CONTACT

WALTER KASLY

Attorney
902 Spivey Bldg. E. St. Louis, Ill.

WANT TO BOOK FOR 1951 SEASON

Mechanical Farm, Slum Jewelry, Spindle
on five or six ride show playing Middle
West. Will be at the Chicago convention.
Big Mozie, the Grandstand Hustler, get
in touch with me, I will be at the Ne-
braska Fair Meeting also.

JOE L. KING

1729 Lawrence St. Denver 2, Colo.
P.S.: Will buy Round Set Spindles for
cash.

FOR SALE

TILT-A-WHIRL

7 Cars, new tops, new upholstery. Very
best condition.

T. A. FUZZELL

5300 Edwards Rd. Little Rock, Ark.
(Phone: 3-7280)

Or contact me at Sherman Hotel, Chi-
cago, Nov. 26-29.

ARCADE FOR SALE

65 piece, complete from front to back.
All machines in A-1 condition. New
30x40 O. Henry Royal Blue Top. Van-Semi
and Tractor. All above has been stored
since July. Must be seen to appreciate.
The reason for selling, other show in-
terests require my personal attention.
ANDY ALLEN, 2446 W. Grove St., Blue
Island, Illinois. Phone: 1958.
P.S.: Will consider Kiddie Ride or House
Trailer in trade.

RIDES FOR SALE

1947 Fly-o-Plane, excellent condition, newly
painted, ready to operate. 1947 Looper, very
good condition; 24-Car Caterpillar, needs
repairs. These rides priced to sell for cash
only.

GRIFFEN AMUSEMENT COMPANY
Jacksonville Beach, Florida

FOR SALE

Choice of two good Merry-Go-Rounds, one
with new top, bargains. Will erect and run
for bona fide prospect.

Box 590, c/o Billboard
390 Arcade Bldg. St. Louis, Mo.

WANTED CARNIVAL

For season 1951. Five or six Rides, for Fairs
and Celebrations. No Flats or Girl Shows.
Must open middle of May. Address:

FORREST BROWN
R. R. 2, Delphos, Ohio

Ore., Wash. Route in '51 For Ziegler

Co-Owner Andersen Nixes Rumor Show Would Tour Calif.

FRESNO, Calif., Nov. 18.—Ziegler Shows will launch its 1951 season from its winter quarters at the Oregon State Fairgrounds in Salem and continue to confine its tour to Oregon and Washington, K. R. (Andy) Andersen, co-owner with W. R. Vannerson, said. He made the announcement to refute rumors, started by his presence at the 28th annual meeting of Western Fairs Association, that the show may play California dates.

Andersen and Vannerson, both formerly with the Douglas Greater Shows, purchased the Ziegler title and equipment from George E. Hiscox last March.

Show Line-Up

During 1950 the show moved on 26 truck and trailer units. The line-up included 12 rides, 6 shows and approximately 30 concessions.

Managerial personnel this past season included Andersen, co-owner and general manager; Vannerson, secretary-treasurer; James Kling, lot superintendent; Alex Stewart, head electrician; Ralph Eggesbro, billposter and special agent, and Juanita Vannerson, The Billboard and mail agent.

Prior to purchasing the organization, Andersen was general agent and Vannerson auditor for the Douglas shows.

Faces and Facts at Fresno

Continued from page 91

a Portland hospital following a long illness. Doris and M. (Whitey) Monette, novelty concessionaires, hosted a cocktail party and dinner for fair managers at the Belmont Inn Wednesday night. The Monettes returned from a two-week combination business and pleasure trip to the Hawaiian Islands recently.

Nan and George Miller, head of the auditing department of the Department of Fairs and Expositions, greeting friends. . . . Joe O'Shaughnessy, manager, Madera County Fair, revealed that the new highway will cut thru his fairgrounds. He also reported that the Joie Chitwood Daredevils turned in good business for him. Larry Curtis in town for the Chitwood attractions.

William H. Meyer, head of the Frock & Meyer Amusement Company, said his rides played 59 dates in 1950. Meyer goes from here to the Emporium, San Francisco, where he has rides on the roof during the holiday season.

Sam Kellett, who took over Sacramento County Fair, Galt, in the middle of the season, attended. He announced that the Galt event has big plans for 1951. . . . Bette and Bill Gerard with sons, Bill and Jerry, the BBB Puppeteers, here from National City.

Display New Lines

Dr. J. N. D. Hindley, secretary-manager Humboldt County Fair, Ferndale, reports no ill effects from his topping off a stage coach during his fair this year. . . . Roy Driscoll, press director for Los Angeles County Fair, Pomona, took advantage of Fresno being near Palo Alto and visited his daughter there following the meeting. Mrs. Driscoll visited in the Stanford University town while Roy attended the Fresno

meeting. . . . Howard Vaughn, of Los Angeles Stamp & Stationery Company, played host to fair managers and showed new premium lines. . . . Larry Klump, Stockton printer, had a display of black light signs that attracted much attention. . . . Leona Stone, of San Francisco, also showed new lines of premium awards and items designed especially for horse fanciers.

Nathan Cohn, who sold his interest in the Golden West Shows to Charlie Walpert, attended as attorney for the Western Show Owners' Association. . . . Larry Ferris, of Ferris Greater Shows, made an early exit to get his shows ready for early 1951 dates. He opens at the Riverside County Fair and Date Festival, Indio. . . . W. Lee Brandon, new general agent for Crafts 20 Big Shows, was ill, but attended the meeting.

Lawrence Reports

Continued from page 91

played in Georgia, Tennessee, Indiana, Ohio, Pennsylvania, Delaware, Maryland, Virginia and the Carolinas.

Org stayed close to industrial sites after spending the 1949 still date season in Midwest rural areas. An industrial route again will be set for next year.

Show units and their managers included: Minstrel, Lena Duncan; Side Show, Life and Snake, Earl Myers; Monkey Show, Pete Freeman; Funhouse, Leroy; Girl Show, Herbie Burke; Posing Show, Bill Woodall; Motordrome and Wild Life, show owned.

Rides included Merry-Go-Round, Whip, two Ferris Wheels, Caterpillar, Fly-o-Plane, Ride-o-Rolloplane, Octopus, pony and kiddie units. Mack McGee and Fitzie Brown handled the front end.

Easterns Click

Continued from page 91

best still date season in the history of the show, and entered its fair route in excellent shape.

Strates had little luck during the still date season but his line-up of big money fairs, including Syracuse, York, Charlotte and Raleigh included several that paid off bigger than a year ago. Cetlin & Wilson had to buck rain and mud thruout most of its still date season, and the early fairs had to overcome early deficiencies. However, its fair takes were reported excellent, and co-owners Issy Cetlin and Jack Wilson are reasonably happy.

Endy Brothers got a good start in Philadelphia, where several consecutive weeks paid off. Bum weather later cut in and continued thru much of the season. At Savannah, the closing spot, all six scheduled days of the fair were lost to rain. The event was held over and business was good, but the operating nut naturally was doubled.

Truck Orgs Okay

Many of the truck orgs put together pretty fair seasons, altho the majority probably consider themselves lucky if they got back to quarters without losing their shirts. Despite the trickery of the weather, Oscar Buck and Dick Coleman, owners of units bearing their names, did nicely thruout the year.

After sparse pickings in the North, John Marks reportedly put together a long series of red ones in the South for a banner season. Lawrence Greater reports the best trek in a number of years, crediting a much stronger fair route. Lloyd Serfass reports his Penn Premier Shows "round up a winner despite rough weather.

Concessionaires reporting in mostly admit that the season was all right. Almost everyone is counting on a good season in 1951, if conditions do not change too radically.

WOM Adds

Continued from page 91

ness was reported good. However, it is unlikely that the strength of the event has yet been evaluated.

Bergen, Bernard (Bucky) Allen, concession manager, and Gerald Snellens, agent, left New York Wednesday (15) for Ottawa. They will return in time for the series of events to be staged next week by the National Showmen's Association.

All equipment is in quarters at the Atlantic Rural Exposition, Richmond, Va. A skeleton crew will be maintained until after the holidays when major improvements will be started.

NSA Ladies

Continued from page 91

Lydie Nall, chaplain, and Martha Susskind, hostess.

Named to the board of governors were Flora Elk, Helen Young, Blanche Henderson, Celia Forman, Frances Simmons, Katherine Rausch, Rae Gruberg, Vera Zucchi, Heanne Grey, Sylvia Stern, Jane Tubis, Bella Olsen, Mollie Spitz, Fay Goldman, Dolly McCormick, Anna Halpin, Ethel Ortelli, Teresa Janpol, Mildred Ford, Blanche Kassow, Agnes Burke, Queenie Van Vliet and Ruth Gottlieb.

Nominating committee included Anna Halpin, chairman; Midge Cohen, Teresa Janpol, Ethel Ortelli, Katherine Rausch Sylvia Stern and Albena Hines. Board of directors also includes the 13 original members of the auxiliary. Mrs. Bess Hamid is permanent honorary chairman. Elections will be held at the first meeting in December.

Wyatt Shepherd

Continued from page 91

Western Fairs Association meeting here.

Shepherd, a ride builder, said that the expansion program includes a 30-car Skooter-type ride that he will construct, a Tilt-a-Whirl and a third ride that he could not identify at the time. The additions will bring the ride set up to 14 devices and require the use of eight more trucks.

Shows debuted this year and ended their first tour with a satisfactory season. During the initial trek no shows were carried. Shepherd said that it was probable that shows will be added "if the right family type can be found."

Charles F. Albright, well-known concessionaire, is co-owner of the show and serves as the corporation president. Shepherd is vice-president.

Western Owners

Continued from page 91

Schoonover, California Shows; Martin Arthur, Imperial Exposition Shows; Louis Stern, Polack Bros.' Circus, and Earl Douglas, Douglas Greater Shows, vice-presidents.

Also attending were Harry (Polish) Fisher, Rose Fisher, Gold Coast Shows; Pat and Ray Treanor, Pat Treanor & Son, novelties; J. W. Gilman, Crafts Shows; Eddie Burke, Eddie Burke Attractions; M. (Whitey) Monette, Monette Novelties; Ted Levitt, California Shows, and Shorty Wrightsman, Superior Shows.

Gooding Books Huge Event in Cleveland

Contracts Other Holiday Ride Dates In Area; Reports Equipment Outlay

CLEVELAND, Nov. 18.—Gooding Amusement Company moved into Cleveland Public Square today with seven rides for a date which is to continue thru the holidays under auspices of the Chamber of Commerce and local department stores, business houses and hotels.

Rides and all activities offered in conjunction with the event will operate daily except Sundays, from 4 to 10 p.m. All rides are going for 10 cents. In addition to the rides, considerable live talent and other entertainment is being used thruout the date.

Public Square has been decorated with 24,000 colored lights in addition to banners and flags. Decorating was done by Central Outdoor Advertising Company. Terminal Tower, located in the heart of the Square, is fronted by a huge cross 13 stories high. Old Stone Church, also on the Square, has erected a huge porcelain cross.

Floyd E. Gooding, president of the Gooding firm, reported that his company also has been contracted to spot six rides during the holiday season on the State House lawn in Columbus, O., under auspices of The Columbus Dispatch and Columbus Journal. He also said that a number of Gooding rides have been located in the territory's department stores during the shopping season.

The Gooding firm this week took delivery on a new Auto Scooter housed in an adjustable

building. It is 34 feet wide and the length varies from 48 to 72 feet. The structure was built by King Amusement Company and the cars were supplied by Lusse Bros. Gooding has also purchased two Ferris Wheels and four rides from Eyerly Aircraft Corporation. A new dark ride also is being added.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Eagle: Gloster, Miss.
- American Midway: (Fair) Harlingen, Tex.; Brownsville 27-Dec. 3.
- Big State: Muleshoe, Tex.
- Brewer's United: Houston, Tex.
- Capital City: (Fair) Calro, Ga.
- E. E.: El Dorado, Ark.
- Heart of Texas: O'Brien, Tex.
- Hottle, Buff: Reserve, La.
- Kille, Floyd O.: Arnaudville, La.; Port Barre 27-Dec. 3.
- Marion Greater: (Colored Fair) Bowman, S. C.; season ends.
- M. D. Am.: Helena, Ga.
- Midland Expo.: Bernice, La.; Castor 27-Dec. 2.
- Migrothy, Curly: Cullen, La.
- Miller, Ralph R.: Cameron, La.
- Moore's Southwestern: Laredo, Tex.
- Mosley Am.: Biscoe, Ark.
- Oil State: Cloutierville, La.
- Palmetto Expo.: Douglas, Ga.
- Playland Attrs.: Chatham, La.
- Raines Am.: Evergreen, La.
- Southern States: Lake City, Fla.
- Sparks, J. A.: Warwick, Ga.
- Stephens, C. A.: St. Marys, Ga.
- Texas: Encino, Tex.
- Tivoli Expo.: Camden, Ark.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Cole & Walters: Hubbard, Tex., 21; Frost 22; Kemp 23.
- Davenport, Orrin: Erie, Pa., 20-25.
- Gould, Jay: Champaign, Ill., 24; Naperville 25; Ottawa 27; E. Moline 28; Brooklyn, Ia., 29; Marshalltown 30; Newton Dec. 1.
- Kelly-Miller: Falfurrias, Tex., 24.
- Polack Bros. (Western): Marion, O., 23-25; (Sports Arena) Owensboro, Ky., 30-Dec. 2.
- Stevens Bros.: Harlingen, Tex., 22-25.
- West Bros.: Beaumont, Tex., 21; Port Arthur 22-23; Galveston 24-25.
- Tatham, Bill: Centralia, Ill., 24; Clinton 25; Beardstown 29; Pekin 30.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Ameri-Congo Animal Expedition: Cantonment, Fla., 23; Milton 24-25; Niceville 26-27.
- Aunt Silly (Chamber of Commerce) Ialip Terrace, L. I., N. Y., 24-25; (Square Club) Lindenhurst Dec. 1-2.
- Hentle's, Sonja, Hollywood Ice Review (Coliseum) Indianapolis, Ind., Dec. 12.
- Ice Capades of 1951 (The Forum) Montreal, Can., 20-26; (Coliseum) Springfield, Mass., 27-Dec. 3.
- Ice Pollies of 1951 (Cincinnati Garden) Cincinnati, O., 20-23; (Arena) New Haven, Conn., 25-Dec. 3.
- Miller's, Irvin C., Brown-Skin Models (Lincoln) Raleigh, N. C., 22; (Booker T) Rocky Mount 23; (Carver) Kinston 24; (Carolina) Sanford 25 (Embassy) Hickory 27; (Ritz) Spartanburg, S. C., 28.
- Skating Vanities of 1951 (Auditorium) Oklahoma City, Okla., 20-28; (Coliseum) Houston, Tex., 28-Dec. 3.

PHONEMEN

Chattanooga, Tenn.

Seven weeks' work. Auditorium stage show. Book Banners, Tickets. Usual commissions. Office opens November 27th. Wire

JIM BAILEY

Western Union. Pay your wires.

2 PHONEMEN

Reliable, sober. Pay your own. No collect calls.

AL KAYDA

Montgomery, Ala.

2 PHONEMEN

30% Pay Daily

CAVALCADE OF STARS c/o Western Union, Hamilton, Ohio

Manning Shows Driver Killed; Railroad Sued

KINGSTREE, S. C., Nov. 18.—Ross Manning, owner of the shows bearing his name, has filed suit for \$15,000 in damages against the Seaboard Airline Railroad as the result of an accident here Sunday (12) which saw one of the road's streamliners, the Champion, strike a show truck at a crossing, killing the driver, Martin Williams, 38, and demolishing Merry-Go-Round horses, platforms and scenery. Manning said the equipment was uninsured, while the driver was covered by workmen's compensation.

Show was on its way to winter quarters here, and the point of the accident was only four blocks from quarters. The truck that was hit was the last in a line to cross the tracks with police guidance. A hole in Main Street of this community forced the show to detour to reach quarters.

Engineer of the Champion admitted that the train was traveling at more than 80 miles per hour when the mishap occurred.

Bobby Cohn Named G. A. by Mike Krekos

FRESNO, Calif., Nov. 18.—Bobby Cohn was named general agent of West Coast Shows and West Coast Exposition Shows here Wednesday (15) by Mike Krekos, orgs' general manager. Cohn will handle both shows before the season opens and then devote full time to West Coast Exposition, No. 1 unit.

The West Coast staff was here attending the 28th annual meeting of the Western Fairs Association (WFA) in the California Hotel, which ended Thursday (16).

NSA Gals Slate "The Drunkard"

NEW YORK, Nov. 18.—Theater group of the Ladies' Auxiliary, National Showmen's Association, will present *The Drunkard* in the Palace Theater Building clubrooms the night of December 8.

Dolly McCormick, assisted by Bess Hamid, will direct the presentation. Cast will include Jeanette Rattiner Finkel, Julia Taffet, Albena Hines, Helen Young, Ann Peterson, Martha Susskind, Katherine Rausch, Celie Forman, Bella Olsen, Elizabeth Solti, Dorothy Packman, Margaret McKee, Vera Zucchi, Betty Schaat, Mae Doscher, Blanche Kassow, Teresa Janpol, Minnie Taffet and Lillian Elkins.

Tex. Fair Pact Again Goes to Vet Operators

DALLAS, Nov. 18.—Directors of State Fair of Texas here today awarded another long-term contract for rides and concessions at Fair Park and the annual fair here to Joe Murphy, Jack Lindsey and Mrs. Margaret Pugh. Mrs. Pugh is the widow of George Pugh.

The trio has had a contract with the fair board for the past 10 years.

Queen City Shows Sold to Martone

KANSAS CITY, Mo., Nov. 18.—Tony Martone, former show owner, has purchased the Queen City Shows from Curley Little and will take the org out under his old name, Heart of America Rides, in 1951.

Shows will go out with 5 rides and about 25 concessions, according to Martone. Equipment has been moved here for the winter and work has started under the pervision of Clifford Audiss, ride superintendent.

ampa Garden Circle Sponsors Kids' Program

EMPA, Nov. 18.—The Clover Circle, off-spring of the Auxiliary of the Greater Showmen's Association, has outlined a series of parties and entertainment for the children's home as their object of the year. Mrs. Elton Edwards, group's publicity chairman, announced.

A group of members, headed by James Annin, recently held a party for the younger children. A social also was given for the teen-agers. The circle sponsor a dinner party in

special hour was the highlight of recent circle meeting. Films, *World of Color*, was shown narrated by Kelly Holtzclaw, *Lower Show in Holland*, was presented by Mrs. Tony Van Eyck. Singing was topped by a boxer. Hostesses included Mrs. Sedlmayr Jr., Mrs. Harry in, Mrs. Russell Caughey, Mrs. Elton Edwards, Mrs. Owens and Mrs. Pete Burk. Mrs. Burk handled the floral decorations in the clubrooms.

Club Activities

"Caterpillar" Diesel Electric Sets POWER YOU CAN BANK ON!

LOW COST POWER—In 10 Sizes From 21 KW. to 314 KW.

DEPENDABLE CASE POWER UNITS To Keep the Rides Going—From 24 H.P. to 63 H.P.
INSTALLATIONS TAILOR-MADE To Suit the Carnival Operator's Needs and Pocketbook.

Michigan Tractor & Machinery Co.

13801 Lyndon Ave.
Detroit, Mich.

1239 Buchanan, SW.
Grand Rapids, Mich.

SALES

SERVICE

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

1951 OUR PROGRAM 1951

FAIR DEALING — NO RACKET — MODERN EQUIPMENT — CO-OPERATION —
SPECIAL EVENTS — EXTENSIVE PUBLICITY — AN OUTSTANDING ROUTE OF
BEST FAIRS AND CELEBRATIONS

Correspondence invited with CLEAN SHOWFOLKS, interested in a profitable season in pleasant surroundings. Must have up-to-date equipment, well-flashed. Many concessions still open. Particularly interested in CLEAN SHOW COOKHOUSE—Will offer good deal. Also ANIMAL SHOW to feature—Have outfit if you need it—Good proposition. Can place one MAJOR RIDE not conflicting. DO NOT BE MISLED. We do have a GOOD ROUTE. Need services of capable, experienced SHOW EXECUTIVE in capacity of Agent or Manager. DO NOT MISREPRESENT.

Address all communications to TOM L. BAKER, P.O. Box 1146, POMPANO BEACH, FLORIDA—after March 1st, 2257 Madison Ave., Indianapolis.

WANT FOR THE OPENING OF THE SEA ISLAND AMUSEMENT PARK AT BEAUFORT, S. C., DECEMBER 2D

Near large overflowing Marine Base near Parris Island.

Want Park-Type Concessions. All Hanky Panks open. Can place Custard, French Fries. Want Arcades, Doc Redman, contact. Can place Scooter, Dark Ride, Kiddie Rides or any ride not conflicting. Due to our two locations want to book, buy or lease another Merry-Go-Round, prefer three abreast. No Grift, no Gypsies, no Gate. All contact

Sherman Husted, Care Island Amusement Park
Beaufort, S. C. No phone calls, please.

AMUSEMENT PARK CENTER FOOT OF GREENE STREET, AUGUSTA, GA.

Opening With a Soldiers' Pay Day, Nov. 29, Including Sundays
50,000 Soldiers at Camp Gordon—All Coming Every Day

WANT WANT WANT
KIDDIE RIDES—Train, Auto, Swing, Sky Fighter, Ponies or any Kid Rides not conflicting. WILL BOOK FERRIS WHEEL AND MERRY-GO-ROUND. Plenty of advertising on radio and in newspapers, plus a big promotion campaign which will bring the children out daily. Brownie, the Clown, contact me. (This will be big for you.) Ray Marsh Brydon, get in touch with me. CONCESSIONS: P.C. Must have some Hanky Panks, Rat Game, Diggers, Arcade, Bingo, Popcorn, Photos, Short and Long Range Galleries, Glass Pitches (Griffin or Cassidy, contact), small Cookhouse or Grab, French Fries or any other Merchandise Concessions.

Wire or write: BENJAMIN BRAUNSTEIN, Hotel Richmond, Augusta, Ga.

ANCHOR TENTS



LET US HELP YOU
With Your Canvas Needs
STOP BY BOOTH 24
During the Convention

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

FOR SALE ONE 1947 BISCH-ROCCO FLYING SCOOTER

With transportation, in good condition, \$6,500. See us at Chicago convention.
DOBSON'S UNITED SHOWS
WILLERNIE, MINN.

FOR SALE AT YOUR PRICE

Must sell 3—Abreast 40-Ft. Merry-Go-Round, beautiful ride; Smith & Smith Chair-o-Plane, well lighted; Steel Fence; No. 5 Wheel, in good shape; beautiful Office; 7-Tub Tilt, needs some repairs; 5 Semi Trucks. No reasonable offer refused.
CHARLES KENNEMORE AGENCY
OSCEOLA, ARK.

Join MARCH of DIMES

JANUARY 15-31

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

Ladies' Auxiliary

Monday's (13) meeting was called to order by President Lillian Schue. Also present were Opal Manley, first vice-president; Midge Holding, second vice-president; Lucille Dolman, third vice-president; Morosa Herman, secretary, and Peggy Forstall, treasurer.

Wilma Goudy attended her first meeting. Elected to membership were Marion Van, Charlotte Warren, Geraldine Harvey and Ilene Castellon. All were brought in by Lillian Schue and Lucille Dolman.

Letters were received from Helen Vaughn, Emma Blash, Mabel Arbogast, Rosemary Crosby, Fredia Brown, Elfie Shepherd, Jeannie Branson, Fern Redman, Florence Webber, Wilma Hausman, Dorothy Scott, Dolores Surtees, and Lodabelle Scarce.

On the sick list are Clara Zeiger, May Stuart, Minnie Fisher, Hazel Christenson and Lucille King. Mayme Butters and Blossom Tip-ton are on the mend following long illnesses.

Officers will be elected by the same method used in previous years. Members are asked to write for their ballots and the dues limit time has been extended to December 4 to allow for the election.

Door prizes, donated by Margaret Farmer and Lillian Schue, were won by Vivian Jacobi and Peggy Steinberg. Betty G. Coe took both the aprons. Bazaar donations were received from Ann Doolan, Bertie Youden, Rose Rosard, Opal Manley, Lillian Schue, Dot Cronin and Vivian Gorman.

Nina Rogers and Lucille Dolman were appointed a committee of two to investigate the possibilities of holding a series of Friday night bingo games with proceeds to go to the wounded in the Korean War.

Donation book winners were: Lillian Schue, 100; Nina Rodgers, \$50 war bond; Lucille Dolman, electric mixer; Peggy Forstall, hand vacuum cleaner; Julia Smith, wrist watch; Midge Holding, coffee-maker; Grace Merkle, comforter; Phil Dorn, electric blanket.

Vivienne Jacobi, table cloth; Charlotte Cohen, electric clock; Helen Henn, purse; Estelle Hanscome, electric roaster; Morosa Herman, \$25 bond; Emily Friedenheim, electric toaster; Peggy Steinberg, electric razor; Florence Webber, table lamp.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Nov. 18.—Vice-President Lou Keller presided at the regular meeting. Also on the roster were Walter E. Driver, treasurer Joe Streibich, secretary, and past presidents Sam J. Levy, Ernie Young and Frank R. Conklin.

Elected to membership were Paul H. Huedepohl, Edward Sheehan, Joseph V. Divarco, George D. McLaughlin, Jack Reynolds, Erwin Weiner, William J. Burns and Tom J. Jones. Johnnie Criss attended his first meeting.

Welfare committee reported that Sam Gordon had an emergency operation and was resting well. Jimmie Van Cise is in the South Side Hospital, Youngstown, O., following a recent automobile accident. Frank Ehrenz is confined to his home. Club was saddened to hear of the death of Charles F. Roe, of Winnipeg.

Annual audit will be ready for the meeting of November 30. House committee will serve the usual Thanksgiving dinner November 23 and the American Legion birthday party will be held the following night. Regular meeting of November 23 transferred to Saturday (25) due to the holiday.

Members attending their first meeting of the fall season included Sam J. Levy, Ernie Young, Frank R. Conklin, Homer Gardner, Jack Weiner, Roy C. McCarter, Henry Freedenberg, Al Rossman, Lou Leonard, Joe Murphy, Morris Goodman, Dave Picard, Logan Fleckles, and Rube Liebman.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 18.—Attendance at Monday's (13) meeting was good, with President Robert Morrison presiding.

Jack Dickstein and Harry Lewiston are completing plans for the annual New Year's Eve party at Eastwood Park. The floor show and band have been engaged. Max Kahn, entertainment committee chairman, was appointed a special representative to the party.

Jack Gallagher is on the mend at the Eddystone Hotel and Sam Fishman is still confined to his home as the result of injuries received in a recent accident.

National Showmen's Association

1564 Broadway, New York

Ladies' Auxiliary

A large crowd was on hand for the drawing of awards. Mickey Alberta, Etta Fried, Anna Mapes and Bess Hamid each won \$25. Charmaine Gregory and Rose Lang each won \$50. Charles Farley won \$100; Stanley Wathon, \$200. Major prize of \$500 was won by Bess Hamid.

Winning awards for selling the greatest number of books were Margaret McKee, Edna Lasures, Hac Sands, Helen Morais, Betty Schaaf, Ann Brown, J. Dunfield, Dolly McCormick, John Barry, Anna Rosenberg, Bess Hamid, Agnes Burke, Izzy Cetlin, Anna Halpin, A. Lloyd, Ann Brown, Vera Zucchi, Flora Elk, Magnolia Hamid, Dave Lodge and Frank Wirth.

President's reception will be held immediately preceding the banquet. Sympathy was extended to the families of members Rose Edn and Bertha Melville, both of whom died recently. Zyne Hamid Coloca has proposed Dorothy H. Cone and Iris M. Bingham for membership. Jackie Perry is sponsoring Helen Goodwalt and Rae Gruberg proposed Jean Harris.

Members are again making afghans for hospitalized veterans. Donations of wool have been made by Bess Hamid, Dorothy Packman and Margaret McKee.

Greater Tampa Showmen's Assn.

Tampa, Fla.

Ladies' Auxiliary

Mrs. C. J. Sedlmayr Jr., president, was in the chair at the regular meeting Wednesday (15), assisted by Mrs. Paul Kleider, vice-president; Mrs. Jimmy Owens, treasurer; Mrs. E. Fillingham, recording secretary, and Mrs. Fred-die Cooper, corresponding secretary.

New members present were Jane Moore, Delora Blount, Lennie Golding, Effie Thompson, Rita Palitz, Betty Vesey, Helen Baker, Beulah Miller, Mary Sanders, Mary Osteen, Mary Bozeman, Shirley Fowler, Mary Lohmar, Fidessa Soret, Kathrine Dunbar, Inez Smith, Mrs. J. D. Farmer and Susan Stewart.

BALLYHOO BROS.

No Beginners' School, Would-Be's Are Nixed

ITCHY FEET, S. C., Nov. 18.—From experience managers have learned that they need carnival people on carnivals and circus schools for beginners. The Ballyhoo Brothers have learned to separate the chaff from the wheat. That's why their ad reads, "No money or tickets advanced unless we know you."

Besides getting answers from real showmen, these are some that arrive: "In answer to your ad for ticket sellers, may I state that I never sold tickets on a carnival. However, one night I sold them for a school play." From another, "I noticed that you advertise yours as a great family midway. Am married and will bring my family. My wife has never seen a carnival, but I'm satisfied that you will like her. She does imitations of birds and you may be able to use her in your hula show."

Asks for Beauty Parlor
From another: "Saw your ad. Advise me what you charge for tickets. I'll make a chart so I won't make a mistake if you hire me." Then from the third: "Have rupture that keeps me from working. My loyalty will make up for it. Am heavy sleeper, which I guess won't interest you as long as I get there for the 7 p.m. opening." Then it's about time to hear from the first guy before you answer with, "My wife again; she's been taking a beauty course. Can she operate a beauty parlor in the hula show's dressing room?"

From one who aspires for pig iron: "Saw your ad for a foreman. Just show me once and I'll put it up. Do you furnish sleeping trailers? If not you'll have to lend me enough dough to buy one. Have car but need two tires. Unless you can loan me a couple I can't come. Will send pictures when I hear from you."

No Word on Overalls

No ad is missed by aspirants such as: "Saw your ad. What kind of work, if any, does a general agent do? Would like to bring a friend of mine with me. He plays a harmonica and can also play a jug. Think he'd make you a good clown." Or "See where you need a cook. During the fair here I fried hamburger for a church booth. You fellows didn't give your first names. Let me hear from you giving full details."

Then from one who has been with something or other comes a reply: "Got my trombone out of hock. Have tux and can double in blue shirt leads. Own four suits in clothes and plenty of sports wear. Can you place me as emcee on your Girl Show? Am good dresser on and off."

Yeah! Yeah! Plenty of suits to brag about, but nary a word about overalls. The way Pete Ballyhoo judges an actor's ability is by the way he can swing a sledge. The above and more like it is why managers insert the following in their ads. "You pay for your wires and I'll pay for my stamps."

NATIONAL SHOWMEN'S ASSOCIATION

GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th
Wednesday each month
Palace Theatre Building.
1564 Broadway,
New York 19, N. Y.

Almost every one of the Eastern amusement family is a member. Are you?

Write for information

Initiation.....\$10.00
Dues.....\$10.00 Yearly



PENNY PITCH GAMES

Size 44x46"
Price \$42.50
Size 48x48"
Price \$48.00
With 1 Jack Pot, \$50.00
Size 48x48", With 5 Jack Pots, \$55.00

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-numbered wheels. Price.....\$27.50

BINGO GAMES
75-Player Bingo, Complete.....\$4.00
100-Player Bingo, Complete.....\$6.00
1/3 Deposit on All Orders.
SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

AT LIBERTY

General Agent and Billposter or Special Agent for 1951 season. Have good late model automobile. Available immediately. From Northwestern and Southern territories. For Midwestern and Southern territories, contact Frank Ingram, get in touch with me here. Write for proposition.

Frank "Whitie" Vasulka
18630 Dix Road, c/o Detroit Trailer
Melvindale, Michigan

NEW LOW PRICE FOR QUANTITY BUYERS!
OUR OWN IMPORT



LARGE HESITATING WALKING BEAR
GROSS \$72.00



LG. JUMPING FUR DOG
GROSS \$48.00



LG. BEGGING FUR POODLE
Runs in circles. Stands up and begs.
\$54.00 GROSS

NO BALONEY! IMMEDIATE DELIVERY!
25% deposit with C.O.D. orders.
BENGOR Products Company
18 W. 23RD ST., NEW YORK 10, N. Y.

WALKING BEAR
\$6.60 doz. in 6
\$7.20 doz. lots

HOPPING FUR DOG \$5.40 doz. in 4
\$4.00 doz. lots

WALKING PLUSH ELEPHANT \$6.60 doz. in 6
\$7.20 doz. lots

Shipment made same day order received. 25% dep., Bal. C.O.D., F.O.B. Chicago. OPEN SUNDAYS
Ambrose Specialties
1360 S. Halsted St. Chicago 7, Ill.

BINGO
Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
Amusement Industries, Box 2, Dayton 1, O.

MAKE MONEY with FREE STOCKING
Amazing nylons replaced free if they run or snag within guarantee period! Not sold in stores. Good Housekeeping Guarantee Seal. Big money, full or spare time, writing orders. No experience needed. FREE stocking and money-making outfit.
KENDEX CORP. Babylon 27, N. Y.

SCOOP!
SUZY SCORES AGAIN!!!
Genuine "SUZY" DOLL
The Most Beautiful Doll Ever Manufactured!
They're the Hits From Coast-to-Coast!
IMMEDIATE DELIVERY
\$9.60 1/3 Deposit. Balance C. O. D. F. O. B. St. Louis.
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. Dolls 8" tall. Packed 6 doz. to carton. Can ship any quantity while stock on hand lasts. First come, first served.
SUZY DOLL CO.
Phone Central 0440 Dept. SD-2, 315 N. 7th St., St. Louis, Mo.

CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers
RATE: 12¢ A WORD — MINIMUM \$2
All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE.
To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS MATERIAL for any act; 1951 catalog free. Kleinman, 11202 Oxnard St., North Hollywood, Calif. de23

ANOTHER BEST BUY! TEN SOLID PARODIES of current hit songs for discriminating singers. \$2. Springer, 58B Wilkoff, Hempstead, N. Y. no25

ARRANGING FOR BAND ORCHESTRA—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2189, Daytona Beach, Fla. de2

ATTENTION—SMART SONGS, PARODIES, Monologues, Ventriloquial Dialogs? Free list. Tizzard, 110 W. 76th St., New York.

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P.O. Box 983, Chicago 90.

HUMOR FOR ENTERTAINERS — READY prepared or specially written; list available. Erwin Currie, 155 30th, Seattle 22, Wash. no25

QUICK WIT — HOW TO GET LAUGHS every four seconds, includes 108 sparkling remarks; money-back guarantee; \$1. Star Scene Co., 1712 Boston Rd., Texarkana, Tex. no25

SENSATIONAL GAGS, STORIES, SKITS, Monologues, Acts, Patter, etc.; list free. Edmund Bodialis, Metro., Box 5556, Los Angeles 55, Calif. de23

AGENTS & DISTRIBUTORS

AAA—BEST DEAL; TALKING CARDS, \$1.20 doz., \$8.50 hundred; jobbers, write. Columbia, 7250 Melrose, Los Angeles. de2

AAA SENSATIONAL TALKING XMAS Card. Pull tape and card clearly says "Merry Christmas"; fascinating money-maker; sells on sight for 25¢; send 25¢ right now today, for sample and prices; representatives wanted everywhere. Minns Mfg. P. O. Box 421, Santa Monica, Calif. no25

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. de16

AAAA FIRST QUALITY DU PONT NYLONS (no cheap junk), Talking Greeting Cards, Shopbags, Gift Items, Watches, Typewriters, Blades, Simms, Warwick, N. Y.

ARALONE PEARL SEA SHELL JEWELRY—Italian Inlaid Mosaic Jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. de2

AGENTS, DISTRIBUTORS, SALESMEN wanted for Watches, Jewelry, Diamonds, etc. Catalog and details free. W. Chapman, 4180 W. 222, Cleveland 36, Ohio. de2

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, 25¢; dozen, \$1.20; gross, \$12, postpaid. Allisa Sales, Dept. BB, 311 North Desplaines, Chicago 6. de8

ATTRACTIVE TALKING XMAS CARD actually says "Merry Christmas." Send 25¢ for sample, \$1.50 for dozen, \$10 for gross prepaid. Shafer Co., Box 723, Kansas City 10, Mo. de16

BIG PROFITS, TIMELY GIFT ITEMS — Beautiful combination Wallet and Pen Sets; also Fountain Pens, Ball Pens; send for list. Crescent Sales Co., 150 Broadway, N. Y. C.

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CHRISTMAS CARDS—THE KIND WITH the sugar and spice built in. Send \$1 for set of six cards and envelopes. Jay's Service, Box 864, Dayton, O. de2

CHRISTMAS CORSAGES WHOLESALE—Fine quality for stores, etc.; beautiful evergreen cones, berries and ribbon; sample dozen \$3; special prices in quantity. Chas. Florists, Mfr., 57 W. 27th St., New York City.

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COMPLETE LINE LAMPS, NOVELTIES, Toys direct from manufacturer. Room 321, 1186 Broadway, N.Y.C. de9

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CONCESSIONAIRES — SELL RAIN CAPES at football games, \$7.50 per 100; samples, 3 for \$1. Charlie White, Fort Ogden, Pa. de9

CONCESSIONAIRES — SELL 14" LONG Stainless Steel Keychains, \$24 per gross; sample dozen, \$2.40; the hottest item on the market. Gus Ernst, 136 17th Ave., San Francisco 21, Calif.

DEALERS, AGENTS, JOBBERS — SELL Holiday Perfumes, Oriental Incense, Ceramic and Metal Burners, other gifts. Write E.T. Co., Dept. B-11, 3974 Vincennes Ave., Chicago 15, Ill. de16

DRESSES, 18¢; COATS, \$1; BLOUSES, 35¢; free catalog. Send name on postcard. Crown, 164-BL Monroe St., New York 2, de2

FAST XMAS SELLER—PERFUME NECKLACE, \$1. Fred W. Hin, 1314 Douglas St., Dept. AB, Omaha, Neb. no25

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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. BB, de9

GIRL PICTURES—BEAUTIFUL POSES, 25 assorted, \$1. Fred W. Hin, 1314 Douglas St., Dept. AB, Omaha, Neb.

GIVEAWAYS—SLUM U. S. FLAG DECALS, 12"x22", \$5 per thousand; 50¢ deposit, balance c.o.d. plus postage. K-G Enterprises, 36 N. College St., Carlisle, Penna.

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IMPERFECT NYLONS, FULL FASHIONED, 12 pairs \$2; 10 dozen \$25; Dress Hose, 1 dozen \$6; all postpaid; give size wanted. Lancaster Hosiery Co., East Houston, Marshall, Tex.

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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

(Continued on page 100)

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Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1 cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.
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Yes, 25¢ will bring you our new 76 page wholesale catalog—take credit of 25¢ on your first order, in that way you get the catalog FREE.

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FIREWORKS ATTENTION, DEALERS AND JOBBERS

AGENTS & DISTRIBUTORS

Continued from page 99

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MAKE PERFUMES AT HOME—INFORMATION free; men, women. Write "Carrey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo.

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Men's very attractive clear imitation diamond ring (not a foil back). Available in either 14 Kt. Gold or Radium Plated. 1 Ct. size center stone has 38 facets—resembles a brilliant diamond. Only \$3.25 per doz. \$36.00 per gr.

