


The Billboard

CEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

Business's Greatest Hunt in the Making

Agents Beat the Bushes for All Kinds of Acts

Decline of Vaude, Burly & Stock Now Hurting Plenty

NEW YORK, Nov. 4.—What amounts to the greatest talent hunt in the history of show business is quietly in the making at the moment.

Personal managers, agents, bookers in all fields, of all sizes and description, are burning the AT&T wires with phone calls and telegrams to every operator and promoter they have ever met anywhere.

Same gentries' secretaries are working their fingers to the bone typing letters to "old friends" around the country, both pro and nonpro, asking the friend to pass on word of any interesting talent he may run across.

By car, bus, train and plane the managers and agents are beating the bushes for performers with something on the ball.

Video Is Responsible

The revitalized search for talent stems directly from television.

[\(Continued on page 9\)](#)

Rail Hikes Hit Circuses And Carnivals

By Tom Parkinson

CHICAGO, Nov. 4.—By season's end, owners of rail-transported circuses and carnivals will have picked up tabs totaling an estimated \$1,500,000 in railroad charges for moving their 15 shows. That bite out of decreasing revenues threatens to highball the shows off the rails and onto trucks.

Showmen, with red ink creeping into their books and rail bills 72 per cent higher than in 1947, already have taken some counter measures and more may be forthcoming. These include pruning the length of jumps and whittling the number of cars in their trains.

[\(Continued on page 51\)](#)

Radio Doing OK In Spite of TV

WASHINGTON, Nov. 4.—AM broadcasting is in a healthy state, despite the invasion of TV, a survey showed this week. The TV competition is far greater than last year, fewer standard stations are going off the air, and the rate and price for transfers are holding to the pace set in 1948 and continued last year.

Federal Communications Commission (FCC) records show that

[\(Continued on page 9\)](#)

Billboard Backstage

by Joe Csida

Not since I went on a finger nails and cigarette diet immediately preceding the birth of my two kids, Carol and Buster, have I had such a complete case of technicolored, gargantuan third-dimensional jitters as hit me in those last few days before *The Billboard* came off the presses in its new dress. I think that same feeling, pretty much, hit all of us on the paper. And come to think of it, it was much akin to having a baby. Only this baby had a thousand and one fathers and mothers.

Certainly every man and woman on the paper, in whatever job in whichever department, played an important part in getting it out. And the guys and gals at the World Color Press in St. Louis did a great job of godfather-and-mothering.

Now that the baby's here, and a week old, we've got another happy task. We asked show business—and in many, many cases didn't have to ask—what they thought of our new baby. The answers in phone calls and personal conversations, in letters and telegrams poured in. Hardly knowing how to present them, we divided them up roughly as *The Billboard's* departments are divided and ran them under the

[\(Continued on page 49\)](#)

Coast Clubs Blame N.Y. TV For Act Aches

HOLLYWOOD, Nov. 4.—Glitter of Gotham's tele gold is being blamed for the talent drought enveloping the West. Nitery ops wanting names find agency lists steadily slimming of talent available to the Coast. Particularly hard hit is Las Vegas, Nev., where competition for top talent has always been keen. Spots which heretofore avoided repeating performers more than once a year, must now bring back available talent two and three times a year. For example, Frank Fontaine was set to play Las Vegas' Thunderbird Hotel, but a lush teevee deal signed with CBS will keep the comic in the East. Similarly, Sammy Kaye was to play Las Vegas and Hollywood Palladium,

[\(Continued on page 43\)](#)

'50 Could Be Met Swan Song

NEW YORK, Nov. 4.—Unless radical refinancing is accomplished before May 1 of next year, it is more than possible that the current season will be the swan song of opera at the old Met.

Chairman of the board of the Metropolitan Opera Association (MOA), George A. Sloan, announced this week that the operation deficit for 1949-1950 was \$430,502, the highest in the organization's history, and predicted that the current season would show a comparable loss.

While the chairman's statement called the past season "an outstanding artistic success, with virtual capacity attendance," the fact remains that a gross of \$3,001,095 was thrown for nearly

[\(Continued on page 46\)](#)

THE SHOW STOPS THE MOVEMENT

4.—Ad of the special developed to stand copy of at new com- that te. essed ore to

WILLBOARD

Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While no actual count was taken, *The Billboard* received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

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, are a great improvement and show 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

[\(Continued on page 2\)](#)

4 Sponsors Nibble at "Peter Pan"; a 200G Video One-Shot

NEW YORK, Nov. 4.—The most expensive one-shot commercial TV program yet undertaken was in the works this week, involving the first video pick-up of a current legit show in its entirety from the stage of its theater. Both the NBC and DuMont networks were negotiating with Peter Lawrence, producer of *Peter Pan*, for a Christmas telecast of the show which probably would cost a total of close to \$200,000 over-all, including cables, crews, rehearsal, rights and talent. Four sponsors are nevertheless deeply interested in picking up the tab, with rights and talent alone running close to \$100,000.

Exact time of the broadcast has not yet been set, but it will be during Christmas week, with likelihood a special afternoon airing on Christmas Day. The running time will be about two

hours, and will originate at the St. James Theater, where the show is now playing. Instead of the usual paying customers, the telecast would have a special invited

Motorola Takes Four Star Intact

NEW YORK, Nov. 4.—Motorola this week was preparing to pick up the weekly tab on NBC-TV's Wednesday night *Four Star Revue* thru the end of the year. Original plan was for Motorola to bankroll the four rotating comics the first time around, then take every third week in conjunction with two other sponsors. However, the rave press comments on this week's Jimmy Durante show has convinced Motorola that it has a good thing on its own at this time.

audience, likely including special groups of children.

Chevy Considers

Negotiations were begun individually by DuMont and NBC, each of which took the initiative in approaching Lawrence. Whichever web comes up with a sponsor making the best offer will get the rights, with betting heavily on NBC. Chevrolet is known to be one of the four bankrollers mulling the deal.

Equity rules require that all people under its jurisdiction get a full week's pay for participating in such a performance, the same as for a recording. Principals Jean Arthur and Boris Karloff, however, will have to have their fees negotiated directly. Musicians and stagehands, altho not covered by a similar union rule, doubtless will also be given a

[\(Continued on page 9\)](#)

Decca 30% Up Over Last Year

NEW YORK, Nov. 4.—Decca Records' consolidated net earnings for the first nine months of the current year are running about 30 per cent ahead of the firm's take for the same period last year. Decca's third-quarter profits this year are five times as great as were the earnings for the same three months last year. Diskery's execs anticipate that its last-quarter earnings will at least equal last year's, and may run as much as 30 per cent ahead of the 1949 figures.

Net earnings thru September totalled \$553,814 after a provision

[\(Continued on page 11\)](#)

Sponsors Woo CBS For Sam Levenson

NEW YORK, Nov. 4.—Several sponsors this week entered their bids for a half-hour show starring Sam Levenson, the new comic who clicked so strongly in his quarter-hour TV show for Wildroot last week. The humorist is under option to Wildroot for three more 15-minute stanzas to follow Jack Benny's 45-minute video presentations.

Wildroot has already offered to buy a half-hour show with Levenson, but the probability is that whatever sponsor buy Levenson will also buy producer Irving Mansfield, who sold the web on the former school teacher's TV possibilities, and produced last week's show.

NOVEMBER 11, 1950
ABC
THE
SHOW
STOPS
THE
MOVEMENT

the history of...
believe it or not—the
video package...
agents to go around...
This may sound pr...
to talent execs of...
TV networks, but it's...
laughable to some...
talent-package own...
are encountering...
difficulty in arrang...
adequate, to say...
least, representation...
Looked at...
from this aspect, the...
situation isn't...
so funny.

Typical Instance

A typical instance involves a show on one of the video networks for almost two years. The show originally was sold to the web by the star, who owns the package.

[\(Continued on page 9\)](#)

1,000 OUTDOOR ACTS TAP VIDEO

Reap 250G Annually as Studios, Networks Clamor for New Talent

NEW YORK, Nov. 4.—Outdoor acts are supplementing their regular earnings annually with better than a quarter of a million in TV dollars. According to current trends, the figure might well be doubled within a year as the demand for alfresco turns becomes accelerated.

Since only about 1,000 acts, including repeats, were screened during the past 12 months, the per capita take adds up to a nifty \$250,000, a highly satisfactory haul when it is remembered that the rehearsal-performance time involved averages less than a day.

Acts, leery at first, are now anxious to participate in video.

Phil Politicos Amen Bans on Sunday Shows

PHILADELPHIA, Nov. 4.—Candidates for State office in next week's elections are overwhelmingly in favor of keeping present restrictions on professional sports and other paid entertainments held Sundays. The sentiments of the candidates for governor and more than 50 per cent of those seeking seats in the State Legislature were contained on questionnaires returned to Dr. Melvin M. Forney here, general secretary of the Lord's Day Alliance.

Of those who answered the questionnaire, Dr. Forney said, about half favored proposal of a bill for confiscation of monies collected at entertainment affairs staged Sundays where it was in violation of the Sabbath blue laws. State laws allow local option on Sunday movies; but stagelights, either in theaters or night clubs, are expressly forbidden.