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A Large List of Secondhand Coin Machine Bargains will be found on p. 110 in this issue.

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BEAUTIFUL SETS OF CHORUS COSTUMES used in Chicago's smartest nite clubs! At close-out prices, from 4 to 18 in a set; list only \$1.50. Sell pleasant days as novelty, in rain as necessity. Sample 50c; dozen \$5.40; gross \$61.00. 25% deposit with order, balance C. O. D.—F. O. B. Hartford.

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CONCESSIONAIRES AND SUPPLIERS Turn showers and sudden rain into PROFITS. Attention, operators, at Fairs, Beaches, Parks, Carnivals, Athletic Events and Racetracks. Now available, and exclusive with Craigson Importing Company, standard size WATERPROOF Parasols. Solid assorted colors, fastener and metal tip. Sell pleasant days as novelty, in rain as necessity. Sample 50c; dozen \$5.40; gross \$61.00. 25% deposit with order, balance C. O. D.—F. O. B. Hartford.

All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented. Merchandise for resale only.

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3 pc. boxed Pen Sets, \$3.50 dz. sets; Ball Pens, Gilt Cap, \$14.40 gr.; Cigarette Lighters, \$14.40 gr.; Chicken Lays Egg Novelty, plastic, \$14.40 gr.; Pearl Necklaces, 1 strand, \$15.00 dz.; 2 strand, \$3.00 dz.; 3 strand, \$4.25 dz.; Toy Banks, \$4.50 gr.; Coasters, 3c each; 7" Barber Combs, \$3.60 gr.; Pocket Combs, \$1.44 gr.; 2 cell Flashlights, metal, \$5.25 dz.; Plastic Hair Brushes, \$2.75 dz.; Wire Watch Bands, stainless steel, \$21.00 gr.; Windproof Cigarette Lighters, \$24.00 gr.; Atomizers, \$15.00 gr.; Shaving Brushes, regular \$1.00 retailers, \$3.00 dz.; Alarm Clocks, \$1.75 each; Razor Blades, \$2.25 per M up; Camera Shape Cigarette Lighters, \$7.20 dz.; Balloons, \$1.25 gr.; Pocket Knives, \$3.00 gr.; Zipper Wallets, \$4.00 dz.; 600 other items, low prices. 25% deposit on all C.O.D. orders.

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Turn showers and sudden rain into PROFITS. Attention, operators, at Fairs, Beaches, Parks, Carnivals, Athletic Events and Racetracks. Now available, and exclusive with Craigson Importing Company, standard size WATERPROOF Parasols. Solid assorted colors, fastener and metal tip. Sell pleasant days as novelty, in rain as necessity. Sample 50c; dozen \$5.40; gross \$61.00. 25% deposit with order, balance C. O. D.—F. O. B. Hartford.

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We have the fastest and flashiest Jewelry Sets in America. Punch-board operators, agents and canvassers can clean up with these flashy sets. Each one boxed in beautiful plush box, silk lined. Our sets are the real McCoy.

5-Piece Set—consists of necklace, brooch pin, bracelet, and earrings to match, with \$24.95 price tags. We have 50 different styles. Designed by expert jewelers. Sample Set \$4.00 each. Doz. \$41.00. All sets for resale only

MAKE IT A HARRIS CHRISTMAS



PLUSH TOYS

30" high. Bears, Sweet-heart Dolls, Drum Majors, Policemen, Cowboy and Jockey Girls. These plush toys are the hottest selling items around.

Dozen \$36.00
Samples \$3.50 Ea.



Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison. Our set is the original and the real McCoy.

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag, and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

\$6.00 Per Dozen; \$70.00 Per Gross
SAMPLE SET \$1.00
Immediate shipment



3-Piece Beautiful Jewelry Set

In Plush Silk-Lined Box

SAMPLE SET\$3.00
DOZEN\$30.00

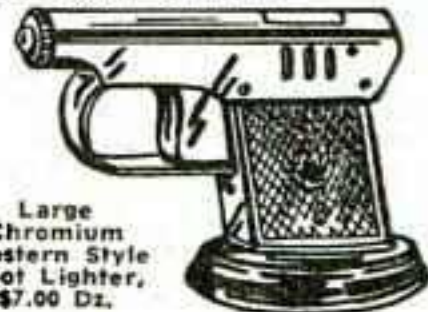
SMALLEST LIGHTER in the world



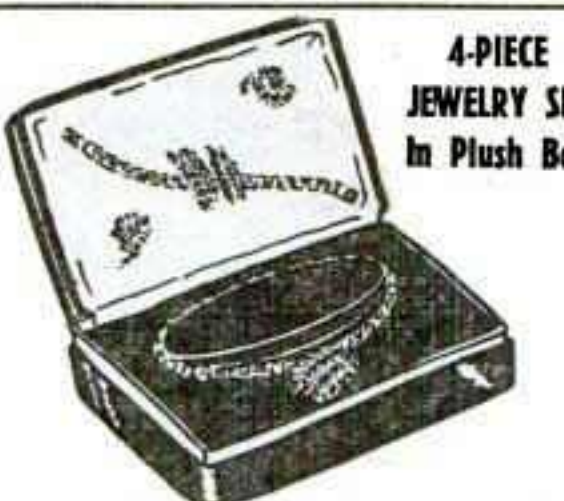
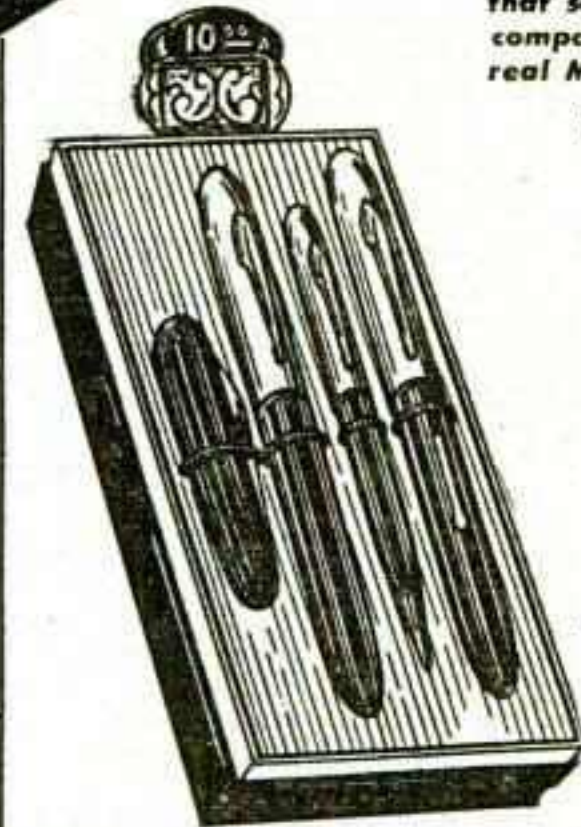
For Ladies and Men. Beautiful Chrome finish.

DOZ. \$4.50

CONTINENTAL PISTOL LIGHTERS
Large Chromium, black handle, 3x2 1/4, each in box. Dz. \$4.00.
Large Opalescent Pearl Pistol Lighter, 3x2. Dz., boxed, \$9.00.
Medium Size Pearl Pistol Lighter, each boxed. Dz. \$7.50.



Large Chromium Western Style Pistol Lighter, \$7.00 Dz.



4-PIECE JEWELRY SET In Plush Box

Sample Set, \$3.50 Dozen, \$36.00
Also a Great Flash



Mechanical Boy

With Trombone— with Merry-Go-Round that turns.
Dz. \$3.50
Gr. \$40.00
Original \$1.00 retail seller. It's a knockout.



Mechanical Monkey

With Bee on tail. Wind them up and get a million laughs.
Dz. \$2.50; Gr. \$27.00

CHRISTMAS CORSAGES
The most beautiful in the market
Gross \$24.00
CHRISTMAS Red Waxed DAHLIAS
Per 100 \$3.50; Per 1000 \$30.00

HOPPING FUR POODLE DOG
DOZEN \$4.50
MECHANICAL BLACK SCOTTIE DOG
DOZEN \$3.75
MECHANICAL METAL TURN-OVER CATS
DOZEN \$3.75

WATCHES

Special, 17 jewel, sweeping hand, Incabloc shock proof, water proof, with stainless steel case.



\$14.50 Each

With metal expansion band included. For resale only.

"WANDA" The Walking Doll

18" tall — walks, stops and turns. Has stop and go mechanism. Beautifully dressed in the finest material. Everybody will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

Sample Doll \$ 11.50
Dozen 114.00



COMBINATION PENCIL AND LIGHTER
Dz. \$3.50

HEADQUARTERS FOR NEW YEAR FAVORS
Hats, Noise-Makers, Confetti and Horns at the lowest prices.

MECHANICAL WALKING POP-EYE Sailor Man. Each boxed. DOZEN \$4.00
MECHANICAL COWBOY ON HORSE With Spinning Lariat. Each boxed. DOZEN \$4.00

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Pen and Pencil Set, 24 karat gold plate. This set consists of Key Chain, Tie Holder, Pen and Pencil, in beautiful cellophane box.

Each Set \$3.00
Dozen \$33.00



Dozen \$12.50
BIG FLASH

5-piece all-gold finish set consists of Pen, Pencil, Ball Point Pen, Flashlight and Pen Knife—in high plush box with elastic holders. High priced gold embossed price tags and guarantee with each set. This set is the original one.

MEN'S CHROMIUM EXPANSION WRIST WATCH BANDS

Dz. \$3.50
Gift finish, Dz. \$4.50

THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET

Consists of 4 card holders, secret pocket and Billfold all in one. Every one in an attractive box.
Dz. \$6.00

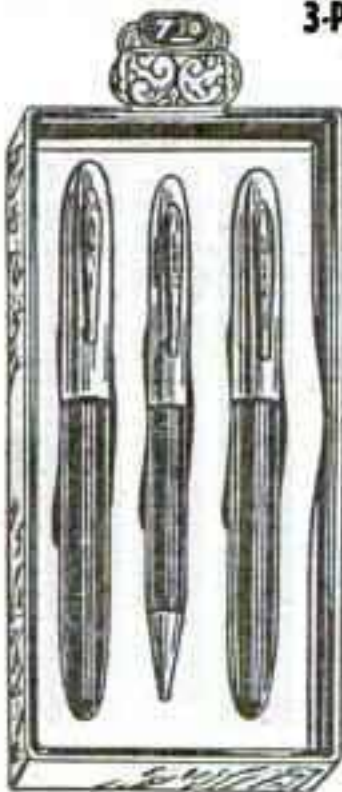


AUTOMATIC CHROMIUM PENCIL LIGHTER, great flash, \$10.00 per doz.

3-PIECE PEN SET

Consisting of ball point pen, fountain pen and pencil, in beautiful box. Assorted colors. We give guarantee coupons with every set. Beautiful gold embossed \$7.50 tag comes with set.

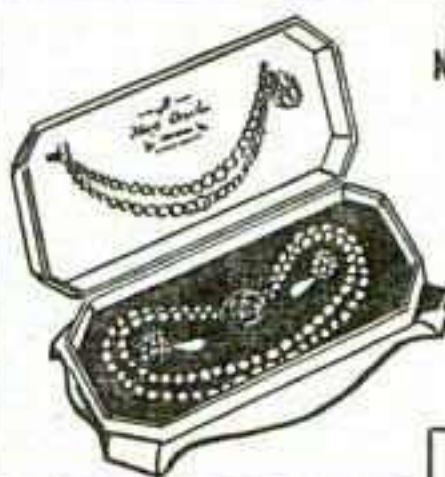
\$4.00 per dz.
\$42.00 per gr.



KILROY WAS HERE PENCIL, \$4.50 DOZ.

BOY SITTING ON POT PENCIL, \$4.00 DOZ.

THE NEW FLOATING BOY AND GIRL BLACK PENCIL \$4.75 DOZ.; \$45.00 GR.



4-PIECE EXQUISITE PEARL SET
Necklace, Earrings and Bracelet
Radiant simulated pearls with sparkling rhinestone clasp on 2-strand necklace and double bracelet, with stunning earrings to match. Gorgeous plastic and plush box which can be used as a jewel case. Extremely low price.

Sample Set \$4.00
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FOUR-PIECE WALLET AND PEN SET
And three-piece Pen Set. Gold finish. All in one box. Great flash.
Dz. \$15.00

FILIGREE BALL POINT PEN with KEY CHAIN, Gr. \$24.00
RETRACTABLE PENS
4 colors in one pen, Dz. \$6.50

JAPANESE IMPORTED NECKLACE BEADS
This is a great give-away
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Hottest numbers in the country—Store Keepers, Gift Shops, Hustlers and Streetmen—at the unheard-of low prices. Mechanical Red-Nosed Deer that jumps—all metal.

Dz. \$3.50
Regular \$1.00 retail seller. Each one boxed.

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14 Karat Gold Plate in Plush Box with satin lining.
\$1.50 Sample Set
\$12.00 Dz. Sets
GREAT FLASH



HOT NUMBERS!

- Large Walking Bear. Dz. \$6.00
- Large Beautiful Shimmy Moving Picture in beautiful frame. Dz. \$6.00
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- Crawling Babies. Dz. \$4.50
- Sambo, the Dancing Minstrel Man. Dz. \$4.50
- Mechanical Santa Claus on Sled, with Reindeer. Dz. \$6.00
- Bear on Trapeze. Dz. \$4.50
- The Mechanical Singing Bird. Dz. \$24.00



MECHANICAL METAL BOY

—on 3-wheel bicycle—with bell—in box
Dz. \$3.00
Gr. \$33.00



MECHANICAL COWBOY with Spinning Lariat. Each boxed. Dz. \$2.25 Gr. \$25.00



MECHANICAL TUMBLING CLOWN

Sensational Number. Each boxed. DOZEN \$3.50 GROSS \$39.00



PLASTIC SANTA CLAUS

With fur around waist and chin,—with bell. 2 dz. in box. Dz. \$2.00 Gr. \$21.00

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- Hawaiian Leis, Gr. 2.50
- Imported Blow-Outs, Gr. 1.75
- Jumping Fur Dogs with rubber ball, Dz. \$2.50; Gr. 24.00
- Rubber Half Masks with rubber string attached, Dz. 5.50
- 12" Inflated Rubber Monkey, Dz. 3.50

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- Lash Whips, Gr. 12.00
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- Assorted Felt Novelty Hats, Gr. 10.00
- Plastic Tri-Motor Bomber, Gr. 19.00
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FOOTBALL ITEMS

- 2" Tin Football, Per 100 \$ 3.50

- Lucky Rabbit Feet and Key Chains, Per 100 \$ 4.00
- 8" Rubber Footballs, Inflated, Gr. 12.00
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- Fuzzy Fido, 2 dz. to box, Dz. 3.50
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- Comic Buttons, 46 Iguine, Per 100 10.00
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- Electric Bow Ties that light up, Dz. 6.50
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25% Deposit Required—Money Order or Cash. We ship same day as we receive orders.

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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, Ill. de2

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COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. no25

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FOR SALE—2 LAFAYETTE AMPLIFIERS. 1 custom built Amplifier, \$200 for the lot; no speakers; also 2 Universal and Gear Wheel for Whip Ride, also Parts for Lindy Loop, Caterpillar Wheels, 30 H.P. Variable Speed Motor, complete with grids and controller; 15 H.P. Induction Motor, 10 Lussie Skooter Cars in good condition; 15 Metal Bands for bumpers on skooter cars. A. Karst, Forest Park, Hanover, Pa Phone 3-5286.

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NEW AUTOMATIC ADVERTISING MACHINES, Burglar Alarms, Slide Projectors, Color Wheels; low factory price. Gronberg Projector Works, Sycamore, Ill.

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SLIGHTLY USED TENTS — ALL SIZES; 15x15 to 40x100. George's Tents, 103 North St., Auburn, N. Y. no25

SPECIAL — FOR SALE ONE USED C-Cruise Major Ride; capacity 36; located in Pennsylvania, \$6500; one slightly used Little Skipper Kiddie Ride; capacity 20; located in Oregon, \$2000. C-Cruise Corp., Seventh St. and Murlark Ave., West Salem, Ore. de2

THEATER CHAIRS, SCREENS, 1,500 FOLDING Chairs, Projectors, Tents, Film Benches, Lone Star Film Co., Box 1734, Dallas, Tex.

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35MM. WESTERNS, SERIALS, SHORTS—Buy, sell or trade. Thompson Bros. Box 596, Fort Smith, Ark. de16

60 K.W. GENERATOR—GASOLINE DRIVEN by American LaFrance motor, mounted on Diamond T truck with closed body, switchboard and ground cable. Contact Jim Brown, 39 Ellis St., Bridgeton, N. J.

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25% Dep., Bal. C.O.D. if not rated.

100 d... of the following:

- 30" REAL FUR Grizzly Bear, rayon plush trim, asstd. colors, \$30.00 dz. In six dozen lots \$27.00 dz.
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Send for FREE catalog of exclusive line of Stuffed Fur and Plush Toys for this Merry Christmas Season. Closeouts always on hand. State nature of your business in FIRST letter to avoid delay.

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BIG BEAUTIFUL 24" Princess Doll

She has adorable curls, moving eyes with real eyelashes. Sleeps, talks, has latex arms and legs, rubber panties, stockings and shoes. Rayon or minon dress. Bonnet to match. Rush your order now for Christmas delivery!

18" PRINCESS DOLL, \$33.00 doz.; \$3.50 p.pd.

24" BOY & GIRL DOLLS, corduroy pants and dresses. Sample \$4.50 p.pd.; doz. \$45.00.

ATTENTION—PUNCHBOARD OPERATORS. Will furnish punchboard with each doll FREE! Takes in \$12.15 (card on request only).

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9" 10" & 12" COO DOLLS—\$7.25; \$9.40 & \$10.80 doz. Sample of each of above 8 dolls, \$19.50 p.pd. Samples of each of above 5 plush & fur items, \$12.00 p.pd.

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WE HAVE A FULL LINE OF PLUSH ITEMS! Special Discounts in quantities. Agents & Distributors Wanted.

25% With Order, Balance C. O. D. Please remit in full for samples.

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\$6.00 Per Doz.

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CAMERAS—\$6.00 per dozen
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CARRYING CASES—\$1.50 per dozen
Deposit of \$5 required on camera orders.

STOCK UP SUPPLY will be SHORT!

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CAMERAS—\$6.00 per dozen
FILM—\$1.80 per dozen rolls
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Deposit of \$5 required on camera orders.

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BELLY TANKS, \$9.95; STEEL, SIX OR ten foot size; free picture. Buick's Auto Wrecking, 1625 "T," Merced, Calif. no25

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IDEAL—WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximately 8 oz. 6x100", \$62.74; 7x100", \$72.50; 8x100", \$82.25; 9x100", \$92.00; 10x100", \$101.75; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone Cadillac 5491 de9

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DEVIL'S FIDDLE—NEW SENSATIONAL musical novelty; combination of six rhythm instruments in one unit consisting of 11 inch Snare Drum, Tambourine, 11" Bell, Temple-Block, Castanets, Jingles, Bass; excellent for marches, polkas, waltzes,umba and ragtime; has been played on WKRB Television, Chicago; write for photo and details. Klages Musical Specialties, Arlington Heights, Ill.

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about The Billboard in its New Format

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Above Samples Mailed Postpaid.
L. LOWY, 812 B'way, N. Y. 3, N. Y. Dept. 579

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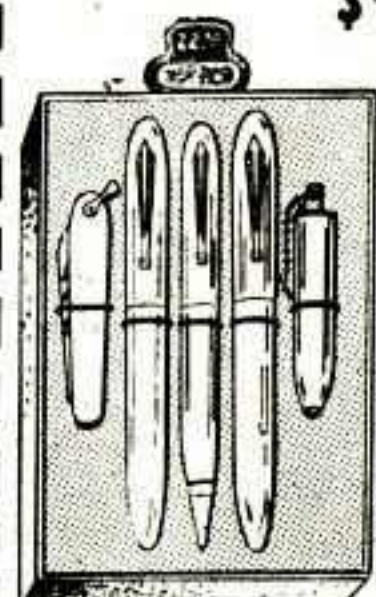
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18" SQ. H. ROLLED SILK SCARFS
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All on stock—order now—also others.
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ONE DOZEN

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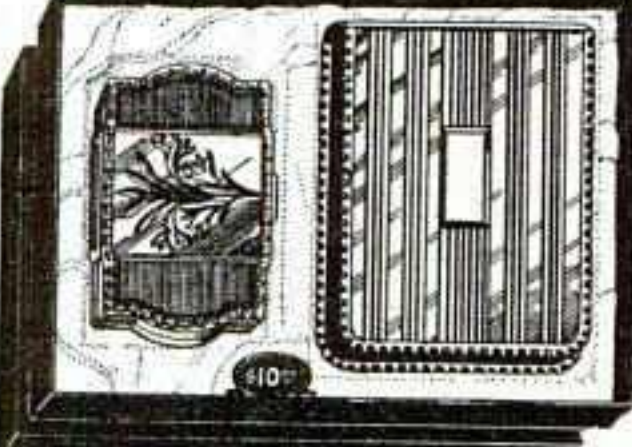
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EACH WATCH IN EXCELLENT CONDITION
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OUR WATCH PRICES WILL AMAZE YOU! GUARANTEED LOWEST!

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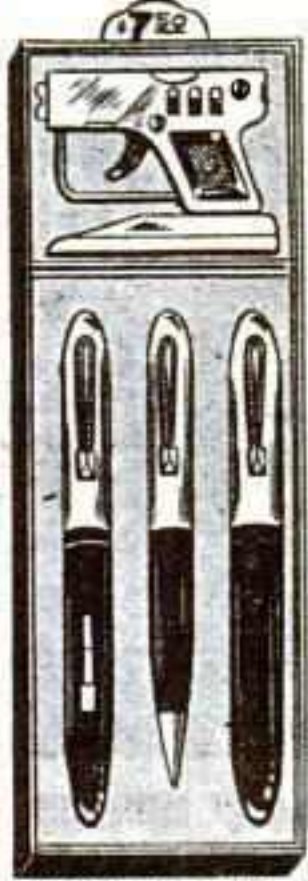
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New Fish Walking Bear . . . \$6.75 in gr. lots
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Rush your sample order now for samples of 10 latest Mechanical Toys—\$8.00.

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\$1.30 Ea. \$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the table, piano, or suitable as prizes. Has 3/4 frosted glass shade with clear crystal crimped top. Height 15 1/4". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

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fine 17-jewel movement, lifetime platinum finish, gorgeous presentation chest, each, \$22.00. In lots of 3, each.....\$20.00

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\$29.95 TO \$71.50 RETAIL
AT 40% OFF LIST



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ALL YOU DO IS RINSE THE STAINED TOWEL IN WATER!

Like magic, dirt, ketchup, grease, Worcestershire sauce, etc., disappear from towel. You can use the towels over and over again!

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\$3.00 EACH IN DOZEN LOTS

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\$8.00 doz.
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Lustrous silver on antimony. A real flash--a red-hot seller!

\$15.00 Doz. Sets

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SEND FOR list of 100 different gift and utility items. Write airmail (25c 1/2 oz.) for quick action.

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Delivered complete with velvet satin lined watch box containing gold embossed \$120 price tag.

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FOR SALES ACTION! FOR PROFITS!

Large size genuine fur, jumping poodle dog priced for Fast, Easy Sales!

\$4.50 PER DOZEN IN GROSS LOTS
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MECHANICAL TOYS (MEDIUM SIZE)

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\$4.00 PER DOZEN

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- Genuine Swiss Movements
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- Each Musical Powder Box is in a Decorated Acetate Container

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FREE! WITH EACH POWDER BOX a 24-hole punch card, 1c to 39c per sale — takes in \$8.25
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A miniature copy of a G. I. soldier in all details.
When wound up soldier lies on his belly and moves forward shooting away with a rat-tat-tat sound, twisting his head and body from side to side in a very realistic manner.

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A cute, chubby elephant spins its tail and slowly turns while performing a weight-lifting act with its trunk.

\$5.75 Doz. in Gr. Lots
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(About 7" Long)
Large Plush Covered Dachshund with its comical long body, short legs and long, floppy ears, walks along, wagging its tail and turning its head from side to side with a large bone in its mouth.

\$7.00 Doz.
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HAWAIIAN (STEEL) PLAYER WOULD like place with string band; can supply photo on request. Chuck Albertson, Ken Mill Cafe, Kenton and McMullan St., Cincinnati, O.

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Beautiful, artistic shapes and poses. Each animal colored in the prettiest shades and tints of the rainbow. A wonderful menagerie of assorted breeds of dogs, cats, horses, elephants, giraffes, ducks, peacocks, chickens, camels, rabbits, pelicans, fish, etc.
Packed solid for shipping, one dozen (assorted) to box, each miniature individually wrapped.

Large Size (approx. 2" high)
\$15.00 Gr. in \$ 8 Gr. Lots
Sample Gr. \$16.50.

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\$7.20 Gr. in \$ 8 Gr. Lots
Sample Gr. \$7.00.

Imported PORCELAIN TEA SET Miniature
Style
Decorated 8-Piece Service Set consisting of tray, teapot, creamer, sugar 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.

\$1.75 Doz. Sets in Gr. Lots
Sample Carton (2 Doz. Sets) \$4.00

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Cute little dogs, 4" high. Every child wants one! Made of velvet cloth with ribbon bow around neck. G.I.A. eyes, threaded nose and mouth trim. Packed dozen to carton.

\$1.50 Doz. in Gr. Lots
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Never Before—Never Again At This Low Price!
Only 300 Dozen Available!
SMOKING PIPES
Special offer! Twelve assorted pipes, some retailing as high as \$5 each. A wonderful Xmas gift for Father!

Special Price!
PISTOL LIGHTERS
Large opalescent pearl handle lighters, 3x2. On stand, \$1.50 Doz. in Gr. Lots boxed.
\$12.00 Doz.; Sample, \$1.25

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HOT BUY! HOT BUY! BANKRUPT STOCK, SACRIFICING FOR CASH
100,000 pcs., ass't. JEWELRY, all boxed—some sold up to \$5.00 ea. Pins, Bracelets, Necklaces, Beads, Earrings, Pin & Earring Sets, ETC.
100 Pcs. Ass't. \$25.00 Lot
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Size 1 1/4"x3 1/4". Full color comic books suitable for prize packages, giveaways, Xmas stockings, etc. Twelve different titles.
Per Thousand in 69,000 Lots (Packed 5,750 to Carton)
Per Thousand in 12,000 Lots (1,000 of each number)
Sample Thousand, \$5.00

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ASSORTED NOVELTIES OF ALL KINDS
5z Items, \$4.50 Gr.; 10z Items, \$7.00 Gr.; 25z Items, \$12.50 Gr.; 50z Items, \$24.00 Gr.; 100z Items, \$40.00 Gr.

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OUR NEW XMAS CATALOG IS NOW READY. WRITE FOR YOURS.

25% Deposit, Balance C. O. D.
Joe End & Company, Inc.
 435 West Broadway New York 12 Walker 5-8280

Merchandise Topics

New York:

For \$1, Braid Maid is a rug braider by Bandwagon Manufacturing Company. The steel item clamps to a table, and holds the finished braid securely as it is fed thru. . . . Another version of this idea is presented by Exactest. Its carpet rag splicer has a bracket that clamps to one's knee. . . . Carded three for 15 cents retail, Thredbed is a clear plastic spool holder that clips to a spool and prevents the thread from unwinding or tangling. . . . Salient Lifetime Wallets is packing its bill-folds in clear plastic boxes that later can be used as cigarette boxes, candy dishes, etc. . . . Alexander Backer's new 1/2-inch Blackamoors (native figurines) are reported receiving wide attention. . . . Jo Delahunt is delivering a handbag key caddy for \$1 retail. The gold plated item attaches to the inside of milady's purse. . . . Another costume jewelry item is Ogdan Stern's lapel pin that magnetically holds a mechanical pencil—\$2.50 seller. . . . A replica of Old Ironsides, Thomas Manufacturing Corporation has a metal plated plastic ship for 29 cents retail. The miniature ornament, in gold or silver finish, is mounted on a black pedestal base. . . . E. G. Howard is running a sale on government surplus Prophylactic tooth brushes. . . . American Cut Crystal Corporation is exhibiting a quality line of heavy hand-cut crystal ashtrays. . . . Walter E. Simon is importing French hand-carved head pipes. The pipes sell for \$3.50.

Flint Cutlery division of Ekco Products has a new six-piece steak knife set. With serrated edges, the blades are made of vanadium steel and the handles of Brazilian rosewood. The \$9.95 retailer is offered with a wooden holster block that can be hung on the wall. . . . As a promotional item, Pantry-Pal is a 24-piece set of silverware in a red plastic container. By Wallace Bros., the Allegheny nickel-chrome stainless steel flatware has a bright, permanent luster. . . . Greyshaw's magic slot egg separator can be retailed at 10 cents. The kitchen aid separates the white from the yolk. The company also offers a plastic clean-sweep that quickly picks up crumbs, etc., from table cloths. . . . Kewaskum Utensil Company has a teakettle that whistles when the water boils. A feature of the kettle is a push button in the handle to lift the lid cap. . . . At \$1.98, Altov Appliance is marketing Rollatender to tenderize tough steaks. Similar to a rolling pin set with aluminum cutting teeth, the item is reported to cut thru meat fibers quickly and easily. . . . Quikut claims it is the first manufacturer to introduce the new scalloped edge kitchen slicing knives to the trade. . . . Aluminum Goods Manufacturing is enthusiastic that its new 2 1/2-quart pressure pan — \$9.95 retailer — has Good Housekeeping, U. L. and Parent's Magazine seals of approval.

Products Packaging has Flex-a-Flo, a 25-cent flexible faucet spray. Made of rubber and metal parts, it fits any faucet. . . . A telescopic whiskbroom, called Whiskaway, is sold by Emenee Industries. . . . As a \$1 seller, Zenith electric deodorizer plugs into any electrical outlet and immediately dispels room odors. . . . Safety Products has a home fire alarm on the market for \$4.75. It's automatic and requires no wiring, batteries, or installation. The loud ring is released by heat.

Around the Drug Market

Al Alexander, of Alexander Service Company, is showing his new emergency shaving kit, a 19-cent retailer. A metal razor containing a Schick blade and a capped tube of brushless shave cream are attractively packaged. . . . Bemax Drug is offering Mennen's Quinsana (army surplus) in five gross lots. . . . Scented gum is latest product of C. Howard Company. Wrapped in a silver-colored box at 5 cents, the chewing gum is said to refresh and purify the breath. . . . At 50 cents retail (folder of 10 capsules), Absorbs—hangover treatment—is reported to be moving well. . . . As a new counter item, Baray Pharmaceutical Corporation has announced Clara-Breth, a breath sweetener. The new product combines chlorophyll (the newly discovered deodorizing agent) with the flavor of spearmint. The tablets are said to please the taste and dissolve quickly in the mouth. A vial of 12 tablets sells for 5 cents. . . . At \$1 retail, there's an innovation in sun glasses on the market. The item is manufactured from a plastic that's light in weight and will not steam or fog. Due to the unusual facial design, the plastic goggles can be worn with or without regular eye glasses.

XMAS PARADE SPECIALS

- Red Plastic Fur-Trimmed Santas, w/bell on strings, GR. \$21.00
- Red Plastic Fur-Trimmed Santas, w/bell & sack on back, GR. 18.00
- Plastic Climbing Santas on Pole, GR. 18.00

XMAS BALLOONS

- #9 Round w/Santa Picture, GR. \$4.75
- #9 Kat w/Santa Picture, GR. 5.00
- #11 Round w/Santa Picture, GR. 5.75
- #14 Kat Mottled w/Santa Picture, GR. 7.00
- #15 Hep Cat w/Santa, GR. 8.25
- #10 Hep Cat, GR. 7.25
- #10 Mouse Head Balloons, ears inflate, GR. 6.00
- Nosey Mouse Balloons, ears & nose inflate, GR. 9.00

WIND-UP TOYS

- Small Walking Bear, DOZ. \$3.75
 - Large Walking Bear, DOZ. 6.25
 - Large Crawling Baby, DOZ. 4.50
 - Hopping Dog, DOZ. 4.25
 - Begging Dog, DOZ. 4.80
 - Santa on Sled, DOZ. 6.00
- 25% Deposit with order, Bal. C.O.D.
- Schattur Novelty Co.**
 142 Park Row New York 7, N. Y.

BINGO OPERATORS

New exciting Triple Bingo Cards in sets of 100 to 300 cards. They have all 75 numbers on each card. Every time a number is called, every player can place a grain of corn on a number. There are fewer two or more winners on these cards than on standard cards.

\$15.00

PER SET OF 100 CARDS
 COMPLETE LINE OF GIFTS, TOYS, DOLLS AND PRIZES. WRITE US WHAT YOU ARE INTERESTED IN.

SAUNDERS MFG. & NOVELTY CO.
 708 FRANKFORT AVENUE CLEVELAND 13, OHIO

AMERICA'S LOWEST PRICES
 IMMEDIATE DELIVERY

- Large Walking Bear . . . \$5.60 Doz.
 - Imperial Walking Elephant . . . 5.60 Doz.
 - Performing Seal with Ball . . . 5.50 Doz.
 - White Fur Jump Dog . . . 4.75 Doz.
 - White Fur Begging Poodle . . . 4.90 Doz.
 - Black & White Panda . . . 4.75 Doz.
 - White Jump Rabbit (large eyes) . . . 5.00 Doz.
 - Baby Walking Bear . . . 3.80 Doz.
- (1/3 Deposit With Order, Balance C.O.D.)
 Orders accepted at these prices only up to December 7, 1950.

CONSOLIDATED DISTRIBUTORS, INC.
 2412 3rd Ave. Seattle, Washington

Represent the Mfr.!
 First Time! A Fine Line of AMERICAN MADE

15 J. WATCHES and WATCH ENSEMBLES

Salesmen with established following! Sell Jobbers, Operators (Premium & Punchboard fields)! Protected territories! Standout, volume line! Write at once, specify territory covered.

LINCOLN AMERICAN WATCH CO.
 175 Fifth Ave. New York, N. Y.

NOVELTY CRY BABY ASH TRAY

Two-tone, beautiful glossy lacquer finish. Comically created to amuse everyone.

\$7.20 Doz.

Jobbers, write for prices.
ERNIE'S ENTERPRISES, MFRS.
 725 Pine St. St. Louis 1, Mo.

XMAS MONEY MAKERS!

HORSE, DOG, DONKEY AND ELEPHANT ON WHEELS

- 19 1/2" High, 10 1/4" Wide, 21" Long Any Animal \$4.75
- Sturdy Steel Chassis
- 4 1/2" Rubber Tired Wheels
- Large Bright Hub Caps
- Moving Eyes
- Weight Approx. 5 1/2 Lbs.
- Assorted Colors

Sample, \$5.75

Any Animal with Steerer, \$1.50 More.
 Any Animal without Wheels, \$1 Less.

MAMA DOLL
 With 5-Way Voice! When an arm or leg is squeezed, she cries! When she bends, she cries! High Sleeping 18" Eyes, Eyelashes, Rubber Arms and Feet. Dressed in very pretty costume.

\$36.00 Doz. Sample \$4.00
 Same as above, but 24" High. Truly a fine Doll! Sample \$5.00
\$48.00 Doz.

Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D.
Mdse. Distributing Co.
 19 E. 16th St. New York City 3

Genuine Swiss 2 Button
Chronograph
 Guaranteed New \$3.75

Each lots of 6 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap. 2 tone dial. Sample . . . \$5.15

BULOVA ELGIN BENRUS GRUEN WALTHAM

Precision Rebuilt

Newest Styles

Plain dial 7 Jewel \$8.95
 15 Jewel \$10.95
 17 Jewel \$12.95
 Rhinestone dial, \$1.00 add'l.

10K R.O.P. case with stainless steel back. Dome crystal. Fine grain genuine leather strap. Guaranteed. Plain or rhinestone dial.

Brand New—Genuine Swiss

CALENDAR WATCH

Fully automatic, dates change in window. Chrome top case with sweep second radium dial and hands. Genuine leather strap.

\$4.50

25% Deposit on C. O. D. Orders. Wholesale Only. No Retailers. Send for big catalog of fast selling items.

World Wide Watch Co.
 181 Canal St., New York 13, N. Y.

RUBBER NOVELTIES

WHISTLE WHALE
 Realistically molded 4 1/2" rubber whale, bright colors, bulging black eyes, red tongue. Squeeze and it peeps-whistles! A natural 20¢ retailer. \$12.00 Gr.

"BRONX CHEER" MONKEY HEAD
 Cunning, painted features! Squeeze and pop-out tongue produces hilarious bronx-cheer! Popular 15¢ retailer. Gr. \$8.40

Net cash, F.O.B. N. Y. Phone: COrrland 7-5360
HARRY M. DORN
 1133 Broadway New York 10, N. Y.

Selling Like Hot Cakes! ACTION FOTOS

POCKET SIZE—RETAIL 50¢ each
 Actual fotos that MOVE and seem ALIVE when tilted! Six "girlie" subjects and 2 religious. Plastic finish.

Samples 50¢ ea., Postpaid
 Remit \$2.00 for 8 different subjects.
JOBBER INQUIRIES INVITED
D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

WALKING BEARS—SEALS
 Camels, etc. (12 kinds)
 \$6.50 per doz. 6 doz. asstd. f.o.b. Los Angeles \$36.00

Beaumont Brokerage
 Box 8535, Cole Station
 Los Angeles, Calif.

300% TO 500% PROFIT !! EVERY DAY !!
CASH IN ON THESE MONEY MAKERS
THEY ARE TERRIFIC!!

No. 301
\$2.65 Doz.
Gents—A real flashy round white stone and a big seller.



14-K Gold Plate

14-K. GOLD PLATE BEAUTIFUL FINISH \$4.50 DOZ.

No. 877—Heavy Mounting—Hand Set. Sparkling Full Cut Imported 1-Ct. Stone. It's a Gem and a Beauty.

ABOVE 2 SAMPLES POSTPAID, \$1.00
Deposit with all C. O. D. orders.
State Your Business.

PROVIDENCE RING COMPANY
49 Westminster St. Providence, R. I.

MEDICINE MEN!
The House That Quality and Service Built

For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins, specialise in Private Label and Formula Work.

Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours.

31 years of continuous service. By serving we grow! We have doubled and tripled the speed and efficiency of our service because we have now installed new machinery—have large, new floor space—new labeling machinery—new filling machines—new and complete packing improvements, insuring our customers one-day service. We invite you to see our new plant when in Cincinnati. Write, wire or call us for prices.

THE HOUSE OF SERVICE!
CELTONSA MEDICINE COMPANY
Established 1919
1016 Central Ave. Cincinnati 2, Ohio

OAK-HYTEX FLYING SAUCER BALLOON



.. Red Hot Pitch Item
Action! Noise! order from your jobber

The OAK RUBBER CO
RAVENNA, OHIO.

PUBLICATIONS SALESPEOPLE

Openings in all States at high commissions, for bondable salespeople only.

TRADE PRESS BUREAU
1606 Main St. Kansas City 8, Mo.

Oak Balloons

For immediate shipment
Write for FREE Catalog

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

CHALLENGE

We challenge you to compare and beat our prices. Pistol Lighters (large), \$54.00 gross. Famous 3 pc. boxed Pen Sets, \$42.00 gross. Same 4 pc. Sets, \$39.00 gross. "Ravel" Perfume (\$16.50 retailer), \$12.00 dozen. Large plush Walking Bear, \$3.75 dozen. 1001 other bargains—now mailing free catalog. Postage extra on all orders. 25% deposit. Agents wanted all over country.

CO-OPERATIVE IMPORT CO.
122 East 11th St. N. Y. C. 3

PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY
8 x 10—5¢, Postcard—2¢
Newsprint, 20x30—\$2, 30x40—\$3.
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8 x 10—12¢ in quantity. All other sizes.

Write for FREE sample & List 88

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

CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Demonstration
Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross. Send \$1 for sample package 6 Towels. Big profits every pitch. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

Send for Free Catalog

Costume Jewelry, Wrist Watches, Lighters, Novelties, etc.

CASH SALES COMPANY
408 Fifth Ave. Pittsburgh 19, Pa.
ATlantic 1-1346

Pipes for Pitchmen

by Bill Baker

HENRY A. SCHNEIDER . . . who was found dead November 8 in his hotel room in Huntington, W. Va., by a friend, Louis Zetta, was widely known in Pitchdom and for the past several years had confined his operations to West Virginia. He was best known for his Restore You tonic which he manufactured and sold thru his pitching activities. Born in Co-burg, Germany, in 1887, he is survived by a brother, Fred Schneider, Springfield, Mo. His body was shipped to Kansas City, Mo., for burial. A coroner's inquest found that Schneider's death was due to natural causes.

CARL CHAFFIN . . . novelty worker, has been tending bar at a Columbus, O., cafe since closing his tour of fairs in the State.

E. C. PARDEE . . . and R. E. Williams are holding down Virginia and West Virginia on the sheet. They would like to read pipes here from Steve McClain, Heavy Faulkner, Dave Dunlap and Wesley H. Brenzel.

"DOC YATES . . . a celebrity of several years ago, who wrote scripts for Olson and Johnson when he played vaude," is in the clock and watch business here," Henry H. Varner reports from Akron. He's applying that old showbiz credo that you only get out of a business what you put into it."

DOC SHERWIN . . . is directing the renovating program for his med show at quarters in Hugo, Okla.

LET'S HAVE . . . some pipes from the following: George Bassett, B. V. (Murphy) Mangrum, Fred Mosher, Big Al Wilson, L. Schultz, B. M. Campbell, Doc Rowe, S. K. Rohrer, Ben Landers, John Delaney, Chic Denton, Alexander Pasha, Carl Knowles, Dean Jortein, Eddie St. Matthews, James E. Miller, Horace Braziel, Robert Hallie, Billy Beam, Eddie Gould, Curley Miller, J. Arthur (Red) McCool, Clarence and Sonia Girourd, W. H. Knox,

Proven Pitch Item!



SURE-FIRE PROFITS

Tried and true! The amazing gyroscope always draws crowds. Now Trans-Coast offers you the finest of its kind—the sensational MIRACLE Gyroscope. Especially packaged for the pitchman.

Sells easily for \$1.00 \$4.20 Doz. F.O.B. L. A.
You Pay Only \$40.00 Gr.

Send 25% deposit, balance C. O. D.

THE MIRACLE GYROSCOPE

- No Cost - Precision Made
- Beautifully Finished and Packaged
- With Complete New Instruction Sheet

TRANS-COAST DISTRIBUTORS
6509 De Longpre Ave. Hollywood 28, Calif.
Wholesale only

Big Profits

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co.
303 DeGrauw St. Brooklyn 2, N. Y.

CHEWING GUM

All flavors!
Kept factory fresh with cellophane wrapping
Priced at half of standard brands
Write for information on all types and sizes, including Ball Gum—regular and bubble

BUY AT WHOLESALE—AND SAVE HALF!

American Chewing Products Corp.
4th and Mt Pleasant Ave., Newark 4, N. J.

OUR MOTTO

A SQUARE DEAL TO EVERY CUSTOMER

Fast Sales, Big Profits—Part or full time, original Koehler stock signs. 1500 varieties, sell all places 4 1/2 x 11", 7 1/2 x 11". Also religious, changeable and Christmas. Special offer, \$4 per 100 or \$1 for 20 7 1/2 best sellers, or for free catalog write KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

Harry Tam, Harry and Ernie Taylor, G. (Bob) Langford, Jack Males, Speedy Ross, Bill Earnest, J. F. Greek and B. M. Campbell.

FOLLOWING HIS . . . engagement at the food show in Cleveland, Big Al Wilson will head for Texas to play stores during the Christmas holidays.

HEAVY FAULKNER . . . is still getting the lucre with sheet down South.

BOB ROACH . . . is reported to be working cards at a Chicago spot to big business.

RED GUNN . . . is en route to Texas, accompanied by Kid Smoke, sheet writer.

"I'M WORKING . . . in the H. L. Greene store here," letters Big Al Wilson from Oklahoma City. "A teachers' convention here brought 10,000 from all over the country and they passed out plenty of cabbage. I'm planning to work with Nito Almenzerze, the monkey man, who has gone to Mexico for the Spanish monkeys. He has permits to bring them into the country. We expect to work them in toy departments. Let's have some pipes from Mickey Gunn, Eddie Gillespie and Jack Curran."

I. W. (HI) HIGHTOWER . . . blasts the following from Atlanta: "This is my first pipe since I opened up my new honky-tonk barbecue and drive-in at Richland, Ga. It's called the Wagon Wheel. I had to pitch plenty of moola to get this spot. The welcome mat is ever out to pitchmen and showmen."

THE RIGHT LINE AT THE RIGHT PRICE



Guaranteed SWISS WATCHES

- Brand New—Not Rebuilt
- Removable Pushpins
- Sweep Second Hand
- Assorted Radium Dial
- One-Year Guarantee
- Genuine Leather Strap or Stainless Steel Expansion Band

\$2.90 EACH
STOP CHRONOGRAPHS
Jeweled Movement, 2 Push Buttons
\$3.25 Ea.

Write for our latest Price List. Above prices for orders of 4 or more watches. \$1 ea. extra on orders under 4.
25% with order, balance C. O. D.

EDWARD A. WALDMAN CO.
55 W. 42nd St. New York 18, N. Y.

MEN—Build a Wholesale Route GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality sensational line of self-selling counter goods. Retail at 5¢ and 10¢ to \$1.00. You make big cash profits. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

World's Products Co., Dept. 8-N, Spencer, Ind.

MIDGET BIBLE

Big Profit From a Little Item

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1 1/2" x 1 1/2"), yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Price—9¢ each. \$4.79 per 100. F. O. B. Detroit; add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for WHOLESALE CATALOG of 1000 novelties. **JOHNSON SMITH & CO.,** Detroit 7, Mich. (Publishers of 100 Low Priced Paper Covered Books on Magic, Hypnotism, Hobbies, Girls, Etc., Etc.)

STEEL OR WOOD CHAIRS

Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, full number needed.

ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1385

DIRECT FROM MANUFACTURER
Lamps, Novelties, Toys, Housewares
For further information write or visit N. Y. Office:
J. CHARTOFF
Dept. A, 1184 Broadway, N.Y.C.


SOMETHING NEW AT LAST

FRETTIN' FRED A

Reg. United States Patent Office 1950 by Renaud and Whyte

\$63.00 PER GROSS **\$5.40 PER DOZEN**

Retails at a Very Fast \$1.00



"FRETIN' FREDA" SHE FRET'S ALL DAY, AND WORRIES ALL NIGHT JUST TELL HER ALL YOUR CARES AND YOU JUST SMILE LET HER FRET AND WORRY, AND YOU JUST SMILE

No words or picture can describe the flash, color, and appeal of "Frettin Freda." Born 30 days ago. As new as tomorrow. Getting a fast \$1 wherever shown. A practical ash tray gift. Tried and proven a tremendous success in Miami, Fla., and Washington, D. C., in drug and souvenir stores, gift shops, cigar stands, night clubs, etc. The rest of the world is virgin territory. This baby is only one month old and has never been out of its own front yard. There are 45 million families in the United States and at least one worrier in each family.

Our factory is running 24 hours a day. We have taken additional space and have a large stock on hand, and we are prepared to make shipments same day your order is received. A gift and souvenir counter in a large downtown drug store has sold two gross of Frettin Freda's a day for the last 15 days with an increase each day. And Christmas trade is still in the distant future.

DESCRIPTION—Composition demountable head. Australian Pine Cone body. Marble-like composition base. Highly lacquered finish. Mother of pearl ash well. Body trimmed with sequin glitter. It really has flash and color appeal. Packed one dozen to the carton, weight 20 lbs. per dozen. Individually boxed in mailing carton ready to address and mail 60¢ a dozen extra. Height 4 1/2", Width 4 1/2", Length 6".

PRICES AND TERMS—Sample packed in mailing carton, \$1 postpaid. Sample dozen \$5.40, cash with order. Larger orders 50% cash with order, balance C.O.D.

Our money back guarantee was born in 1923

Manufactured by

RENAUD & WHYTE
J. A. WHYTE, Sales Manager
Cable Address: Seashells
1225 S. W. 6 St. Tel. 3-6649 Miami, Fla.

Manufacturers of Television Lo-glo Lites, Tropical Sea Shell, Souvenir, and Religious Lamps and Founts, Coconut Lamps, Ash Trays, etc. If its tropical we have it. Free catalog on request.

ELECTRIC HORSE CLOCKS

Gold or Bronze Finish. Guaranteed Movement. Dark or Light Base. Overall Height 11 1/2" Overall Width 17"

\$5.00 Ea. in lots of 6 or more
Individually Boxed, 6 to a carton.



MECHANICAL TOYS
(Occupied Japan)

- Walking Bears
- Walking Elephants
- Hopping Dogs
- Camels
- Tumbling Dog
- Begging Dogs
- Groggy Cars
- Walking Robot
- Man Merry-Go-Round

\$72.00 GROSS

WRITE FOR CATALOG. FOR RESALE ONLY.
25% Deposit, Balance C.O.D., F.O.B. Chicago—OPEN SUNDAYS

ADLER SALES Sub of W.S.L. Dist. Co. 849 W. Roosevelt Rd. Chicago, Ill.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, 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

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

SOMETHING NEW IN JAR TICKETS

IT'S DIFFERENT SENSATIONAL ORIGINAL

Be the first in your territory with this "MONEY-MAKER" that will increase your play and profits.

WRITE-WIRE-PHONE

ORIGINATED AND MANUFACTURED BY TRIANGLE MFG. CO.

Anything in the Line of TICKETS for Immediate Delivery.

611 So. Tenth St. Minneapolis, Minn.

BUY BY MAIL FACTORY WHOLESALE PRICES

No Job Lots or Close Outs

BEE JAY SALESBOARDS UNIVERSAL JAR-O-DO

No Order Too Large No Order Too Small

JAR DEALS—PAD DEALS R W B—LUCKY SEVEN MATCH PAKS

Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR CAROL SALES CO.

312 E. Market St. Elmira, N. Y.

SALESBOARDS

1000 25c Charley Board	Prof. \$50.00	\$ 72
1440 10c Barrel Board	Prof. 34.00	.98
1500 Blank Board, Checked		
2000 Blank Board, Checked		1.25
1800 Lulu Board, X Tk.	Prof. 18.00	1.49

1000 25c J.P. Charley, X Tk. Prof. \$52.00 \$ 71.00

1200 25c Tex. Charley, Seal 102.28 1.12

1000 5c J.P. Assorted Bds. 27.00 1.18

1000 10c J.P. Assorted Bds. 48.00 1.35

1000 5c J.P. Girlie, Latest 27.00 1.72

1000 25c J.P. PUNCH BUSTER 81.00 1.98

200 6 for 25c GIANT HOLE 27.00 1.49

2400 5c J.P. Barrel 40.00 1.98

Write for Ticket List and Catalogs.

DELUXE SALES CO.—BLUE EARTH, MINN.

Salesboard Sidelights

Phil A. Sax, Gam Sales Company, Peoria, Ill., reports firm's special holiday offering on its Tip Card deals is proving to be a regular sales magnet. Sax adds that the ticket lines are holding up very well order-wise, with an even plumper pattern seen as the trend this winter. Jay Zelle and Jay Goldman, Triangle Manufacturing Company, Minneapolis, are pitching all-out for their new jar ticket deal. Boys sum up the advantages of the new release with a teaser comment that it's sensationally different and original.

The smile habit has hit Ben and Marshall Maltz at Peerless Products, Inc., Chicago, with the reason evident in their comment on board biz. Peerless' fall and winter lines are out hitting hard, if operator buying is any indication, boys say.

Irv Webb, Webb Distributing Company, Chicago, is another fellow to beat the drums for a play-getting number. Webb's offering is the Television Punchboard deal, which he says is "attuned to the times and in the right profit focus." Joseph Worth, Worthmore Ticket Games, Chicago, continues to expand his sales coverage. Word here is a repeat on the improved sales theme.

Otto H. Goldman, Globe Printing Company, Philadelphia, says the new Best line of salesboards and salescards are out-doing former order levels. New line, recently released, features more

Werts Novelty Company, Inc. (Muncie, Ind.), officials Mrs. Iva G. Werts and Ralph Young, general manager, agree on peak production requirements to meet demand. New equipment in firm's bindery and folding departments last year are standing in good stead now, they state. W. H. Brady Company, Chippewa Falls, Wis., is turning out the biggest line of Christmas push cards in its history, according to F. W. Brady. Cut-out numbers in this line are especially receiving nice order attention, he adds.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

NOW IS THE TIME FOR PROFITS!

ORDER TODAY FROM SUPERIOR PRODUCTS, INC.

2133 W. Fulton St. Chicago 22, Ill.

Letter List

Continued from page 107

- | | | | |
|------------------------------------|------------------------|-------------------------|-------------------------------|
| Monte & Nina (Variety Act) | Roberta, Nalta | Harry, Mrs. Bill | O'Leary, Mrs. Virginia |
| Nonette "Gipsy Violinist" | Strump, Phillip A. | Hartsock, Mr. & Mrs. | Paige, William A. |
| North, Mr. & Mrs. R. Weiss, Sylvia | Vivona, John Joseph | Hook, Eddie | Parker, Miss Betty |
| Patrick, Paul Friday | Williams, Mary Jane R. | Howard, George C. | Walter, Pat |
| Reak, Betty | Zeno, J. J. | Howell, Norvell | Peters, Loyd Edward |
| | | Humphrey, C. H. | Pool, James L. |
| | | Hunt, Harry T. | Popkin, Willis B. |
| | | Hutton, Mrs. Betty | Porter, Alvin A. |
| | | Hysell, William | Price, Mr. & Mrs. Art |
| | | Iry, Jack | Pritchette, Lyle M. |
| | | Jackson, J. G. | Purcell, Miss Pattie |
| | | Johnson (Hoop-La) | Rammer, Charlie |
| | | Johnson, Bobbie Jewel | Rice, Charlie |
| | | Jones, Pearlene | Richards, James T. |
| | | Kalenoff, Isaac | Riley, Tex. |
| | | Keith, Kenneth R. | Rocco, R. W. |
| | | Kelley, Charis O. | Rohter, L. S. |
| | | Kelley, Jean & Loyd | Rose, Miss Mollie |
| | | Kennedy, Chas. | Rowe, Robert M. |
| | | Kerby, William E. | Rudby, Geo. |
| | | Kinney, James | Sandusky, A. D. |
| | | Kohler, Johnny & Lena | Sayre, Clarence N. |
| | | Kopelow, Jakob & Eliz | Schneekloth, Mr. & Mrs. Harry |
| | | Kraus, Mrs. C. L. | Siddi, William |
| | | Kuhn, Jimmie Gene | Smith, Edward B. |
| | | Lafayette, Mrs. A. E. | Smith, Francis Milford |
| | | Lange, Buddy | Smith, James F. |
| | | Larue, Lucky | Smith, Stephen |
| | | LaVell, Frank X. | Specht, Jean & Orville |
| | | Lehman, Marie | Stanley, Bob |
| | | Leitner, Mrs. Carl F. | Starkey, John |
| | | Logsdon, Walter | Starr, Hedy Jo |
| | | Lopez, Linda | Starr, William (Bill) |
| | | Lucas, Jack | Stearns, James (Lucky) |
| | | Lynn, John J. | Stewart, Ada & James M. |
| | | McCray, W. H. (Tex) | Stine, C. J. |
| | | McKay, Joseph J. | Stonecipher, Otto Lee |
| | | McIntosh, David | Sullivan, Blanche |
| | | McKinze, Hadley Fred | Talbot, Orley |
| | | McPherson, Talph | Talbot, Orley |
| | | Malbin, Eddie | Tandy, Mrs. May |
| | | Mathews, Sport | Tatham, Kermit |
| | | May, Edgar C. & Lillian | Taylor, Tiny Billy |
| | | Meck, Harold | Thomas, Kenneth R. |
| | | Miller, Maybelle | Trepanier, Dennis W. |
| | | Metthead, Buddy | Turob, Julius G. |
| | | Morgan, Loren | Walker, Miss Florena |
| | | Moreno, Tito M. | Walker, Louis F. |
| | | Morgan, Miss Pat | Warwick, Stanley |
| | | Montgomery, Mrs. C. R. | Waters, J. A. |
| | | Mraz, Pvt. Clem G. | Wayne, Russell Edward |
| | | Mullins, M. Jerry | Weaver, Ed |
| | | Myers, C. N. Dock | Weaver, Mrs. Ruth |
| | | Nifong, Dec | Williams, Barney |
| | | Nolte, Mrs. Martha E. | Winn, C. L. |
| | | Nolte, Whitey | Wilson, Robert C. |
| | | Neyman, Wilford | Witaman, William |
| | | | Wolf, Miss Rose |
| | | | Wray, Albert V. |

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400	5c	LUCKY BUCKS, THICK	Def. 7.00	.75
1000	5c	CHARLEY, THIN	Def. 17.00	.90
1000	25c	J.P. CHARLEY, THIN	Avg. 52.00	1.10
1200	25c	TEXAS CHARLEY, THICK	Avg. 102.98	1.95
1000	5c	SOUTH PACIFIC, GIRL BOARD	Avg. 24.89	1.75
1000	5c	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	1.75
1000	5c	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75
1000	10c	TEN CENT SAW BUCKS	Avg. 45.00	1.75
1000	25c	SIX TWO BITS	Avg. 114.28	1.75

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MASTER SEAL CARDS, ONE WINNER

Dozen	Per 100	Dozen	Per 100
10-Hole	20c	60-Hole	75c
20-Hole	30c	70-Hole	85c
30-Hole	40c	100-Hole	1.00
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50-Hole	70c	200-Hole	1.80

12-Hole, 1c to 29c, takes in \$ 3.00. \$ 2.25

12-Hole, 1c to 39c, takes in 4.10. \$ 2.93

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70-Hole Turkey Card, takes in \$12.00. \$ 1.00

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1020	5c	POKER FACE	Avg. 25.57	3.65
780	5c	RED KING	Avg. 17.28	1.95
1500	5c	HOLES OF DOUGH	Def. 55.49	6.95
3000	10c	TREASURE SHIP	Avg. 153.00	6.70
3024	10c	INDIAN HUNT	Avg. 136.00	9.50
420	25c	POKER HANDS	Avg. 32.50	2.95
1000	25c	DERBY DAY	Avg. 82.20	3.25
1020	25c	JACKPOT CHARLEY DINO	Avg. 87.00	2.45
3078	25c	YOUR CHOICE	Avg. 243.00	9.95

Rush your order today Enclose 25% deposit, pay balance plus shipping charges on delivery Freight paid on orders of \$100.00 or more.

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Forms Close Thursday for the Following Week's Issue

- A-1 BARGAIN—CIGARETTE AND CANDY** Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgaard Ave., Chicago, Ill. no25
- A-1 CONDITION—3 BALLY SPEED BOWLERS**, slightly used, \$195 each. Phone Johnston 334-675. Write Vic Gorgone, 819 Cypress Ave., Johnston, Va. 25% deposit, balance c.o.d. de2
- A SPECIAL SALE OF USED PENNY** Scales, 5¢ Candy Vendors, Lotion Machines and many other money saving bargains. Write: Adair Co., 6026 Roosevelt, Oak Park, Ill. de2
- BARGAINS—EIGHT 1/2 ACORNS WITH** two extra Service Heads, \$79, \$10 each; just like new; Ten Ford Gum Machines with brackets and locks, \$50, good condition. Need Northwestern 49's 1c or 5¢ Peanut or Gum. J. J. Zechel, Culver, Ind. de2
- CAST IRON STANDS—WEIGHT, 25 LBS.**, \$4 each; in lots of six or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.30 each; top plate for three vendors, \$1.55 each; all prices f.o.b. factory; 1/3 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill. de2
- CIGARETTE MACHINES—FOR THE** finest in cigarette machines see Central; write for details; we also buy Used Equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. de2
- DIGGERS—ERIES, HAND OPERATED.** For carnivals; Merchantsmen, Electro-Holists, Mutoscopes, Buckleys, Exhibit Rotary Merchandisers, Digger Parts. National, 4243 Sansom, Philadelphia, Pa. de2
- ERIE DIGGERS REPAIRED—PARTS AND** new Oak Cabinets for sale; also 30 good used Erie Diggers and 12x12 top and frame for sale. Frank Evans, Route 6, Box 715, Pine Bluff, Ark. de2
- FOR SALE—USED SPACARB 3 D-50's,** Spacarb Multi's, also Mills Cup Machines; good condition at bargain price. United Services, Inc., 242-12th St., N.E., Atlanta, Ga. Telephone-AT 0784. de2
- FOR SALE—105 SOLOPHONE COIN MUSIC** Boxes, like new, excellent condition, including locks; guaranteed. 8-Solophone Music Amplifiers with Tubes, excellent condition; 1,000 feet Four Conductor Cable; cost \$3,500, make an offer; must sell immediately. Write: The Sound Engineering Corp., 76 Farmington Ave., Hartford 6, Conn. de2
- POKERING TABLE—SCIENTIFIC, FIRST-** class; \$75 each. J. Myer, 2301 W. Baltimore St., Baltimore 23, Md. de2
- FOR SALE—HIGH DIAL TEN STRIKES,** \$29.50; also Low Dials, \$23.50; in first class 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 Seebal Co., 2912 Irving Park, Chicago, Ill. de2
- FOR SALE—3 ROCKOLA 1 1/2 JACKS,** good condition, \$30 each; 90 Jergens Lotion Machines ready for location, \$17.50 each; Advance Model "D" or Columbus Gumball Machines filled with gum, \$6 each; 4 Silver King Duck Hunters Gumball, \$20 each; 1 Old Age Pension Counter Game, \$12.50; 1 Horseshoes Counter Game, \$12.50; 1 Three-of-a-Kind Cigarette Reels Counter Game, \$25; 1 Daily Race Junior Electric Counter Game, \$35; 30 Victory Postage Stamp Machines, like new, \$17.50 each. Have deposit balance c.o.d. Devices Novelty, 467 N. Milwaukee, Chicago 10, Ill. MO6-7533. de2
- SOLOVOX—A-1 CONDITION, \$225.** FORT Steuben Music Co., 636 N. 4th St., Steubenville, O.* de2
- STAMP FOLDERS DIRECT FROM MANU-** facture; low low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. de2
- UNEEDA CANDY MACHINES, \$40; POP-** Star Machines, \$25; Peanut Gum Machine, \$6.95; Stamp Machines, \$2.95. U.S.P., Waterbury 5, Conn. de9
- WANTED—EXHIBIT MOTOR RACE PARTS** or the cars, Happy's Amusement Center, 218 So. El Paso, El Paso, Tex. de2
- WANTED—USED ADVANCE CIGARETTE** Machines. T. O. Thomas Co., Paducah, Ky. de2
- WANTED—COIN-OPERATED RADIOS, ANY** make or quantity, new or used. Box 27, Grantham, Pa. de2
- 25 (ROD'S) COLUMBIA COIN OPERATED** Radios, used 3 months (2 hr., 25¢). Write Box 233, Cedar Falls, Ia. de2
- 1947 PHOTOMATIC, LIKE NEW, \$550; 1947** Voice-O-Graph, very clean, \$495; Harvard Nameplate Machine, perfect condition, old style cabinet, \$150; World Series, \$95; Champion Hockey, \$65; Heavy Hitter, \$65; Bolocore, \$85; Goalee, \$100; Undersea Raider, \$95; Boomerang, \$35; Merchantman Digger, \$95; many others; can equip complete Arcade; will trade for Standard Metal Typers and Pusher Rotaries; my service available to assist installing your Arcade. Baldrige, 6678 Academy, Brighton, Mich. de2

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Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards—

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Save Money!

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All for \$12.00 F. O. B. Peoria

Write for Discounts on 5 or 10 Gross Lots. We Manufacture a Complete Line of Quality Tickets.

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1951 Coin Machine Tax Pic Preview

Part of Program To Be Taken Up By Nov. Congress; Full Action Later

WASHINGTON, Nov. 18.—Part of the coin machine industry's 1951 tax tab will be shaping up in the brief session of Congress, scheduled later this month, but the full impact will not be known until after the new Congress convenes in January. The House Ways and Means Committee launched hearings on an excess profits tax this week in advance of the formal "lame duck" session.

Such a levy is unlikely to affect much of the industry with the possible exception of manufacturers who happen to latch on to a

host of war contracts. The outcome of excess profits levy maneuverings, however, will influence corporation rates next year.

Despite a vote by which the 81st Congress voiced approval of a profits tax before going home for elections, it is by no means certain that one will be enacted. There is strong sentiment for a substantial rise in corporate taxes as a substitute on the grounds that a profits tax is too difficult to administer properly. In the event that a profits levy is turned down, all incorporated enterprises in the coin machine field can expect to find their taxes higher in 1951 than they would be otherwise.

Corp. Tax Hike

A corporation tax increase can be expected in any event, probably to a top rate of 45 per cent, with corresponding jumps of 2-5 per cent in lower brackets. Without an excess levy, however, the corporate tax is likely to hit a high of 50 per cent in the top bracket and be upped 4-10 per cent for the lower brackets.

Individual operators also will find higher personal income taxes next year. Amount of the rise is only in the talking stage at present, but the sentiment is for about a 10 per cent increase in the lower and middle income brackets. On top of income levies, many operators will have to pay a Social Security tax on their own incomes in 1951 for the first time. This (Continued on page 130)

Changer Supply Holds Despite Mild Shortages

CHICAGO, Nov. 18. — While material shortages have cut into changer and coin mechanism production schedules, manufacturers claim that the demand is being satisfied with little delay in most cases. Recent price increases by some of the firms have been relatively slight. Three of the suppliers exhibiting at the NAMA show this week unveiled new equipment for easing the transition to odd-cent vend sales.

A. B. T. Manufacturing, it was learned, was forced within the last week to lay off some production workers due to a shortage of brass. The lay-off, however, is expected to be temporary. Prices on its line of drop chutes, push slides and changers were increased about 10 per cent last July.

New Penny Unit

The company showed a new penny unit designed to operate in conjunction with its standard coin mechanism. It was developed primarily for use on the Ideal Dispensers machine. Tooling for the assembly has already been completed, according to R. L. (Continued on page 126)

Badger Sales Adds Premiums

LOS ANGELES, Nov. 18.—Badger Sales Company, headed by William R. Happel Jr., is adding a premium merchandise department. Jack Leonard, of the parts department, has been named to head the new section, with Irving Cooper being added to the personnel.

Badger will handle items direct from manufacturers and specialize in "hard to get" items. A tie-up has been made with the Far Eastern Sales Company in Japan, with this firm supplying Badger's premium department direct.

SPORTS NIGHT AT BRIDGEPT CLUB

BRIDGEPORT, Conn., Nov. 18.—The shuffleboard division of the Schwaebischer Maennerchor here conducted a successful Sports Night at their hall on French Street November 10.

Mayor Jasper McLevy was guest speaker. Other guests included Mrs. Christine Gehrig, mother of the late Lou Gehrig; George (Kid) Davis, Neal Ball, Billy Prince, Jimmy Rooney, Lou Bogash, Chet Gladchuck, and Thomas Murphy of the sports world; Police Chief John A. Lyddy, Fire Chief Martin J. Haydon and Police Capt. George Washburn.

Program included sports films of baseball, football, boxing, fishing and winter sports; an act by Bozo Kelly, tramp comedian, and songs by the Park City Four.

MFRS. DONATE HAPPY HOLIDAY

CHICAGO, Nov. 18.—A group of the supply manufacturers showing at the NAMA convention here this week combined to bring a happier Thanksgiving to orphans at the Angel Guardian Home in Chicago and to a group of Cub and Brownie boy and girl scouts at St. Mary's Church in suburban Evanston.

Providing the holiday goodies were: Wilbur-Suchar; Ferrara; Cadbury-Fry; Federal Sweets and Biscuit Company; Honey-Bee French Fries; Spacarb; Sero Syrup; Canada Dry; Orange-Crush; Automatic Products, and, to drink the beverages, Dixie Cup and Lily-Tulip provided a full supply of cups.

4 Lock Firms At Show Mull Future Supply

CHICAGO, Nov. 18. — Four major coin machine lock companies exhibiting at the NAMA convention here this week told their vending machine customers that while orders are currently being filled at a normal rate, growing shortages of steel and particularly brass are making the future outlook problematical.

The biggest questions in the minds of the four firms, Deutsch Lock Company, Hammond, Ind., Chicago Lock Company, Eagle Lock Company and Illinois, all of Chicago, are how long will they be able to manufacture locks at a normal output and how soon will the government ask them to produce items essential to the national defense. All four made key items in World War II.

However, each firm emphasized it planned to satisfy civilian demand as long as possible, and would fill orders as received.

United Builds Double Shuffle

CHICAGO, Nov. 18. — United Manufacturing will start production of a new unit, Double Shuffle Alley, featuring disappearing pins, rebound action and official bowling scoring, next week. Unit is the only two-player shuffle game to include these three features.

United is also in production on its new Skee-Alley shuffle game, featuring the play action of Skee Ball.

New Coin Tax

MIDDLEPORT, O., Nov. 18.—City council here has voted to tax juke boxes, pinball games, shuffleboards and shuffle games and other coin-operated amusement devices \$25 each per year. Tax becomes effective immediately.

See Copper, Cobalt Cutbacks Following Aluminum Slashes

Steel Supply Still in Dark; Mull Effect on Coin Machine Companies

WASHINGTON, Nov. 18.—The heavy cut-back in aluminum ordered by National Production Authority (NPA) this week is expected to be followed by similar orders for copper and cobalt. A tin order is also in the offing. A slice in copper supplies comparable to the 35 per cent cut in aluminum would have a serious effect on coin machine manufacturers.

Probably the biggest blow to the industry would be a severe cut-back in steel. National Production Authority (NPA) plans for steel, however, are still in a hazy state. Steel supplies are higher in proportion to military needs than any other strategic metal, but defense needs are now taking only about 10 per cent of steel output as compared with nearly 30 per cent for aluminum. The armed forces use

of steel will be increased steadily, however.

Cobalt Order

The cobalt order, which is now in the processing stage at NPA may knock out nearly all cobalt for civilian use. Cobalt is extensively used in speakers for jukeboxes. NPA-ers, however, figure that substitutes can be used.

The anticipated copper order will cover all types of the metal, including copper wire, a vital part of all coin machines operated by electricity. If the NPA rules for copper follow the line of those issued for aluminum, copper wire in normal amounts will be available. (Continued on page 126)

GIVEAWAYS

Shuffle Rep Uses Boards To Aid Orgs

DENVER, Nov. 18.—Much good will is flowing the way of Jack Williams, head of Capitol Sales Company on West Colfax Avenue here, due to the operator's gift of three shuffleboards to Colorado institutions.

Williams, a long-time Elk, not only aided the fraternal organization in a financial charity drive during recent months, but pitched in to provide shuffleboards at St. Vincent's, an orphanage; the Colorado Reform School at Buena Vista, Colo., and the House of Good Shepherds, a religious home for orphan boys. The machines, veterans of long service on Williams' routes, were completely rebuilt and refinished, and will be serviced by Capitol Sales mechanics.

Well Received

"Most operators will find a useful and good will-building opportunity to dispose of machines which have amortized themselves by donating them to such institutions," Williams said. "Frequently this has the effect of offsetting public dislike of coin-operated amusement devices. All three shuffleboards have shown by the heavy play received how well they are actually appreciated."

There are scores of worthy institutions in almost any major community which are glad to receive used games, phonographs, etc., Williams added.

Federal Parks Offer Ops New CM Locations

Record Attendance In 1950 Points Up Sites' Importance

WASHINGTON, Nov. 18.—Many of the nation's federal parks are using coin machines, but many more could probably be accommodated, National Parks Service (NPS) officials told *The Billboard* after the agency announced that a new record for visits to parks and monuments was set in the travel year ended September 30, 1950.

Nearly 33,000,000 visited the more than 100 parks, monuments and historical sites administered by NPS, which is a branch of the Department of the Interior. The 1950 year set a new record, despite the transfer of the mammoth Lake Takoma recreational area to the army engineers.

NPS officials explained that many of the places under the jurisdiction (Continued on page 126)

Retail Drug Stores Still Top CM Stops

WASHINGTON, Nov. 18.—Retail drugstores, steady coin machine locations, are rapidly increasing their sales after a slow start during the first half of 1950, Commerce Department has reported. Unlike most types of retail stores, drugstores failed to increase sales during the panic buying period in early July, but are now profiting from high wages and employment.

The nation's drugstores, indies and chains, grossed \$305,000,000 in September for the highest total since last December, Commerce said. That represents a 2 per cent increase over August and 6 per cent over September, 1949.

On a regional basis, the Mountain and Pacific areas slumped slightly from a year earlier, but all other sections showed gains of at least 2 per cent.

Pitt Premium Dealer Dies

PITTSBURGH, Nov. 18.—A. H. Rapport, 56, president, A. H. Rapport Company, Pittsburgh, died October 30 at Montefiore Hospital, Oakland, of a blood clot following a minor operation. Leaving the food business in 1929, Rapport started with \$7.50 and a rusty truck selling novelties to CCC camps.

He progressed to army camps, and finally became a jobber trading with premium operators.

Coin Mach. Exports Reveal 41 Per Cent Gain Over 1949

Venezuela Tops \$ Market; Used Game Interest, Price Climbing

WASHINGTON, Nov. 18.—With Venezuelan operating firms accounting for more than half of the dollar total, August coin machine exports amounted to \$238,467 for 1,161 new and used music machines, venders and amusement games. This brought the figures for the first eight months of 1950 to \$1,725,253, a gain of 41 per cent over the same period last year.

Where Canadian and Belgium firms set the pace in the July report, Venezuelan importations, dollar-wise, was the big factor in August. Operators from this South American country purchased \$91,575 in coin phonographs, or 60 per cent of all music shipments; \$22,232 in venders, or 73 per cent

of the August market, and \$10,443 at 19 per cent of the games exported. The over-all Venezuelan purchases was the largest monthly dollar total for one country since October, 1947.

Leading Buyers

In addition to Venezuela, the principal buyers of music equipment in August were Canada, 74 units for \$13,005; Salvador, 26 machines for \$12,564, and Cuba, 68 boxes for \$13,750. The over-all price per unit was \$323 and varied from the \$688 paid by a Japanese operating firm for each of five machines to the \$146 paid by Chilean coinmen for each of 10 coin phonographs.

Only four countries were on the August export vending sales list. As in the music field, Venezuela dominated this department. Other nations buying automatic merchandisers were Cuba, whose coinmen bought 100 venders for \$3,500; Japan, 12 units for \$2,851, and Canada, 68 venders for \$1,585. Unit prices averaged \$121.

For the fifth consecutive time Canadian operators were the largest volume buyers of U. S. made games and spent a total of \$33,946 for 356 pieces. Second in this department was Venezuela, 36 games for \$10,443. Belgium was next with 51 games for \$6,099. The (Continued on page 112)

Rock-Ola Readies New Juke; Adds Execs; Gets War Pacts

CHICAGO, Nov. 18.—With the Rock-Ola Manufacturing Company's new phonograph, the Rocket 51-50, now going into production and scheduled to be introduced to the trade in a "National Rock-Ola

Days" celebration before the end of the year, firm officials this week revealed the addition of two members to the corporation staff and the awarding to the company by the government of a \$250,000 defense contract.

Art Weinand, vice-president and director of sales for the firm, stressed the defense contract received this week, as well as others which are expected to be awarded Rock-Ola in the near future, will have no effect on the production schedule of the new phonograph. This production, which started this week, will be followed in the near future by deliveries to all distributors. When these deliveries are completed, the trade introduction, on a national scale, will be held.

Staff Additions

David C. Rockola, president of the firm, said that Merle George has been appointed chief of inspection and Tom Ryan has been named director of personnel for the firm, both appointments becoming effective immediately.

George is a graduate of the Uni-

versity of Pittsburgh, and for eight and one-half years prior to joining Rock-Ola was chief inspector for Tropics-Air. He was also associated with the Pettibone Mulliken Company.

Ryan, before joining Rock-Ola, was director of personnel for three years of the Precision Scientific Corporation, three years with Horner, Inc., and 15 years at Automatic Electric.

Strengthen Rep Line-Up

In the past few months Rock-Ola division managers have been concentrating on strengthening the firm's distributor network in preparation for the introduction of the new phonograph, it was learned this week. At the present time this program is in its final stages, with the reps now set to receive their models of the Rocket for the "National Rock-Ola Days" showings.

Export Hdqtrs. Opened in Chi By Ristaucrat

APPLETON, Wis., Nov. 18.—Joe Cohen, head of Ristaucrat, Inc., here, announced the formation of an export division to handle foreign sales of its Ristaucrat 45 r.p.m. counter model music machine. Headquarters for export sales has been established at 33 North Washburn Avenue, Chicago.

Cohen stated that inquiries from operators in foreign countries had grown to such proportions in the past two months that it was necessary to set up this separate division with personnel experienced in the intricacies of export trade. Joe Caldron heads the new division.

Some of the advantages of the Ristaucrat 45 in the foreign market, Cohen explained, are its shipping weight of 35 pounds and the low duty required because of its low price. He added that because space is at a premium in most foreign locations, the Ristaucrat can fit into many stops which can not handle the large machines.

The export division is equipped to handle sales of 45s to overseas operators of the Ristaucrat machine. Caldron stated this was a service feature for those in countries without established record distributors but emphasized that U. S. record manufacturers have outlets in a high percentage of countries and therefore getting new 45 r.p.m. releases would not pose a problem for Ristaucrat locations.

Caldron is also president of Trans World Trading.

Balto Org Sets Annual Banquet

BALTIMORE, Nov. 18.—The Amusement Machine Operators' Association of Greater Baltimore (AMOA) this week announced it will hold its third annual banquet and dance Sunday, February 4, 1951, at the Lord Baltimore Hotel. As in the past, representatives of the entire industry, including manufacturers, distributors and operators, will be the guests of the association at its annual event.

Officers of AMOA are Irvin Goldner, president; Irvin Mason, vice-president; Gabe Camhy, secretary, and Moe Kaminsky, treasurer. Board of governors includes: Bernard J. Rose, Cecil Levinson, Edward Rudo, Charles Castora, Charles Barrash, Maurice Davis, Irvin Goldner, Irvin Mason, Gaby Camhy and Moe Kaminsky. Geraldine Burns is staff secretary.

AMI Appoints Central Dist. St. Louis Rep

GRAND RAPIDS, Mich., Nov. 18.—John Haddock, president of AMI, this week announced the appointment of Central Distributors, Inc., 2334 Olive Street, St. Louis, as distributor for the AMI line in that territory.

Central officials, all of whom are active in the business, include Charles L. Kagels, president; Norwood E. Veatch, vice-president, and Anthony R. Koupals, secretary.