23 MIL PEAK

Oct. Showbiz Construction Hits '50 Top

WASHINGTON, Nov. 4.—Showbiz construction starts hit a 1950 peak of \$23,000,000 in October, the last month of unrestricted building, the Bureau of Labor Statistics (BLS) reported this week. Meanwhile, National Production Authority (NPA), which halted new showbiz starts last week, issued a "relaxing" order amounting to a promise that it will try to avoid halting projects already started if future orders are issued.

The promise would apply to any order curbing the building of radio-TV stations, hotels, office buildings and the like, which are non-defense but were left untouched by the amusement ban. In its amusement order, NPA in-

DEWEY TO DO LONG STRETCH

NEW YORK, Nov. 6.—Gov. Tom Dewey is encroaching on Uncle Miltie's patented promotion today (Monday) by turning in an 18-hour marathon at WOR-TV. Dewey will be at the station's 66th Street studios from 7 a.m. to midnight and will be on the air a hefty portion of that time, including a straight run from 10:30 p.m. till closing. He is skedded to speak, answer questions and generally ad lib his way thru the hours in one of the most unusual campaign stunts since TV's advent.

In addition, when not actually on the air, Dewey still is to be available to the public. He will personally answer phone calls at the studio, talk with anyone who calls him and chat about any political subject tossed at him.

One booker reports that not more than one out of 100 acts questions the advisability of displaying their talents to the vast television audience. Most seem to feel that video will serve to publicize their offerings and aid in the securing of other bookings. There has been considerable evidence of this, according to bookers.

TV \$\$ Welcome

The pay-off has been okay too, with the TV earnings representing found money for the most part, since the alfresco brethren as yet have not found their usual mediums dwindling in the face of television competition. Talent making TV appearances is usually laying off not too far distant from the cameras.

The increased scheduling of out-

(Continued on page 51)

MINDY "WANTS TV XMAS" ON SPECIAL DISK

NEW YORK, Nov. 4.—Part of the TV receiver industry campaign to sell black and white video sets in spite of whatever resistance may have been or will be created by the color issue (see separate story in this issue) is a special record made last night by Mindy Carson and a 20-piece orchestra of a tune called *I Want a Television Christmas*.

Mindy is making the platter for Ruthrauff & Ryan, agency handling the \$2,000,000 ad and promotion budget for the drive. Disk will not go out under RCA Victor label, the RCA custom records division is processing the platter. Nor will it be counted as one of the regular sides on Mindy's RCA Victor recording deal.

Forty thousand copies of the platter will be sent to disk jockeys and retailers, and it is anticipated that the deejays will really get behind it. Mindy, to begin with, has built plenty standing with the spinners, and most of them have TV set manufacturers, distributors or dealers as sponsors.

THANKS FOR THE ORCHIDS!

Bouquets Pile in as BB's New Dress Stirrs Industry

Continued from page 1
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.

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 thoroly in covering the amusement industry. Change is usually significant of progress and, in the new format, the editors of Billboard have successfully achieved it.

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 Bill-boy 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

TV Mrs. Kick Off 2 Mil Pre-Xmas Promotion

Buy Before Yule Is Ruthrauff & Ryan Ad Theme

NEW YORK, Nov. 4.—A \$2,000,000 ad and publicity campaign to sell the education and family values of television gets rolling Monday (6) with RCA Victor, Admiral, Philco and Motorola putting up heavy chunks of dough to underwrite the campaign.

While ads will make no reference to controversial subjects, the drive is plainly geared to offset whatever dent the color issue, excise tax and credit regulations may have made or will make in the set market. Branch names will not be used in ads, each will be signed by "The American Television Dealers & Manufacturers."

Developed in the Ruthrauff & Ryan agency, the campaign was first shown to Motorola prexy, Paul Galvin, who took it to the other top set producers.

Others Chip In

After the "big four" decided to go ahead with the promotion, other TV makers were called in to add to the fund. How extensive the campaign eventually will be is dependent upon the amount of money the rest of the industry will raise.

Theme will be "Buy TV Before Christmas," and will stress the need for a video set in every home. Educational names will be used to extol the values of TV to children.

Media plans call for full-page

(Continued on page 50)

TALLUH ON WAX BANKS ON JOE

NEW YORK, Nov. 4.—Tallulah Bankhead bowed as a recording vocalist this week with a pair of sides for Columbia Records. She etched *You Go To My Head* and *I'll Be Seeing You*, with Joe Bushkin's swing-string ork. The diskery has an option on her services for future dates. Pact has an unusual twist in that it stipulates that any diskings she makes shall have the Bushkin ork playing the music.

Washington

WASHINGTON, Nov. 4.—The lid is ready to pop at the Pentagon where a feud over control of the Defense Department's operations has been bottled up for months. The cavernous is buzzing with expectation that the blow-off will be long and hot.

Despite the one-time daily look dictated by traditional rivalry and ice, has never been a typical current gag at is about a waspish who keeps a paper-wa- handy for her goldbra whose neighbor is a hosti- colonel.

All in Act
Brunt of the Pentagon wa- is being borne by the Office of Public Information, which is short of becoming an armed can. Officers are skirmishing in the swivel chairs for bigger and better gobs of radio-TV time with which to plump their rival emblems.

Meanwhile, they're gunning to unseat their civilian chiefs, who are giving the devil's rein in unbridled spending. The Pentagon is caught in a script for a middle. They're frantically trying to get the public to pay for their ser-

FLOWERS FOR THE

Friars' Lew Brings Then

NEW YORK, Nov. 4.—The dinner by the Friars Friday (3) as a testimonial to Joe E. Lewis started very somberly, blew up into some of the biggest yocks heard in the Waldorf's Grand Ballroom and ended with tears.

The keynote was given off by Quentin Reynolds in a low sober address, but it rapidly switched tempo when Martha Raye bounced on screaming "I'll murder that Greek. . ." The spot that nobody relished was next filled by Sam Levenson, and he fractured 'em.

SHAW IS DEAD

GBS Goes at 94; B'way Dims Glims

AYOT ST. LAWRENCE, England, Nov. 4.—George Bernard Shaw, who in his own words was the "dramatic emperor of Europe," died Thursday (2) at the age of 94. Death came at his cottage, Shaw's Corners, at 4:59 a.m. (11:59 p.m., Wednesday, EST) after he had lapsed into a coma at 10 p.m., Tuesday (31).
His condition had been growing

(Continued on page 50)

SHE'D RATHER BE SO-O WRONG

PHILADELPHIA, Nov. 4.—Having lingered in the spotlight as a radio jackpot winner via *Stop the Music*, 56-year-old Mrs. Della Burnette related a tale of woe this week as she sold some of her prizes to pay her income tax. Last June the local housewife hit the mystery melody right, to the tune of numerous household articles and clothing, including 22 women's suits, sizes 11 and 18.

Since then, Mrs. Burnette said, the Internal Revenue Bureau has been breathing down her neck for something like \$1,100, which it says is due on the bonanza. Being short of cash, she said, she advertised for sale a few choice items. Only six customers trickled in, as an automatic washer, one of two bedroom suites and some other larger items were sold. Mrs. Burnette said the sales will net her something like \$550—still a little short of her goal. She also said she's had to get a lawyer. "I'd think twice about giving the right answer to another radio quiz show," Mrs. Burnette said firmly.

Once-Over
FEB 11, 1950

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WNBT PLANNING DIAPER STYLE FASHION SHOW

NEW YORK, Nov. 4.—The three-hour local Thanksgiving Day video program to be aired by WNBT, New York, will be the forerunner of a number of such special shows the New York NBC outlet has in the works. The station is taking a leaf from the web's book, i.e., such shows as *Your Show of Shows* (TV) and *Big Show* (AM), and is planning special two and three-hour sessions whenever holidays warrant. A two-hour Christmas show may be next.

The Thanksgiving Day program, to run from noon to 3 o'clock, will be sponsored by the New York RCA Victor distributor, Bruno of New York, and will feature RCA and NBC talent. Jeff Selden, Leonard Safir and Steve Carlin will write the show, and Alan Hendley will produce. WNBT is now trying to get a heavyweight champ for the talent line-up.

Aimed for Kids

The program will aim primarily at kids, with such acts as *Kukla, Fran and Ollie*; *Tex and Jinx* and their two youngsters; *Howdy Doody* and others.

Also on the WNBT future list are two fashion shows for kids, to be produced in co-operation with *Parents* magazine and *Senior Program*. The first will be a baby fashion show and the second a teen-age clothes-horse parade.

CBS-TV WON'T HAVE COKE IN YULE SOCK

Clearing of Time Has Outlets Disgruntled

NEW YORK, Nov. 4.—Loss of the Christmas afternoon Coca-Cola business by CBS-TV this week underlined a significant sidelight of that network's recent victory on color TV.

The Walt Disney full-hour film is only the most recent piece of business which CBS has been unable to hold due to inability to clear sufficient stations. This difficulty has been many times multiplied ever since CBS got the color nod.