The new AM distributor will shortly move into new and larger quarters near its present site, officials stated. The new building will offer complete sales and service facilities for the lines handled by the firm. Central, in addition to handling the Model C for AMI, will also act as distributor for the firm's complete auxiliary line, Haddock stated.

So. Automatic, Steel Top Promotion Contest

GRAND RAPIDS, Mich., Nov. 18.—Southern Automatic Music Company, Cincinnati, and Steel Music Company, Durham, N. C., were the winners of the AMI Promotion of the Month contest for October, it was announced this week by William E. Fitzgerald, advertising and sales promotion manager of AMI. Both firms received AMIVOX awards.

Joe Weinberger, who heads the Cincinnati headquarters of Southern Automatic, took the October award thru a special promotion which had the Model C phonograph featured on the *Hines Varieties* show on WKRC-TV. Backing up the teevee plug were a series of mailings to operators in the territory telling of the promotion.

Trailer Tie-In

Steel's promotion tied in with the arrival of the AMI Trailer Caravan in his territory. Charles Steel, head of the firm bearing his name, sent letters to all operators

in his area advising them of the coming of the caravan. To stimulate interest in the visit, he staged a contest wherein ops were asked to guess the amount of the mixed change in the coin box of the Model C in the trailer. Each operator was given the opportunity to lift the coin box, look at the coins, then record his guess. The winner of the contest received an AMI speaker, and a follow-up letter was sent to every operator who had made a guess, telling him the name of the winner and thanking him for his interest.

Runners-Up

Entries from Howard Dolph, Runyon Sales, and Walter Huber received honorable mention.

All distributors are now engaged in their November Promotion of the Month contest, Fitzgerald announced, with winners to be announced in December.

Atlas Holds 2 Ill. Shows

PEORIA, Ill., Nov. 18.—Atlas Music Company of Chicago held an operators' showing of the Seeburg 45-r.p.m. music machine at the Jefferson Hotel here today (18). A similar showing was held at the Fort Armstrong Hotel, Rock Island, November 7-9.

On hand from Atlas headquarters to explain the features of the 100-selection, 45-r.p.m. music box were Eddie Ginsberg, Nate Feinstein and W. S. Phillips. The Peoria showing was attended by operators from Central Illinois.

The three-day exhibit in Rock Island drew turnouts of operators and servicemen from Western Illinois. Bob Dunlap, Seeburg district manager; Sid Schneider, Atlas engineer, and Feinstein and Phillips took turns demonstrating the new Seeburg product.

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:

BALLROOM OPS SNAGGED IN CABARET TAX ISSUE. St. Louis Appeals Court rules danceries are like cabarets, must pay 20 per cent levy (Music Department).

RCA VICTOR TO PUSH ALBUMS OF "IMMORTALS." An album of greatest dance band hits, one of male vocalists, one of keyboard kings, and one of folk singers in offing (Music Department).

JAZZ ON LP EXPANDING. Old Jazz tunes, hits and non-hits, being re-issued on 33½ by indies and paying off (Music Department).

WASHINGTON ONCE-OVER. Congress may try to boost amusement excises. NPA ready for further crackdown on materials (General Department, page 2).

And other informative news stories as well as the honor roll of hits and pop charts.

OFFER TOP SERVICE

Disk Distrib Builds Better Op Relations

By Carol Hutter

WASHINGTON, Nov. 18.—Continuous research into methods of improving relations with operators has paid off dividends for Southern Wholesalers, distributor here for RCA Victor Records, reports George Cervantes, who recently was named record manager of the firm.

A recent example of how Cervantes attempts to find ways of bettering service was the survey made last month with Jim Lennon, a representative of the factory. Both interviewed a number of operators in the area, asking their ideas on service, promotions, contacts with the distributor, etc. Cervantes said that these down-to-earth talks gave him a good insight into the type of service that operators looked for. He mentioned that the last time this survey was made, RCA put out a number of records for juke box consumption with the same tune on both sides. This saved wear and tear on hit songs.

45 R.P.M. Machine

Another innovation at Southern Wholesalers is the installation of the new Wurlitzer music box playing 45 records. Equipped to handle 50 numbers, the office machine can be played without

nickels by visiting operators. Reaction has been good, he said, and the firm was even instrumental in selling some of the machines, though this was not their original intention.

Cervantes estimated that within a month after the machines were introduced there were about half a dozen on location in Washington, thereby creating a new interest in 45 records. Now that Seeburg has brought out a 45 machine, he is contemplating installing this one in the showroom as well. He feels that even operators who don't plan on buying these units will be interested in seeing them.

Contacts Ops

Cervantes also tries to contact local operators every two weeks. Since they are hard to reach, he usually makes appointments.

Cervantes issues bulletins on hit records about once a month. These supplement the literature sent out by the record company itself, he said. His bulletins single out a single record—one that has the best chance of being a juke box hit in this area. He believes it best to be restrained about these records, rather than pushing every new release as a big hit. In this way the operators pay more attention to his recommendations, he pointed out.

Merchandising Music

PLAY METERS. . . . Operators, in increasing numbers, are singing the praises of play meters.

R. B. Baxter, Greenville, Calif., says he considers a meter a "must" on all juke boxes. Baxter also has a word to say on the 45 r.p.m. situation. He would like to see a manufacturer introduce a machine playing that speed—one that would sell to the operator for about \$500. Baxter says in his opinion a manufacturer with such an item would steal the thunder in the industry. From reports, however, the possibilities of such a box making its appearance grow steadily weaker as all prices continue to climb. Still, as Baxter and other ops say, "where there's life, there's hope."

TOO MANY RELEASES? . . . From Ephrata, Pa., and Bogalusa, La., last week came the same question, "Are there too many records released today?" **The Moffat Music Shop, Ephrata, said,**

"Too many releases. They can't all be best sellers. A lot of good tunes are lost before they get started."

From Bogalusa, **W. G. Huff, S & H Amusement Company,** comments: "More concentration on fewer records—therefore giving longer life to the hit records. Too many releases now with no emphasis on certain hits."

BARGAIN COUNTER . . . The old bugaboo of six plays for a quarter as a gimmick to boost play continues to crop up. On one hand ops report the idea just will not work, and then others, like the **Brighton Automatic Service, Brooklyn,** comes along with a reverse viewpoint. Brighton, for example, finds the six-for-a-quarter deal does attract more quarters, despite what they've heard from other operators. And so they use this bargain rate on at least a part of their equipment. It all proves an old saw, that operating is different with each firm.

TIPS ARE TOPS . . . E. I. Elder, Lawrenceburg, Tenn., is one operator, that is, one of many, who have found *The Billboard's* Tips on Coming Tops a big help in selecting records for their music machines. Elder reports: "Tips on Coming Tops is exactly what I need as an operator to help pick my records—to turn them (the platters) into assets instead of liabilities."

PRE-RELEASE APPEAL . . . Note to diskeries—the following request is one of many which have been sent in from operators in outlying areas who are seeking help from the record companies. This one, indicative of most of the appeals, is from **Don Southwick, The Campus Shop, Fort Col-**

COIN MACHINE EXPORTS AUGUST, 1950

Exports in Rise

Continued from page 111

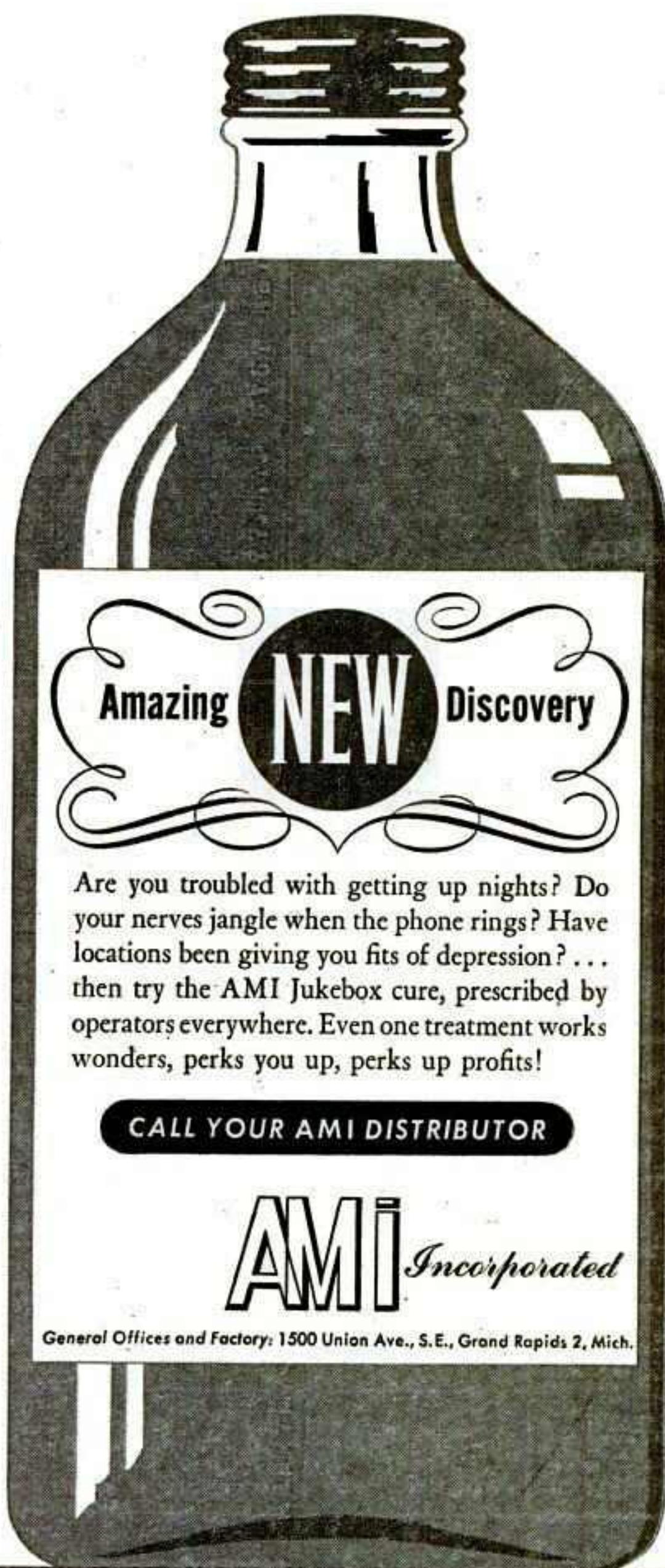
unit price for export games in August was \$121, up 20 per cent over July figures. An operating firm in the Netherlands Antilles paid the highest average price, \$563.

Since the last four months are usually the most active in the coin export business, most trade analysts believe that 1950 will end up as the second biggest year in field. One of the factors that will have special bearing on the final 1950 sales, it is pointed out, will be the desire for foreign operators to have extra supply of equipment on hand in case increased defense production results in curtailed coin machine output.

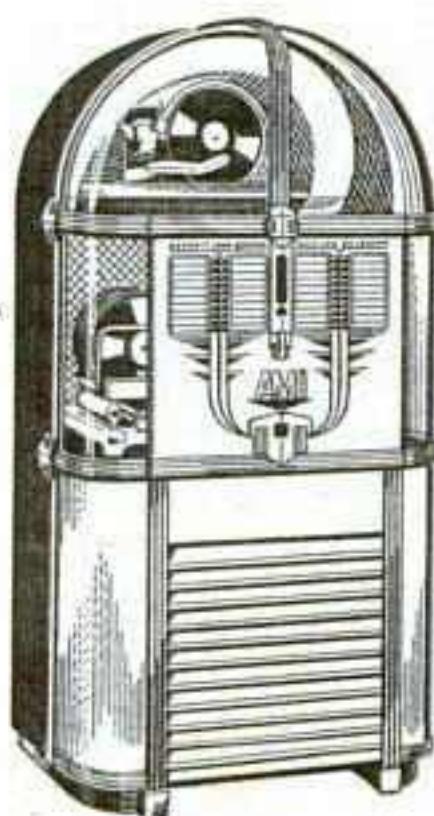
Country	Total		Phonographs		Venders		Amusement Games				
	No.	Value	No.	Value	No.	Value	No.	Value			
Venezuela	272	\$124,250	167	\$ 91,575	69	\$22,232	36	\$10,443			
Canada	498	48,536	74	13,005	68	1,585	23	33,946			
Salvador	26	12,564	26	12,564	483	—	—	—			
Cuba	168	17,250	68	13,750	202	100	3,500	35			
Belgium	63	12,399	12	6,300	525	—	—	51			
Japan	26	8,629	5	3,440	688	12	2,851	237			
Guatemala	6	3,834	6	3,834	639	—	—	—			
Honduras	6	3,236	6	3,236	539	—	—	—			
Chile	10	1,460	10	1,460	146	—	—	—			
Mexico	2	1,250	2	1,250	625	—	—	—			
Colombia	48	1,200	48	1,200	25	—	—	—			
Neth'l's Antilles	2	1,126	—	—	—	—	—	2			
Nicaragua	1	535	1	535	535	—	—	—			
Other Countries	33	2,198	11	827	75	3	351	117			
TOTALS	1,161	\$238,467	473	\$152,976	\$323	252	\$30,519	\$121	436	\$54,972	\$121

(Continued on page 114)

amazing new discovery!



R
AMI Model "C"



Merchandising Music

Continued from page 112

lins, Colo. He writes as follows: "Are there any companies that will send a juke box operator such as myself a copy of their new releases?"

STRIP KICK . . . As operators seek out ways and means of bolstering their machine grosses, there is more talk about uniform title strips. The Harbor Automatic Music Company, Brooklyn, believes records would get better play in the nation's juke boxes if diskeries would send title strips to ops along with new releases, thus making for uniform and more easily read title panels in the multi-selection phonographs.

John L. Whipp Jr., Washington

operator, thinks colored title strips for special tunes also will pick up play on these selections, as the different color automatically attracts the patron's eye when he walks to the juke box.

One other factor on title strips which has been brought up by many operators in recent weeks is the fact that printed title strips give a general boost to the overall appearance of machines, and this is important when players first approach the phonograph.

State Tax Calendar

- Alabama**
December 10—Tobacco stamp and use tax reports and payment due. Tobacco wholesaler and jobber reports due.
December 15—Income tax fourth installment due.
December 20—Sales tax reports and payment due.
December 31—Property tax reports and payment due (last day).
- Arizona**
December 15—Gross income tax reports and payment due.
- California**
December 5—Personal property tax on property secured by real estate due (last day). Private car tax due. Real property tax semi-annual installment due.
December 15—Personal income tax third installment due.
- Colorado**
December 14—Sales tax reports and payment due.
December 15—Income tax fourth installment due.
- District of Columbia**
December 20—Sales tax reports and payment due.
- Florida**
December 20—Admissions tax

NLBA Convensh Says Home Tele Hits Juke Box

WASHINGTON, Nov. 18. — Any current declines in revenues of juke boxes located in taverns are more likely the result of TV in the home than TV in the tavern, according to a report received by the members of the National Licensed Beverage Association (NLBA) at their convention here this week.

General tavern receipts have been falling off since TV became big-time, Paul Jurgensen, convention co-ordinator, stated. He expressed the belief that home video is the major reason.

Pointing out that per-drink sales of beer and liquor are losing ground to package store sales, Jurgensen said only about a quarter of all beer sold today is draft and about one third of liquor sold is by the drink. Some years ago, he asserted, 80 per cent of the beer and 70 per cent of the liquor consumed was sold over the bar.

reports and payment due. Rental tax reports and payment due. Sales tax reports and payment due.

Georgia
December 10—Cigar and cigarette wholesale dealer reports due.
December 20—Property tax delinquent.

Idaho
December 15—Cigarette wholesaler drop shipment reports due.
December 20—Property tax semi-annual installment delinquent.

Illinois
December 15—Cigarette distributor drop shipment reports due.

Indiana
December 10—Cigarette distributor interstate business reports due.
December 15—Cigarette distributor drop shipment reports due.

Kansas
December 20—Property tax first installment due. Sales tax reports and payment due.

Kentucky
December 20—Cigarette wholesaler reports due.
December 31—Amusement and entertainment reports and tax due.

Louisiana
December 1—Soft drink reports due. Tobacco reports due.
December 15—Soft drink reports due. Tobacco reports due.
December 20—Sales tax reports and payment due.
December 31—Property tax due.

Maryland
December 10—Admissions tax due.
December 15—Income tax fourth installment due. Sales tax reports and payment due.

Massachusetts
December 10—Meals excise tax reports and payment due.
December 20—Cigarette tax reports and payment due.

Michigan
December 15—Sales tax reports and payment due.
December 20—Cigarette tax reports and payment due.

Minnesota
December 15—Income tax fourth installment due.
December 20—Cigarette tax reports and payment due.

Mississippi
December 10—Admissions tax reports and payment due.
December 15—Occupation (sales) tax reports and payment due. Tobacco manufacturer, distributor and wholesaler reports due.

Missouri
December 31—Franchise tax due. Soft drink manufacturer tax reports and payment due.

Nebraska
December 10—Cigarette distributor reports due.
December 31—Tobacco distributors' license expires.

Nevada
December 4—Property tax quarterly installment due.

New Hampshire
December 1—Property tax due.

Utah
December 15—Excise (income) tax fourth installment due.

(Continued on page 115)

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
Continued from page 34		
FRANKIE CARLE ORK (Alan Simms) The One Finger Melody VICTOR 20-3952—Arresting novelty ballad with a gimmick could catch. Carle's tinkling is effective while Simms turns in a pleasant vocal.		84--84--84--84
The Winter Waltz The adaptation of the "Skater's Waltz" is treated brightly by Carle with a lilting group vocal. Could pick up some seasonal play.		80--80--80--80
GENE KRUPA & HIS CHICAGO JAZZ (Bobby Soots) Walking With the Blues VICTOR 20-3965—Krupa's country wing makes a neat slice of a promising folk blues with Soots touching off the bucolic feel in his vocal.		78--80--77--77
I'm Forever Blowing Bubbles The small unit sparkles in an exuberant instrumental reading of the evergreen revival spotting an Edmond Hall clary duel with Krupa's tubs. Good spinner and jazz bet.		81--84--80--80
AMES BROTHERS (Roy Ross) The Thing CORAL 60333—This slicing should give the Phil Harris reading its toughest competition. The dependable Ames wrap it up in brisk and coin-attracting style.		86--87--85--87
Music By the Angels The quartet is aided by a chorus and a rich setting to a cleverly penned ballad. Sock performance and fine song should team to make this one a heavy winner.		88--88--88--88
ANDREWS SISTERS (Vic Schoen Ork) The Telephone Song DECCA 27310—Slight novelty is done with customary enthusiasm by the girls. But stacks up as decidedly lesser effort for them.		65--65--65--65
Sleigh Ride The sisters fail to stir up the excitement which goes hand-in-hand with this stirring seasonal item. But in song goes, this dinking will certainly get a piece among followers.		77--77--77--77
JERRY GRAY ORK The Spirit Is Willing DECCA 27311—A Gray original, kicked off by the old Miller band, here is re-recorded with bite, drive and spirit. Should capture spinners' fancies.		75--80--73--73
Where Do I Go From You Fine, moving dance beat sets the pace for an altogether tasty and winning reading of an attractive current plug; sung well by Tommy Traynor.		79--82--78--78
NICOLA PAONE-ANN MARIE GLISCI The Savior Is Born ETNA ET 1505—Bit of religious set to a folksy melody has some attraction, tho this interpretation hasn't the sparkle.		65--65--65--NS
Merry Christmas to You Pleasant seasonal waltz ditty doesn't stack up as much in this rather dull duet legament.		50--50--50--50
LIONEL HAMPTON ORK (Sonny Parker) Who Cares DECCA 27305—An insignificant ballad thrashed adequately by Irma Curry and sliced neatly by the Hampton crew.		65--65--65--65
Oh, Babe Hamp's big, brassy crew cuts up an adequate, if not particularly exciting coverage on this good rockin' novelty hit. Could pick up some loot in r & b quarters.		75--75--75--75
EVELYN KNIGHT I Am Loved DECCA 27281—The thrush turns in one of her finest mood warbles with this rich beguine from the Cole Porter score for "Out of This World". It's typically tough Porter which should draw a play and this dinking should get much of it.		82--85--81--80
Nobody's Chasing Me Cleverly tooled, dancy Cole Porter novelty ditty from his "Out of This World" score is chased up brown by Miss Knight with aid from an outstanding arrangement. Could pick up heavy play.		87--87--87--88
ARTHUR GODFREY (Archie Bleyer) Yea Boo COLUMBIA 39068—Godfrey, with British dialect added, turns in an unlikely reading of this novelty.		72--75--71--71
The Thing The red head sounds like he had himself a ball while he cut his happy version of this fast-breaking novelty opus. Should get a share.		79--80--78--78
PEE WEE ERWIN & THE VILLAGE FIVE When the Saints Go Marching In KING 15075—Bright, spirited Dixieland orking of a traditional old two-beat fave spots fine low register clary and hard-hitting Erwin horn.		69--72--69--66
Tin Roof Blues Another sturdy two-beat fave from this spirited Dixieland library is treated to a neat new reading by this spindled little group.		69--72--69--66
ANDY RUSSELL with SKITCH HENDERSON ORK I Guess I'll Have To Dream the Rest CAPITOL 128L—Reviewed in issue of November 4.		76--76--75--77
Cling to Me Russell does one of his best recent wax efforts with this attractive ballad which is handed rich treatment with Skitch, his keyboard, ork and chorus backing up tastefully. A last minute re-coupling replacing the previously mentioned "Take My Love."		77--77--77--77
LEE MORGAN (C. Fuhrman's Ork) Somebody Mentioned Your Name TOP TUNE 427—Thrush does nicely with an okay Nick Kenny ballad.		62--62--62--62
My Own United States (Tom Perkins) Perkins, in a really good concert bary, sings a pompous rag-waver with little substance.		33--40--40--30
TERESA BREWER (Henry Jerome Ork) The Thing LONDON 873—The thrush gets off a button-cute rendition of the novelty click, with first-rate help from the band. Should pick up coin in the wake of the Phil Harris original.		85--86--86--84
Guess I'll Have To Dream the Rest Deejay Martin Block's tune now getting a revival push is prettily projected by Miss Brewer. Disk faces much competition, tho.		76--76--76--76
NICK PAONE (Neal Hefti) Mamma Maria ETNA 5006—Paone sings his own ditty, a pretty ballad with an Italian folk quality. Warbling is uneven, but has heart.		63--63--62--64
Life Begins Today Attempt at a big, rousing pollyanna philosophizer doesn't come off. Neither tune nor Paone's chanting are much here.		40--40--40--40
THE SATISFIERS (Tony Mottola Ork) Smoke From My Cigarette U. S. 208—Good recording and performance of a pleasant ballad of the type once favored by T. Dorsey and the Pied Pipers. Requires distribution and heavy plugging.		68--70--68--66
I'll Never Tire of You Another fine group vocal on a two-tempo job.		65--68--65--62

AN \$8.75 KIT
and 30 Minutes time
Adapts the
WURLITZER
Twelve Fifty
TO ANY SPEED RECORD

WHAT THEY SAY . . .
about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

THE PHONOGRAPH YOU CAN FORGET with EARNING POWER YOU CAN'T PASS UP!

EVANS' 1950
20 RECORD, 40 SELECTION
CONSTELLATION



Yes, Constellation is the phonograph you can place on location then practically forget! True, it won't change its own records, polish its own smart cabinet or count the coins. But that's just about all you have to do, thanks to its repeatedly proven trouble-free performance! And with Constellation on the job so reliably, it stands to reason that earnings go on uninterrupted and at a constant, dependable level. You'll find it worth while to see your Evans Distributor or write Factory direct. AVAILABLE NOW—Evans Record Play Meter for Original Constellation. GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.

NOTE NEW ADDRESS!

H. C. EVANS & CO.
1556 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS
SEE OUR COIN MACHINE AD ON PAGE 126

SPECIAL SALE—SEEBURG CELLAR JOBS
ALL RECONDITIONED

7 H146M \$150 each
2 H147M 195 each
1 H148M 225
6 Prewar RC Spec 60 each

ATLAS DISTRIBUTORS
1024 COMMONWEALTH AVE. BOSTON, MASS.

ANNE SHELTON (Roy Robertson Ork) Only a Moment Ago LONDON 831—Pretty ballad is treated warmly by the British thrush. Would require heavy plugging if the disk is to go.	70--72--70--68
I Call Your Name (Roy Robertson Ork) Alec Wilder did the adaptation and lyrics on this gorgeous classic melody.	66--70--65--62
JACK SEARLE-E. HOLMES Moon Whispers THRILLWOOD 101—Long organ intro before bary makes his appearance kills off interest here.	30--30--30--30
My Yankee Bum (D. Claire-E. Holmes) Impossibly amateurish lyric sung rather well by gal with organ background.	30--30--30--30
ARTIE WAYNE (G. Cates Ork) Can't Seem To Laugh Anymore CORAL 60331—Wayne does a warm job on the attractive Johnny Parker ditty.	74--74--74--74
Right About Now Wayne chants well here again, but tune, a 'round-the-clock ballad, doesn't promise.	65--65--65--65
HARRY BABBITT (G. Cates Ork) The One Finger Melody CORAL 60332—Babbitt comes thru with a warm, sympathetic treatment of this pretty tune, set in a fine ork arrangement.	80--80--80--80
I'll Get By Warbler and chorus apply the old Tommy Dorsey treatment to the standard for an effective ballad side. Use of tune as flicker title could lend added meaning.	75--75--75--75
KAY STARR (Crystallette All Stars) Sunday CRYSTALETTE CR 643—One of a raft of sides thrush cut several years back with a free-wheeling combo of sidemen like Vic Dickenson and Bigard. Fine jazz-groove chanting and playing.	71--71--71--71
Betcha I Getcha Nice informal, relaxed piping and scatting here, with a different group from flip in back.	70--70--70--70
BOB HAYMES (Dave Terry Ork) Don't Ever Leave Me KING 15088—Haymes shows promising voice and styling on a routine ballad.	67--67--67--67
Could Be Warbler does a good job with the attractive ballad, which he copened.	70--70--70--70
JO STAFFORD-GORDON MacRAE To Think You've Chosen Me CAPITOL 1307—Duo apply their subdued-mood harmony to the pretty new ballad for a good cover job.	80--82--80--78
Hold Me, Hold Me Another quiet treatment of a quiet, old-fashioned and simple love song.	78--78--78--78
GUY MITCHELL (Mitch Miller Ork) My Heart Cries for You COLUMBIA 39067—Mitchell comes on with his best wax work yet on this stirring new waltz ballad with recurring refrain. Beautiful support from ork & chorus.	87--87--87--87
The Roving Kind Catchy, unusual ditty with sea chantey flavor, gets a rollicking production, with a distinctive Mitch Miller touch showcasing the warbler smartly.	85--85--85--85
CHARLIE VENTURA ORK Tea for Two VICTOR 22-0103—C. V. and a big band make "gone" sounds with the Youmans standard, but achieve no special distinction. Arrangement is slightly "Four Brothers"-ish.	58--60--58--56
Lotus Blue Leader solos a pretty tune with ork chording in back. For sax students, not the general listener.	52--53--53--50
DOLORES DELL (Two Sparks & a Flame) Who Kicked The Light Plug? JUBILEE 4013—Infectious hunk of nonsense gets a spanking go from thrush, who has an unusual breathy quality, and boy trio.	76--76--74--78
Ping Pong Ball Novelty material here is forced and flat. Group is good, but can't cope with this.	40--40--40--40
ARTIE SHAW ORK Autumn Leaves DECCA 27270—Shaw's clarinet is featured against a full ork (with strings) in a tidy slicing of the lovely, lush ballad. Instrumental.	77--80--75--75
Serenade In Blue The clarinet is spotted again in an effective mood instrumental etching of this fine oldie with a Jenkins-type piano interlude.	74--77--73--73
VICTOR YOUNG The Isle of Innesfree DECCA 27282—Colorful, descriptive brief pop tone poem is beautifully done up by Young with his string-heavy ensemble.	72--75--72--70
The Dream of Olwen Young's lustrous strings enrich this lovely English pop concerto piece. A fine bet for whirlers and family sales.	75--80--75--70
MUGGSY SPANIER Can't We Be Friends? BRUNSWICK 80158—Reissue from the Decca catalog of a neat two-beat dance reading of this oldie by the 1941-'2 Spanier big band.	68--70--67--67
Chicago The evergreen is treated with punch and drive by the old Spanier crew. For the two-beat bugs.	67--70--65--65
FRANK DeVOL ORK (H. O'Connell-F. DeVol) You Can Marry Me CAPITOL 1297—Rhythm novelty serves as wax come-back material for Helen O'Connell; DeVol joins in for the duet. It's a neat whirl which should please spinners.	72--76--70--70
The One Finger Melody (Dream Makers) This delightful new ballad novelty is treated pleasantly for dancers in a smart Thornhill-ish vein with a group vocal.	80--81--80--79
JO STAFFORD (Paul Weston Ork) If You've Got the Money I've Got the Time COLUMBIA 39065—Miss Stafford tries for another "Timtayshun" with this likely country honky tonker. Her tongue-in-cheek hill-billy approach could start this one rolling in the pop field.	86--87--85--86
Tennessee Waltz The thrush turns in a handsome coverage of this fast-growing pop revival of a country hit. Should be a strong contender for place money opposite the Patti Page original.	88--89--87--87
FONTANE SISTERS Tennessee Waltz VICTOR 20-3979—Trio does an adequate coverage on the growing country waltz. Tempo's a hair too bright but dinking should catch a share just the same.	75--79--73--73
I Guess I'll Have To Dream the Rest Girls do one of their finest wax efforts in a fine mood spin of this attractive oldie.	80--83--79--79
FRANKIE LAINE (H. Geller Ork) I'm Gonna Live 'Til I Die MERCURY 5544—Flashy production number is long on performance and it could connect for at least a small stir on that account alone. Laine's faithful should grab this.	88--88--87--88
A Man Gets Awfully Lonesome Laine lays on the ballad hambone for this effective production deal of an impressive if not persuasive ditty. Performance could score with the warbler's steady following.	85--85--85--85
AUL SMITH QUARTET The Great Lie DISCOVERY 136—A new foursome, following the pattern of the Shearing Five, turns out a tasty slice with a familiar riff opus as the vehicle. Smith deals out some fine modern BB-ing.	62--65--62--60
The Way You Look Tonight More of the Shearing-like even, swinging beat and relaxed keyboard with emphasis on melody. Pleasant jazz suitable for cocktail trade as well.	65--70--65--60

(Continued on page 123)

Coast Jukemen Set Org; Name Pro Tem Brass

LOS ANGELES, Nov. 18.—The Southern California Music Guild (SCMG) has been formed by music ops here and officers and directors have been elected for a 90-day period. Group covers Imperial, Los Angeles, Orange, Santa Barbara, Riverside, San Bernardino, San Diego and Ventura counties.

It was agreed by those voting that officers and directors will hold office for the next 90 days to allow the infant org sufficient time to enhance its membership. This way each section of the southland will have equal representation on the governing body. Temporary quarters are at 427 South Western Avenue, Los Angeles.

A meeting has been scheduled for Monday (20), at which time operational policies will be determined. While org is similar to the California Music Guild (CMG), which covers the northern part of the State, there is no connection. CMG Prexy George Miller, however, gave his enthusiastic support to the new group at the SCMG organization meeting here this week.

SCMG will work closely with CMG and the Music Operators of America (MOA). Elected were David A. Wallach, president and executive director; M. F. Tillitson, vice-president; Bert Hammond, secretary and treasurer; Thomas Farrell, Irving B. Gayer, Ben Korte, John R. Hawley, Frank B. Navarro, Maurice Pierce and Lee Nelson, board of directors, and J. L. Stephens and Albert J. Hanlin, alternate directors.

Tenn. Tax Report

NASHVILLE, Nov. 18.—According to official figures given out by the State Department of Finance and Taxation, tobacco tax collections for the first four months of the 1951-'52 fiscal year (July-October) totaled \$3,039,978, compared with \$2,920,912.32 in the same period last year. This represents an increase of 4.08 per cent.

State Tax Calendar

Continued from page 114

Vermont
December 15—Personal income tax fourth installment due.

Virginia
December 5—Individual income tax due. Property tax due (last day).
December 10—Tobacco tax from warehousemen due.

Washington
December 15—Cigarette drop shipment reports from wholesalers due.

West Virginia
December 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

Wisconsin
December 10—Cigarette wholesaler and manufacturer reports due.

Wyoming
December 15—Sales tax reports and payment due.

Music Systems Specials

POST-WAR SEEBURG

148-M L. Blond	\$419.50
148-M	379.50
H-148-M Hideaway	339.50
H-146-M Hideaway	249.50
147-S	299.50
147-M	339.50
146-M	269.50
146-S	235.00

WURLITZER

1015 Wurlitzer	\$229.50
1250 New Wurlitzer	Write

ROCK-OLA

1422	\$149.50
------	----------

MILLS

Mills Constellation	\$169.50
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PACKARD

Packard Manhattan	\$189.50
Packard Model #7	89.50
Packard Hideaways	75.00

PRE-WAR SEEBURG

8200 Hitones	\$ 69.50
8800 Hitones	59.50
9800 Hitones	59.50
Seeburg Low Tones	69.50

WURLITZER

500	\$ 49.50
600	59.50
700	79.50
800	79.50
850	69.50
950	69.50

SEEBURG WALL BOXES (Post-War)

3W2-L56 Three Wire	\$ 29.50
W1-L56 Wireless	19.50

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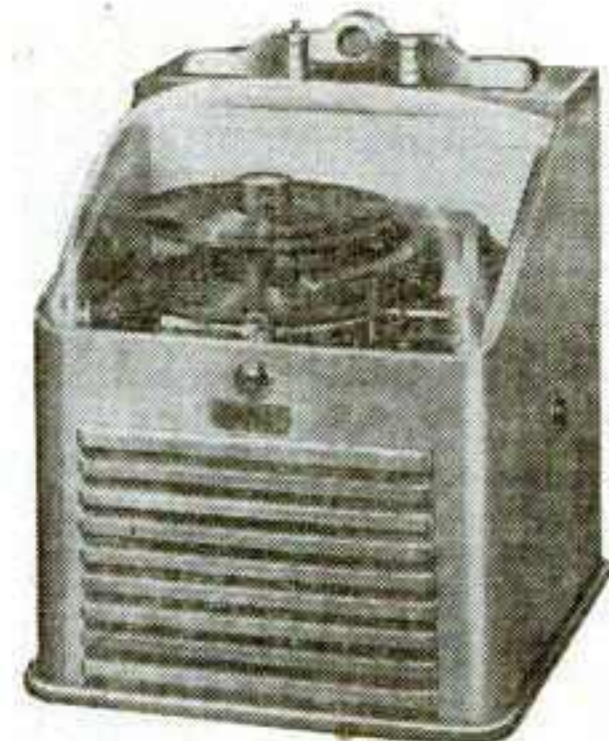
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Appleton, Wis.

NAMA Convention Pulls Big But Sober and Buying Crowd

Sessions Indicate Prices Going Up, Materials Getting Scarcer

By Dick Schreiber

CHICAGO, Nov. 18.—This year's convention and exhibition of the National Automatic Merchandising Association was a sober affair with a crowded four-day (12-15) program revolving around such \$64 questions as how much higher will machine and supply costs go? How

deeply will defense orders bite into the production of new machines?

When the convention ended, operators had few specific answers to these questions, but generally they carried away the impression that 1951 at best will be full of trouble spots. Prices, already up, are going higher, reflecting increased manufacturing costs. No one knows how readily available new equipment will be, but one speaker after another let operators know 1951 production will not begin to measure up to 1950.

More Firm Orders

On the exhibition floors, manufacturers said operators were placing firm orders for equipment. Most years, the NAMA convention produces hundreds of inquiries, to be followed up later by the field sales force. But this year operators were buying, perhaps in anticipation of new equipment

shortages sometime early in 1951.

Altho association officials refused to release official attendance figures, best guesses put the total somewhere between 4,000 and 4,500 with a higher than usual percentage of operators. Spot checks indicated attendance from the West Coast and South probably will not come up to the attendance from those areas drawn by the last convention NAMA held in Chicago. But Middle Western operators, who always make up most of the attendance at Chicago shows, just as probably established a new record.

First NAMA Balloting

Business meetings got off to an early start at NAMA's 15th annual meeting. Approximately 300 turned out for the Sunday morning (12) rouser breakfast, but two-thirds walked out when the annual business meeting was called to order.

(Continued on page 120)

HIT CHISELING

Holding Spots At Any Cost Weakens Ops

CHICAGO, Nov. 18.—Sometimes a good vending machine operator is better off not trying to hold every account he has, John W. Mock, Chicago management consultant, told the opening convention business session of the National Automatic Merchandising Association. Mock and Dr. Delbert J. Duncan, Cornell University professor of marketing, were keynote speakers Sunday (12) as the convention got under way.

Most vending machine operators, said Mock, are not concerned over getting new locations. But holding locations, he continued, presents a problem when "some of the boys get expansion minded and decide to go all out after the other fellows' locations" by buying locations thru "commission chiseling."

What To Do

Such situations, Mock told his listeners, can be controlled by keeping customers informed. "Don't wait," he said, "until competitor offers a larger commission or until a manufacturer builds a

(Continued on page 121)

Sirup Outlook Good; Supply, Prices Hold Up

CHICAGO, Nov. 18.—Major sirup suppliers to the coin machine industry this week indicated beverage operators will find a strong supply with prices holding firm in the coming months, subject, of course, to an all-out shooting war. Sugar, now available in large quantities, and concentrates are expected to continue available, but several firms warned against hoarding which might conceivably have an effect on the over-all picture at a later date.

One sirup manufacturer new to the vending field participated in the show, the Citrus Products Company, Chicago, manufacturer of Kist brand. Firm had its orange, root beer, lemon lime, grape, cherry, lemon and kola flavors on hand. G. B. Howard was in charge of the display. Prices are competitive, Howard said. Kist flavors are now being used in vending machines, and plans to

(Continued on page 119)

Alkuno Intros Tissue Vender

CHICAGO, Nov. 18.—Alkuno & Company, Inc., unveiled a hand tissue vender in its NAMA exhibit this week. Unit, approximately 8 inches wide and deep and 36 inches high, is designed to vend Pond's tissue in 50-cent packs.

Capacity is 110 packs, price \$68, according to Hans Hamann, Alkuno official.

Dime Bar Talks Highlight NAMA Candy Op Session

Air Test Results; Urge Greater Use of Gum Units, Food Items

By Fred Amann

CHICAGO, Nov. 18.—Dime bars took the spotlight in both the opening and closing discussions at the Candy, Gum, Nut and Biscuit Operators' session Tuesday (14) during the NAMA convention this week, with operators offering three different viewpoints on the presentation: (1) Dime bars and nickel bars; (2) dime bars or nickel bars, and (3) no dime bars, period.

Operator reaction to the question boiled down to this, as indicated by debate from the floor during the final question and answer period: (1) Dime bars would have to be actual 10-cent items, not token merchandise such as flooded the market during the 1946-'48 period; must be trade named bars, with the dime price on the wrappers and double the weight of the manufacturer's 5-cent bars; (2) dime bars should be added, if at all, to venders gradually, with one or not more than two columns devoted to them. And the same machine must not stock nickel bars similar to the dime items at the same time.

10c Bars Can Be Sold

Chairman William Fishman, Automatic Merchandising Company, Chicago, summed up the concluding dime bar debate stating the is-

sue is not whether the public will buy dime bars, but whether candy manufacturers will supply dime bars that are full-value in weight, content, plus sufficient variety to rotate in vender columns. Volume dime bar business by two or three candy firms shows they can be sold, he said.