Tele outlets around the country are said to be so disgruntled that they are treating CBS requests for time with what amounts to a frigid aloofness. Particular difficulty has been encountered with stations in one and two-station markets, which may also happen to be primary NBC affiliates.

The Coca-Cola business was in the CBS bag, with the proviso that sufficient outlets be obtained. When the web proved unable to come up with a respectable number, the account moved over to NBC, which came up with 62 stations.

The show, titled *One Hour in Wonderland*, combines Disney cartoon characters with appearances by Edgar Bergen and Charlie McCarthy, Bobby Driscoll and Disney. Film will air at 4 p.m. in all time zones.

Another aspect of the situation finds TV execs at all networks suddenly taking on an unseemly modesty, due to this same contract proviso covering station clearances. Where they used to let all Madison Avenue know that a sponsor had been bagged, they

now clam up virtually until a show is ready to preem.

Reason is fear that a bankroller will step out, a la Coca-Cola, as a result of maneuverings by rival webs. When word gets out that a sponsor is signing, the competing webs all go to work on affiliated stations, seeking to block out clearances, in hope of shaking the client loose for them to sign.

Coy Blasts Hallicrafters for "Smear"; FCC Asks RCA Lend "Tube" to CBS

Color Developments Fill Capital Air With Unrivaled Activity Outbreak

WASHINGTON, Nov. 4.—As the November 14 court showdown on color-TV approaches, color developments filled the Washington air this week in an outbreak of activity unrivaled since the decision favoring CBS color was announced. Among the events:

1. In one of the most blistering dressing-downs ever handed a firm by a federal official, Federal Communications Commission (FCC) Chairman Wayne Cox wrote to The Hallicrafters Company, accusing it of "a malicious smear campaign" against the color ukase.

2. The TV committee of Radio-Television Manufacturers' Association (RTMA) quietly prepared

to meet Thursday (9) at New York's Waldorf-Astoria to discuss a public relations campaign on the color issue.

3. FCC filed a motion with a Chicago Federal Court urging dismissal of the RCA-NBC injunction suit against the color decision on the grounds that the court lacks jurisdiction or that the plaintiffs have failed to show they suffered damage.

4. The agency politely asked RCA to lend its tri-color tube to CBS for experimental use with the CBS color system.

Considered unparalleled since the official days of Harold Ickes, Coy's blast at Hallicrafters was prompted by an ad run by the company denouncing the color de-

cision as "a threat to the American way of life."

Coy accused Hallicrafters of a "hidden-ball trick" employed in an ad "to deceive and frighten the public." The idea, wrote Coy, is "pretty contemptible." He declared that the ad forgot to mention the entire hearings procedure.

(Continued on page 8)

NEW YORK, Nov. 4.—A strike of all live television performers is a virtual certainty unless agreement is reached between the networks and Television Authority (TVA) next Friday (10) on the question of fees to be paid actors. Next Friday's meeting is now regarded as the last chance to settle differences via negotiations. The networks claimed at a meet-

ing Friday (3) that they have made their best offer. George Heller, national exec secretary of TVA, declared today that unless the chains offer more money, the actors will go out.

TVA and the networks are \$50 apart on the two most important money issues—how much the actors should be paid for half-hour and full-hour shows. There's also considerable variance between the number of hours of rehearsal TVA wants to include in these two categories and the number of hours the networks are demanding, but it is unlikely that this problem would persist should an agreement be reached on the money question.

The networks are offering \$125 for half-hour shows with 24 hours of rehearsal. TVA wants \$175 and 15 hours. The web offer for hour shows is \$175 and 40 rehearsal hours, against TVA's demand for \$250 and 25 hours of rehearsal.

Virtual agreement has been reached on quarter-hour shows. The webs have offered \$70 with eight hours rehearsal compared to TVA's demands for \$75 and four hours rehearsal.

So far TVA has been negotiating with personnel heads of the video webs, but as an indication of the gravity of the situation, the union has been told that top-level brass will participate in next week's meeting. The union insists, how-

ever, that unless the basic question of fees is settled, "there will be a little trouble."

Other aspects of the TV performers' contract are not being discussed until agreement is reached on fees.

TVA has been empowered to call a strike, with the Coast, New York and Chicago branches having voted this authority within the past two weeks. Since then the union has been setting up strike plans and committees and making other necessary arrangements.

"Tandem" Hits Pay Dirt for NBC at Last

Five Nibbles Result From New Plan

NEW YORK, Nov. 4.—NBC finally hit pay dirt this week with its "operation tandem," and the strike may develop into a full-fledged gold mine. Five substantial new nibbles have resulted for the "tandem" plan as the result of setting RCA Victor and Whitehall Pharmacal (Anacin) into participations on five shows airing on as many different nights.

Shows involved thus far include the first half hour of *The Big Show* (Sundays, 6:30 to 8); first half of *NBC Symphony* (Mondays, 10 to 11); first half of *Screen Directors' Playhouse* (Thursdays, 10 to 11); *Duffy's Tavern* (Fridays, 9:30 to 10), and *The Man Called X* (Saturdays, 8 to 8:30).

Resulting from the initial "tandem" success is one of NBC's heaviest mid-season schedule shake-ups. Radio Program Veepee Bud Barry Friday (3) bought *Sam Spade* from the Larry White-Manny Rosenberg combine, and will slot it into the 8:30 Friday period starting next week (10).

(Continued on page 8)

Narrower AM Band Separation Could Cue Terrific Upheaval

WASHINGTON, Nov. 4.—Some high federal radio policy officials are swinging to the idea that it will be necessary sometime in the future to narrow the AM band separation, necessitating a frequency switch for a majority of the nation's standard stations, it was learned this week as the confab on a new North American Radio Broadcasting Agreement (NARBA) continued despite a Mexican walk-out.

If a new NARBA can be drafted in the absence of Mexico and in view of U. S.-Cuban conflicts, some U. S. delegates feel that it will contain a clause calling for study of the effect of reducing the present 10-kc. separation to 9 or even 7½ kc. A proposal to that effect was made in informal talks by Mexican delegates prior to their withdrawal, but so far has not been formally presented by any delegation.

Federal Communications Commission (FCC) engineers are generally opposed to diminishing the AM separation, but the growing Latin-American pressure for additional channels is causing many State Department officials to believe that hemisphere radio relations may break down completely if extra channels can't be crowded in by another couple of years.

Reducing the separation—the only feasible way of adding channels—to 9 kc. would add about 10 extra bands to the AM spectrum. Narrowing it to 7½ kc. would provide some 35 additional channels. The chief question is the amount of station interference that would be produced by such a move. It would also require FCC to draw up an entirely new alignment for U. S. stations, with the probability

that a few might be kicked great distances from their present dial positions.

Outlook for a new NARBA at the present conference is dark, the hope still flickers. The Mexican delegation's withdrawal was announced as due to their funds running out, the several said privately that their differences with the U. S. and the latter's with Cuba make a NARBA accord hopeless. If the remaining delegations do reach an agreement, it is possible that Mexico will sign it. If no NARBA is drafted, the U. S. will try to reach bilateral agreement with as many nations as possible.

Anchor Won't Be Hocking Morey

NEW YORK, Nov. 4.—Altho Anchor-Hocking Glass Company is critical about Morey Amsterdam's Monday and Wednesday night editions of its five-night *Broadway Open House*, it's unlikely the comic will be replaced when option time comes up, about the year's end. The sponsor has been deliberating about replacing Amsterdam, but has been unable to come up with a suitable substitute within reach of its budget.

The feeling is that there is only a handful of performers who could do a stand-up full-hour ad lib show twice weekly, and of these Amsterdam is the only one whose price can be met. Others considered are said to have included Phil Silvers and Henry Morgan, latter supposed to have nixed a deal on the basis of inability to work without scripted material.

THE SYRACUSE STORY: BY WSYR

Station GM, Playing Lone Hand, Licks Mayor and Big Biz Gang-Up

By Jerry Franken

SYRACUSE, Nov. 4.—A three-month fight against the imposition of a sales tax has just been won here by WSYR in what is probably both the most exciting and decisive victory scored by any

CBS Color Post Goes to Danzig

NEW YORK, Nov. 4.—Jerry Danzig this week was named CBS-TV supervisor of color programing. His first assistant will be Director Fred Rickey, who handled all the Washington color programing demonstrations for CBS-TV.

In addition, Danzig takes over supervision of the to-be-retitled *Starlight Theater* when Johnson's wax takes over sponsorship of the black-and-white dramatic stanza.

radio station since the amended Mayflower Decision gave broadcasters the right to editorialize.

The WSYR story is not only remarkable because of its rout of the sales tax, but because of a constructive conclusion to the fight wherein the station editorialized in favor of a non-partisan finance commission charged with making a long-time study of Syracuse finances. This commission now has been appointed. In both the fight against the sales tax, and in the proposal for the non-partisan commission, WSYR was the sole advocate; no other station, nor any of the Syracuse newspapers, joined in the campaigns.