Operators expressed the feeling that 100-count dime packs should

(Continued on page 120)

7 Ice Cream Firms Exhibit at NAMA

CHICAGO, Nov. 18.—Smaller cabinets, functional performance, selectivity and better appearance highlighted the exhibits of ice cream machines by seven manufacturers at the NAMA convention here this week. Those showing were Arctic Vendors Sales Company, Atlas Tool and Manufacturing Company; Badger Vending Machines, Inc.; Dresko Manufacturing Company; Fred Hebel Corporation; Belvend Manufacturing Company, and the Vendo Company.

Arctic, of Appleton, Wis., showed its B-75 and B-154 models. The B-75, first shown at the dairy convention in Atlantic City last month, is manually operated and has a capacity of 75 bars. It accepts nickels and dimes. Designed for the smaller shops, it measures 22 by 22 by 56 inches and weighs 255 pounds. Its companion model, the B-154, has a 154-bar capacity plus storage area for another 100 bars and has a built-in changer. It measures

IT'S CLEVELAND IN 1951: NAMA

CHICAGO, Nov. 18.—Next year's convention and exhibition of the National Automatic Merchandising Association (NAMA) will be held in the Cleveland Auditorium. The dates will be November 12-15. Moving the convention to Cleveland marks the second time in NAMA history that the event has been held outside of Chicago. The 1949 convention was staged in Atlantic City.

Ball Gum Upped 1c Lb., Stick Prices Stable

Wrigley Offers Cartridge Loader Carton for Tabs

CHICAGO, Nov. 18.—Gum prices are holding steady at 55 cents per 100-count penny stick (or 20-nickel pack), but are up an average of one cent per pound on ball gum since the start of the Korean war, exhibiting gum makers in both fields revealed at the NAMA convention this week.

The William Wrigley Jr. Company introduced a new cartridge loading sleeve pack on its tab gum 100-count packs. Available in all flavors (Spearmint, Juicy Fruit, Doublemint), the new pack is priced at 47 cents, the slightly higher price due to the special sleeve cartons with spring-clip which maintains remaining tabs in place when the pack is not completely used with the graduations marked on each sleeve. Regular 100-count tab packs are 45 cents. The special two-column cartridge packs are designed for instant loading of most tab gum venders, according to Herb Latham, Wrigley representative. Firm's P-K's, in 200-count, are also available in special cartridge-type loading cartons at 94 cents per carton.

Ball gum, displayed by three

(Continued on page 121)

Bulk Vender Variety at NAMA Meet

Show All-Plastic Unit for Counter "Self-Service"

CHICAGO, Nov. 18.—Bulk venders, altho on hand in greater variety at the Palmer House this week than during the 1949 NAMA convention, did not feature new models or design changes. Belvend Manufacturing Company, Inc., displayed its full line of two-three, four and five-column sectional units for penny pan candy, nuts, ball gum. Northwestern Corporation featured the Model 49 machine, mounted singly and in pairs, flanking its 10-column tab gum machine (see separate story). Model 49 lists for \$15.35 (\$14.95 for 100 or more); firm's two and three-machine cabinet stands list for \$12.50.

Ajax Distributing Company showed the National two-in-one hot nut vender, manufactured by National Nut Products Corporation, Newark. Machine features two-coin operation, vending both nickel and dime portions. It has the cup

(Continued on page 121)

Cup Suppliers Report to Ops At NAMA Exhib

CHICAGO, Nov. 18.—Operators of cup beverage vending equipment were assured of a continuing supply of cups for their machines by officials of the three manufacturing firms attending the NAMA convention here this week. But with the completely unpredictable international situation, and the probability of controls domestically, no one would venture a guess as to how badly the cup industry might be hit after the first quarter of 1951.

At present, the Lily-Tulip Cup Corporation, the Dixie Cup Company, and the Maryland Cup Company find supplies adequate, altho certain types of paper are getting into the short supply class, and the price line, which has already risen will "not go down," according to the execs on hand.

While continuing to serve the ever-growing vending machine market, the cup manufacturers indicated future prices of vended soft drinks will not affect the cost of the cups to this market. As explained by Ed Scully of Lily-Tulip, the cup manufacturers determine

(Continued on page 121)

No New Models But Cig Vender Biz Up

Modified Units Shown by Several Firms; Prices Hold After Hikes

By Is Horowitz

CHICAGO, Nov. 18.—Altho not a single new cigarette vender was introduced at the NAMA convention here this week, equipment manufacturers reported doing a brisk business. Increased demand by operators was attributed largely to the fear that controls might be clamped down on the industry should the international situation worsen.

Producers, in some cases, showed improved or modified models. No price increases were announced at the confab, altho a number of machine exhibitors have raised lists in recent months.

Rowe Prices Up

The company which boosted prices most recently was Rowe Manufacturing. On November 1 its manual console was raised \$12.50, with the increase on the remaining three models in the

Rowe line \$7.50. Current prices are: console electric, \$224.50; console manual, \$199.50; upright electric, \$215.50, and upright manual,

(Continued on page 121)

Stoner Sales Reps Convene

AURORA, Ill., Nov. 18.—Sales representatives of Stoner Manufacturing Corporation here attended a two-day conference at the plant Thursday and Friday (9-10) to preview new developments which the vending machine manufacturing company unveiled at the National Automatic Merchandising Association (NAMA) exhibition.

Ops Told True Care Important

CHICAGO, Nov. 18.—A panel of automotive experts advised operators at a NAMA convention session Wednesday (15) to practice preventive vehicle maintenance to insure the uninterrupted flow of merchandise to venders. Such maintenance becomes more vital as material shortages threaten to reduce production of new automatic equipment, they said.

Participating in the panel were H. F. Blankenship, of General Motors; Norman C. Wilson, of Ford, and A. F. Martin, of Chrysler.

Cig Session Mulls Minors Biz Problem

CHICAGO, Nov. 18.—A three-sided attack on the problem of cigarette sales to minors was featured at the Wednesday (15) operators' session at the NAMA convention. With the issue highlighted recently in California, the peculiar vulnerability of vending machines to ill-informed crusaders was discussed and guides to action suggested by the operator, cigarette manufacturer and attorney speakers.

George M. Seedman, retiring NAMA president and head of the Los Angeles Rowe Service Company, outlined the campaign against cigarette merchandisers in his territory by those who sought to prove that machines were primarily responsible for cigarettes falling into the hands of minors.

He told how operators cooperated in a drive to reduce the

(Continued on page 120)

A NAMA FIRST; BALLOTS ELECT '51 DIRECTORS

Lanagan New Pres., Goldman & Houston Appointed V-P's

CHICAGO, Nov. 18.—Members of the National Automatic Merchandising Association (NAMA) cast their first formal ballots for directors in the association's business meeting held here last Sunday (12) at the opening of the group's four-day convention and exhibition.

Subsequently, the directors elected J. B. Lanagan the association's president. Lanagan, of the Nik-O-Lok Company, Indianapolis, succeeded George M. Seedman, Rowe Service Company, Los Angeles. Also for the first time in NAMA history, the group picked two vice-presidents—Aaron Goldman, G. B. Macke Corporation, Washington, D. C., and I. H. Houston, Spacarb, Inc., Stamford, Conn. Re-elected treasurer and secretary were John Pierson, Vendo, Kansas City, and C. S. Darling, executive director of NAMA.

Nomination From Floor

Formal ballot casting became necessary when Harold Gallarneau, Amarillo (Texas) operator nominated Frank Bradley, Buffalo operator, from the floor. Bradley's nomination marked the first time any member has proposed an additional candidate to those already selected by the association's nominating committee.

In the contest which followed, NAMA members voted in all five of the nominating committee's selections, but Bradley failed of election by a narrow margin. The committee's slate, and new directors for three-year terms, were: Thomas B. Donahue, National Vendors, Inc., St. Louis; William S. Fishman, Automatic Merchandising Company, Chicago; Herbert C. Ogle, Vending Machine Corporation of America, Tulsa; R. L. Strain, American Locker Company, Boston, and J. B. Lanagan.

5c Candy Back To 6c in Can., Dime Bars Hit

ST. JOHN, N. B., Nov. 18.—Climbing prices on nickel candy bars in the Dominion caused vender operators to concentrate on dime units until recent weeks when the 7 and 8-cent "nickel" bar came down to a 6-cent retail peg. Now the lower priced merchandise is again receiving preference in machines.

The price drop, according to candy makers, was due to the decline in cocoa cost, but the behind-the-scenes reason is believed to be the tremendous drop in sales. Many operators and retailers have reported the drop in bar volume has amounted to as much as 75 to 80 per cent since the 5-cent bar disappeared from venders and counters. However, it is felt that even at 6 cents, sales will be far off normal.

The Canadian "nickel-plus" candy price pattern started several months ago with the imposition of a 30 per cent defense tax on candy, and also on soft drinks.

Johnson Starts Counter Output

CHICAGO, Nov. 18.—Johnson Fare Box has started producing its new Model 40-SC combination sorter and counter, with deliveries scheduled within 60 days, it was announced by Dave Herwitz, executive, at the NAMA convention this week. The electric unit, listing at \$741, sorts and totals coins from pennies to half-dollars simultaneously.

Complete counting and sorting lines were also shown by the Sattley Company and the Brandt Automatic Cashier Company.

HOUSTON EYES FUTURE---WITH RESERVATIONS

CHICAGO, Nov. 18.—I. H. Houston, president of Spacarb, Inc., speaking before the Monday (13) Beverage Operators' Day session at the NAMA convention, offered these predictions for the future of cup vending:

1. Only four or five firms will be making venders in 1951.
2. Prices of equipment will be up from 10 to 25 per cent.
3. Used equipment will be at a premium by spring—with a buyers' market the vogue.
4. Very few new models will be brought out next year.

Stressing the danger of attempting to predict the future in view of current unsettled conditions, Houston said: "There's an old saying where I come from it goes like this: 'This information is worth exactly what it cost you!'"

SELLING AIDS

Manufacturers Spending More To Hypo Sales

CHICAGO, Nov. 18.—Cigarette manufacturers are spending more money these days in providing operators with selling aids and promoting public acceptance of venders. Too, coin machines are assuming greater prominence in consumer advertising and the manufacturers are vying with each other to provide operators with price stickers and point-of-sale ad gimmicks, it was made clear at the NAMA show this week.

P. Lorillard, for instance, estimated that air time devoted to plugs for venders on its radio and television programs this past year amounted to more than \$50,000 of air time. The company has also distributed some 150,000 posters for locations plugging vender patronage.

Philip Morris fire prevention stickers have been placed on machines in many territories and have led to favorable publicity tie-ins that have reaped press notices in more than 50 cities and in many radio and television markets.

R. J. Reynolds told operators at the show that use of their on-location posters can measurably increase sales thru machines. The placards serve as impulse sales stimulators, it was said.

Cigar Venders Offer Ops \$ Return; Malkin

CHICAGO, Nov. 18.—Cigar venders are not "big money" machines, but they will return operators a reasonable return on their investment when placed in the same locations as cigarette machines, Sam Malkin, of the Malkin-Illion Company, told tobacco venders here Wednesday (15).

A featured speaker at NAMA's Cigarette Operators' session, he declared the stogie merchandisers can help operators get and hold new locations on the promise that the small machines offer additional service to the location's patrons.

Malkin, who has operated cigar venders for 20 years from route headquarters in Irvington, N. J., stressed that brand-name cigars must be offered by the operator going into the field.

Alco-Deree in Defense Work

CHICAGO, Nov. 18.—W. S. Deree, president of the Alco-Deree Company here, this week revealed the entire plant on North California Avenue is now being converted to handle defense contracts awarded the firm by the government.

Firm had previously discontinued production on its refrigerated candy unit, re-designing the piece internally to handle the sandwich product.

Beverage Vending's Future Dotted With Question Marks

Unpredictable Outlook, Shrinking Nickels Highlight Operator Meet

By Norman Weiser

CHICAGO, Nov. 18.—The highly unsettled international situation, and its natural offspring, the shrinking nickel, took and held the limelight at the Beverage Operators' Day session of the NAMA convention here Monday (13). With the Grand Ballroom's capacity strained, the opening operators' meet, one of the most significant forums on beverage vending since the end of the last war, moved swiftly from sanitation practices into the vitally important questions of equipment, supply availabilities and how to make money vending soft drinks.

Over-all, the picture painted by the experts was one of indecision, but at times it became optimistic. It was plain much of the normal long-range planning at the manufacturer level must now be delayed, pending decisions from Washington on material availability, and the result, following a natural course, is the filtering of indecisiveness into the distributing and operating levels.

It is the operator, however, who faces perhaps the greatest crisis. For not only is his supply picture confused, but he is bucking a rising cost market, with a shrinking nickel return for his efforts.

Sanitation Talks

With Edward C. Williams, Spacarb of New England, Inc., presiding, the session started with a talk, *Fundamentals of Food Sanitation in Vending Operations*, by William T. Ingram, associate professor of public health engineering, College of Engineering, New York University.

Ingram stressed the importance of the operator as the means of reducing the source of contamination in vending equipment by building a barrier between the sick person, who might patronize the unit, and the equipment itself. "Controls on equipment, including the cups," said Ingram, "must be clean and cleanable, rodent-proof and easily serviced."

In concluding his talk, Ingram said "it is the responsibility of all to be critical (of sanitation) and to continue the progress in this field."

Progress Report

Second speaker on the agenda was Dr. W. L. Mallmann, professor

of bacteriology and public health, Michigan State College. He offered a progress report on the research project of NAMA Cup Vending Division, and what the research indicates.

Mallmann said a person cannot measure cleanliness, illustrating his point with a normal drinking glass. While the glass appeared thoroughly clean, Mallmann explained it was possible there were millions of bacteria germs, too small to be visible to the human eye, on the inside of the vessel.

On vending tests conducted by Mallmann and his staff in East Lansing, Mich., it was revealed that where the product vended is not up to quality, the patronage of the cup vender drops. And, more importantly, it takes some time to regain that patronage even after the quality of the vended drink is improved, it was pointed out.

In locating a machine, Mallmann advised the operators to pick a spot that was low in dust, insects, and in a public place where it would be difficult for a person to tamper with the machine. For adequate servicing, the location should be near its water supply, with the spigot adjacent to the vender. Operators, said Mallmann, should use good, clean equipment, a cart painted white with separate compartments for the supplies, and servicemen should use clean cloths when they clean the machines.

Shrinking Jitney

With sanitation out of the way, the session went into the vital question of the shrinking nickel. W. H. Mason, III, Mason Automatic Vending Company, Houston, was the first to speak on *Problems of Maintaining Service at a Profit in the Face of Rising Costs and Under the Nickel's Limitations*.

Taking the question from the cup operator's experiences, Mason first asked the question, "Where do we stand?" He pointed out that in his operation (and many operators present agreed the same situation held in their own set-ups), 40 per cent of the nickel, or 2 cents, was spent on sirups, cups and carbonating gas, 20 per cent, or 1-cent, went to the location as commission, and the balance, 2 cents, was left to meet all operating expenses. Mason drew a graph used in his operation to de-

termine the break even point in servings, using the number of machines on location, their income, and the cost of sales and operating expenses to arrive at the figure.

As Mason saw it, there were two recourses open to the ops: (1) Compress operating expenses, or (2) maintaining the overhead but increase the volume of business.

Pool Resources

Asking the question, "what constitutes operating expenses?" Mason answered his query in one word, "maintenance."

To cut this expense, he suggested the possibility of operators in a given locality pooling their resources, forming a central maintenance office; of operators manufacturing their own sirups, but pointed out there were problems involved in this move. In any event, said Mason, the operator must take his own situation, and act accordingly.

On the question of raising the price of a vended drink to a dime, Mason said "it's a case of the blind leading the blind." Here, too, Mason felt each operator should evaluate his own position and act accordingly. He said in his own operation he expected to maintain the 5-cent price in industrial locations, meanwhile watching his own costs, etc.

Another View

Following Mason to the rostrum was S. Maurice Whitcraft, Automatic Beverage Company, St. Louis, who spoke on the same subject, but from the bottle beverage operator's experience.

Whitcraft first explained that his firm was the Pepsi-Cola bottler in St. Louis, and also operated bottle machines. He said the rise to the 10-cent price seemed inevitable, that approximately one-half of the nation's bottlers have already raised their price. "We must think in terms of a 10-cent sale," he said, adding that at a dime the entire aspect of selling bottles thru vending machines changed, and a big new field opened up. His firm is still selling at the nickel price.

It was Whitcraft's suggestion that operators (1) increase efficiency and decrease costs, and (2) devise new methods of selling to increase their volume. He said his firm could make ends meet only because they were able to subsidize the vending program. He added that Automatic Beverage had tested a 6-cent drink, but the test had not been successful.

8-Point Program

Offering an eight-point program to ops to "encourage business," Whitcraft listed the following suggestions:

1. Improved machines.
2. Proper selection of locations.
3. Increase performance of servicemen.
4. Efficient repair-servicing department.
5. Keep proper and adequate records.
6. Minimize commission costs.
7. Reduce cost of merchandise.
8. Offer active resistance to unfair and discriminatory legislation and taxation.

Concluding his address, Whitcraft suggested operators "give more to the customers," by participating in civic drives and, in general promoting themselves and their product to the public.

Manufacturer Report

Moving into the *Vending's New Crisis* portion of the session, the assembled operators first heard I. H. Houston, president, Spacarb, Inc., speak for the cup machine manufacturers.

Houston first offered a quick summary of the production of cup machines, adding that in the past 15 years roughly 100 manufacturers had built cup venders, losing some \$20,000,000 in the effort. Today, of course, there are far fewer firms in the field, and Houston said that there are still approximately a dozen firms which still expect to bring out machines.

Pointing out that, barring full controls, there was no possible way of predicting the future output of manufacturers, Houston said today there is no manufacturer who dominates the field—that instead there is a free-for-all

New Horizons Meet Keynotes Diversification---With Caution

CHICAGO, Nov. 18.—Diversification, a trend in vending for the past four years, was the keynote of the New Horizons session of the NAMA convention Monday (13). Approximately 100 convention delegates were on hand for the evening session to hear opinions from a manufacturer, three operators and a Harvard University professor.

Panel members were Gordon Haase, president of Arctic Vendors Sales, Appleton, Wis.; Stanley Katcher, Vendomatic Corporation, Tucson, Ariz.; Meyer Gelfand, G. B. Macke Corporation, Washington, D. C.; Everett Newcomer, City Milk Vending, New York; Martin Marshall, Harvard University, and G. R. Schreiber, coin machine editor of *The Billboard* and editor of *Vend*.

Warns of Blind Selection

Newcomer, a pioneer in milk vending as well as a designer and engineer, sketched the early growth of milk machines. He said the rate of growth was hampered because of the lack of adequate equipment. Newcomer cautioned operators against "the blind selection of additional products" in their desire to diversify. Pick your additional lines carefully, Newcomer advised, and go into only those products which are allied to your major product.

Of milk vending specifically, Newcomer pointed out that milk requires more servicing than many other types of products. To illustrate his point he said City Milk's experience indicates 70 per cent of all milk vending sales are made between 11 a.m. and 2 p.m., which means the company must have some overlapping routes to offer top-grade service.

Haase referred to the rapid growth rate in ice cream during 1950. At the beginning of the year,

he said, there were approximately 6,000 ice cream machines on location. Today there are 8,500, he stated. The biggest problem in ice cream, said Haase, is assuring an ample product supply. He commented that ice cream makers are now co-operating closely with operators to supply the specialty items needed in vending.

Gelfand, describing the G. B. Macke Corporation's experience, pointed out that diversification and the packaged deal are a cornerstone in the operating company's location-getting and location-holding programs. More and more stops, Gelfand said, prefer to deal with one operating company, and the company which supplies the complete service gets the contract.

Keep Tobacco Separate

Katcher agreed with Gelfand on the competitive advantages of expanding thru diversification. He cautioned, however, that an operator's cigarette and cigar business be kept entirely separate from the remainder of the operation since this phase of vending has its own peculiar problems. Katcher described briefly an installation his company is building for the University of Arizona which will consist of three machines built into a common cabinet. These combinations, Katcher predicted, will open many new outlets for venders.

On the subject of opening new outlets, Katcher credited ice cream with opening the door to vending in Tucson public schools. Since ice cream is both a popular youngster's item and a nutritional food, Vendomatic was able to sell public school officials on permitting ice cream vending when they had a flat rule prohibiting all types of venders in schools.

VICTOR'S TOPPER LINE

IS TOPS IN MODERN VENDING



VICTOR'S REVOLVING SUPER MARKET

Dominates Any Location

The most practical MULTIPLE bulk vendor ever built... featuring a battery of 4 famous TOPPER DELUXE vendors, revolving on attractive tubular stand... the space-saving unit which provides quadruple earning potential. Actually requires no more space than one vendor on a stand.

SELECTIVITY... the most important factor in successful automatic vending... makes everyone a potential customer for VICTOR'S REVOLVING SUPER-MARKET.

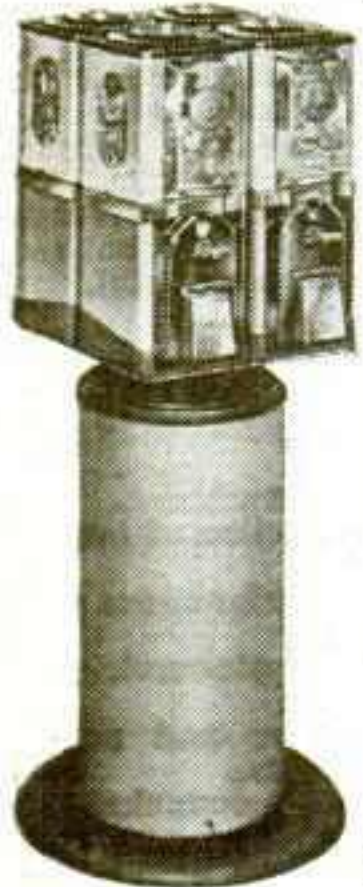
TOPPER DELUXE vends all kinds of bulk merchandise and is equipped with VICTOR'S new bay view display compartment! Available with or without side display windows. Topper Deluxe Vendors are also available in Single... Double... and Triple units.

See **SUPER MARKET TODAY** at your distributor

ONLY \$59.50 Complete

"TOPPER" Reg. U. S. Pat. Off.

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.



VICTOR'S SUPER MARKET For Super Profits

This multiple bulk VENDOR consists of 4 TOPPERS and Stands, and actually takes no more room than is required for one Vendor on a stand. We carry a complete line of Charms, Ball Gum and Candies.

Send for complete details and literature

Southern Coin-O-Mat Dist. Co. 943 N. W. Seventh Ave., Miami, Fla.

FRENCH BOY POP CORN Dispenser



Special heating elements keeps popcorn fresh and tasty

Keep popcorn warm and flavorful—sells itself—requires no care. Let French Boy Dispensers go to work for you and enjoy automatic profits.

Complete unit with or without "French Boy" trade name

\$51.50

F. O. B. Chicago

Pop your own corn or buy fresh, ready-to-eat popcorn from us.

A B C Popcorn Co., Inc. 3440 W. NORTH AVE. CHICAGO 47, ILLINOIS

Dealer Inquiries Invited



Join **MARCH OF DIMES** JANUARY 15-31

Beverage Vending's Future

Continued from page 117

for the available business. "But," Houston added, "I am convinced there will be some kind of controls put on the vending business." And with the controls, manufacturers will not be able to produce as much equipment as they would like.

Houston then went into the rising costs and shortages of materials in the field, mentioning that a grey market has already developed. The margin is shrinking for the manufacturer, he said, and production is more difficult and more expensive. Only firms in the field to stay will attempt to produce cup vendors in the years to come, Houston ventured, and it was his guess that by the end of 1951 there would be only four or five manufacturers producing cup equipment.

Stressing these predictions were strictly his own, Houston further forecast higher prices for equipment, the increases to run from 10 to 25 per cent; that used equipment would be at a premium by next spring, and that very few, if any, new models would be introduced in the future.

Concluding, Houston said opera-

tors are now faced with a different problem than they were during the last war. They must make sure they will be able to obtain parts for their equipment and assure its continued operation. He said ops should try for more flexibility, and be able to make changes in their equipment to sell drinks for 5, 6 or 10 cents.

Next to speak was Robert W. Wagstaff, vice-president, the Vendo Company, Kansas City, who discussed *Vending's New Crisis* for bottle vending machines.

"The \$64 question," said Wagstaff, "is how government controls will affect manufacturers." Three problems are posed: (1) Will manufacturers have enough materials to produce equipment? (2) Will manufacturers be allowed to produce machines? and (3) will customers (operators) be in a position to buy?

Wagstaff said that his talk from this point on was based on the assumption there would not be an all-out war. He then said that the first quarter of 1951 will tell more clearly what the material situation would be in the coming year. He did not believe the government intended to tell the manufacturers what they should make if they could get materials, but he stressed the manpower shortage which would result from the greatly expanded armed forces.

Can Ops Buy?

Assuming manufacturers will be able to build equipment, Wagstaff said the problem of how the ops would be situated posed itself, with the unanswered, as yet, question of whether operators would be able to purchase new equipment and operate it.

It appears that bottlers will be in business, Wagstaff said, and they will want equipment. Vendo, he said, is planning on being in a wartime and a peacetime economy simultaneously, and that, to say the least, is a most difficult situation.

Deviating from his speech, Wagstaff concluded his talk by telling the operators, distributors and other manufacturers in attendance that the special NAMA committee, headed by Ike Houston, which had already met once in Washington, was sending out a questionnaire to the industry asking for information which could be compiled and then submitted to the National Production Authority (NPA). He urged everyone to complete their answers as soon as possible and

(Continued on page 119)

WHAT THEY SAY...

about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

EPHY DELIVERS IMMEDIATELY

BEAUTIFUL COLORS—TREMENDOUS ASSORTMENTS

Super Charm Mix	\$2.00 per bag
Combo 50-50 Mix	4.40 per 1,000
Plastic Charms #1	2.50 "
PLATED Charms #1	4.25 "
Plastic Charms #2	3.00 "
PLATED Charms #2	5.00 "
Plastic Wonderful #70	3.75 "
PLATED Wonderful #70	5.75 "
GOLD & SILVER #1	5.00 "
GOLD & SILVER #2	6.00 "
Plastic Footballs	4.25 "
PLATED Footballs	6.00 "
Plastic Boxing Gloves	5.25 "
PLATED Boxing Gloves	8.00 "
Plastic Bowling Pins	4.25 "
PLATED Bowling Pins	6.75 "
Plastic Comic Strips	4.25 "
PLATED Comic Strips	6.75 "
License Plates	7.50 "
Plastic Rings	2.75 "
PLATED Rings	5.25 "
Plastic Funny Faces	4.50 "
Plastic Funny Faces with Rhinestone Eyes	10.00 "
PLATED Funny Faces with Rhinestone Eyes	8.50 "
A to Z Charms	2.00 "
Grocery Charms	12.50 "
Jewel Charms	10.00 "
Metal Scissors	10.00 "
Scout Knife	10.00 "
Joke Pets	10.00 "
Jingle Bells, 1/2"	5.00 "
Jingle Bells, 3/4"	6.00 "
Fortune Ball Mix	1.75 "
Ball Gum, 22c a lb. net, F.O.B. Chicago, Ill.	gross

NEW ITEMS CONSTANTLY. ARE YOU ON OUR MAILING LIST? IF NOT, SEND US YOUR NAME.

EPHY

Samuel Ephy & Co., Inc. 91-15 144th Place, Jamaica 2, L. I. 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 DEPT. "B"

Peerless Weighing and Vending Machine Corporation

29-28 Forty-First Avenue Long Island City 1, New York

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 72 Bar Size, Each\$27.50

CIGARETTE MACHINES

Write for low prices all makes. COUNTER MODEL\$17.50

Half Deposit. Phone: BA. 9-0606

HARRIS VENDING 2717 N. Park Ave. Philadelphia 32, Pa.

GET * NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street, Pittsburgh 20, Pa.

WE'VE GOT... TOPPER Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$45.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co. 540 2ND AVE., N. BIRMINGHAM 4, ALABAMA

SENSATIONAL MODEL 49

\$14.35 F. O. B. BOSTON SINGLE MACHINE

1c OR 5c

SHIPPED FROM BOSTON STOCK



We carry a full line of merchandise, parts and charms at lowest market price at time of shipping. We also roast and salt our own nut meats exclusively for the vending machine trade. Send us your requirements!

NORTHWESTERN SALES AND SERVICE 1198 Tremont St Boston 20, Mass.

LARGEST PROFIT MAKER

5c Silver-King for Pistachios

Change NOW to 5c Model for REAL PROFITS

5c Change-over parts available for all 1c Models

Sample \$13.95 each 10 @ \$12.50 each

100 or more—Write for low price.

Machines can be purchased on TIME PAYMENT, paying for them in 20 weeks. Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

IT'S Sidmer FOR VICTOR!



TOPPER DE LUXE (Illustrated) Lots of 100...\$11.95 Samples, \$12.95

VICTOR'S MODEL V

\$12.75 Ea. 24 or more, \$12.00 Ea.

VICTOR'S TOPPER Lots of 100...\$10.50 Sample, \$11.25.

1/3 dep. with order, bal. C. O. D., F. O. B. Pgh.

Sidmer VENDING CO. 2035 FIFTH AVE. - PITTSBURGH 19, PA.

VICTOR'S TOPPER

ONLY \$11.50 Each (24 or More) 100 or More ONLY \$10.50 Each Glass or Plastic Globes

UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARM S, SALTED PEANUTS, ETC.

LIBERAL, EASY FINANCE PLAN!!! LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.

VENDING SPECIALIST SINCE 1924

Write for FREE information regarding VENDING SCHOOL for operators.

BERNARD K. BITTERMAN Kansas City 1, Mo.

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH Lots of 25, 1c or 5c MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed, 1/3 Deposit, Balance C.O.D.

FREE 5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE. **BLOYD MFG. CO.** VALLEY STATION, KY.

VICTOR'S AMAZING NEW TOPPER



Special Nov. Offers TOPPERS SOLD 4 TO CASE... \$45.00... \$52.25... \$36.00... \$51.25

Sample Topper, \$11.75 Get today's top money maker—Topper Deluxe \$4 all Charm Vender Sample... \$13.95

- RAIN-BLO GUM, 140, 170 or 210 Count... PISTACHIOS 25 lb. carton... COLORED BALL GUM... Write for our FREE Complete Charm List.

1/3 Deposit, F.O.B. Brooklyn, N. Y. Orders Under \$10.00 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 2-7992

7 Ice Cream Firms

Continued from page 116

nac features no-stoop delivery. This model weighs 465 pounds and its measurements are 61 1/2 by 36 1/2 by 22 1/2 inches.

The Badger ice cream dispenser handles cups. On location it delivers 315 cups from its 15 tubes, each of which hold 21 cups.

The Dresko firm manufactures in Chicago and showed the Dresko 201 and the new 202. The 201 is a manual model with an over-all capacity of 316 bars.

The Hebel firm, Chicago, introduced its Model 3000 bar unit which offers patrons choice of three flavors.

Another Chicago firm, Belvend, showed the Jolly Boy machine which is specially manufactured by Arctic for Belvend.

The Vendo Company, Kansas City, Mo., showed its Dairy-Vend model ice cream machine.

Sirup Outlook

Continued from page 116

expand coverage in the vending field to a national basis are complete.

Sero Syrup Company, New York, with George T. Herold and Robert Sealton on hand, introduced a new flavor, Coco-Cream, to operators at the show.

Other Exhibitors

In all there were 11 sirup manufacturers on hand for the 1950 NAMA show. They included: Canada Dry (introducing a new manual non-coin operated dispenser); Citrus Products; Coca-Cola; Double Cola Company; Dr. Pepper; Charles E. Hires; Mission Dry Corporation; Nehi; Orange-Crush; Pepsi-Cola, and Sero.

Several firms, recognizing the "shrinking nickel" problem faced by operators, said that as long as cup and bottle machines vended 5-cent drinks, everything in their power would be done to hold the price line—but that if the bottle goods went up in price, there was a strong possibility the sirup prices also would be raised.

Non-Exhibits

Many firms had reps at the convention, altho they did not participate as exhibitors. William E. Burke, manager, automatic vending department, Minute Maid, was among those who visited with operators.

Robert S. Weston, Schroeder Products Company, Inc., Woburn, Mass., represented the coffee concentrate manufacturer at the show.

Beverage Vending's

Continued from page 118

return the questionnaire to the committee.

Speaking for sirup manufacturers, George T. Herold, Sero Syrup Company, New York, said sugar supplies were now a drug on the market, but that this picture could change rapidly.

Herold advised operators who were making, or thinking of producing, their own sirups of the many problems involved, stressing the need for the operator to carefully study suppliers and make sure they were dealing with reputable firms which would serve them in the future.

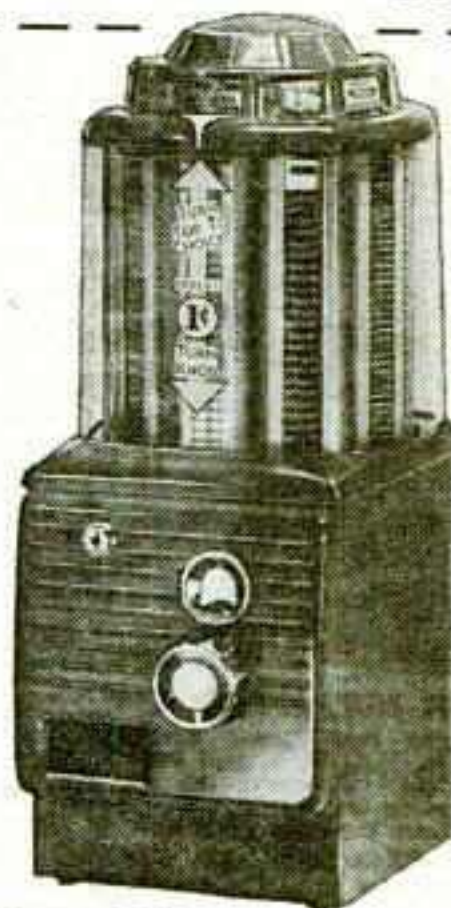
Stating that the answer to the question of what the outlook for spring was "who knows," Herold said the military had already started to draw on the manufacturers for sirup, and that they would do so in increasing amounts as the armed forces grew.

Cup Picture

Final speaker of the session was Ed Scully, Lily-Tulip Corporation, New York. A pioneer in the field, Scully, instead of attempting to foresee the future, reviewed for those present the activities and situation of the cup field during the last war.

Scully said Lily-Tulip was now at peak production, and that the firm was getting most of its supplies.

OPERATORS - HERE IT IS!



Northwestern

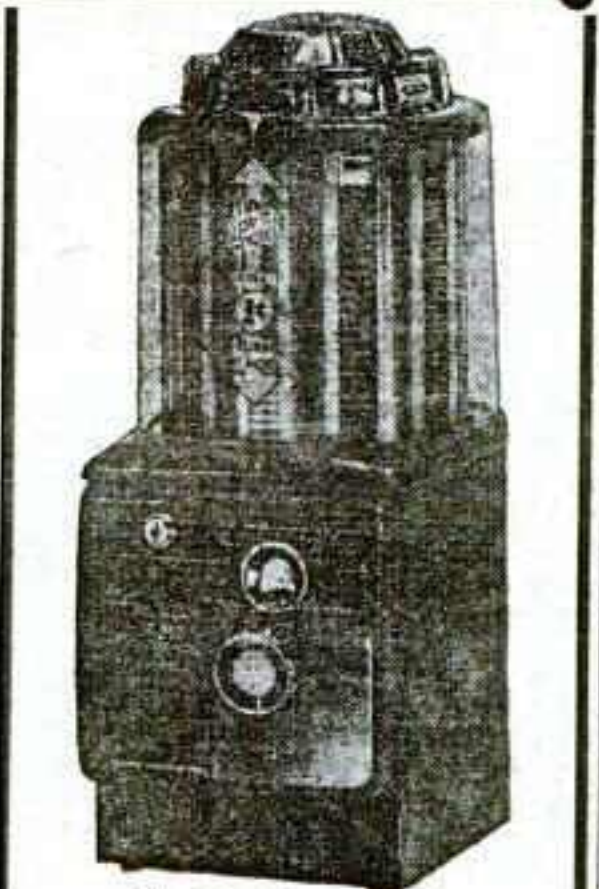
SELECTIVE TAB GUM VENDOR

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.

THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois



Northwestern



Selective Tab GUM VENDOR

Everything an OPERATOR wants in a GUM VENDOR.

Big capacity... fast servicing... simple construction... dependable, rugged machine... location tested.

Write: BADGER SALES CO., INC. 2251 W. Pico Blvd., Los Angeles 6, Calif.

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways.



- GUARANTEED NORTHWESTERN SPECIALS—Used DELUXE, 1c or 5c, Baked Metallic Finish, Red or Green—Sample \$14.95... PISTACHIO, Jumbo... M & M... Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

NORTHWESTERN SALES AND SERVICE COMPANY MOE MANDELL 438 WEST 42nd STREET, NEW YORK 18, N. Y. CHickering 4-0142 4105 16th AVENUE, BROOKLYN, N. Y. Gedney 8-3600

FITS ANY SPOT! ALKUNO Cigarette Vender

You need a cigarette machine like this—4 columns—100 capacity—silver quarter only—regular and king size—no matches. MODEL 600

VERY LOW PRICE

Immediate Delivery. In Green Metal Lustre Finish.

Other ALKUNO Models—660, Silver Quarter, Free Matches—661, Two Dimes, Free Matches—601, T w o Dimes, No Matches.

TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Write for Catalog of Complete Line Including 5c Cracker Vender

Alkuno & Co. 408 Concord Ave., New York 54, N. Y. MEIrose 5-7757

TOPPER DELUXE

With Plastic Side Display Windows \$13.45

Topper Standard With Plastic Globe \$11.25

JUMBO 1" BALL GUM Lots of 100 \$13.95

DEVICES NOVELTY SALES CO. 467 N. Milwaukee Ave., Chicago 10, Ill. Phone: Monroe 6-7533

FRENCH BOY POPCORN SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2 1/2 peck glassine bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO. 3441 W. North Ave. CHICAGO 47

FIFTY HOT DOGGERS

George Sylan DeLuxe Model 88 Electric, like new

\$45.00 each; \$2,100.00 lot

COMMERCIAL COIN MACHINES, INC. 28 Hartford Ave., New Britain, Conn.

TOPPER DELUXE

With Plastic Side Display Windows \$13.45

Topper Standard With Plastic Globe \$11.25

JUMBO 1" BALL GUM \$14.95

Terms for Mo. & Ill. Operators. J. ROSENFELD CO. 3220 Olive St. St. Louis 3, Mo. (Phone: OLive 2800)

TOP VALUE-LOW PRICE!!

Ask any operator using "Topper" 1c Venders and you will find that these machines can be equalled in either performance or low price! "Topper" machines start at \$11.25 and drop to \$10.50 per machine on quantity orders.

R. H. ADAIR COMPANY 6924 W. Roosevelt Rd. Oak Park, Illinois Phone: EUclid 6-9219

Popcorn MACHINE OPERATORS AND DISTRIBUTERS

SupRpopt Hybrid Specially Made Popped Corn makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Wire or Write for prices.

supRpopt co. 5958 BAUM BLVD. PITTSBURGH 6, PA.

SPECIAL OFFER!