The entire WSYR campaign was directed by E. R. (Curly) Vadeboncoeur, the station's general manager, who devoted his newscasts and commentaries to the situation from mid-July thru October. WSYR and WSYR-TV are owned by the Newhouse newspaper interests.

Chronologically, the story goes like this:

In November, 1949, Syracuse elected its first Democratic mayor, Tom Corcoran, in 24 years. A major campaign promise was that the then-existing sales tax would be repealed and never again imposed. It was repealed, but in July of this year, Corcoran said he was going to ask the Syracuse Common Council for the 2 per cent sales tax.

Vadeboncoeur made his first broadcast on the subject July 13, and the next day urged listeners to send postcards opposing the sales tax to City Hall. Public sentiment, on July 17, caused the Republican Council members to withhold their votes on the measure. This delay provided time for a public hearing; eventually, Vadeboncoeur's suggestion for a referendum was introduced into the council and passed over Corcoran's opposition.

In turn, Corcoran vetoed funds for the referendum and the coun-

(Continued on page 9)

NBC-TV Studies Swap of Bicycle To Unicycle Ride for Kine Prints

Weighs Speed-Up With One Copy Per Station Instead of Two on a Reel

NEW YORK, Nov. 4.—The NBC-TV film department this week recommended to the web that instead of bicycling kines from one station to another, with a limitation of two stations to a print, the network send out individual prints to each station booked for the kines. This would not only eliminate tardiness in forwarding by the first station, but would make certain that each station had a print two weeks after the original telecast. Under bicycle procedure, the first video outlet gets the show after two weeks and the second

station after three weeks, with a few exceptions, notably *Texaco Star Theater*, which goes out after one week.

There are substantial differences in kine distribution between NBC-TV and CBS-TV. If NBC accepts its film department's suggestion, it would allow NBC-TV to catch up on its rival's shipping time.

At CBS-TV, prints are frequently en route the next morning and delivered in 48 hours in contrast to NBC-TV's two-week policy. Prints are always delivered by air express, unless the TV city has no airfield.

Process Control

The reason for the time variance is that NBC-TV has its own laboratory where it processes its negatives for better control of the product. CBS-TV uses outside processing facilities with the result that the job is done faster.

The average cost of the finished kine print to NBC-TV after it has reached its destination is about \$464. To CBS-TV the cost for the same item is \$300. Indications are that CBS eats some of the kine processing and shipping costs.

NBC-TV sends out 550 prints a

week for 79 programs. CBS ships 550 prints per week for 65 shows including Hollywood originations.

SPOTS CRACK '49 TOP, RATE RISES DUE?

Stations May Try Plug Boost Recoup On Cut Net Bills

NEW YORK, Nov. 4.—Because of the terrific national spot business this year, expected to be 10 per cent better than 1949—the previous peak year—spot rates are expected to go up shortly, according to top authorities. What the hike will be is not known, but many stations undoubtedly will try to compensate for the loss of network billings by raising the spot rates.

Among most station representatives billings are up even more than 10 per cent than in 1949. Frank Headley reports spot business 12 to 15 per cent better; Donald Cooke, at least 20 per cent higher, and Edward Petry, according to trade information, a minimum of 15 per cent more.

Undoubtedly the chief reason for the sensational spot business is the fact that some sponsors, having left network radio, find the supplement to their video coverage is to buy radio spots. An obvious example is Borden's, which last year spent 900G on both spot and network radio. Their billings for AM and TV spots in 1950 is expected to be around \$1,000,000.

Cars Heaviest

The motor companies this year are among the heaviest buyers of spots. Buick will spend 250G in a five-day whirlwind saturation campaign to introduce its new model. Chevrolet has been on 300 stations for two months, using spots. Ford is starting its spot campaign shortly and will equal or even top the Chevrolet effort. Pontiac, too, is seeing spots before its eyes to introduce the '51 Pontiac to the public.

TV set manufacturers are also using radio spots to put their sales message over. The newly formed Association of TV Set Dealers and Manufacturers is taking 500G out of its \$2,000,000 kitty to spend on a pre-Christmas spot campaign.

WWJ Divorces TV From Radio; New GM's In

DETROIT, Nov. 4.—Complete separation of radio and television operations was made this week by WWJ, with Harry Bannister remaining over-all chief of both stations, but two new general managers appointed, Willard Walbridge, former sales manager, taking the helm of the television station, and Don DeGroot, former public affairs chief, as manager of AM and FM activities.

Kirk Knight, former manager of WEXL at Royal Oak, Mich., was named program director of WWJ-TV. W. Norman Hawkins former assistant sales manager, was placed in charge of TV sales.

The new division probably sets a model for a dual operation, with all activities separated except the public relations departments. James Eberle, former program director, takes on the public affairs assignment, and John R. Gnau, former assistant, becomes publicity chief. Bill Lane, who was publicity director, moved into radio sales, with Dick Spencer, his predecessor, upped to assistant sales manager in radio.

"BE HAPPY, GO LUCKY"

BBDO Now Has a "Poetry" Editor To Handle Those Ciggie Jingles

NEW YORK, Nov. 4.—There are about 1,100 people employed in New York by the Batten, Barton, Durstine & Osborn (BBDO) Agency, and at some time or other they all seem to have been working on the new Lucky Strike commercial, radio and TV's most talked-of plug. The switch from some of broadcasting's most irritating pitches to one of the catchiest is an amazing saga of teamwork at the agency.

Credit for the conception of the "Be Happy, Go Lucky" theme must go to Charlie Brower, executive veepee in charge of BBDO's creative services, who is so fond of his old post of copy chief that he still holds down that fort in addition to his other duties. As such, he not only headed the job of dreaming up the new stance, but now serves as watchdog over the dozens of jingles that are ground out to the catchy tune.

Inspiration for the new approach was the feeling that the current war-worrying, nerve-wracking times require an escapist direction. The "Be Happy, Go Lucky" theme is not new for American Tobacco Company, which has used it at least twice before.

The escapist psychological ap-

proach also was used before by the firm in other parlous times, notably during World War I, when a popular parody was "pick up Your Luckies in your old kit bag, etc." The new treatment, therefore, is no more or less than a shrewd job of combining earlier moods and slogans into a gigantic modern campaign.

Medical Debates

Another factor is the many articles which have been written in both popular and medical journals about whether puffing a weed does or does not have any effect deleterious to the health. All sorts of charges have been leveled, from the potentials of tobacco causing throat cancer to its affecting a smoker's kidneys. The Lucky commercial is aimed at sweeping the medics aside (much as Old Gold did with its "treat instead of a treatment" campaign) by stressing sheer smoking enjoyment.

Supervising the campaign under Brower is BBDO's veepee in charge of commercial copy, Bob Foreman. There are really three separate campaigns which are supervised, the some of the jingles can fit all three. These include the radio spot campaign, the TV film spot campaign and the live

ABC, CBS & NBC RACK UP STRONG O. & O. SPOT GAINS

NEW YORK, Nov. 4.—ABC, CBS and NBC are racking up strong spot gains on their owned-and-operated stations this year. NBC and CBS are expected to be up at least 10 per cent over 1949, and ABC figures to hike its take 5 per cent this year. WNBC, New York, grossed more from spots during October than any other month in its history.

CBS reports that spot business at several of its outlets is up 45 per cent over 1949. The belief is that those substantial gains were registered at KCBS, San Francisco; KSL, Salt Lake City, and WRVA, Richmond, Va. Representation of the last two was taken over by CBS this year. A partial reason for the heavy CBS spot business is the pay-off on its NBC talent raids which strengthened its programming hand and so made its availabilities desirous.

NBC Impressed

NBC found its spot picture especially impressive in TV markets where former network advertisers bought spot radio as second choice. Such advertisers also concentrated heavily on specific markets, for example, the one-station TV towns where the video listening is still limited.

In spite of the terrific increase in TV spot business, ABC found that its radio spot business more than held its own. ABC is able to make comparisons because it has radio and TV outlets in the same cities—New York, Washington, Chicago, Detroit, Los Angeles and San Francisco. Of its total spot business, TV accounts for 40 per cent and radio 60 per cent.

SPOTS PUT STARS IN ADMEN'S EYES

New, Old Clients Go Heavy for Plugs, Drape Them With Stars

NEW YORK, Nov. 4.—Advertisers this year not only are taking radio spots to their bosom and developing some new wrinkles in this neglected aspect of AM, but many clients who never before used the medium are becoming conscious of its impact and snapping it up.

Advertisers are going in heavy for big names, have developed a new three-minute spot and are using spots especially heavy in TV markets. Chevrolet used such top talent as Lauritz Melchior, Dick Powell, Tony Martin, Celeste Holm, Ginny Simms, Jane Pickens. Pontiac is decorating its spots with John Cameron Swayze, Leiland Stowe, Arlene Francis and Wilbur Shaw. The Chevrolet talent bill for its spots is figured to be about 25G, with some artists reputed to be getting about \$2,000 each.

TV's Influence

At first Chevrolet's three-minute spot met with some opposition, but since then the Association of TV Set Dealers and Manufacturers has followed suit with no complaints from the outlets. The probability is that TV in some measure was responsible for the use of such stars, because spots in the visual medium increasingly use top name talent.

Surprisingly enough TV has been responsible too for the fact that many advertisers who never used radio are going into AM. These

sponsors with just a taste of TV on their tongues found a lack of video spot availabilities. Thus they switched to radio spots.

New Sponsors

The Lincoln-Mercury dealers who sponsor *Toast of the Town* on CBS-TV have bought heavily in radio spots. Other similar new radio advertisers are the frozen food group and such clients as Schumacker Fabrics, Norcross Greeting Cards, Saraka Laxative, McKay Products and Sapolin Paints.

The scarcity of TV spots has also meant that many advertisers are going into video cities with radio spots. They find that while network coverage may be too expensive, spots are still a necessity to get their sales messages across to the non-TV set-owning public. Among such advertisers are Bromo-Seltzer, Standard Brands, Maxwell House and many others.

Indications are also that because of its importance to the advertiser, more refinement will be put into the radio spot in the future to make it do an even better job.

Mars Set To Sweeten ABC Radio Kitty

CHICAGO, Nov. 4.—Mars Candy this week was on the verge of signing with ABC for a \$2,500,000 radio time-and-talent deal involving sponsorship of four programs. The Grant Agency of Chicago was putting the finishing touches to the deal together with web sales execs this week-end.

The four-ply deal calls for Mars to bankroll *Inner Sanctum*, *Can You Top This?*, a quarter-hour of *Stop the Music*, and a fourth show still to be selected.

CBS Execs See Lee Carroll as Femme Groucho

NEW YORK, Nov. 4.—Vaude and nitery comedienne Jean Carroll, currently holding forth at the Latin Quarter here, has been signed to a five-year radio contract by CBS. She'll be femsee of a new audience participation show, titled *Top Your Sergeant*, which will be aired remote from army camps and feature soldiers pitted against their sergeants.

An audition will be cut November 27, with the show skedded to tee off in mid-December. To be featured on the show will be a name band, possibly Tommy Dorsey, and a succession of Hollywood guest stars.

CBS hopes Miss Carroll will click as a fem Groucho Marx.

RE NEW BILLBOARD

Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While no actual count was taken, *The Billboard* received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

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. . . . **Allen B. DuMont:** Congratulations on your new format and increased coverage of television news. . . . **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. Regards. . . . **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. . . . **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. (Continued on page 6)

Hecht To Open Con Man TV Package

NEW YORK, Nov. 4.—One of the top literary figures in America, movie writer Ben Hecht, this week agreed to script a half hour TV package based on the adventures of a confidence man. Up for consideration to star in the show were several top actors.

Julian Colman, of Talent Associates, handle the deal.

AND THEY CALL THIS "WORK"

NEW YORK, Nov. 4.—Bill Garden, who handles sports for NBC-TV, has just gotten one of the meanest old assignments you ever heard of. The poor guy has to go down to Cuba to teach the staff of CMQ, Goar Mestre's station, how to cover baseball via video.

Seems that because the Cubans are so daffy about baseball, they want to get the benefit of some American savvy, and Garden's chore is to show them camera set-ups, pick-up angles, etc. This will take 11 days or thereabouts.

Since this onerous assignment is obviously too much work for one man, Garden is taking an engineer with him. Reports that he is having trouble getting volunteers for the job are emphatically denied.

Dear Billboard:

We like your
new format, and
especially the larger
page size. Now our
call letters can be
bigger than ever...

WNEW

Greater New York's
favorite station
for music and news

1130 | ON YOUR DIAL

This One



L8LQ-GSU-4SGG

802, AFRA, AGVA and Exec



Only Custom Made Clothes FIT

Your Profession Demands Perfection!

Custom Made Clothes for as little as \$50

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

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

P.S.: Girls: We are specialists in manufacturing custom man-tailored ladies' suits.

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

Air Checks

Brief but important radio news

Plymouth Shopping

Plymouth last week was shopping around for a radio network show. The car sponsor is giving a look at an NBC package built around amateur songwriters.

"Rod-Gun" Renewed

Pal Razor Blades has renewed Mutual's "Rod and Gun Club of the Air," effective January 4. Another Mutual renewal signed last week was Burrus Mill & Elevator Company for the "Light Crust Doughboys" program.

Hover Over

Hollywood: **Herman Hover**, owner-operator of *Ciro's* and publisher of a TV fan mag, will stab at a third field when he turns disk jockey for the Liberty Net. Show, half-hour seg across the board, will originate at Hover's Sunset Strip swankery, with the nitery op interviewing screen celebs between disks. It will be carried on Liberty's 300 outlets.

New Ziv VP's

Frederic Ziv last week named two new veepees and a new treasurer. **Herb Gordon** becomes veepee in charge of production, and **M. J. Rifkind**, veepee in charge of sales. **Joseph L. Moore** takes over as treasurer.

Show Business's Greatest Talent Hunt On, Due to TV

Continued from page 1

With renewal time coming up, he now wants a package producer-agent, figuring he can get a better deal that way.

However, altho the act has braced several top package handlers, and altho he's in the enviable position of working—thus eliminating a selling chore for his handler—he can't get taken on by any of the leaders.

This is no reflection on the act involved. What it means is that the nature of video is so different from other forms of show business that the package producer-agents can't take on strings of shows.

Service Exacting
The servicing of a TV show requires infinitely more work than a radio show or a film deal, getting into all phases of production which do not even exist in other fields.

This is further complicated by the fact that so many talent offices have turned to packaging, and the multiplicity of detail involved in producing these shows limits the time available for selling and developing new properties.

Thus, since some of the smaller offices are hamstrung by a lack of personnel, new packages, even some already sold without representation, are virtually forced to go managerless.

Syracuse Story

Continued from page 3

cil passed it again. WSYR then revealed that a secret meeting had been held at which an attempt was made to assess city employees—who had been promised raises if the tax went thru. The referendum was finally held, and the tax measure killed by a 2½-1 vote.

New Slant

On September 18 Corcoran proposed a 1 per cent sales tax—the referendum had specified only a 2 per cent levy—and business interests gave the proposal major support, favoring a consumer-paid rather than business-paid levy. Vadeboncoeur then went on the air and stated that a prominent banker had called some of the councilmen into his office and read the riot act to them over their opposition to the tax. A few days later, after an all-day session, the council defeated the proposed 1 per cent measure.

Back in August Vadeboncoeur had proposed a non-partisan commission and in September he went to work on this idea in earnest. Shortly after, the council passed such a measure, and a commission, charged with the responsibility of reporting next February, is now evaluating the entire Syracuse financial structure, with an especial eye toward future needs.

THE NEXT VOICE YOU HEAR . . .

OMAHA, Nov. 4.—Local tele dealers and broadcasters here got really excited when they saw the headline on a paper published by the Omaha diocese of the Roman Catholic Church. The head read: "Archbishop Wants TV in Every Home."

Not until they noticed that the name of the paper is *True Voice* (TV) did the videoites calm down.

Kyser Flunk Seen Coming In TV College

NEW YORK, Nov. 4.—Indications this week were that Kay Kyser's *College of TV Knowledge* would be canceled shortly by the Ford dealers after completion of its 13-week cycle on NBC-TV. The program telecasts Thursday, 9-10 p.m.

BBDO Poetic

Continued from page 4

Haber, as executive film producer, is the take charge guy.

Time Consumer

Another aspect of the commercials is the elimination of that time-worn standby, the announcer. Inasmuch as the entire pitch is wrapped up in production form, featuring talent associated with Luckies, there's no need for a straight spiel. However, this has caused a great strain on the free time of Dorothy Collins and Snooky Lanson, who are featured in the plugs.

Besides their regular work in *Hit Parade*, where they also do the commercials, they make the radio and TV plugs, and also have to show up for the live productions on such American Tobacco shows as the Robert Montgomery alternate-week dramatic series, *This Is Showbusiness*, and the new Jack Benny TV show.

Considering that BBDO has numerous personnel under and with each of the execs mentioned earlier, and that the account necessitates such varied functions as writing, illustrating, timebuying, production, directing, checking, filing, accounting and mailing—and that all these guys seem to have secretaries—there's little wonder that all 1,100 BBDO people work on Luckies campaign.

Continued from page 1

The average manager or agent represents just so many attractions. After he has submitted these same attractions to the networks, independent stations, advertising agencies, packages, et al., in video five or six times—he has either placed them (if they're the better performers) or been told to get lost.

Unless he comes up with something new he wears out his welcome with the increasingly important video buyer. On the other hand, the handler who constantly pitches something fresh and worthwhile at these same buyers finds himself building an entree, which proves invaluable to him in many ways.

The hunt for hot acts has many other ramifications and reasons for being, from the agent-manager's standpoint. Say agent Joe Doakes digs up an eccentric dancer in a joint in Keokuk. The kid is getting, maybe, \$75 per week. Because the *Texaco Star Theater* or *Toast of the Town*, or *Cavalcade of Stars* is crying for an act of this kind with something a little different, Doakes sells the kid for a spot on one of these variety video stanzas. The price here isn't too important.