You Can't Go Wrong on This Deal 4 SINGLE UNIT TOPPERS

Plus 25 lbs. 210 count Rain-Blo Gum

Plus 2,000 Charms

All this for only \$52.00

Write for Our Price List on Like New Used Vending Machines

RAIN-BLO 210 COUNT GUM .26c lb. In lots of 200 lbs. or more we pay freight and less 2%

CHARMS Per Thousand Footballs, Copper \$5.50... Plastic Charms, Large Per Thousand Silver-Plated Charms, Large \$3.00... Gold Color Plated Charms, Large \$5.50

GOLD & SILVER AMERICAN FLAG RING \$7.20 PER GROSS JEWELLED SCATTER PINS 9.00 PER GROSS

Makes sensationally fine jewelry item 1/3 Deposit Balance C. O. D., F. O. B. Cleveland, Ohio. All prices subject to change without notice.

CONFECTION SALES CO. 10008 ST. CLAIR AVE CLEVELAND 6, OHIO

CHARMS—Proven Sales Boosters

Write for Complete Price List! Karl Guggenheim inc. 33 UNION SQUARE • NEW YORK 3, N. Y.

HERE IT IS A REAL PROFIT MAKER

5c Silver-King for Pistachios



Change NOW to 5c Model for BIGGER PROFITS.

We Can Furnish 5c Changeover Parts for All 1c Models.

Sample, \$13.95 Ea. 10 @ \$12.50 Ea. 100 or more, write for low price.

5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write. Ask about the new "Hunter" @ \$59.50. GLOBES FOR ANY VENDOR 1 to 5 \$1.50 Ea. 6 or More 1.25 Ea.

T. O. THOMAS CO.
PADUCAH, KY.

Cig Session Mulls

Continued from page 116

possibility of such sales by posting placards near machines and, in some cases, relocating them to spots inaccessible to minors. Testimony at an open hearing called by a legislative investigating committee, Seedman related, brought to light data that sources other than vendors were most responsible for the small number of cigarettes that fall into the hands of children.

Stressing the seriousness of the problem to cigarette operators in all territories, Seedman advised that emphasis be placed on public relations drives to counter such repressive action and, where the problem arises, to sponsor industry and legislative get-togethers to tackle the situation.

Robert M. Ganger, executive vice-president of P. Lorrillard, stated that the tobacco industry has been on the receiving end of adverse criticism for almost 200 years. The California situation is not unique, he pointed out, and the industry has survived similar attacks.

Survey Situation

He cautioned against hasty publicity and advised operators to thoroughly survey the situation before taking action. A scientific poll might disclose that problem is actually local and minor and might best be felt to die a natural death, he said. Premature publicity might only stir up further trouble. On the other hand, should a survey reveal that the predominant public view of vendors was unfavorable, a well-thought-out public relations campaign would be desirable.

The go-slow approach on publicity was reiterated by D. R. Clarke, NAMA general counsel. He expressed the view that the problem is not serious nationally.

Dime Bar Talks Highlight

Continued from page 116

not be priced over \$5.25, and as near as \$5 as possible.

Frank Bradley, Automatic Equipment Company, Buffalo, presented a detailed report on results of a 19-machine test stocking half dime, half nickel bars. Using 8-column venders, Bradley said first month results showed a sale of 1,971 dime and 6,279 nickel bars. This brought the per machine average to \$116.95 for the month, a sizable increase over the \$88 average per unit on straight 5-cent operation. Bradley replaced the four slowest selling nickel items in each machine with dime bars.

Gradual Expansion

There was some operator feeling that to make the 10-cent bar a successful vender item, nickel candy must be eliminated. However, the general consensus was that a gradually expanding dime operation was the best solution.

Bernie Scheuer, Vendomat Corporation of America, Baltimore, a panel speaker, took an "anything can happen" approach to the dime problem. He stated his findings on dime operation, now under test in his firm, were that 10-cent candy cost the operator relatively the same amount as nickel bars, thus they could not cause a sales drop of 50 per cent and leave any profit benefits. And they are not twice as heavy, twice as good as their 5-cent contemporaries, he stated. But recent too-high price hikes by candymakers (see candy supply story) in recent months places more emphasis on the problem.

Industrial Pic

An important factor in the dime bar question, especially in industrial operations, was advanced by Scheuer. He quoted instances where plant management requested dime candy not be stocked, claiming that the 50 per cent price increase to workers would draw pointed attention to the "increased cost of living." And this, in turn, would result in general demands for wage increases, they pointed out.

In the case against dime bars, Scheuer said, was the fact that manufacturers seem reluctant to lend their brand names to such merchandise.

Concluding, he declared the price of candy, whether 5 or 10 cents, was not the prime factor in vending, but that knowledge of how to merchandise candy was most important. He pointed to employee incentive contests in his own operation, with stress not placed on obtaining new stops so much as doing a top job on present locations.

Diversification

Turning to diversification for candy operators, Maurice L. Heffer, Johnson Tobacco Company, Chicago, drew attention to the multiple product potential of most candy equipment. He said with supplementary employee feeding now receiving increased attention from plant management, the operator has a whole new field opening to him. Johnson Tobacco's use of candy units to vend sandwiches, potato chips, doughnuts, from 5 to 20 cents thru its eight column machines (after converting pockets to accommodate larger items) proved this point. Heffer said 30 such machines now in operation return an average gross of \$25-\$30 per week with some units reaching \$100 per week. This despite fact the mark-up on such items is lower than on candy.

Typical arrangement is three columns of sandwiches, one column pastry and four columns candy. Local bakeries or caterers supply the merchandise under an arrangement permitting return of all items not sold out daily.

Heffer warned that some cities require refrigeration where sandwiches are stocked, but permit pies, cookies, etc., to be sold thru regular candy venders.

Gum Venders

Taking another aspect of diversification, Chairman Fishman took up the cudgel in favor of gum venders. Use of penny stick, tab units up gross profit and spread overhead, he said. Taking the same tact presented during the 1949 NAMA candy operator meeting, Fishman emphasized that there was no location selling expense involved when candy operators added gum units.

Gum manufacturers estimate only 4 per cent of their total sales are thru venders. This amounts to about one nickel pack to every four candy bars sold, Fishman said. He pointed out that the full potential of gum vending has not

been realized, and that gum equipment now operated does not meet the full public demand.

Supply Picture

On the supply front, NCA president, Philip P. Gott, as a panel speaker, told candy operators that the outlook was not predictable with certainty, but there was no cause for alarm. Supplies to meet operator needs are assured unless the government sets up stiffer controls than imposed during the last war, he stated.

With no sugar shortage, adequate supply of peanuts and corn and most other agriculture products used in candy, production will continue at top levels. The general situation supply-wise is favorable, Gott stressed.

Quoting an NCA poll, he said it was found that during the last war, 63.2 per cent of all war workers ate candy daily on the job, serving to emphasize the morale and nutritious value of candy venders in industry.

With candy prices, dime-nickel bar controversy hitting new highs in operator interest, Fishman called on Gott to request a joint NAMA-NCA committee be appointed to exchange both sides' views on the subject. Gott took the suggestion under advisement, stating it would have to be within limitations of anti-trust laws, however.

Per Machine Tax

Other speakers were NAMA legislative counsel Fred L. Brandstrader and D. A. Dayton, of Smoky Mountain Canteen Company, Oak Ridge, Tenn. Brandstrader, talking on per machine taxation, said that in the nine States where such taxes are in force, fees ranged from \$1 (Maryland) to \$7.50, or a total of \$23.50 with special assessments (Tennessee). He cited the fact that there was no tax on the counter sale of candy, and (as he did during 1949 convention) again called for removal of this method of vender taxation because it singled out one form of business.

Dayton, who services candy, gum and nut units thruout the atomic plant in Oak Ridge, cited various problems found during firm's 4½-year operation there. He said with security rulings now stricter than during the war, it takes from 100 to 150 days to obtain clearance for new rouutenes to service machines in the plant.

Some items, as bulk nuts, are barred in Oak Ridge because of danger of radio-activity in some areas. This is because in eating bulk nuts, workers might possibly transfer radioactive particles from hand to mouth as salt, oil clings to hands. Wrapped candy, gum is permitted to be vended thruout the plant, however.

NAMA Convention

Continued from page 116

Those who walked out missed taking part in the first written balloting NAMA ever held for electing directors.

Ballots were brought out and member names checked against paid-up dues lists, when Harold Gallarneau, Amarillo (Texas) operator surprised everyone by nominating Frank Bradley, Buffalo operator, for a position on the association's board of directors. When the ballots were tallied, however, the nominating committee's original slate of five carried, and the board later elected J. B. Lanagan, of the Nik-O-Lok Company, to succeed George Seedman, Rowe Service, Los Angeles, as president.

(See separate election story for further details including a list of new officers and directors.)

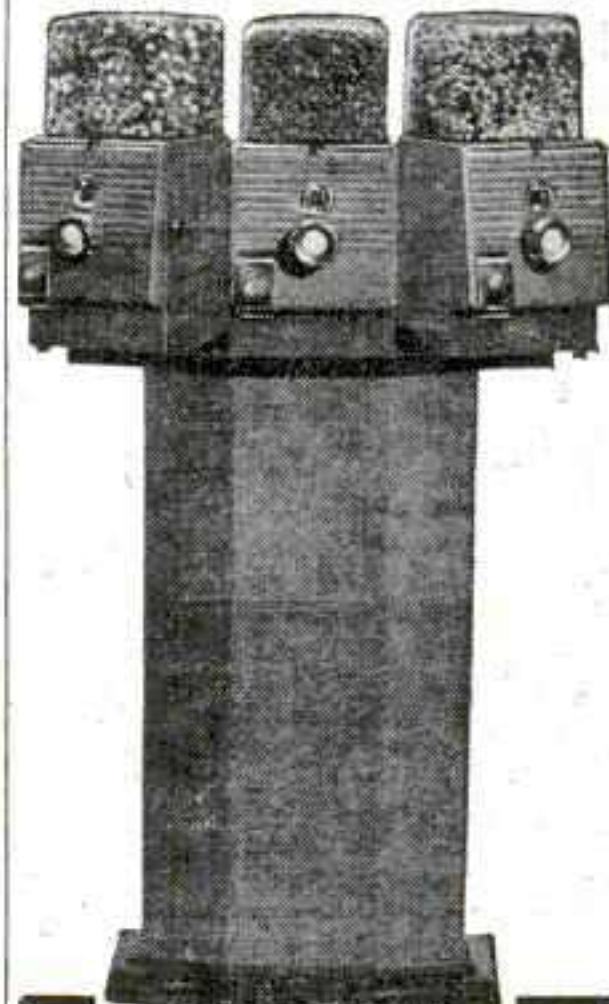
Fewer New Machines

There were fewer new machines introduced during the four-day exhibition than at any previous NAMA show. Many manufacturers, who might have brought out new machines, or at least new models, said they expected to have a difficult time maintaining quantity production on their present line. With material scarcities and allocations, concentrating on established units appealed to many a machine producer.

Nearly all of the manufacturers who did show equipment, however, were in a position to promise definite shipment dates since the same materials scarcities held down the number of promotional exhibits to a scant few.

NOW! Bigger Profit FROM EVERY LOCATION With the New *Northwestern*

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

TOPPER is tops!
Victor's Topper reaches new heights in efficiency in vending charms and ball gum. Packed and sold 4 machines to the case. \$45.00 per case in lots of 1 to 5 cases.

\$10.50 per machine in lots of 25 cases

TOPPER DELUXE
Single, \$12.95
Topper Standard with Plastic Globe \$11.25

WEST COAST DISTRIBUTOR
Ace Vending & Dist. Co.
2702 W. Pico Blvd., Los Angeles 6, Calif

COLD FACTS

ATLAS MIDGET VENDOR + **ATLAS VENDOR BRAND BALL GUM** = **BIG STEADY PROFITS**

Here are the cold facts, you compare the Midget vendor with any vendor. Compare the price, ease in locating, and the big steady profits. See for yourself how the Atlas Midget Vendor PLUS Atlas Vendor Brand Ball Gum EQUALS Big Steady Profits every time. Ask about our NEW 40 PAGE CATALOG.

ATLAS MANUFACTURING AND SALES CORP.
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Distributors, Salesmen, WRITE NOW.

COLUMBUS VENDING'S "TRI-MOR" IS THE OPERATORS' DREAM MACHINE

- ★ Easy to get in those better type "hard-to-get" locations.
- ★ Easy to service—no tools, no bother, no time.
- ★ Earns more money for operators—less call backs.
- ★ Attractively displays merchandise, finished in all White, Blue Hammerloid or Light Green.

Write today, learn how you can make more money with Columbus Vendors

COLUMBUS VENDING CO.
2005 E. Main Street Dept. B Columbus 9, Ohio

Limited Quantity
Brand New MILLS VEST POCKET BELLS
\$65.00

BRAND NEW IMPS
Either 1¢ or 5¢ Play Cig. or Fruit Reels
\$21.50 Ea.

"HIT-A-HOMER" SPECIAL DEAL!
6 FOR \$1
A special purchase enables us to offer these brand new games (in orig. ctrs.) at \$25.00 Ea. if you buy 5 machines we will give you 1 Free! Buy 5 — Get 1 Free. 6 for \$1

SPECIAL DEAL FOR JOBBERS!
WE TAKE TRADE-INS LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.
Full Payment Must Accompany All Orders Under \$20.00
WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES.

Rake COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER (Illustrated) Lots of 100 \$10.50 Sample, \$11.75

Victor's Universal **JUMBO** 1" Ball Gum Vendor. Best Location Getter in Years! Immediate Delivery

1/2 Dep. With Order, Bal. C. O. D.
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2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

INTERESTED IN DRINK MACHINES? SEE AUTOMATIC PRODUCTS AD PAGE 70

ANOTHER ADVANCE Profit Maker HERSHEY 5¢ BAR VENDOR

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages 3 3/4" high; 4 1/4" wide; 6" deep. A flexible vendor that will make money for you 52 weeks a year.

SAMPLE 2 to 11 \$15.75
12 to 49 14.50
50 or more ... 14.25

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
J. SCHOENBACH
Distributors of Advance Vending Machines
1447 Bedford Ave., Brooklyn 25, N. Y.

LARGEST PROFIT MAKER 5c Silver-King for Pistachios

Change NOW to 5c Model for REAL PROFITS
5c Change-over parts available for all 1c Models

Sample, \$13.95 Ea.
10 @ \$12.50 Ea
100 or more, write for low price.



5c HOT NUT, \$39.50

Nut and Ball Gum, Candy Charms, Vendors, 1c-5c U. S. and Foreign Coins. "Hot Nut" Vendors. At all the best dealers—or write.
Ask about the new "Hunter."
SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

VICTOR'S TOPPER

Only \$10.50 Each
(100 or More) Sample \$11.75

Glass or Plastic Globes. U. S. & FOREIGN COINS. FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.
Lowest Prices on Ball Gum, Candy, Charms, Stands. We stock all parts and supplies.
"TRY THE BEST, TRY VICTOR'S!"
WRITE TODAY!

H. B. Hutchinson Jr.
860 North Ave., N. E., Atlanta, Ga.

VICTOR'S TOPPER
With Glass or Plastic Globes
\$10.50 ea.
(100 or more)
Topper Deluxe With Plastic Side Display Windows.
\$13.45
JUMBO 1" BALL GUM
\$14.95
Lots of 100 \$13.95
CHAMPION NUT & CHOCOLATE CO.
1194 TREMONT ST. BOSTON, MASS.

TOP VALUE—LOW PRICE!!
A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.
4 or more \$11.25 each
100 or more \$10.50 each
ROY TORR LANSDOWNE, PA.

Hit Chiseling

Continued from page 116

dream of getting all the profits. Then it's too late to start getting out informative, detailed monthly statements to customers so they will know exactly what's happened."

Good operators, Mock stated, continually impress on their stops the quality of service and products offered and "that it's his (the location's) 'take home commission' that counts, on the total volume, not a percentage when careless service and poor quality knocks volume into a cocked hat."

By keeping customers informed, Mock continued, "I don't mean weeping on their shoulders and sobbing about what a tough business we are in—that only tells them that we're not smart enough to run our own businesses, and that our businesses are running us. Our customers have the same problems that we do, no matter what business they are in."

"They recognize price-cutting and 'chiseling'—and they have it themselves every day. And they'll respect us as real business men when we tell them how we're meeting our problems. If they're good business men they'll stay with us. If they're not, let the 'chisler' have them—we're better off without such accounts in this day and age when every account must bring in its small share of profits."

A Look Ahead

Duncan, speaking on vending's place in retail distribution, predicted automatic merchandising's "importance is certain to be increased as our defense preparations and mobilization activities require additional manpower. Not only will manpower in retail stores be syphoned off into defense industries and vending machines be required to fill some of this gap, but as present plants enlarge their working forces and new plants add workers, there will be increasing demands for vending machines to supply the foods and beverages desired by these workers."

The vending industry, Duncan said, finds itself in a very difficult position since the increasing demand for machines will come at a time when growing defense requirements will reduce the metals and materials available to make additional vendors.

Cup Suppliers

Continued from page 116

their own cost and profit schedules. What the operator does about his operation is his own business—if he gets a nickel or a dime per drink has no bearing on the pricing by the cup manufacturer of his product.

Personalized Cups

Each of the three manufacturers had elaborate displays of their cup (and straw) wares. Highlighting the exhibits were the personalized cups made-up for specific equipment (such as Spacarb), suppliers (including Coca-Cola, Hires, Minute Maid, Pepsi-Cola, etc.), and locations (Loew's Theaters, Piedemont Airlines, etc.). The Red Feather cups used by vendors to promote the Community Chest drive throughout the country were also prominent.

No New Models; Cig Biz Up

Continued from page 116

\$181.50. Changers and penny match units are offered as extra and optional equipment.

Jack Mills, in charge of sales, said orders are being filled within 10 days. He pointed out that shipment and service to operators in 11 Western States had been improved with the establishment of factory-equipped warehouses in San Francisco and Los Angeles six months ago.

New Changer

New item featured by National Vendors and introduced for the first time at the NAMA meet was a service changer for installation in its nine-column manual. The unit is self-contained and may be filled by the location owner. With a capacity of \$20 worth of nickels, it returns change for dimes and quarters. Installed in the vender, it replaces the penny match assembly. The price will be announced later and deliveries are scheduled within 60-90 days, according to Ben Fry, president.

Shown again this year was National's nine-column electric console. Material shortages, however, may further delay its being placed in production. Fry said National's 5 to 50-cent console merchandiser, also shown a year ago, has now reached the pilot-run stage. Deliveries are expected in April.

The company's nine-column manual is still offered at \$190, with \$175 the continued list of the seven-column model. Delivery schedules are being maintained, said Fry.

Electro Cuts Price

Eastern Electric introduced a straight quarter version in both its 8 and 10-column consoles at a \$10 cut in regular lists. Current

Ball Gum Upped

Continued from page 116

firms, averages 26 cents per pound in all counts. Leaf Gum Company pegs its entire Rain-Blo line at this figure, including 5/8, 15/16-inch, 170 and 210-count. Its 3/8-inch Chicle Chews are 36 cents per pound. Freight is prepaid on orders of 200 pounds or more.

Ball-Gum, Inc., prices start at 26 cents for 5/8, 170 and 210-count bubble gum, increase 3 cents per pound for red stripped gum in same counts. Special red and green spotted bubble gum, in same counts, sells for 27 cents per pound.

Gum Products, Inc., lists its 5/8 and 140-count bubble gum for 26 cents per pound.

Bulk Vender

Continued from page 116

stack column mounted on left side. Gum Products, Inc., Boston, introduced a "self-service" counter dispenser for jumbo ball gum. Plastic base and clear plastic globe, with a 360-ball capacity, are features; penny is inserted in plastic delivery handle chute, handle is then moved in horizontal slide to effect delivery. Unit lists for \$4.50 with initial load. Refills of jumbo ball gum are offered at \$1.98 per 360. (Unit is designed for sale to wholesalers, at \$3.92 each, for resale to retailers.)

prices of its standard models are \$108.50 for the eight and \$227.50 for the 10-column model.

Enough materials are on hand at the DuGrenier plant in Haverhill, Mass., to keep deliveries in pace with demand, according to Francis DuGrenier. Last price increase was in August.

DuGrenier machines were offered at the following lists: 7-column, all-coin \$174.50; 9-column, all-coin \$189.50; Model A, 7-column \$154.50; Model A, 9-column \$168.50; electric 7-column \$217, and the 9-column electric \$224. There are added charges for accessories and the electric is available with split columns at extra cost.

Shipping Skeds

Neill Mitchell, sales manager of Lehigh's vender division, disclosed that territorial allocations have been imposed on deliveries of its electric and manuals. Materials shortages have kept shipping schedules on a 30-40 day basis, he said.

A recessed tilt-back mirror is now standard on all Lehigh units and several internal improvements have been made to ease servicing. The firm's manual was offered at \$169 and the electric at \$209.50, with extra charges for accessories. Last price increase was in August. Automatic Products Smokeshops, all models having a capacity of 612 packs, had the following price tags: Regal—\$209.50; Royal—\$219.50; Custom—\$229.50, and the DeLuxe Lite-Up—\$249.50. Changel-makers and penny match units are available as optional equipment.

Alkuno Match Unit

Alkuno & Company's 4-column units were shown at \$86 and \$96. The more expensive machine includes a match assembly. Lists represent a price increase set October 1.

The A. & A. solenoid-actuated electric was offered at \$185 with extra charges for changemaker and advertising feature. Firm has begun a pilot run on the vender, announced recently (The Billboard, November 4).

Coan Manufacturing displayed its selective, 74-pack machine, aimed primarily at operators also using the firm's candy vender. A straight quarter unit, it lists at \$99.50. Since the packs are stocked sideways, firm offers chrome adaptors to reflect tax stamps.

Hultz Vendors, Inc., exhibited its line of quarter conversion units designed for prewar machines.

EMPTIES MACHINES FASTER!

Rain-Blo BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
Div. of Leaf Brands, Inc.
Chicago, U. S. A.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.
Plastic Charms, small, 1,000 \$2.75
Metal Colored Charms, small, 1,000 4.25
Plastic Charms, large, 1,000 3.25
Copper & Nickel, large, 1,000 5.25
Silver Wedding Rings, 1,000 5.95
Toy Watches, 2 gross 2.50
Stone Set Rings, 2 gross 1.95
"Hep Cat" Buttons, 1,000 5.95

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs 17 lbs.
\$3.25 each
EXTRA HEAVY STANDS
\$3.99 each
We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders.
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

CHARMS THAT PAY OFF!

NEW GUNS

Same size as illust.
Plastic (Ass't. Colors) \$4.25
Nickel Plated 6.50
Gold, Silver Plated 7.50
Also large assorted Sport Charms. OPPORTUNITY FOR DISTRIBUTORS. DON'T DELAY! ORDER NOW!
Paul A. Price Co.
220 Broadway New York 7, N. Y.

Sorry—
we're not being
Conventional
this year!



Frankly,

We've just been too busy nailing down a continuing supply of the materials needed to make it possible for us to keep up with the growing demand for ACORN products. Greetings to the Convention from all of us.

From LITTLE ACORNS

mighty INCOMES grow

ACORN
all purpose • all charm
BULK MERCHANDISE VENDORS

Mr. M. J. Abelson will be in the Palmer house to greet our distributors and friends.

Distributors!
Choice Territories Still Open!
Write, Wire, Phone!
East & Midwest
M. J. Abelson, gen. sales mgr.
1349 Fifth Ave., Pittsburgh
AT 1-6478
Pacific Coast Distributor
Operators Vending Supply Machine
1023 Grand Ave.
Los Angeles, Calif.

OAK manufacturing co., inc.
11411 KNIGHTSBRIDGE AVE. • CULVER CITY, CALIFORNIA

CIGARETTE MACHINES

Rowe Crusader, 8 Col., 380 Pack Cap.	\$135.00
Rowe President, 10 Col., 475 Pack Cap.	110.00
Rowe 8 Col., 380 Pack Cap.	100.00
Rowe Royal, 10 Col., 420 Pack Cap.	85.00
Rowe 8 Col., 320 Pack Cap.	80.00
Rowe 6 Col., 240 Pack Cap.	57.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe 6 Col., 180 Pack Cap.	60.00
Uneeda, 9 Col., Model 500, 350 Cap.	85.00
Uneeda, 9 Col., Model A, 270 Pack Cap.	72.50
Uneeda, 9 Col., Model E, 270 Pack Cap.	62.50
Uneeda, 8 Col., Model E, 220 Pack Cap.	59.50

SALE \$55.00 Candyman (like new) 72 bar cap. Enclosed base.

CANDY MACHINES
VENDIT, 150 Bar Cap. \$47.50

25c CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New	Reconditioned	As Is
166 CLYMER ST	Evergreen 7-4568	BROOKLYN 17, N. Y.

Coinmen You Know

Chicago:

Walter Strand, of the Merkle Korff Gear Company, reported a trend among vending machine manufacturers to use extra motors to actuate moving point-of-sale gimmicks on equipment. . . . Zenn Kaufman had Chicago fire battalion chief Gerald Slattery on hand at the Philip Morris booth to explain the effectiveness of the firm's fire prevention campaign via vander stickers.

Ferdinand Roth, of New York's Board of Transportation, made the round of exhibits and took time off for confabs with Robert Kyle, of American Chiclé, and George Booth and Charles Maloney, of Interborough News, who operate several thousand penny and nickel venders in Gotham subway stations.

Alan Baron, of the S. J. Baron Company, sat in at convention sessions before returning to New York to get married. . . . Anthony Caruso, president of Eastern Electric, and Jim Teahan, vice president, got company reps together Tuesday (14) for a sales policy confab. . . . Operators kept filing thru the National Vendors room on the seventh floor of the

Palmer House to view an exhibit of ancient cigarette venders.

Blanche Bouchard was missing from the DuGrenier factory delegation. She has been ill recently. . . . Among the New York ops and distribs attending the meet were Dave Lowy, Irv Wolff, Lew Braverman, Moe Mandell, Eddie Barnett and Joe Munves.

John Haddock, president of AMI, and Bill Fitzgerald, advertising and sales promotion manager of the firm, braved the elements to travel here from Grand Rapids, Mich., Wednesday (15) to catch the tail end of the NAMA convention. Earlier in the week John Stewart, assistant sales manager of AMI, and Ed Ratajack, Western division representative, dropped in for a quick look-see at the exhibit floor.

Frank Mencuri, Exhibit Supply exec, who returned to Chicago early Wednesday from one of his business jaunts, visited the Palmer House to look over the exhibits and have a get-together with Joe Munves of Mike Munves firm in New York.

C. W. Pierce, Broadhead, Wis., operator and president of the Wisconsin Phonograph Operators Association, traveled to Chicago for one day to look over the newest items in the vending field. Pierce also is mayor of Broadhead. . . . Herb Klein, sales manager, International Mutoscope, and Al Blendow, Automatic Products, both planned to be back here in a few weeks for the NAAPPB convention.

First Distributors is stepping up its road coverage. Dave Landfield was touring thru Illinois last week, while Wally Finke, partner in the firm, after visiting the NAMA show, headed for Indiana where he spent the balance of the week. Joe Kline, Finke's partner, and Mal Finke, head of the premium department, remained in town to handle the many visitors. Firm this week added Jerome Jackson to its staff. He will handle premiums.

John Horn, gum and scale operator from Abilene, Tex., was an energetic visitor at the NAMA convention, taking in exhibits on the fourth and seventh floors. . . . Ben Rauch, another gum and scale operator from Texas (Fort Worth) was a clinic speaker in addition to being an enthusiastic viewer. He spoke at the Pioneer Venders gathering.

Still another Lone Star visitor was Harold A. Gallarneau, of Gallarneau Brothers, Amarillo. Harold's firm operates the "tried trio" of vend-dom, which he says are candy, gum and nut units. . . . Back again this year was Helmuth H. Winter, Helmuth Vending Service, Rochester, N. Y. Winter was a NAMA convention during the 1949 and 1948 shows also. He still uses his colorful business cards to obtain extra interest in his operation. The cards, of blue pasteboard, stand out "in the crowd," he says.

Howard Aylor, Hamilton Scales, made it a point to be on hand this year; without his mobile showroom, however. . . . John Flowers, official of Ball Gum, Inc., Chicago, played no favorites in his seventh floor ball gum display. He had "stocked and working" models of practically all leading bulk machines on display, including Acorn, Northwestern, Silver King and Victor.

Frank Doyle, Coan Manufacturing Company, was a beaming booth-attendant during the show. He reports a host of personnel on hand from the Madison firm, including 16 regional and four field men. . . . Bill Burns, presi-

dent of Consolidated Concessions, Chicago, was a daily visitor during the convention. He made many of the rounds with Herman Stamer, vice president of Mechanical Merchants, Inc., Chicago operation which has drink equipment thru the Chicago Transit Authority system.

Charles Bertsch, Vending Machines Company, Warsaw, Ind., spent some time at the Northwestern display on the fourth floor examining the new 10-column tab gum vender and the bulk units. . . . Robert B. Kyle, American Chiclé Company, Long Island City, was seen coursing thru the myriad corridors on the seventh floor taking in all the supply exhibits.

I. C. Miller, of Traffic Refreshment Company, New York, displayed a good deal of interest in ice cream venders. . . . A Garrick Alex, Vendall Company, kept the Vendall-Belvend display in top slick appearance, making certain the metallic gold, blue, green finishes on the candy venders was always spic and span.

Edward Baratz, head of Q Automatic Sales, Aurora, Ill., made it a point to palaver in the Stoner booth on numerous occasions. Ed made certain he didn't miss anything at the show, however, and indicated his high-mileage shoes to bear out his statement. . . . Sam Brodsky, Illinois Vending Company, Chicago, took the cook's tour of the convention at a more leisurely gate than his brother Joseph. Latter chaired the Pioneer Venders session and spent time and energy making good at the job.

Miami:

Greater Miami coin machine men say the past summer season was the best in history. With Miami Beach fast becoming an all-year resort and the number of permanent residents climbing every month, operators and distributors see a bright future. November business is running well ahead of previous years and all hands agree the upcoming winter season should be the finest.

Ken Willis, Bush Distributing Company, is back from a 10-day aerial trip to the Caribbean area, with stops in Puerto Rico, Dominican Republic, Haiti and Cuba. Ops

down there have stepped up their buying of new and used music machines, and keep clamoring for more of the used ones, says Willis.

Cy Wolfe, Florida distributor for Seeburg who operates out of Jacksonville, came down to hold a showing of the new Seeburg 45 r.p.m. phonograph at El Comodoro Hotel for Miami ops. Incidentally, the swing to 45s grows greater and greater all the time for economy and other reasons. Conversions keep multiplying.

W. W. Daniels, Ideal Music op from Tampa, was in Miami recently on a buying trip. . . . Bush Distributing majordomos Ted Bush and Ozzie Truppman doing big job with the new Wurlitzer 1250. . . . Coinman Mickey Cohen sporting a new 1951 Studebaker convertible.

Greater Miami coinmen are awaiting the influx of snowbirds from colder climes who annually flock to this vacation playground. Ops and distribs from all sectors trek to Miami Beach's golden stands for a few weeks of basking in the sunshine when thermometers nosedive elsewhere in the country. They make their holidays here the occasion for combined business-pleasure calls on local colleagues.

Taran Distributing Company reports excellent business in shuffle-type games. While sales manager Eli Ross is on a selling trip thru Florida, Georgia and Cuba, the office is in the capable hands of Lenny Baitler. Sam Taran, president of the Taran organization, also holds the prexy post with Trija Golf Club Company, makers of the Trija golf club, described as a full set of scientifically matched clubs on a single shaft. National sales manager Murray Baum says the Trija club has been received enthusiastically wherever it has been introduced, including such swank Miami Beach hotels as the Sans Souci, Saxony and Martinique. A former stage actor under the name of Dick Worth, Baum appeared in "Student Prince," "Naughty Marietta," "Desert Song" and "Stage-door Canteen." Before becoming associated with Trija, he was sales manager for the Reddip Company.

Les Hagglund, Jacksonville manager for Bush Distributing, is

convalescing in Clearwater, Fla., following a series of heart attacks. . . . Willie Levy, former New Yorker who recently started his juke box operation in Miami under the name of Whitey's Music, is doing well in his new venture.

The city of Miami still has under advisement the matter of a new schedule of license fees for coin machines. Meanwhile, until a decision is announced, the boys are letting current licenses ride and are happy over the reprieve.

The Greater Miami public has put its stamp of approval on Bally's Hook Bowler shuffle game. Distribs say they can't keep up with the demand. . . . New Exhibit's Dale Six-Shooter, pistol type game, has just been received locally. . . . Miami Shuffleboard Sales Company sold its shop facilities for refinishing boards, to Taran Distributing.

Ted Bush, Ozzie Truppman, and their Cuban manager, Leon Schapochnik, all of Bush Distributing Company, are on a trip to Buffalo and Chicago. In Buffalo they will confer with Wurlitzer officials and in the Windy City they will call on Chicago Coin Machine Company. The firm has exclusive representation with both manufacturers in Florida, Southern Georgia and Cuba.

Detroit:

William E. Bufalino, president of Service Drivers & Helpers Local 985, is spending much of his time on organizing activities up-State. With the Grand Rapids and Lansing areas now well organized, he is concentrating in the eastern Flint-Bay City-Saginaw sector. . . . Joseph L. Hud-

SHUFFLE ALLEY
Chicago Coin Bowling Alley with
light-up pins, green cabinet . . . \$ 79.50
Chicago Coin Bowling Classic . . . 139.50
Chicago Coin Shuffle Baseball . . . 69.50
Universal Super Twin Bowler . . . 139.50
Chicago Coin Trophy Bowl, Floor
Sample 229.50

5-BALLS
Speedway . . . \$22.50 Batteries . . . \$29.50
Buttons & Wisconsin . . . 22.50
Bows 64.50 Robin Hood . . . 24.50
St. Louis . . . 69.50 Trade Winds . . . 24.50
Boston 79.50 Champion
Maryland . . . 69.50 (Chi. Coin) . . . 79.50
Mardi Gras . . . 29.50 Rocket
Gottlieb's Spot Bowler, Fl. Sample Write
(Genco) . . . 139.50

1-Balls
Champion . . . \$24.50 Jockey
Winner Special . . . \$59.50
(Universal) Write Special
Citation . . . 174.50 Entry . . . 49.50
1/3 Deposit—Balance Sight Draft.

General Distributing Co.
223 N. Broad St. New Orleans, La.

For the best in
PIN GAMES
SHUFFLE ALLEYS
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IT'S
COINEX
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Murray Rosenthal
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\$79.00 Sale
JUST 21, Floor Sample \$79
SHUFFLEBOARDS (rebuilt), with
Maple or Masonite Tops . . . 79
UN. SHUFFLE ALLEY (rebuilt) . . . 79
Fly-Away Pins installed, \$20.00
additional.
SHUFFLEBOARD SPECIALISTS
4615 S. State St. LI 8-7772
Chicago 9, Ill.

CLOSE-OUT OF GAMES
IN FACTORY SEALED CARTONS
Fighting Irish, New Write
Pinky \$210 Oasis, New Write
Bowlette . . . 125 PUNCHY . . . \$225.00
Keeney Pin Boy 175.00
Williams Single Bowler . . . 175.00
Keeney Cig. Mach. Smoke Shop
United Single Rebound, Univ. Deluxe
Bowler, Chi. Coin Fly-Away—Write
Lehigh Specialty Co.
826 N. Broad St., Philadelphia 30, Pa.

Seeburg Wallboxes
3W1-L56 (5c) Wireless Wallo- \$29.00
matic
3W2-L56 (5c) 3-Wire Wallomatic 29.00
WB1Z (5-10-25c) Baromatic 7.50
WS10Z (5-10-25c) Wireless Wallo-
matic 7.50
WS2Z (5c) Wireless Wallomatic 7.50
Universal Unit (USR2 Type) . . . 50.00
W. E. Distributors, Inc.
1012 Market Street St. Louis, Mo.

LAKE CITY Specials

SHUFFLE GAMES	Keeney ABC Bowler \$ 49.50	Canasta \$125.00
Bally Shuffle Champ Write	Keeney Rebound . . . 39.50	Baby Face 54.50
Bally Speed Bowler \$179.50	Packard Wall Boxes \$ 14.25	Sharpshooter . . . 114.50
Bally Shuffle Bowler 59.50	Buckley Chrome Wall	Trinidad 39.50
United Shuffle Alley 49.50	Boxes 5.00	Just 21 84.50
United Shuffle Alley	Unecda Pak Cigarette	Triple Action . . . 34.50
with conversion 129.50	Machine \$169.50	Saratoga 59.50
Universal Super Twin 182.50	Electro 8 Cigarette	Pre-War Games . . . 12.50
Chicago Coin Bowler 99.50	Machine, New . . . 199.50	
Gottlieb Bowlette . . . 81.50	PIN GAMES	
Williams Twin Bowler 59.50	Select-a-Card . . . \$152.50	
Williams Deluxe	Big Inning 185.00	
Bowler 122.50	Carnival 44.50	
Williams Double	Star Series 174.50	
Header 159.50		
Chicago Coin Double		
89.50		

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVENUE • CHerry 1-7067 • CLEVELAND 14, OHIO

CALENDAR FOR COINMEN

November 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

November 21—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

November 22—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

November 23-30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

November 23—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

November 26-29—National Association of Amusement Parks, Pools and Beaches (NAAPPB), annual convention and trade show, Hotel Sherman, Chicago.

November 27—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

November 28—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

November 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

November 30—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

December 4—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

December 6—Coin Machine Operators' Association of Harris County (CMOAH), 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 Guild (CMG), monthly meeting, 311 Club, Oakland.

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, New York.

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.)

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WHAT THEY SAY . . .
about *The Billboard* in its New Format

SEE
PAGES 52 AND 53
IN THIS ISSUE

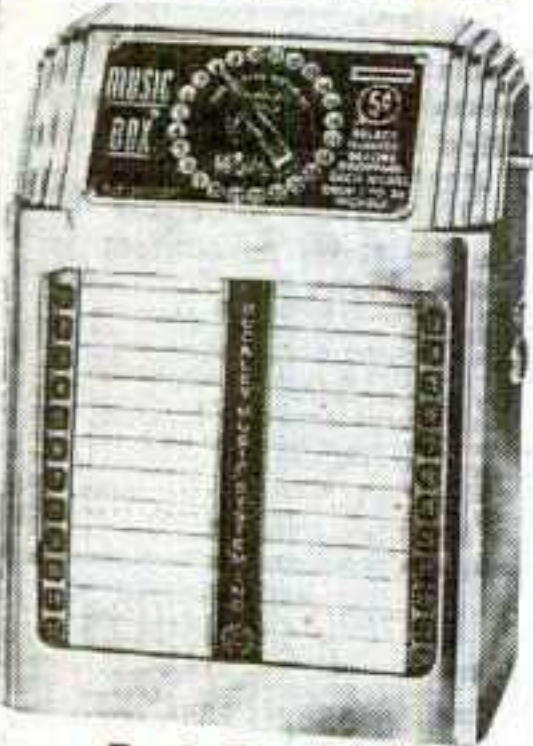
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son reports the shortage of materials is slowing up development of the Hudson Products' three-way beverage dispenser for vending and allied fields.

Max Lipin of Allied Music is taking over distribution of the new Murray Corporation appliance line. . . . Louis Nemes, head of Music Systems Inc., made a flying trip to Grand Rapids. . . . Erwin Baldrige, operator of the Arcade at Island Lake, near Brighton, has returned from a trip to Kansas. He plans to locate in the vicinity of Fort Riley for the winter. . . . Joseph O'Connor, head of Consolidated Productions, was in Florida last week making an advance inspection of facilities at Fort Lauderdale, where the company is to move its headquarters about the first of the year.