If the kid clicks big he's sure to make what has come to be the circuit in video, the aforementioned vaude type segs, plus a multitude of others. But in between dates, before the iconoscope, Doakes sends the kid out on the road to play clubs, theaters, etc. Kid's price is easily upped because—just as in the old days, there was dollar value to the buyer in such billing lines as "direct from the Paramount Theater, New York"—today the same moola magic is contained in the billing, "direct from the *Texaco Star Theater* NBC network television show."

Thus the agent-manager is in a solid position to keep a substantial number of acts working, to get them the sorely needed experience and earn the act and himself a nice steady pile of loot while learning. There is, too, of course, always the chance that the agent will come up with something that will click and make him a real bundle.

Another, tho not quite as common a facet of the quest-for-performers situation, is that some of the more frugal networks and stations have upon occasion called one or another agent, offered him a substantial chunk of time (15 minutes up to as much as an hour) for free if he would just build a show for the web or station in that time.

Several managers and agents who have been offered this deal have been forced to turn it down because their better acts were already working in TV at good salaries, and they realized they could only produce an omelet with the leftovers. A guy who'd been doing a solid job of bush-beating, of course, might have a chance with such an opportunity tossed at him.

Most agents, who have been scouting the hinterlands, incidentally, report that a good act, like a good man, is hard to find. In this situation the great hole left by woeful decline of vaudeville, burlesque, legit, stock companies in the last several decades, is being sorely felt. There have just been too few proving grounds for new acts.

Short Takes

NBC AM Program Veepee **Bud Barry** off to the Coast. . . Commentator **Sid Walton** and his spouse, **Terry**, had their first, a boy, a week or so ago. . . **Stan Shaw**, ex-WNEW all-night deejay, teed off a new WCBS platter series Monday (6). . . **Bob Rich** is the new program director at WBEW, Buffalo. . . **Cy Russel** joined WVCG, Coral Gables, Fla., as sports director, with **Robert S. Stevens** taking over as program director.

4 Sponsors Nibble

Continued from page 1

week's pay. Composer **Leonard Bernstein** likewise will have to be taken care of for use of his music.

With salaries alone coming to somewhere in the vicinity of \$25,000, the bidding for rights is already in the neighborhood of \$60,000 and could easily reach \$75,000 before a deal is set. With Christmas not too far off now, agreement is expected to be reached within another two weeks.

Airing of 30-minute excerpts from legit shows from their stages was undertaken last year by **Martin Gosch** with his *Tonight on Broadway* package. This was given up, however, when show producers proved reluctant to cooperate, fearing the effect upon the box office.

Poll Shows AM Broadcasting In Healthy State Despite TV

Fewer Standard Stations Seen Going Off Air; Prices, Rates Hold

Continued from page 1

14 standard stations were deleted in the first three quarters of 1950 as compared with 25 for the comparable 1949 period. For the same periods, abandoned AM construction permits totaled 24 this year as compared with 34 in 1949.

The rate of transfers so far in 1950 is almost identical with that for the proceeding two years, hitting 305 for the first nine months of 1950 as compared with approximately 340 for each of the full years of 1949 and 1948. As compared with earlier years, the transfer rate has been high, but since it is not increasing with TV expansion, it is apparently due more to the postwar rate of business activity than to a rush of standard broadcasters trying to unload before a deluge.

1948 Phenomenon

The 300-plus rate was a 1948 phenomenon, as it more than quadrupled the 1947 pace of 78. The yearly average from 1939 thru

1947 was less than 60.

Prices received for stations this year compare well with those of previous years, even in locations where TV is going ahead. For example, the 1-kw. KRSC, Seattle, brought \$112,500; KFWB, a 5-kw. station in TV-saturated Los Angeles, sold for \$350,000, and WDAS, a Philadelphia 250-watter, brought a near-record price for that size station of \$495,000.

Stations in smaller, non-TV cities have also been bringing good prices. KGKB (250-watts), Tyler, Tex., sold for \$100,000; WJKN (250-watts), Jackson, Miss., had a price tag of \$38,500, while a 15 per cent chunk of WVOT (2 kw.), Wilson N. C., went for \$7,500.

Don Lee Whopper

In contrast to more than a score of transfers in each of the past several years amounting to more than \$100,000 per station, there was only one station sale in excess of that price in 1941, and that was the \$126,000 deal for WFIL, Phila-

delphia. In 1942 stations bringing more than \$100,000 totaled but seven, while 1943 accounted for five high-priced transactions.

Few radio transactions in history have approached the \$12,320,000 bid for the Don Lee System made only last week by the General Tire & Rubber Company, tho the inclusion of TV Station KTSL makes comparisons difficult.

FCC figures that aural broadcast revenues in general will be down from last year when they are computed next spring. However, the agency also figures that stations which have been making money in the past years are still chalking up pretty good nets for 1950.

GENUINE 8x10

GLOSSY PHOTOS IN 1 DAY!

5¢ EACH In 5,000 Lots \$5.00 In 1,000 Lots \$7.50 per 100

Postcards \$25 per 1000 • Mounted Enlargements (20x40) \$13.85

Made from your negative or photo. NO NEGATIVE CHARGE—NO EXTRAS

Unsurpassed in quality at any price.

Made under supervision of famous James J. Kriegsmann ANY PRODUCT PHOTOGRAPHED, 'S

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Complete dinners from \$1.65 up

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Write for FREE CATALOG Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces

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Waterfalls • Braids • Chignons • Page-boys • Top Curls • Switches • Transformation • Wigs • Toupees.

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PHOTOS in MILLIONS

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8x10—3¢, Postcard—2¢, 5x7—1¢, 4x6—1¢, 3x5—1¢, 2x3—1¢

NEW NATURAL COLOR PHOTOS

Postcard—1¢, 8x10—12¢ in quantity. All other sizes.

Write for FREE sample & List 88

MOSS PHOTO SERVICE 150 W. 46, N.Y. 19

HOWARD PHOTO REPRODUCTIONS

No Order Too Small or Too Large. Enlargements mounted. 20x20, \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write, Call. Free Sample Kit.

Howard Photo Service, Dept. B
168 W. 46 St., New York 19, N.Y. LU 2-1466

Central Registry Telephone Exchange

Make This Your TELEPHONE AND MAIL SERVICE for All Programs

25 OPERATORS • 24 HOUR SERVICE

LEADS TYPED AND MAILED ANYWHERE IN U.S.

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GRUNT & GROAN

Wanna Sell Video? Sponsor Wrestling

NEW YORK, Nov. 4.—Any time four female wrestlers get tossed around the mat in a tag match, a few hundred average televiewing families will decide to buy a refrigerator or trade in their TV set for a new one. That's been the experience of the Sunset Appliance Stores, local TV-radio-appliance chain spending as much as \$4,000 a week in video. With New York State banning femme wrestlers, Sunset has had to go across the river to New Jersey to pick up their telecasts. This week the chain signed a new 13-week contract with WATV to sponsor the Tuesday night matches from the Elizabeth, N. J., Arena.

After buying such varied sports events as wrestling, boxing, hockey, basketball and baseball, Sunset exec, Joe Rudnick, has found that the grunt and groaners have the family appeal that makes people call up for a "free home demonstration." The femme wrestlers usually pull twice as many phone calls as any other sport. Second in pulling power, are dwarf or midget wrestlers and any kind of tag match. Boxing and basketball pull the least.

The more usual wrestling matches pay off in sales in ratio to the calibre of the bout and the mat names involved. After sponsoring bouts from the smaller arenas, Sunset execs insisted in having a say in booking wrestlers. Present contracts with promoters contain a clause which gives the chain an out if the promoters fail to come up with a continuous stream of name wrestlers. That video money is becoming increasingly important to promoters is borne out by Sunset's "name wrestlers only" clause.

Sunset execs reason that a sports event must have family appeal in order to sell TV sets or major appliances. "The whole family," says Joe Rudnick, "discusses the merits of buying appliances—it's never decided only by the man or woman of the house." The store has concluded that basketball draws too young an audience, boxing draws an audience of single men, and hockey doesn't have the family appeal of either wrestling or baseball.

All **SUNSET** sales pitches are based on home demonstrations. The success of the advertising keeps busy an outside selling crew of 30 men.

G. E. Plugging New Black and White Video

High Definition Monochrome Brief Filed With FTC

WASHINGTON, Nov. 4.—Further complicating the TV receiver outlook, General Electric Company (GE) is plugging before Federal Communications Commission (FCC) a new high-definition monochrome system which would require an addition of four tubes to sets.

GE outlined the system in a brief filed with FCC this week. According to GE, the system allows "an appreciable improvement in picture detail." The requiring more tubes than present sets, the company said the system is "perfectly compatible" with present TV standards.

The only problem remaining to be worked out, said GE, is how to produce "a minimum effect on present receivers." The GE system scraps the horizontal interlock method in favor of frequency interlace. Horizontal picture detail is increased upward of 50 per cent, GE claimed.