Out-of-towners were the vogue here last week as the National Automatic Merchandising Association (NAMA) convention got under way at the Palmer House Sunday (12). Many of the visiting operators and distributors took time out to visit local factories and see new equipment other than vending. Among the plants drawing the visitors were United, Bally, Universal, Keeney, Chicago Coin, Gottlieb, Mills, Bell-o-Matic and Williams.

Seen on the floor of the Palmer House looking over the newest venders were the following Chicago distributors and manufacturers: Mel Binks and Bill Ryan, Universal Industries; Ted Rubenstein, Comet; Clayton Nemeroff, Monarch; Seymour Golden, Coin Machine Service Company; Denny Dennison, Dennison Sales; William Deree, Alco-Deree; Sol Gottlieb, D. Gottlieb & Company; Wally Fink and Joe Kline, First Distributors; Herb Perkins, president of Purveyor Shuffleboard Company; Joe Caldron, president, Trans-World Trading, and Joe Simon.

United Manufacturing received many visitors who came for their first look at the firm's newest shuffle game, Skee-Alley. Billy DeSelm, general sales manager, played host to, among others, Leo Weinberger, Southern Automatic Music, Louisville, and Herman Paster, Mayflower Distributing, St. Paul. Paster as an executive of SuperVend, also spent much of his time on the convention floor.

Milwaukee:

A crew of carpenters and electricians have taken over at the Paster's Distributors showrooms on Fond du Lac Avenue, and the place is in a temporarily torn-up condition. Manager Sam Cooper expects the upset state of affairs to prevail for about another 60 days, when a beautiful, new showroom and offices will be unveiled to the coin machine trade. Meanwhile, Sam says that business continues at a rapid pace with the new United 4 Player game leading the pack. Premiums also are a large part of the total picture these days.

First local operators to put out the Seeburg new 45 r.p.m. equipment on location, are Les Reder, of the L. R. Distributing Company, and Melo Curro, of the Metropolitan Amusements. Melo reports that first collection results on one of the downtown spots show the receipts almost doubled the amount it ordinarily held when the same location sported only 78 r.p.m. wax. Both Melo Curro and Les Reder, while enthusiastic over the change, are agreed that it is too early to make any definite predictions as to future results.

Meanwhile, over at the Metro Record Shop, headquarters of Curro's Metropolitan Amusements organization, Dorothy Jonas, record buyer, is emphasizing the 45s for use on their own music boxes as well as for supplying the needs of the growing list of operators who stop in there for disks. Curro is making arrangements with a near-by parking lot to provide free parking for customers.

Gordon Haase, Arctic Vendor, Appleton, was the only vending machine pluggar at the Wisconsin Retail Ice Cream Manufacturers' Association, November 7 and 8, at the Ambassador Hotel. No exhibits were allowed at the convention, but Gordon made the rounds, mixing with all present. Making the rounds of distributors and checking up on the latest equipment, was Edward Pankonen, of the Midwest Novelty firm. Eddie reports biz just so-so recently. Bright spots in

(Continued on page 124)

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 115

ARTIST	TUNES	COMMENT	POPULAR
BUD BRES (Elmo Russ, Organ) Nobody Walks Alone PYRAMID R 300-1—Bres turns in a good, solid turn on this semi-religious bit of philosophical ballad.			63--65--60--65
Dear Lord Pretentious religious opus is handed a dramatic, handsome reading by Bres with organ backing.			45--45--45--NS
DAVID ALLEN (Paul Smith Quartet) I Can't Believe That You're In Love With Me DISCOVERY 532—Fly etching of this fine rhythm standard spots a neat Allen warble with the Shearing-influenced backing of the Smith group.			65--68--63--65
The Touch of Your Lips The warbler turns in a warm job with this excellent old ballad as the vehicle.			67--70--65--67
RAY MCKINLEY Sam, Don't Slam the Door VICTOR 20-3973—Slight novelty makes this nothing more than a good dance disk.			66--70--64--64
Mama's Gone, Good Bye Bluesy "Mama" tune gets neat vocal and perk handling from Ray and the band.			76--78--73--78
TONY MARTIN-FREDDY MARTIN ORK Tamarinna VICTOR 20-3972—Brahms Hungarian Dance with a lyric makes a lively disk that should draw fairly well with fans.			79--79--79--79
Once Upon a Rumba A slow rumba ballad that's both danceable and meat for fans of both Martins.			74--74--74--74
DENNIS DAY (Mellowmen—Henri Rene Ork) Christmas in Killarney VICTOR 20-3970—Rhapsody with Day's w.k. brogue bits, this hunk of Yule material should find a ready market.			84--86--82--84
I'm Praying to St. Christopher The tenor's handling of a new religious ballad is both musical and full of feeling for the theme. A good backing for the Christmas side.			79--79--79--79
HENRI RENE ORK Always You VICTOR 20-3975—Strictly instrumental is this string-full dishing in a dreamy vein of evergreen melody.			68--72--68--65
Bubble, Bubble, Bubble At a faster tempo and in the David Rose style, this side is the more commercial.			71--75--71--68
CLARK & McMULLEN Christmas Roses ABBEY 15031—Organ-guitar backing and country-style duet vocal on a tune that doesn't figure so much headway against heavy Yule competition.			64--64--63--65
The Big Fat Man Male voice talks-sings the vocal on another Christmas tune for the trade. Unimpressive.			53--53--53--53
KEN GRIFFIN The Petite Waltz COLUMBIA 39047—Just coverage is the Griffin organ version, tho it's its fine skating rink fare.			77--78--76--78
In a Little Gypsy Tea Room The oldie gets a typical Griffin rendition.			74--74--74--74
XAVIER CUGAT ORK (Abbe Lane-O. Bolivar) Chiquita Bacana COLUMBIA 39037—A bright and happy rendition of a new march-zamba.			71--72--71--71
Chi Bim Bam Boom (Abbe Lane-Three Beas and a Peep) In the same festive spirit is this side with more commercial possibilities for the Cugat following.			74--76--73--73

CHILDREN

TOM REDDY (Billy May) Destination Moon, Parts 1 & 2 CAPITOL CAS 3080—Excellent disk adaptation of the imaginative pseudo-scientific film should appeal to all science-minded kids of school age. Good production and packaging.			85--86--84--NS
MEL BLANC (Billy May) Tweetie Pie, Parts 1 & 2 CAPITOL CAS 3074—Screwball story is based on the Warner Bros. Looney Tunes cartoon flick characters. Blanc's voices are familiar, sure-fire stuff. This one's a zany chase with Sylvester the Cat on the bird's tail. Should sell.			86--86--86--NS
CLIFF EDWARDS (Three Beas & a Peep) 1-2-3 Fun VICTOR (45)47-0216—Educational dishing teaches moppets to count via the old "Ten Little Indians" and "One, Two Button Your Shoes" and other kid tunes. Full ork, vocal group and Edwards diction add up to a good kiddie.			80--80--80--NS
ABC Fun More of the same on the alphabet. Disk is part of Little Nipper series.			80--80--80--NS
DANNY KAYE (Victor Young Ork) Tubby the Tuba at the Circus, Parts 1 & 2 DECCA K-22—This, a natural follow-up to the original Kaye-Tubby set, is a stickout. Story-wise production-wise and musically, it's fine fare for the moppets and for the dealers who'll handle it.			82--82--82--NS
ROBERTA QUINLAN (Harry Keller Ork) Punky Punkin MERCURY MMP 74—Thrush packs personality into a bouncy rendition of the November special, which hasn't shown unusual strength.			68--70--67--NS
I, Silent Night. 2. O, Come, All Ye Faithful (Ding Dong Bell Singers) Okay choral dishing of the Christmas carols appeared originally on the label's 7-inch disks. A casual kiddie venture.			61--63--60--NS
SMILEY BURNETT (Frances Scott) Rudolph the Red-Nosed Reindeer CAPITOL 30133—Good-enough coverage job on the fabulously successful tune, tho it's unlikely to make a dent in the Aury-conditioned market.			71--70--72--NS
The Swiss Boy Song is about a Swiss lad who had trouble with his yodel. Nothing startling here.			68--68--68--NS
PETER LIND HAYES (James Carroll Ork) Genie, the Magic Records' Wild West Show DECCA K 19—Zany story by Bob Hilliard and Si Rady achieves all kinds of aural stunts, all having to do with Western matter. Fast, immediately appealing stuff.			89--90--88--NS
Genie, the Magic Record's Magic Trick Trick grooving is used here so that the tortoise, instead of racing the hare, races a variety of nursery rhyme characters. Four different races are possible, depending on where the needle falls.			83--80--85--NS

(Continued on page 127)



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With Original Shuffle Pins	75	Bally SHUFFLE BOWLER	60	KeeneY DOUBLE BOWLER	225
Univ. TWIN BOWLER 125	125	Bally SPEED BOWLER	195	KeeneY KING PIN	125
Univ. SUPER TWIN BOWLER	195	Williams SHUFFLE BOWLER	50	KeeneY ABC BOWLER	65
				Exhibit STRIKE	125
				Rock-Ola SHUFFLE LANE	50

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LEXINGTON	225
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Bally SPOT BELL	310
Bally CLOVER BELL	425
KeeneY SINGLE BONUS	150
KeeneY TWIN BONUS	195
KeeneY THREE WAY BONUS	275

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CITATION	219.50	UN. SHUFFLE ALLEY	\$ 49.50
LEXINGTON	199.50	W/FLY-AWAY PINS	89.50
TROPHY	119.50	SPEED BOWLER	199.50
JOCKEY SPECIAL	84.50	UN. TWIN BOWLER	99.50
		BALLY SHUFFLE BOWLER	89.50
SHANGHAI	\$ 44.50	KEENEY PIN BOY	49.50
THRILL	34.50	WMS. BOWLER	59.50
SELECT-A-CARD	134.50		
BUFFALO BILL	139.50	DRAW BELL, 5c or 25c	\$ 99.50
SARATOGA	54.50	WILLIAMS ALL STARS	\$ 99.50
MARDI GRAS	34.50	CHICOIN ALL STAR	
Genco 1-2-3	44.50	HOCKEY	29.50
BLUE SKY	39.50	HIT-A-HOMER	19.50
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Coinmen You Know

Continued from page 123

the picture the past few months have been the Bally Speed Bowler, United Twin Shuffle and KeeneY's 4 Player.

Remodeling plans are also buzzing around the Sam Hastings Distributing Company stronghold on Bluemound Road. Sam is in hopes that the contractors will see their way clear to start working before the frost sets in, so that the addition will be ready for business before spring.

Harvey Dettman, who manages the Friedman Tobacco cigarette machine routes, reports that the price situation in Milwaukee seems stabilized at 23 cents per pack, with a few choice spots running at a quarter per pack.

Washington:

Last week's "Record of the Week" selection on the Eddie Galaher WTOP "Sundial" and "Moondial" programs, chosen in co-operation with the Washington Music Guild, was Doris Day's "Bushel and a Peck."

P. Hailman has joined the staff of the Northern Virginia Music Company, Alexandria, Va., in the scales division, according to Eddie Renner.

The November Washington Music Guild (WVG) meeting, canceled because of the illness of several members, will not be scheduled for a later date in November, as was originally planned. Next meeting will be December 7, Bill Schwartz reports. Schwartz says he likes Little Jimmy Scott's "Any Time, Any Day, Any Place," Roost label disk featured on Jackson Lowe's WWDC "Harlem Hit Parade." A National record, George Nolan's "Im So Out of Place in Your Arms," will be a WVG "Record of the Week" when it is released.

Silent Sales System has just moved to its new location at 4808 Rhode Island Avenue, N. E.

Both Arthur E. Seinick, of Kauffman - Washington Company, Decca distributor, and Max Silverman, owner of the Quality Music Company, reported increased juke box business on the Ray-O-Vacs' "Kiss in the Dark," following a personal appearance in town. Silverman featured the side on his radio programs. Other promotions planned by Silverman include a broadcast by Lucky Millinder in the window of the Quality shop during the week of Lucky's personal appearance in town. Idea would be for Lucky to do a disk jock show and interview any other artists who were in town. Silverman staged a similar store broadcast when he opened larger quarters about two years ago. He scheduled seven hours of continuous broadcasting and crowds got so thick around the store that 150 policemen were required to handle traffic.

Bridgeport:

Marvin Sparrow, associated with his father, Charles Sparrow, in Cigarette Service, Inc., who recently passed the Massachusetts bar examination, and now associated with the law firm of Gouldston & Storrs in Boston, announced his engagement last week to Dorothy Jane Goldman, daughter of Dr. and Mrs. Joseph Goldman, of Brookline, Mass. Miss Goldman is a senior at Wellesley College.

Pittsburgh:

John F. Moran is no longer on the road for Rowe Manufacturing Company. W. S. Georgia, Altoona, Pa.; James Logan, Logan Bros., Butler, Pa., and Harry Rosen, Milk Vending Service Company, Wilkensburg, Pa., have been contacted for permission to give away smokes to the Veterans' Hospital at Aspinwall, Pa.

M. J. Ballinger, Acme Vending Company, reports putting top new numbers on music machines is improving business at locations. James Winston, manager of Columbia Records, says: "We are anticipating a tremendous autumn and Christmas season, with 1950 business the largest in record history." Raymond Stone, general manager, Theater Candy Service, says selling a trial order is effective in reaching new locations in Western Pennsylvania and Eastern Ohio.



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Universal SUPER TWIN BOWLER	199
United SHUFFLE ALLEY EXPRESS	165
KeeneY ABC BOWLER	129
Universal TWIN BOWLER	125
Chicago Coin BOWLING ALLEY	119
Williams TWIN SHUFFLE	60
Bally SHUFFLE BOWLER	59
KeeneY PIN SHUFFLE	45
Genco BOWLING LEAGUE	49

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Gin rummy 115	45	One-Two-Three	45	Lady Robin	39
Big Top	65	Chico	45	Hood	39
Phoenix	62	Trade Winds	42	Humpty	39
Majors of '49	55	Dew-Wa-Ditty	39	Trinidad	35
				Catalina	35

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Exhibit Oasis
Gottlieb Joker
Genco Flying Saucer
Genco Harvest Time
Jennings Challenger, 5-10

NEW 1 BALLS WINNER • TURF KING

RECONDITIONED 1-BALLS

Jockey Special	\$115
Champion	369
Citation	225
Special Entry	89

Seeburg 46-M	\$275
Seeburg 47-M	295
Seeburg 48-M (blonde)	275
Wurlitzer 1015	295
AMI Model "A"	495
AMI Model "B"	495
AMI Model "C," New	Write
Wurlitzer 1250, New	Write

SHUFFLE GAMES

Reconditioned and Refinished Shuffle Alley, Lite	\$ 75
Shuffle Alley w/disapp. pins	125
Gottlieb Bowlette	95
Bally Shuffle Bowler	75
Genco Bowling League with disappearing pins	125
Genco Bowling League	75
Chicoin Bowling Alley	125
Rock-Ola Shuffle Jungle	95

GAMES—Ready for Location

Exhibit Dale Gun	\$75
Broncho	49
Major League Baseball	45
Sweet Sue	35
Shooting Stars	37
Playboy	49
Suspense	37

5-10-25c WIRELESS WALLOMATIC W4-L56
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ONE BALLS Champ/na \$340.00	215.00	SCOREBOARDS Wall Type \$59.50	Wall Type (new)	Write
Citation	215.00	Victory	49.50	
Specials	49.50	Mills 4 Balls	69.50	

United Shuffle Alley, lighted pins	\$ 59.50
United Shuffle Alley with flying pins	99.50
Shuffle Alley Express	169.50
Shuffle Bowl Attachment	49.50
Chicago Coin Bowling Classic	219.50
Universal Twin Bowler	119.50
Uni. Super Twin Bowler	219.50
Genco Glider	39.50
Nationwide Baseball (used)	99.50
Genco Baseball	149.50
KeeneY Bowling Champ	229.50
Chicago Coin Bowling Classic	199.50

SHUFFLEBOARDS 18-22 Ft. \$49.50 & Up ALL MAKES	
SHUFFLEBOARD SUPPLIES	
Shuffle Game Wax (case of 12)	\$ 6.50
Climatic Adjusters	3.00
Per set of 10	10.00
Bowling Pins, Per set	9.50
Liquid Wax, Per can80
Paste Wax, Per can85
Fast Purveyor Shuffleboard Wax, Per case	4.50
Shuffleboard Lights—fluorescent, Each	6.75
United Twin Express Rebound	\$265.00
Exhibit Strike	139.50

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UNITED'S
FOUR PLAYER SHUFFLE ALLEY
 1 TO 4 CAN PLAY
 IT'S DIFFERENT—FUN TO PLAY
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 Two Sizes: 8 FT. and 9 FT.

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 SINGLE PLAYER
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DELUXE TWIN BOWLER
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HIGH SCORE BOWLER
 15 Pins—1 or 2 Players
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<p>USED PIN GAMES</p> <p>Shanghai \$ 49.50 Sally 79.50 Just 21 119.50 Triple Action 49.50 Ballerina 59.50 King Cole 59.50 Melody 49.50 Alice in Wonderland 59.50 Robin Hood 49.50 Jamboree 59.50 1-2-3 59.50 Temptation 49.50 Cover Girl 49.50 Star Dust 49.50 Serenade 79.50 Spinball 49.50 Blue Skies 69.50 Floating Power 69.50 Trade Winds 69.50 Puddin' Head 49.50 Humpty Dumpty 49.50 Screw Ball 59.50</p>	<p>USED 1-BALLS</p> <p>Champion \$349.50 Photo-Finish 325.00 Citations 225.00 Gold Cups 129.50 Special Entry 69.50 Hot Rods 179.50</p>	<p>NEW PIN GAMES</p> <p>Chi Coin—Punchy Exhibit—Oasis Gottlieb—Joker United—Red Shoes Genco—Flying Saucers</p>
--	--	--

SHUFFLE ALEYS USED

United Red. Alley \$ 85.00
 United Reg. w/Dis. Pins 149.50
 Genco Bowling League 99.50
 Keeney Ten Pins 125.00
 Chi Coin Bowling Alley 149.50
 Chi Coin Baseball 149.50
 Gottlieb Bowlettes 109.50
 Genco Glider 99.50

MUSIC

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 1946 Seeburg Hide-away 325.00
 1015 Wurlitzer 359.50

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<p>COUNTER GAMES (new)</p> <p>Hit a Homer \$27.50 Three of a Kind 15.00 Punch a Ball 15.00 Electric Skill Gum 47.50 ABT Model F 42.50 Kickers & Catchers 32.50 Advance Elec. Shocker 19.50</p>	<p>ARCADE EQUIPMENT</p> <p>Acme Shoe Shiner \$150.00 Batting Practice 65.00 Big Inning 185.00 Boomerang 35.00 Chi Coin Hockey 85.00 Chi Coin Pistol 125.00 Chi Coin Basketball 195.00 Chicken Sam (Conv.) 95.00 Evans Ten Strikes 75.00 Exhibit Silver Bullet 135.00 Falcon Shoe Shiner 125.00</p>	<p>SLOTS</p> <p>New Machine Guarantee Blue Bells, 5¢ \$210.00 Blue Bells, 10¢ 220.00 Blue Bells, 25¢ 230.00</p>
---	---	---

COUNTER GAMES (used)

Cubs Cig. Reels, 1¢ \$12.50
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 Shipman's Peeks, 5¢ 35.00
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 Five Jacks, 1¢ 25.00
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MUSIC

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 Wurlitzer 43 75.00
 Wurlitzer 71 85.00
 Wurlitzer 614 65.00
 Wurlitzer 600 85.00
 Wurlitzer 800 95.00
 Wurlitzer 1015 295.00
 Wur. 1017 (Hideaway) 265.00
 Wur. (Colonial) 95.00
 Pack. 400 (Hideaway) 125.00
 Rock-Ola '39 75.00
 Rock-Ola Deluxe 85.00
 Rock-Ola '46 200.00
 Rock-Ola '47 275.00
 Seeburg 9800 110.00
 Seeburg 8200 110.00
 Aireon Deluxe 95.00
 Aireon Fiesta 125.00

CIGARETTE VENDERS (used)

National 9A (no base) \$75.00
 Monarch, 10 column 85.00
 Unedapak 500, 15 rot. 85.00
 Rowe Pres., 10 col. 75.00

VENDERS (used)

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 Northwestern Nut #40 6.50
 Northwestern Gum #33 6.50
 Columbus Gum, 1¢ 6.50
 Silver King BG, 1¢ 6.50

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 Sup. Bon. Bell, 5-25 250.00
 Mills Duo Bell 195.00
 Bally Draw Bell 150.00
 Evans Racer Comb. 275.00
 Evans Racer, 25¢ 275.00
 Bally Trl. Bell, 5-9-25 245.00
 Evans Gal. Dominoes 225.00

SHUFFLE ALEYS (used)

United Reg. Alley \$ 75.00
 United Super 100.00
 Express 165.00
 Keeney Pin Boy 85.00
 Keeney Lucky Strikes 150.00
 Bally Bowler 85.00
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5 Citations @ \$175.00
 15 Chi Coin Bowling Alleys @ 80.00 (with Life-Up Pins)
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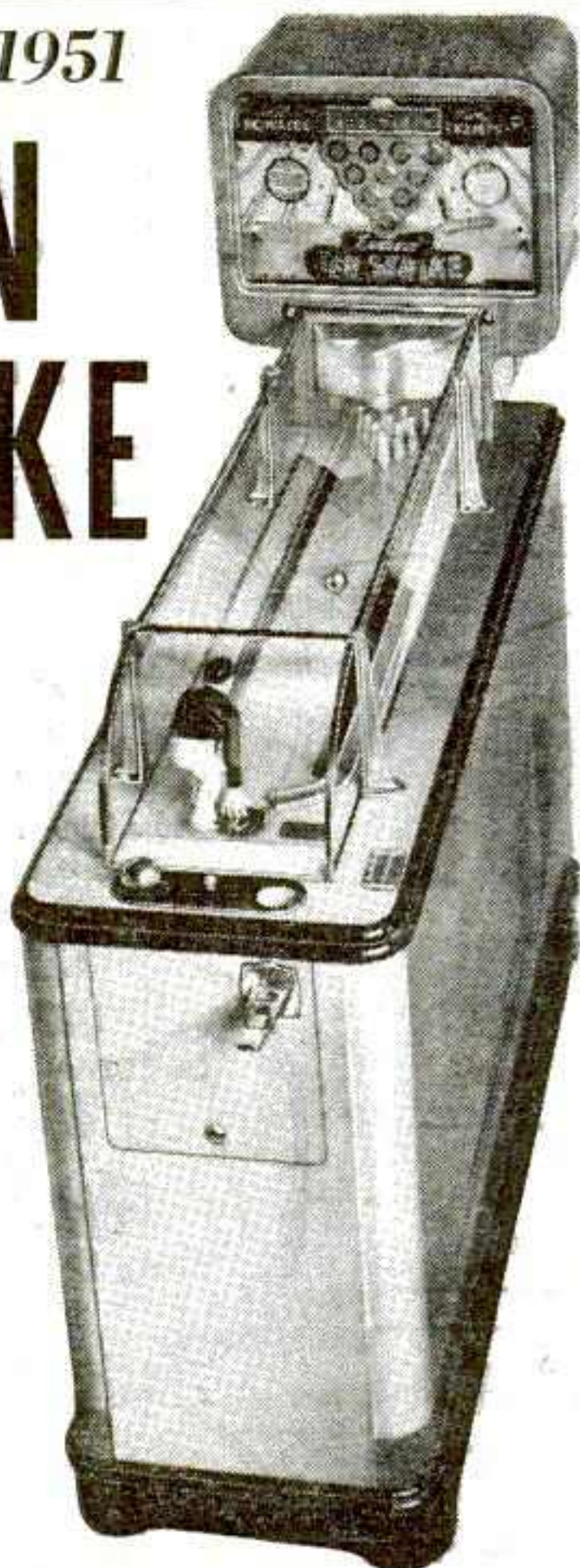
New and used machines are delivered promptly, in excellent condition . . . and the operators' funds are not tied up for lengthy periods.

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IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play

PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Manikin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c. with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 Improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE the finest game of skill for amusement only, is gilt-edge! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years!

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ORDER FROM YOUR DISTRIBUTOR OR DIRECT

H. C. EVANS & CO.

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SEE THE EVANS' CONSTELLATION AD ON PAGE 114

NOTE NEW ADDRESS

FAST 10-SECOND PLAY

and still holds player's interest—that's **HOLLYCRANE**, the new sensational coin-operated miniature model industrial crane. If you want big, steady profits with long-life equipment that is exclusive, get **HOLLYCRANE**.

Write for Free Descriptive Literature

COMO MANUFACTURING CORPORATION
5013-5025 N. KEDZIE AVE., CHICAGO 25, ILL.

Changer Supply

Continued from page 111

Budde, and deliveries will begin about the first of the year.

The new item introduced by National Rejectors is also engineered for odd-cent sales, altho the model shown at the company exhibit was said to be currently undergoing modification. It is a penny payout assembly, for use with the regular National changer. No price or delivery date was quoted.

A spokesman said the company is having little difficulty in supplying the current demand for changers and rejectors, altho some material shortages have been encountered. National instituted a revised price schedule earlier this month calling for increases on all items.

Intro Adapter

Guardian Electric bowed a 6 or 7-cent adapter which may be plugged into the company's changer. Pennies must first be inserted in the adapter before the standard mechanism will actuate the dispensing mechanism. John Schmidt, executive, said production on the unit has already begun, with early deliveries expected. It lists at \$5 if purchased with a changer and \$14.50 if bought separately.

General delivery on a changer developed by Johnson Fare Box will begin in 30 days, according to Dave Herwitt, spokesman. The Solenoid actuated device will list at \$37.50, he said.

Federal Parks

Continued from page 111

diction of the agency offer no opportunity for the use of coin machines, except indirectly as an attraction to draw visitors to a locality. More than half the spots are similar to the Washington Monument, the Lee mansion and the Gettysburg battlefield.

Parks and recreation areas generally can serve as locations, however, it was stated. In most cases, each has its own concession manager, who is usually the park supervisor. After a recent congressional probe of concessions, NPS is operating almost entirely on a bid system. Officials said that operators or distributors desiring to place machines in parks should contact the supervisor of any national park in their vicinity. He would usually refer them to persons having concessions for hotels, tourist camps, eating spots and the like.

Parks Attendance

Among the larger NPS-administered parks and recreational areas are Glacier, Mont.; Lake Mead, Ariz.-Nev.; Millerton Lake, Calif.; Bryce Canyon, Utah; Carlsbad Caverns, N. M.; Everglades, Fla.; Arcadia, Me.; Big Bend, Tex.; the Great Smokies, Tenn.-N. C.; Hot Springs, Ark.; Shenandoah, Va., and Mammoth Cave, Ky. These had 1950 attendance ranging from 69,000 for Big Bend to 1,774,265 for the Great Smokies.

See Copper, Cobalt

Continued from page 111

able for replacements, the use in new machines will be restricted to a percentage of that used in a base period.

Aluminum Use

The aluminum order permits use of the metal for maintenance up to 100 per cent of the amount used for such purposes during the last half of this year. Aluminum for new production is restricted to 65 per cent of that used during the same base period, but those firms using no more than 1,000 pounds yearly are exempted. The order goes into effect the first of the year.

The choice of the last half of 1950 as a base period is beneficial for users of aluminum and will be an aid for users of other metals if selected for copper, cobalt, etc., because that period represents one of the highest production half-years on record. Had an earlier base period been selected, effects o. cut-backs would be more severe.

Charter Supply Firm

LITTLE ROCK, Nov. 18.—Secretary of state has issued a charter to Midwest Popcorn Company of Arkansas, Inc., of Fort Smith, which listed authorized capital stock of \$10,000. The incorporators were H. C. LeGate and James Shoffey, of Fort Smith, and J. L. Berggren and W. B. Berggren, of Omaha.

COMPLETE OUTFITTERS OF COIN-OPERATED AMUSEMENT GAMES, PARTS AND SUPPLIES

DOMESTIC—EXPORT
Fair-Priced Merchandise
NEW and USED

Serving the ARCADE since 1912, with all latest releases and old "revenue" favorites

LOWEST PRICES
TEST PROVEN PERFORMANCE
ATTRACTIVE CABINET REBUILDING

AMUSEMENT	GUNS
Atomic Bomber, floor sample	Six Shooter
Exhibit Electric Hockey	Jungle Joe
Silver Gloves, floor sample	Monkey Shine
Chicago Coin Goalse	Chico Pistol
Chico Midget Skeeball	Exhibit's Dale
Scientific Batting Practice	Silver Bullets
Pitch 'Em & Bat 'Em	Chicken Sam
Exhibit "Pony Express"	Sky Fighter
Air Hockey	Bally Rapid Fire
Williams Star Series	Bally Undersea Raider
	Sky Pilot
COUNTER GAMES	FORTUNE TELLING
Hit-a-Homer	Astroscope
Touchdown	Solar Horoscope
Whirl-a-Ball	Mystic Pen
ABT Challenger	Kirk Astrology Scale
Advance Shocker	
Counter Grip Scale	GENERAL ARCADE
Kicker & Catcher	Name Plate
Target King, Hunter	Mutoscope
Bat-a-Ball Jr.	Midget Movies, New
Art Show, Shipman	Vitalizer Foot Ease, new
SUPPLIES	Mercury DeLuxe Athletic Scale
Formula "77" Shuffleboard Wax	Exhibit Grip Developer, new
Conversions, motor driven, flyback pins, for Chico, United, Universal, Bally	American Gripmeter
Coin Counters	Metal Stamper
Coin Wrappers	Photomatic, postwar, factory reconditioned
Photomatic & Voice-o-Graph	Voice-o-Graph, postwar
Post Cards, Ball Gum, etc.	Pokerino (20) Formica Tops, used 2 months, like new, Ea.

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YOUR RELIABLE DISTRIBUTOR
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Limited Quantity—Brand New
MILLS VEST POCKET BELLS

NOW DELIVERING MILLS SENSATIONAL NEW 21-BELL
ALSO BRAND NEW BLUE BELL, BLACK BEAUTY, TOKEN BELL, TOKEN "21" BELL. Write.

RECONDITIONED GAMES

United Shuffle Alley, fly-a-way pins	\$139.50
Universal Twin Alley	145.00
Williams Twin Bowler	89.50
Keeney Duck Pin, 8 Ft.	225.00
Keeney Ten Pins	89.50
Keeney King Pin	165.00
Bally Jockey Special, FP	129.50
Bally Gold Cup, FP	149.50
Bally Citation, FP	269.50
Bally Champion, FP	389.50
Universal Photo Finish, FP	335.00
Bally Deluxe Draw Bell	189.50
Keeney Twin Bonus Super Bell, 5c-25c	275.00
Chicago Coin Pistol Pete	159.50
Dale Guns, latest triple switch model	109.50

NEW EQUIPMENT

BALLY TURF KING
WILLIAMS RAG MOP
COTTLEB 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
Gottlieb Cinderella	59.50

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!
Mills 5c, 10c or 25c Golden Falls Handload—Mills 5c, 10c or 25c Black Cherry Bells—Mills 5c, 10c or 25c Jewel Bells—Mills 50c Black Gold Handload—Mills 50c Black Cherry, 2/5—Jennings 10c Standard Chief—Jennings 25c Sun Chief—Rebuilt 10c Jewel Bells, in New Cabinets. **WRITE for PRICES**

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Terms: 1/3 Dep., Bal. C. O. D.

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GAMES	FREE	PRICES
Genco Total Roll		\$49.50
Genco Advance Roll		54.50
Crating above, \$20.00 per machine		39.50
7-Hi Pool Table	\$49.50	29.50
Genco Glider	34.50	29.50
Genco Bing a Roll	89.50	29.50
Bally My Roll	69.50	29.50
Triple Action	29.50	29.50
Trade Winds	29.50	29.50
Mardi Gras	29.50	29.50
Merry Widow	34.50	29.50
Screwball	39.50	29.50
Puddinhead		\$49.50
1-2-3		54.50
Yanks		39.50
Virginia		29.50
Wisconsin		29.50
Bermuda		29.50
Spinball		29.50
Catalina		29.50
Thrill		29.50
Stormy		29.50
Sunny		29.50
Humpty Dumpty		29.50

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FILBEN FP-300 (30 Selection)	\$199.50
SEEBURG COLONEL	69.50
SEEBURG 8200, 8800, 9800	69.50
ROCK-OLA PLAYMASTER	79.50

3 Complete Hostess Systems (units of 10)—MAKE AN OFFER!

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Bally Multi Bell	Wurlitzer 750-M
Bally Reg. Draw R.B.	Seeburg 46-S
Bally Deluxe Draw	Seeburg 47-S
Bally Wild Lemon	Mills Constellation, Factory Reconditioned by Evans
Evans Bangtails, F.P. & P.O.	Aireon Rollaway with 3 30-wire Buckley Boxes in perfect condition
Reserve Bell	
Arrow Bell	
Bonus Super Bell	
SHUFFLE ALLEYS	MISCELLANEOUS
Chicago Coin Bowling Alley	Packard 30 wire Boxes, like new
United Shuffle Alley	Buckley 20 wire Boxes, like new
Rock-Ola Shuffle Lane, 8' & 10'	Seeburg Selectomatic, pre-war
Chicago Coin Baseball, new	Atom Jet, new
Keeney Ten Pins, new	
Keeney A. B. C. Bowler, New	

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RAG MOP

It's got the ACTION with a "BOP!"



- NEW TUNNEL KICKBACK
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GET IT! ▶ and do better all year 'round with the game that's set an earnings record unmatched by any other!

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Champion	\$2.50	Rip Snorter	127.50	Tumbleweed	119.50

ONE BALL GAMES

Lexington	\$265.00	Photo Finish	\$285.00	Favorite	\$47.50
Citation	185.00	Special Entry	59.50	Hot Tip	39.50

BOWLING GAMES

8' Keeney ABC Bowler	\$59.50	9 1/2' Keeney Pin Boy with lifes ..	44.50
8' Keeney Ten Pins	35.00	9 1/2' Keeney ABC Bowler	99.50
8' Keeney Lineup	39.50	9 1/2' Keeney Shuffle Lane with-out lifes	54.50
9 1/2' Keeney Lucky Strikes	165.00	9 1/2' Keeney Pin Boy without lifes	54.50
9 1/2' Keeney Pin Boy	54.50	9 1/2' Bally Speed Bowler	199.50

NOW DELIVERING NEW EQUIPMENT

Keeney League Bowler, Bally Turf King, Bally Triple Draw Bell, Universal Winner, Pinky, Joker, Fighting Irish, Keeney's Electric Cigarette Vendor, Mills Wild Dancer, Mills "21" Bell, Mills Blue Bell, Downey-Johnson Coin Counter.

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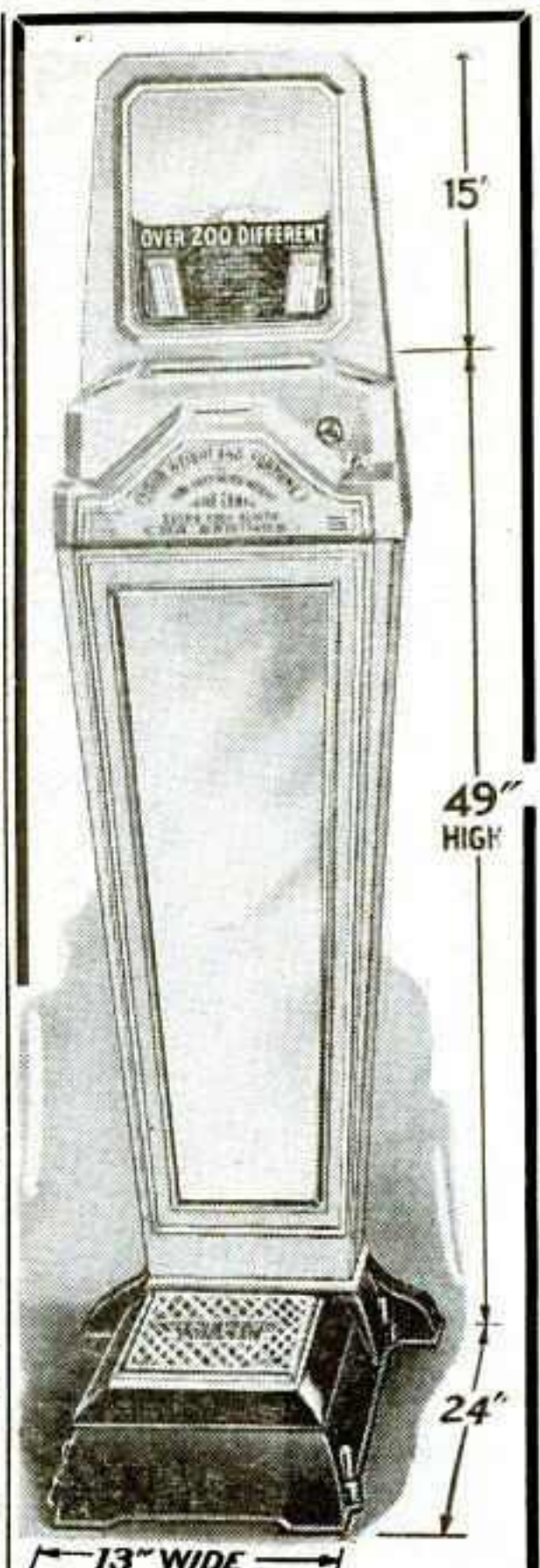
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THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	OVER-ALL	DISK Jockey	DETAILED	CRITICAL
● Continued from page 123					
RUFF DAVIS (Carl Brandt Ork) The Little Toy Town Parade COLUMBIA MJV 87—Pleasant little novelty is likely to get lost in the seasonal avalanche of high-powered kidisks.		70--70--70--NS			
Song of the Little Red Hen Similar stuff with more familiar story basis.		73--73--73--NS			
SPIRITUAL					
THE FAIRFIELD FOUR I'll Tell the World DOT 1015—Simple-enough bit of material is projected with great strength and fervor by the male group.		79--79--79--NS			
In the Upper Room Slower chant opus builds into an even more forceful side.		81--81--81--NS			
HOT JAZZ					
CHARLIE PARKER Dancing in the Dark MERCURY 11068—Bird and the strings, a proven commercial entity via the album, make their first single slicing a neat one with this evergreen as vehicle. Bird's born in top form.		80--82--80--78			
Laura A natural mating of lovely ballad to this "new" Parker mlt strings approach should prove a sturdy jazz clique sales item.		83--85--83--80			
PEE WEE ERWIN & THE VILLAGE FIVE Mashuga Over You KING 15074—Veteran trumpeter Erwin leads his Nicksieland combo thru a freilach-rhythm ditty which Patti Dugan warbles. Could pick up some action in Jewish nabes mainly.		67--68--66--68			
Shake It and Break It Erwin's two-beaters turn out a happy, buoyant rendition of this delightful old Dixieland fave. Some neat clary work as well as rich-toned Erwin horn.		69--71--68--68			
RELIGIOUS					
EVA MAE LEFEVRE Thank God I'm In His Care BIBLETONE 7026—Rich-voiced thrush sells a snappy prayer-meeting tune convincingly for Bible Belt buyers.		78--78--78--NS			
I Wanna Rest (Lefevre Trio-J. Atkinson-B. Prather) Group effort is even more potent. Clear, lively recording, on this 45 r.p.m. disk.		79--79--79--NS			
KIRK MCGEE (Tennessee Volunteers) She'll Be Sitting By Jesus Tonight TENNESSEE 729—Rural opus refers to a departed mother. Lads' harmonizin' is on the raw side.		60--60--60--NS			
A Soldier's Letter to Joan and Marie One more war-throbber, inspired by the now-famous soldier's letter to his daughters. May hit a limited territorial market.		71--72--72--70			
CLASSICAL					
CLOE ELMO (RCA Victor Ork-Jean Paul Morel, Cond.) Verdi: <i>Condotta Ell'era in Ceppi</i> VICTOR (45) 49-1381—The mezzo infuses the heavy "Il Trovatore" aria with great drama in a handsomely cut disk.		74--75--74--NS			
Verdi: <i>Stride La Vampa</i> Highly popular mezzo aria from the same opea is this gal's special dish. Fiery waxing should push competition aside.		78--78--78--NS			
ROBERT MERRILL (RCA Victor Ork-Jean Paul Morel, Cond.) Gounod: <i>Avant De Quitter Ces Lieux</i> VICTOR (45) 49-1414—"Faust" aria gets a first-rate waxing by the popular bary, whose lush tones are sometimes buried by the ork.		80--80--80--NS			
Offenbach: <i>Scintille Diamant</i> "Tales of Hoffman" aria. Beautiful, fairly familiar fare, should find a big public in this stirring production.		80--80--80--NS			
ITALO TAJO (RCA Victor Ork-Jean Paul Morel, Cond.) 1. Verdi: <i>Recit: Ella Giammai M'Amo</i> VICTOR (45) 49-1380—This one's from "Don Carlos," the Met-opera's opening work this season. The long instrumental portion gains from brilliant recording. Tajo handles the dark-textured excerpt with adequate voice and superb dramatics.		77--78--77--NS			



15"
49" HIGH
24"
13" WIDE

WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

OPERATORS

UNBREAKABLE PLASTIC SHIELDS FOR ALL BOWLERS. Will last life of machine. \$3.00—Specify make and model—\$3.00. Cash with order or 1/3 deposit.

EMPIRE NOVELTY CO.
326 Plymouth Ave. Minneapolis, Minn.

WANTED TO BUY

Seeburg Bear Guns. Will pay \$300.00.

ROBERT TAYLOR
514 Second St. Portsmouth, O.

Alnik Planning Wider Coverage

CHICAGO, Nov. 18.—Penetration into "new markets is being planned by the Alnik Company which, to date, has sold its Vendalite lighter service kit primarily to operators in the Southwest. Sales are being handled entirely from the firm's home office in Gallup, N. M., altho the company hopes later to widen its coverage thru a distributor set-up.

The Vendalite kit is designed to be dispensed thru standard cigarette machine columns. E. A. Gallegos, president of Alnik, said operators stocking the kit move an average of 15 units weekly per machine.

Robco Corp. Releases Coin Meter Catalog

NEW YORK, Nov. 18.—Robco Corporation has released a new catalog on its coin meter line. Firm manufactures the meters for automatic and non-automatic washing machines, extractors, dryers and other devices where electrically controlled timing can be used.

Company reports new meter models are improved both in design and construction. Catalog will be sent free on request. Robco is located at 202 E. 44th Street.

Ala. Cig Tax Up

MONTGOMERY, Ala., Nov. 18.—The State Department of Revenue reports that tobacco tax collections for October totaled \$600,732, compared with \$571,942 in October, 1949. The gasoline tax was the big producer last month, bringing in \$2,918,119, an increase of \$303,792 over the \$2,614,327 collected in October, 1949, Commissioner Roy Blair stated.

NATIONAL GUARANTEED VALUES!

5-BALLS		Price ea.
5 Buffalo Bills		\$145
3 College Daze		125
5 Select-a-Cards		125
4 Three Musketeers		125
3 Tumbleweeds		125
3 Bostons		120
5 Freshies		120
2 De-Icers		115
3 Champions		110
4 Marylands		110
10 Sharpshooters		110
5 Three Feathers		105
10 Bowling Champs		100
2 Double Shuffle		100
2 Dallas		100
5 St. Louis		100
3 Tucson		100
2 Utahs		100
5 Buttons & Bows		95

RECONDITIONED SHUFFLE GAMES		Price ea.
10 Chicago Blue Cab., Twin Reb'd		\$90
10 Universal Twin Rebound		90
10 United Super Twin Bowler, disappearing pins		200
10 United Shuffle Alley with conv.		125
7 Keeney 2-Player, disapp. pins		190
3 Chicoin Baseballs		100
10 Bowlettes		65
7 United Shuffle Alley		65
5 Genco Bowling League		50
5 Bally Shuffle Bowlers		60

NEW EQUIPMENT

Gottlieb Joker
Chicago Coin Fighting Irist
Williams Rag Mop
Exhibit Oasis
United Red Shoes

10 WATLING "400" DELUXE SCALES

EXCELLENT CONDITION
WRITE FOR PRICE

PREMIUMS

Write for our new illustrated Fall Catalog, now being mailed. Large selection—wide variety.
Weekly Premium Special!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 1-6466) CHICAGO 14

Holiday Clearance Sale on Used Shuffle Games!

THESE GAMES ALL RECONDITIONED AND READY FOR LOCATION

Bally Speed Bowler	@ \$159.50	(Fly Away Pins)
Bally Shuffle Champ	@ 189.50	(Fly Away Pins)
Bally Shuffle Bowler	@ 60.00	
United Shuffle Alleys	@ 44.50	
United Shuffle Alley Express	@ 154.50	(Fly Away Pins)
United Twin Shuffle Alley Rebound	@ 210.00	(Fly Away Pins)
United Double Shuffle Alley	@ 125.00	
Universal Twin Bowler	@ 100.00	
Universal Super Twin Bowler	@ 189.50	(Fly Away Pins)
Chi-Coin Trophy Bowler	@ 235.00	(Fly Away Pins)
Genco Bowling League, 10 ft.	@ 44.50	
Genco Baseball Bowler	@ 75.00	
Williams Twin Shuffle	@ 49.50	
California Shuffle Pins, 12 ft.	@ 35.00	
Gottlieb Bowlette	@ 45.00	

One-third deposit required on all orders. State method of shipment preferred.
Wire! Write! Phone!

SERVICE OUR WATCHWORD

Morris Novelty Co., Inc.

3107-09 OLIVE ST. PHONE BR 0767 ST. LOUIS 3, MO.

Trade Directory

Distributors

AMI, Inc., Grand Rapids, Mich., appointed Central Distributors, Inc., 2334 Olive Street, St. Louis, to cover that territory.

New Equipment

Candy vender—7 column unit—Rowe Manufacturing Company, New York.
Candy vender — five cent —

Stoner Manufacturing Corporation, Aurora, Ill.

Lunch-O-Mat — food vender — Statler Manufacturers Corporation, New York.

Model 40-SC—combination sorter and counter—Johnson Fare Box Company, Chicago.

Pond's tissue vender—Alkuno & Company, New York.

Refrigerated food vender — Stoner Manufacturing Corporation, Aurora, Ill.

Service changer — National Vendors, Inc., St. Louis.

Sun tan lotion vender — wall model—Mountaineer, Inc., Springfield, Mass.

Three-faucet dispenser — non-coin operated—Canada Dry Ginger Ale, Inc., New York.

Welch's—two-flavor juice vending machine—The Welch Grape Juice Company, New York.

New Firms

Citrus Products Company, Chicago—manufacturer of Kist brand sirups.

New Offices

Ristauerat, Inc., Appleton, Wis., opened an export sales office in Chicago at 33 North Wabash Avenue.

Personals

NAMA's 1951 officers: J. B. Lanagan, Nik-O-Lok Company, Indianapolis, president; Aaron Goldman, G. B. Macke Corporation, Washington, D. C., and I. H. Houston, Spacarb, Inc., Stamford, Conn., vice-presidents; re-elected treasurer and secretary, John Pierson, Vendo, Kansas City, and C. S. Darling, executive director. NAMA: directors, Thomas B. Donahue, National Vendors, Inc., St. Louis; William S. Fishman, Automatic Merchandising Company, Chicago; Herbert C. Ogle, Vending Machine Corporation of America, Tulsa, Okla.; R. L. Strain, American Locker Company, Boston, and J. B. Lanagan.

Clarence G. Stoner, Shiremanstown, Pa., elected to the Pennsylvania House of Representatives.

Yale & Towne, Stamford, Conn., appointed Carl M. Linge Jr., of Rowayton, Conn., to the position of advertising and sales promotion manager of the Stamford division.

WHAT THEY SAY...

about The Billboard in its New Format

SEE PAGES 52 AND 53 IN THIS ISSUE

WHY SUCH POPULAR APPEAL for Keeney's LEAGUE BOWLER!
Fastest Rebound of all!
4 COINS EVERY THREE MINUTES!
10c PER PLAYER—4 PLAYERS: 40c!
45 SECONDS AT MOST FOR EACH GAME!
A RICH SOURCE OF READY PROFITS

ALL ELECTRICAL COMPONENTS ACCESSIBLE IN LITE BOX OR ON HINGED BACK DOOR

1-2-3 OR 4 PLAYERS WITH Keeney's

LEAGUE BOWLER

J. H. Keeney & CO., INC.
2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

SIZES:
9 1/2 FT. LONG
2 FT. WIDE
8 FT. LONG
2 FT. WIDE

BRING 'WESTERNS' to your spots! CROWDS LIKE 'EM!

EXHIBIT'S DALE

SIX SHOOTER

SHOOTER

VARI-SPEED MOVING TARGETS

Operators Report Fast Growing Popularity with Location Crowds

OPERATE EVERYWHERE

Vends Ticket on Skill Scores

EVERY HIT TUMBLES A FAST RIDING BANDIT FROM GALLOPING HORSE

A LONG TERM MONEY MAKER

TARGET SHOOTING BECOMES A DAILY HABIT

SEE YOUR "EXHIBIT" DISTRIBUTOR

EXHIBIT SUPPLY CO. - 4218-30 W. LAKE ST. - CHICAGO 24, ILL.

VENDER MODEL AT NAMA SHOW

CHICAGO, Nov. 18. — A scaled-down cigarette vender model, eight inches high, was introduced at the NAMA show here this week by Alkuno & Company as a novelty item. The \$4.95 seller holds 40 cigarettes, both king size and regular, and any of its six plungers will dispense a cigarette.

Song Promosh Set by APOA At Nov. Meet

CINCINNATI, Nov. 18. — The Automatic Phonograph Owners' Association (APOA) held its November meeting here Tuesday (14) at the Hotel Gibson Sheraton, and set up a promotion program in conjunction with the Ohio Appliance Company in addition to discussing its promotion of records.

Working with Raleigh Davis, of Ohio Appliance, members of the APOA will insert stickers on their equipment asking patrons to play the Phil Harris recording of *The Thing*, then draw a picture of their idea of what Harris is referring to as being the title of the song. Winner will receive a prize from Ohio Appliance. To promote the contest, newspaper and radio publicity will be used.

Association selected two tunes, *You're the Sweetest Thing* by Larry Vincent on the Pearl Label, and *I Still Feel The Same About You* by Dick Todd on the Hit Record label to promote on their machines.

Vern Hawks, Decca, addressed the meeting, and Fran Warren, RCA recording artist, entertained.

Charles Kanter, APOA president, who suffered a heart attack recently, made his first appearance at an association meeting since he was stricken. He thanked the group, and George Miller, president of Music Operators of America (MOA) for flowers and cards which he received while in the hospital.

Candymakers Take 2d Look at Prices

NAMA Exhibitors See \$3, 100-Count Price as Top; Dime Bars Increase

CHICAGO, Nov. 18. — Thirty candy manufacturers exhibiting at the NAMA convention this week indicated a general agreement on three points concerning price, 10-cent items and wrapper material. Specifically, they were these:

1. Hold to a maximum of \$3 for 100-count packs (or comparable figures for other high counts.)
2. Release more dime items to put the higher cost merchandise to a "sink or swim" test.
3. Change over to paper wrappers (on bars and other similarly wrapped items) as foil and cellophane become increasingly scarce.

A recent wave of price cut-backs by four major candymakers (*The Billboard*, November 11) was pegged not as a general industry move, but as "must" reductions where firms had over-priced merchandise in an earlier too enthusiastic price hike. The firms thus reducing prices, along with others who had upped prices more moderately to keep at or under the 3-cent-per-bar cost to the operator, agreed that 100-counts at \$3.10 or \$3.15 "just would not move." When the high-priced candy began backing up on them, due to operators' canceling or greatly reducing orders, the 10 to 15-cent reduction was ordered. It was noted, however, that in a few instances, typified by Mars and Clark, plus-\$3 levels for 100-counts had not resulted in similar blanket-order cancellations or cut-backs.

Dime Bars

Dime bars, now cropping up in increasing numbers since the start of the Korean crisis in June, have been introduced by numbers of firms formerly concentrating on nickel items. Most recent of these switches include Curtiss Candy's trio of 10-cent bars, Baby Ruth, Butterfinger and Mint Green at \$5.25 per 100-count. And this week Walter Baker Chocolate Corporation reported it would market a dime bar, Brazil Nut, within 30 days. It will be a 2 1/8-ounce bar, packed 24-count for \$1.50.

Peter Paul, Inc., to obtain vender coverage on its dime Almond Joy and Mounds bars, announced they were made shorter and thicker to fit in vender pockets. Weight remains the same, two ounces. Firm also, for the first time, now offers the bars in 72-count in addition to the 24-count pack.

Add Vend Counts

Representatives of Mars, Inc., reported the company was contemplating adding vend counts to other bars in its line (two bars were made available in the high count for the first time earlier this year, breaking firm's 24-count stand). It was indicated that present prices would not be changed.

A revival of a prewar nickel bar, Luncheon, was reported by New England Confectionery Company. It is packed 100-count at \$3. Firm also introduced a 10-cent three-flavor bar, Fruit Treats, in 100-count at \$5.86. It will be available by January 1. Bar is in three sections, featuring orange fruit, minted raspberry and lime fruit flavors. Weight is two ounces.

Delecia Chocolate Company

added another item to its enrobed sugar wafer line. Called Choco-Crisp, it is a 1 1/2-ounce bar of chocolate-coated wafer packed 100-count at \$2.50. Firm now has five coated wafer items for venders.

Chase Candy Company, continuing its line of Nickel Naks introduced during the 1949 NAMA convention, announced the hard and jelly candy packages were being held to the \$2.75 price per 100-count.



JOE ASH

WE MAKE NO CHARGE FOR CONVERTING YOUR... WURLITZER 1250 TO 45 or 33 1/3 RPM THAT'S HOW WE GUARANTEE YOUR PROFITS!

Exclusive WURLITZER Distributor In S. E. Pa., So. N. J. and Delaware

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. FRemont 7-4495

58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Bigelow 3-4300

HERE IT IS!

GENCO'S NEWEST SENSATION! FLYING SAUCERS

featuring

The NEW EXCLUSIVE VISIBLE TILT

Adds New Zip!
Adds Extra Skill!
Adds Greater Play!

Visible tilt pendulum swings with every shake of the machine. Permits players to see how closely they come to tilting—without fouling.

LIGHTS UP MARS, VENUS AND THE MOON!

SCORES IN THE MILLIONS

7 Ways for Replay . . .

Get on the FLYING SAUCER Money Maker Today!

TOP EARNINGS IN TEST LOCATIONS

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

WRITE, WIRE, PHONE YOUR DISTRIBUTOR NOW

BOWLING GAMES

AT LOWEST PRICES

Bally Speed Bowler lifting pins	\$124.50
United Shuffle Express lifting pins	124.50
Bally Shuffle Bowler lifting pins	112.50
Keeney Pin Boy lifting pins	112.50
Chi. Coin Bowling Alley lifting pins	112.50
Exhibit Strike lifting pins	112.50
Un. Super Twin Bowler lifting pins	124.50
Genco Bowling League	40.00
Gottlieb Bowlette	64.50
Keeney Ten Pins	74.50
Chi. Coin Shuffle Base ball	114.50

1/2 deposit with all orders.

SICKING, INC.

America's Oldest Distributor—Established 1895
1401 Central Pkwy., Cincinnati 14, O.

AS IS

Not Reconditioned, But All Intact.
Buy These—SAVE MONEY ON PARTS!

Seeburg DSC-1Z Remote Console	\$25.00
-------------------------------	---------

SEEBURG	WURLITZER
W52Z Wireless Box	\$3.50
WR5-1Q 30-Wire Box	3.50
DS20-1Z 3-Wire Box	5.00
W1-L56 Wireless or Converted to Wired	17.50
320 Wall Box	3.50
215 Transmitter	5.00
216 Receiver	5.00
304 Stepper	5.00
125A Speaker	7.50
4003 Speaker	7.50
4005 Speaker	7.50

Terms: 1/3 Deposit, Balance C. O. D.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC

MUSIC COMPANY, INC.

ESTABLISHED 1923
624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
3011 E. Maumee Ave., Ft. Wayne 4, Ind.

1000 Broadway, Cincinnati, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

GIVE TO THE DAMON RUNYON CANCER FUND.

Map 3-Year, 900G Cigar Promotion

NEW YORK, Nov. 18.—Having racked up the results of its initial 60-day cigar promotion, the National Association of Tobacco Distributors (NATD) is currently mapping plans for a sustained three-year drive to boost stogie consumption. The long-range program will cost its backers almost \$900,000, Joseph Kolodny, NATD chief, estimated.

Alarmed at the steadily declining importance of cigars in the over-all tobacco market, the association launched its "Cigar Enjoyment Parade" last August. It received financial support from 45 manufacturers, 276 distributors, 8 chains and 17 suppliers, who together contributed a total of \$76,340 to help underwrite the program.

During the first month of the campaign, the association noted, cigar consumption increased noticeably. August excise tax fig-

'51 Coin Machine

Continued from page 111

will amount to \$81 for all self-employed operators earning more than \$3,600 a year.

There is a strong possibility that excise rates on machines will be hiked by the new Congress. Nothing on this line will be done in the upcoming session, but excises are slated for an overhaul after January 1.

ures showed a 14 per cent increase over the same month in 1949.

The publicity effort included distribution of 600,000 posters, 40,000 lapel buttons, 25,000 counter display cards, 20,000 truck and car banners and 10,000,000 consumer leaflets. Publications with a combined circulation of 108,000,000 carried some 6,000 separate news items, the association stated, and air time was purchased for spot announcements in 42 television and radio markets.

Bottler-Solon

HARRISBURG, Pa., Nov. 18.—A Pennsylvania soft drink bottler—Clarence G. Stoner, of Shiremanstown—has been elected to the Pennsylvania House of Representatives from Cumberland County.

One of Stoner's campaign promises was to fight for elimination of the Keystone State's soft drink tax of 1 cent on each 12 ounces of bottled drink and ½ cent on each ounce of syrup used in the manufacturing of fountain drinks.

Firm Changes Name

HOLLYWOOD, Nov. 18.—Vend Service & Sales has been selected as the new name for the beverage machine operation formerly known as Don Christante & Associates, Keith Kennedy, co-owner with Christante of the firm, announced. Firm operates cup vendors in the Save-On Drug Stores and other spots in the Los Angeles area.

The PLAY-WRITE is opening up territories Everywhere! OPERATORS! Now, Let's Talk Shop—

I was an Operator for 21 years—and while I worked my territory (yep, hard work) down in the city, then small villages—then stops in the country, the thought kept going over and over in my mind: Why didn't somebody make a machine that could be operated in almost any territory, a machine that could be operated in closed territory but still it would have to be a machine that had plenty of Player Appeal—Come-On interest—all monies strictly accounted for—Every play and every pay-out automatically recorded—a machine that won't go out of style—a machine that can be played for any amount per play, say from 5c to \$1.00 each time. A machine that doesn't take much space and can set easily on any counter (the PLAY-WRITE is 10½" high, 11" wide, 16" long and weighs 28 pounds). A machine that requires No Federal License—A machine that can be played 8 times a minute and THAT'S ACTION. And finally a machine that makes the Operator money and FAST MONEY, and the PLAY-WRITE DOESN'T COST MUCH.

Just Think! The PLAY-WRITE has Slot-Reel Action with Numbers Interest. Boy-O-Boy, that's some combination . . . and don't forget it.

If you wish, we will send you more information—but BETTER STILL, BE FIRST IN YOUR TERRITORY—mail in your order for a few PLAY-WRITES, and place them in some of your locations—then in a few days your PLAY-WRITES will prove their Fast Action. Then you can order more to cover your territory—but remember to BE FIRST!

Price Only **\$169.50** F. O. B. Akron

¼ Down Deposit Required, Balance C. O. D.

In mailing in your order, we suggest you order 10 rolls of our 1492XL roll paper for each machine. This is a special-processed paper that is fool-proof and each roll contains 1,740 plays. The price is 95c per roll.

"The PLAY-WRITE machine is patented in the United States and Canada"

PLAY-WRITE CORPORATION

596 South Main Street

Telephone—Portage 5839

Akron 11, Ohio

ARCADE SPECIALS—RECONDITIONED

Chicoin Champion Basketball\$185
Chicoin All Star Hockey 49
Evans Ten Strike, late 95
Exhibit Dale Gun 75
Battling Practice 49
Champion Hockey 59
Vitalizers, late 75
Boomerang 75
Photomatic 180
Hi-Roll 65
W-G Recordio 125
Goatee 89
Skyfighters 65
G'lder 45
Defender 89

Write for latest list all new and reconditioned Shuffle Games, 5-Balls, 1-Balls, Consoles, Arcades, Bells, etc.

Terms: 1/3 Dep., Bal. C. O. D.

SPECIAL!

'POP' CORN SEZ

10c VENDORS

\$49.50

EACH RECONDITIONED LIKE NEW!



MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE Armitage 6-1434) CHICAGO 22, ILL.

They Go Wild—Simply Wild—Over GOTTlieb



JOKER

TERRIFICALLY THRILLING FEATURES THAT GIVE YOU TOP EARNINGS ANYWHERE!

"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!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

Chicago Coin's

PUNCHY

A REAL KNOCKOUT!

LOCATIONS ACCLAIM PUNCHY
THE NEW 5-BALL CHAMP
ON EVERY COUNT!



PACKED WITH ALL
THE ACTION OF A
CHAMPIONSHIP FIGHT!

IT'S NEW!
IT'S FAST!

See
Your
DISTRIBUTOR
TODAY

- NEW BOXING RING ACTION!
(Fast Bumper Action Scoring When Fighters Trade Blows in Center of Ring)
- PLAYER APPEAL
- 4 WAYS TO WIN!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

MAYFLOWER SPECIALS

PROVEN BEST BY TEST

- BALLY HOOK BOWLER
- UNITED SKEE ALLEY
- KEENEY LEAGUE BOWLER
- UNITED 4 PLAYER SHUFFLE ALLEY

NEW CLOSEOUTS IN ORIGINAL CRATES

United Shuffle Sluggo	Write
United Express, 6, 8, 9 1/2 Ft.	\$225.00
Keeney A.B.C. Bowler, 8, 9 1/2 Ft.	175.00
Keeney Pin Boy	165.00
Williams De Luxe Bowler	225.00
Williams Twin Shuffle	175.00
Williams Single Bowler	150.00
Chicago Coin Baseball	150.00
Williams Flying Disc	125.00

USED SHUFFLES

Bally Speed Bowler	\$225.00
Bally Bowler	90.00
United Shuffle Alley	75.00
With Swings-Up Pins	145.00
Williams Twin Shuffle	75.00
Rock-Ola Shuffle Lane	75.00
California Shuffle Pins	35.00
United With Rebound Conv.	140.00

WE CARRY A LARGE STOCK OF assorted premium merchandise at amazing low prices. ALSO ALL ACCESSORIES AND PARTS FOR SHUFFLE GAMES—A TRIAL ORDER WILL CONVINCE YOU OF OUR SUPERIOR SERVICE.

CONVERSIONS

Keeney 4 Player Match Bowler	\$325.00
Swing Up Conv. for Shuffle Alley	79.50
Swing Up Conv. for Super Sh. Alley	79.50
Swing Up Conv. for Double Sh. Alley	84.50
Express Shuffle Bowler Conv.	\$35.00
Swing Up Bally Bowler Conv.	84.50
Swings Up Keeney Pin Boy Conv.	84.50
Rebound Conv. for United Sh. Alley	49.50

ARCADE

Williams Star Series	\$135.00
New Bally Hyroll	115.00
New Quarterback	175.00
Evans Bat-A-Score	200.00
Williams All Star	95.00
Poolette Table	95.00
Chicago Coin Goalie	65.00
Used Hollycrane	375.00

CONSOLES

Clover Bells	\$450.00
Spot Bell	300.00
Triple Bell	225.00
Super Bonus, 5, 10, 25c	345.00
Bonus Super Bell, 5c	125.00
Twin Bonus, 5c and 25c	215.00
De Luxe Draw Bell	135.00
Bally Double Up	195.00

ONE BALLS

Bally Champion	\$395.00
Bally Citations	275.00
Univ. Photo Finish	350.00
Bally Special Entry	75.00
Victory Special	50.00
Bally Kentucky	395.00
Bally Lexington	235.00
Bally Trophy	95.00
Bally Victory Derby	30.00
Big Parlay Combination	35.00

5 BALLS

Just 21	\$ 74.50
Grand Award	49.50
Shanghai	39.50
Screwball	39.50
Trinidad	34.50
Major League	39.50
Barnacle Bill	39.50
Bermuda	32.50
Banjo	34.50
Tennessee	34.50

ALL RECONDITIONED AND IN PERFECT RUNNING ORDER

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.

Mayflower Distributing Co.

Contact Office Nearest You for Prompt Delivery—Write-Wire-Phone
MAYFLOWER DIST. CO. 2218 University Ave. St. Paul, Minn. Tel.: NE 7901
MAYFLOWER DIST. CO. 1209 Douglas St. Omaha, Nebraska Tel.: AT 3407
P. & S. DIST. CO. 110 11th St. Des Moines, Iowa Tel.: 49186
PASTER DIST. CO. 2606 W. Fond du Lac Milwaukee, Wis. Tel.: Hilltop 4-5425

KEENEY LEAGUE 8' & 9 1/2' BOWLER

Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game! Now Taking Orders! Come in and See It in Action! WE'LL ACCEPT TRADES WANT TO BUY!

Post-War Music—Advise what you have and lowest price.

Available for immediate delivery—KEENEY ELEC. CO. VENDOR

DAVE LOWY & CO.
Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J.
594 Tenth Ave. NEW YORK, N. Y.
Phone: CHickering 4-5100

United Shuffle Alley	\$ 40.00
Gottlieb Bowlette	84.00
Chicoin Bowling Alley, Blue Cab.	95.00
Climatic Adjusters (6 to set)	16.50
Hot Rods—New	210.00
Bally Speed Bowler	195.00
Exhibit Strike (2 player)	135.00
Bally Carnival	70.00
Score Pads, 8x12 Frames	.60
Shuffleboards (plus crating)	\$59.50 ea.
Wax for Shuffleboards (Case of 12)	3.00

LATEST PREMIUMS—NEW SHUFFLE AND PIN GAMES
Terms: 1/3 deposit, balance C.O.D.

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- SPEAKER INSPECTED
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1015	269.00
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1422	\$159.00
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Regal	59	616	39	AIREON	
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With United's Disappearing Pin Conv. Installed	189.50
UNITED DOUBLE SHUFFLE ALLEY	149.50
With United's Disappearing Pin Conv. Installed	229.50
UNITED 2-PLAYER SHUFFLE ALLEY EXPRESS	209.50
UNITED SHUFFLE SLUGGER	119.50
EXHIBIT STRIKE, 1 or 2 Players	159.50
UNIVERSAL TWIN BOWLER	125.00
UNIVERSAL SUPER TWIN BOWLER, 9 Ft.	210.00
CHI COIN BOWLING ALLEY	125.00
With Disappearing Pin Conversion Installed	179.50
CHI COIN BASEBALL, 1 or 2 Players, Rebound	99.50
Genco Bowling League, 8' or 9 1/2'	69.50
With Disappearing Pin Conversion Installed	144.50
BALLY SHUFFLE BOWLER, 9 1/2 Ft.	79.50
BALLY SPEED BOWLER	225.00
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ALL BRAND NEW PARTS
 Also Available for Chicoin Bowling Alley, Blue Cab. **EXCLUSIVE NATIONAL DISTRIBUTOR.**
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A1—RECONDITIONED

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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	\$149.50
GOLD CUP, F. P.	\$159.50
JOCKEY CLUB, P.O., '47 MOD.	\$119.50
JOCKEY SPECIAL, F.P.	\$ 89.50
BALLY ENTRY, P.O.	\$ 89.50
SPECIAL ENTRY, F.P.	\$ 79.50
VICTORY DERBY, P.O.	\$ 79.50
VICTORY SPECIAL, F.P.	\$ 79.50

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UNITED RED SHOES
 GOTT. JOKER
 EXHIBIT OASIS
 GENCO HARVEST TIME
 GENCO FLYING SAUCERS
 CHICOIN FIGHTING IRISH
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JUST 21	134.50	THRAP	64.50
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MARYLAND	124.50	THRAP	64.50
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UNITED S.A. EXPRESS, 6'	NEW	UNIV. SHUFFLE TOURNAMENT
UNITED SKEE ALLEY	NEW	CHICOIN ACE BOWLER
UNITED 4 PLAYER, S.A.	NEW	EXHIBIT SIX SHOOTER
UNITED TWIN REBOUND	NEW	CHICOIN PIN-BITE
UNITED SINGLE S.A. REBOUND	NEW	BALLY HOOK BOWLER
UNIV. DELUXE TWIN BOWLER	NEW	UNIV. HIGH SCORE BOWLER

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TAR SERIES	195.00	POKER AND JOKER	89.50
CHICOIN BASKET-BALL CHAMP	189.50	GENCO GLIDER	89.50
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TARGET MASTER, PISTOL RAY GUN, BRAND NEW, Closeout	149.50	BALLY HEAVY HITTER	59.50
TELEQUIZ, '48 MODEL	149.50	UN. SHUFFLE SKILL	59.50
ATOM JET, NEW	145.00	GENCO WHIZZ, F.P.	49.50
CHICAGO PISTOL	129.50	CHICOIN BANGO	49.50
WMS ALL STARS	109.50	ABT MODEL F, Plastic Top	37.50
CHICOIN GOALEE	99.50	ABT CHALLENGER	24.50
		PERS	22.50

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HURRICANE LAMP, PR.	3.25	26 PC. EMBASSY SILVER PLATE	4.25
8 PC. KROMEX SET	4.00	8" ELECTRIC FAN	9.00
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GLAMOUR GIRL DOLLS	3.50	HOROSCOPE MANTLE CLOCK	5.00
LIFETIME CAMERA KIT	4.25	MANTLE CLOCKLY SETS	4.95
DELUXE PICNIC KIT	7.95	10 HANDY BELL CIG. DISPENSER	5.25
DETECTO BATHROOM SCALE	4.50	LARGE CERAMIC LAMP	3.75
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NICO STAINLESS STEEL COFFEE MAKER	4.50	BOWLING BALL BAG	4.95

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BUDDY CIG. REELS	24.50	NON-COIN COMET	39.50
GROET. SKILL TEST	65.00	MITE OR CIGGY	21.50
ABT CHALLENGER	47.50	KICKER & CATCHER	37.50
ABT MODEL F	47.50	NON-COIN METEOR	39.50
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JOKER WILD, 4 WAY	14.50		
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SPARKS, TOKEN PAYOUT, 1¢ CIG.	17.50		
MERCURY, TOKEN PAYOUT, 1¢ CIG.	19.50		
LIBERTY, TOKEN PAYOUT, 1¢ OR 5¢	24.50		
MARVEL, TOKEN PAYOUT, 1¢ CIG.	24.50		
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EVANS RACES		JENN. CHALLENGER

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5-25¢ TWIN BONUS SUPER	\$249.50
BALLY TRIPLE BELL	250.00
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TWIN SUPER BELL, REG.	129.50
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MILLS 3 BELLS, LATEST MOD.	195.00
CLOVER BELL, 5-25¢, LIKE NEW	475.00

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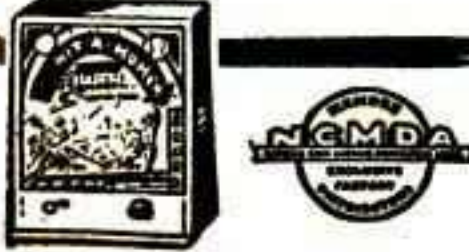
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UNIVERSAL'S
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 FIRST Choice OF ALL PLAYERS

UNIVERSAL'S
 COMPLETELY *New!*
HIGH SCORE BOWLER
 1 OR 2 PLAYERS

Fast!
 Simple!



New!

15 PINS

PERFECT SCORE 1000

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!

TAKE ADVANTAGE OF THESE PLAY-INVITING
ENTRY FLASH
 FEATURES FOR GREATER PROFITS THAN EVER

- ★ **DAILY DOUBLE**...Returns ball after a winner, with odds remaining at same level for start of next game!!!
 - ★ **EXTRA NEW SELECTIONS**...Boot-Saddle-No. 4's, etc., advance for better advantages and STAY LITED UNTIL A WINNER IS MADE FROM THESE LITES!
 - ★ **LITES FEATURE RACE**...Gives player an additional method of "buying" Feature Race!
 - ★ **ADVANCES ODDS**...One of the greatest incentives for additional play!
 - ★ **PURSE AND SHOW SECTIONS SCORE WIN ODDS**...the familiar feature that players try for after obtaining other advantages!
 - ★ **ADDITIONAL SELECTIONS: 3, 4, 5, singly or in combination.**
- ADDED ENTRIES A-B-C-D BUMPERS
 SPELL NAME
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UNIVERSAL'S "SHUFFLE TOURNAMENT"

Converts your shuffleboards into 2 Super Twin Bowlers



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Packed with EXTRA FEATURES!



45 SECOND OR LESS PER GAME!

FITS ALL SHUFFLE-BOARDS

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**ONE PLAYER
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RETURNS SLOWEST SHOTS LIKE LIGHTNING

New Faster-Scoring

AND NO-WAIT UPRIGHT FLY-AWAY PINS
SPEEDS UP PLAY... STEPS UP PROFIT...

**AMAZING NEW
HOOK-SHOT FEATURE**

**9½ FT. LONG, 2 FT. WIDE
Mechanism Easily
ACCESSIBLE
Through Back-Box
and
Slide-Up Pin Panel**

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!

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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.

**NEW
PLAYER'S
CHOICE
BUTTONS**









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Great, New Automatic Scoring Shuffle-Type Game



-  Skill Shots Galore
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9½ FT. BY 2 FT.
SEE YOUR DISTRIBUTOR

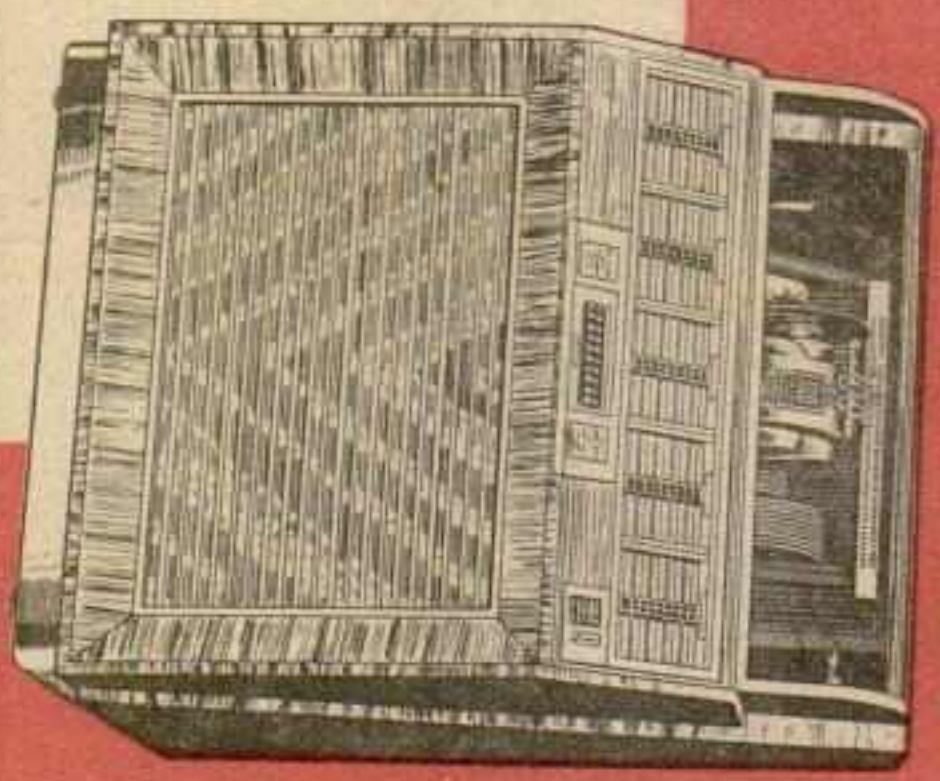
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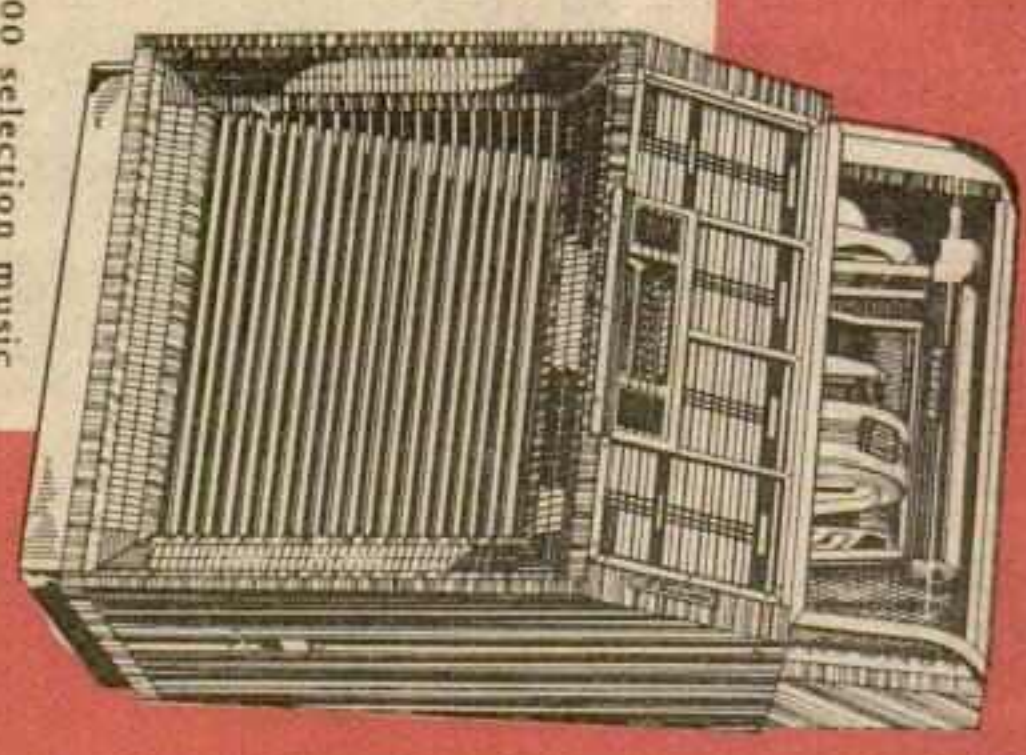
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