CHICAGO, Nov. 4.—Erwin, Wasey & Company will replace Kudner Agency in handling Admiral Corporation TV shows, now budgeted at over \$1,000,000 a year. The change will become effective "in a few weeks," said Seymour Mintz, Admiral advertising director.

The average show is expected to draw about 100 phone calls, out of which the chain expects to make 35 sales. Wrestling matches, however, have drawn as many as 200 calls from a single program while the sales figure has gone as high as 50 per cent.

According to Rudnick, the basic idea of sponsoring sports events on video came from Jerry Kaye, vicepee of Bruno-New York, local RCA Victor and Bendix washer distributor. "Jerry is the guy who steered us into the most lucrative form of advertising we've ever used."

RTMA ASKS RELIEF FROM TAX BITE

Urge Congress Reduce Excise Profits Cut

WASHINGTON, Nov. 4.—Radio-Television Manufacturers' Association (RTMA) this week appealed to Congress for relief from the proposed excess profits tax. A special committee appointed by RTMA Prexy Robert C. Sprague submitted recommendations to congressional committee now drafting the tax legislation. The RTMA group urged that the excess tax proposal be dropped and that instead the corporate share of needed revenue for defense purposes be raised by a means of "a temporary percentage increase on top of the regular corporation income tax."

The tax issue will be studied further along with other major issues, including TV allocations and color TV, when the RTMA starts a three-day meeting of officers, directors and committees in New York November 14. More than a dozen committees are scheduled to meet with the board at the Waldorf-Astoria Hotel. A precursor to this will be a meeting of the RTMA-TV committee at the Waldorf-Astoria next Thursday (9) (see story on color television).

Among problems to be discussed at the RTMA board-committee sessions November 14-16 are the following: A public relations program to give the public the facts on color TV; current UHF TV proceedings before the FCC, a proposed code of advertising and selling ethics for the TV industry; the proposed excess profits tax; military procurement and its effect on the electronics industry; application of the Walsh-Healey Minimum Wage Act to the radio-TV manufacturing industry.

People, Products and Prices

More Dealer Ads

TV dealers intend to up their ad budgets, with direct mail and newspaper space being favored, according to a survey of 146 dealers taken by **John Meck Industries** and **Scott Radio Laboratories**. Dealers were located in the Chicago, Cleveland and Detroit areas. Only 2.4 per cent of the dealers plan to reduce their ad budgets, but 47 per cent are prepared to spend more ad money. Other media getting the nod were radio, television, billboards, car cards, telephone book listings and TV program guides.

Pay Rates Up

Pay rates by set makers continued to edge upward in August, the Bureau of Labor Statistics (BLS) announced last week. Average weekly earnings totaled \$52.81 as compared with \$52.46 a month earlier. The number of hours worked per week declined slightly to an average of 40.5 hours as compared with 40.6 hours in July.

Jack-Equipped Video Sets

The following list of television sets equipped with phono jacks was supplied by the manufacturers. Most manufacturers not listed do not equip sets with jacks. As new video models are announced the listing will be revised for the benefit of dealers who support their disk departments by promoting jack-equipped sets. Combination models which include record changers are not listed because of space limitations.

- Andrea
- Saybrooks, Mayfield, Sutton and Normandy models.
- Arvin
- All sets
- Bendix
- All sets
- Capehart
- All sets
- DuMont
- All sets
- Fred
- Models 54, 101, 103, 104
- General Electric
- Models 197-105, 19C-106 and 24C-101
- Hallcrafters
- All sets
- Hoffman
- All sets
- Industrial Television
- All sets
- Mattison
- All sets
- Mark
- Models XQR, XTR and XSTP
- Mercury
- All sets
- Olympic
- Diplomat and Broadmoor models
- Pilot
- All sets
- RCA Victor
- All sets
- Regal
- Models CD36, 16T36, 19C36
- Scott
- All sets
- Siromberg-Carlson
- All sets
- Tele King
- All sets
- Video Products Corporation
- All sets
- Westinghouse
- Aresley model

Major Change In Parts Sales Mulled by FTC

WASHINGTON, Nov. 4.—Practices in selling radio and TV components may have to be changed if the Federal Trade Commission (FTC) adopts a proposed order in the pending Champion Spark Plug Company case. The commission is mulling a precedent-setting decision which would stop Champion from setting different prices for manufacturers and distributors.

According to FTC legalists, functional pricing is common in many lines, including radio-TV. The proposed order to Champion, which would be used as a precedent in other cases, would prohibit the firm from selling plugs to manufacturers at a cheaper price than it sells to distributors. Champion attorneys have claimed that such a precedent could result in wiping out traditional manufacturer-wholesaler-retailer margins and so run middlemen out of business.

New Capehart Set

A new 17-inch console was announced last week by **E. Patrick Toal**, Capehart director of sales. The new set, the "Yorktown," will retail at \$425 and is available in an 18th century English mahogany cabinet.

Receiver Records

October production of TV receivers reached a record total for the month, the Radio-Television Manufacturers' Association (RTMA) announced. Output for the month was 813,851 sets, bringing the total for the first 10 months this year to 5,777,610. Radio set production, including home, auto and portable receivers, was 1,413,563 sets, bringing the 10-months' total to 11,481,823.

New Belmont Price Policy

Belmont Radio Corporation, manufacturer of Raytheon television, has adopted a new retail price policy. The retail price will include the new federal excise tax and a one-year warranty on

New Video Excise Booms TV Traffic

New "Discount" Gimmick Seen in Promotional Dealer Ad Barrage

NEW YORK, Nov. 4.—The new federal excise tax on TV sets, which went into effect November 1, has already both proven and disproven various claims and beliefs about the tax in particular and the industry in general. Proven was the fact that cumbersome department store operations give advertising-minded retailers a chance to out-promote the big outlets. Disproven was the claim that the tax would "ruin business" and that TV sets were "hard to get."

Traffic in TV stores was exceptionally heavy in the last days of October, as dealers advertised "beat the tax." On November 1, New York papers were flooded with dealer advertisements offering "tax-free merchandise." Among the dealer ad claims were such phrases as "no increase in TV prices," "we save you the tax on our present tremendous stock," sets to choose from, "first come, first served" and "5,000 sets tax-free." In effect, the tax was a terrific traffic-builder.

RE NEW BILLBOARD

Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While no actual count was taken, **The Billboard** received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

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, the 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 industries 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.

Walter L. Stickel, 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.

Dept. Store Set Sales Up

WASHINGTON, Nov. 4.—Federal Reserve Board's post-Korea report on department store sales of radios, phonos and TV sets showed this week that July sales jumped 177 per cent over the preceding July for the top 1950 mark.

The increase pulled total sales for the first seven months of 1950 to a peak 104 per cent above the same period last year. The TV-radio department of the stores led all others in percentage of increase. Over-all department store sales were 24 per cent above July, 1949, while the first seven months of this year showed no change over the same 1949 period.

parts and tubes, including the picture tube. **W. L. Dunn,** Belmont v.-p. in charge of sales and engineering, said: "We know from experience that television requires a longer warranty period than the 90 days provided for radio by all manufacturers. The increased number of parts in TV receivers and the higher cost of components make it necessary that every set be protected by a year's warranty."

New Discount Gim

Trade observed also see the tax as the newest "discount" gimmick in the industry as dealers fight for the consumer's video dollar. Tip-off came in an ad placed by one of the biggest chains in the city. Somewhat ambiguously, the ad stated—"will continue to sell nationally famous television makes at the same low prices as before." Department stores were silent.

Manufacturers, on the other hand, found the November 1 tax an ideal opportunity to up set prices generally. More than one big set producer raised prices from \$10 to \$50 on their lines, including the tax in new list prices, along with increased costs of components.

Added to the list of manufacturer announcements on policy of passing on the excise tax were a group of producers who couldn't make up their minds last week (**The Billboard**, November 4). **Olympic** decided to lump the tax in with the warranty charge, while those who included the tax in new list prices are **Magnavox**, **Air King**, **Philco**, **Andrea**, **Hoffman**, **Fada** and **Hallcrafters**.

Hecht Plays Fair

WASHINGTON, Nov. 4.—The many local set retailers started charging the new TV tax when it went into effect Wednesday (1), the Hecht Company, a department store, took full-page ads to announce that no tax would be charged for sets already in inventory. The ads explained that, since the government is collecting the tax only on sets actually shipped on or after November 1, the store will "play fair" with customers.

Min. Wage Law Affects Mail Order

WASHINGTON, Nov. 4.—The employees of most TV set and disk stores remain exempt from minimum wage and overtime requirements under an interpretation of the Fair Labor Standards Act issued by the Labor Department this week, those working in stores with large mail-order sales may be covered.

A bulletin put out by the agency's wage-hour division stated that an employer in the retail business field must "show affirmatively" that more than 50 per cent of his sales are within the State where his store is located. If the dollar volume of sales outside the home State is larger than intra-State sales, then the employer must comply with all the provisions of the act.

Confab Goes Over 2-Way Coax Relay

NEW YORK, Nov. 4.—Television's first two-way conference using the coax cable and microwave relay system was held this week when **DuMont** web execs explained their views on the cable allocations and color TV to station execs around the country. Ironically, the facilities of the American Telephone & Telegraph Company (AT&T) were used to blast the division of cable time given the webs by AT&T.

Web Director Mortimer W. Loewi also opposed the CBS color standards, and urged adoption instead of an all-electronic, compatible system.

PINKY HERMAN HIRES HALL FOR BIG CONFAB

NEW YORK, Nov. 4.—Pinky Herman, American Society of Composers, Authors and Publishers' (ASCAP) one-man gang has gone and hired a hall.

The hall is at Nola Studios on Broadway; the time 8 p.m. next Thursday (9); the purpose, as Herman puts it, "to clear the air of all the wild talk and confusion and to get suggestions for a workable way out of the terrible mess."

All writer members of ASCAP, including the directorate, are invited to the confab, and anyone with an idea on the writer distribution system is welcome to speak his piece. "All I want to do," Herman said, "is to trace the history of this 60-20-20 plan, going back to 1940 and bringing the thing up to date in a chronological sequence of events."

No Rant Sesh

Herman said that he does not intend this meeting as a rant-and-rant session. His prime purpose is to help preserve ASCAP, to which he has complete allegiance. He is strongly against individuals or groups complaining to the Justice Department.

"Let's settle this among ourselves. If we come up with anything, let's take it to the board, to Harbach. Otto Harbach is owed a great deal by every one of us for assuming the presidency in the middle of the toughest time ASCAP has ever faced. He's had some terrible problems dropped in his lap and is doing a swell job, remarkable job at his age."

Own Program

Herman's own program revolves around these four premises:

- (1) Suspend the present plan at once as it now operates.
- (2) Keep the 60-20-20 formula, but limit seniority credits to 30 years.
- (3) Make the 60 per cent pay-off on the basis of the class members last were in, not on the class to which they were dropped.
- (4) Limit the super-dreadnaughts to a 1,000 point top. The Irving Berlins and Cole Porters would still take home more than the other "AA" men by virtue of the 20 per cent current performance slice.

Oberstein on Carpet Before 802 Board

NEW YORK, Nov. 4.—Eli Oberstein, ex-a. and r. topper at RCA Victor who went into the 39-cent disk business during the record ban, was on the carpet this week before the exec board of Local 802, American Federation of Musicians (AFM). The \$64 question was: did Obie record during the ban or didn't he?

According to the local, Obie's appearance followed his application to the AFM for a license to record. The international exec board apparently was chary about granting the license without first clearing up the question of his activities during the ban, and asked the local to investigate.

U. S. Enters Dreyer Suit Vs. 440 Music

NEW YORK, Nov. 4.—The United States Alien Property Custodian has joined Dave Dreyer's Biltmore Music pubby as co-plaintiff in an infringement suit against the 440 Music Company of Milwaukee.

According to the complaint filed by Lew Dreyer, attorney for Biltmore, the 440 pubby published a tune in 1947 called *You Can't Be True, Love*, which was recorded on the Cudahy label.

Dreyer contends that this was an infringement of an exclusive license granted to Biltmore for an arrangement of *You Can't Be True, Dear*, based on a copyrighted German waltz, rights to which resided in the Alien Property office. The Biltmore tune became one of the season's hits subse-

(Continued on page 40)

Manana Suit Adjourned

NEW YORK, Nov. 4.—The infringement action against Peggy Lee and Dave Barbour over their ditty, *Manana*, was adjourned this week until Monday (6). Suit by Walter C. McKay, alleges that he wrote a song titled *Laughing Song* prior to 1912.

McKay says that his song was unpublished and alleges that his ditty was infringed upon by Miss Lee and her husband, Barbour, in the composition of *Manana*. The couple also published the song which was a hit two years ago. Case will be tried in New York Supreme Court before Judge Isidor, Wasservogel.

The session with the exec board produced little in the way of concrete results. Oberstein categorically denied that he had made a single recording during the ban. When asked whence the masters for the many Varsity records he issued during the ban, he said that he bought them all, either from local sources or from Europe. He said he had no knowledge of when or how the local masters were made.

Contacted at his offices in Union City, N. J., Oberstein said that he had applied for license two years ago, as all the other record manufacturers did. He said that the license was not granted, and is at a loss to why the local saw fit to summon him at this time.

"Sure, I'd like to have a license and record with union musicians. But if I can't get one, I'll continue to buy masters as I've done since I started the Varsity operation."

RCA VICTOR'S "THING" JUST ONE BIG TEASE

NEW YORK, Nov. 4.—RCA Victor regional managers, field men, distrib record managers and some disk jockeys have been driven slightly daffy in the past week with factory promotion on *The Thing*, tune written by RCA Victor artists and rep director Charlie Grean and recored by Phil Harris.

Three consecutive wires were sent to regional managers early in the week, reading in order: "I want to see you," "Be around soon," "Will be in your office Monday morning." All three were signed "The Thing." Same teaser routine was used on distributors, who quickly caught the spirit of *The Thing*, and passed it on to dealers. Bruno-New York, local distrib, for example, sent dealers cards saying "Bruno has *The Thing*. Call today." Norrie Saurman, Krisch-Radisco, Newark distributor, has worked up a 17-point promotion push on *The Thing*.

In the meantime, jockeys teased by Victor and publisher, Howie Richmond, to whom the tune was assigned, starting spinning the platter and teasing their listeners. Victor, in the meantime, has pressed 200,000 copies of the platter and reports early distributor take on *The Thing* around 100,000 right off the bat.

ASCAP MEMBERS STILL SEEK PAY-OFF ANSWER

60-20-20 Deal Poses Problem As Directors Look for Way Out

NEW YORK, Nov. 4.—While the first furore in the American Society of Composers, Authors and Publishers (ASCAP) whipped up by the new 60-20-20 pay-off to writer members has simmered to a slow boil, efforts to find a way out are being made at both the official and rank-and-file levels in the Society.

The writer-directors are scheduled to meet today (4) in an unprecedented Saturday session to explore possible solutions, and Pinky Herman, ASCAP's irrepresible independent, has hired a room at Nola Studios here for next Thursday and invited all comers

for a discussion of the problem (see separate story).

The Saturday meeting points up the urgency with which the ASCAP officials regard the situation. It is doubtful that any of them have a definite preconceived program in mind, but they are going to make one experiment: They are going to apply the Meyer plan to all classes on a sample basis and see how the results compare with those of the plan now in use. The consensus among the directorate is that this plan would have been far less dislocating than the current one.

The Meyer plan (after Director George Meyer) was torpedoed by the Young Turks after it was submitted to the Justice Department because they felt it would give free rides to too many pensioners. It is 60-20-20 plan also, working as follows: 20 per cent is allotted for current performances and 20 for seniority. The two are averaged and the resulting figure determines the classification and the disposition of the remaining 60 per cent. Because of the use of these two percentages to determine the 60 per cent, Meyer's critics (and some of his friends) say that the plan is actually a 50 per cent seniority, 50 per cent performance deal. The objection here is the heavy emphasis on seniority.

The old hands are dubious about the prospect of a change in the near future, however. As one of the writer board put it: "You can bet that we won't ever go back to the old system, for one. Second, too many of the real active pros have tasted blood—they doubled and tripled their checks this quarter, and they're going to put

up a damn stiff fight against any change."

Another board member said: "One thing, this quarter has separated the boys from the men. Sure, it was rough, it was sudden and it worked hardships, but it shows how badly misclassified so many people have been all these years. They've all been hollering for a performance system. Now they've got it; it rewards those who produce and penalizes those who don't—period."

2-Bit Racket In DJ Disks Is Developing

NEW YORK, Nov. 4.—Here, as well as in a number of other larger cities, radio station personnel seems to be conducting a small racket in disks. Major record company disk jockey platters, clearly marked "not for sale," have been turning up in record shops, and are being sold to customers. The situation apparently stems from the fact that in many casts radio stations receive as many as five and more disk jockey platters of a single tune by a single artist. The record company, its distributor, the publisher, the artist and even the songwriters, in some cases, send the same record to a single station.

The racket has reached such a point that Harry Fox, who represents publishers for mechanical rights with diskeries, is sending a letter to his publishers asking them to forego sending platters to stations. He is also apprising diskeries of the situation. It is believed that the jockeys themselves are not responsible for the condition, but that lesser personnel working around the station music libraries may be peddling the platters.

The music business went thru a similar condition years ago with orchestrations. In those days publishers made a practice of sending orchestrations to bands at virtually every key night club and cafe in every major city. Busboys and other such help grabbed off the orchestrations and sold them to local music shops, who resold them to customers.

Col Price-Cut Trial Reset

NEW YORK, Nov. 4.—Columbia Records' momentous action against 11 local retailers accused of price-cutting, scheduled for trial in the New York State Supreme Court last week, was postponed twice, and is now set for hearing Monday (6).

The case, originally skedded for Thursday (2), then postponed to Friday and, subsequently to Monday, was held up pursuant to settlement of a prior case by Justice Wasservogel.

Col'bia Lingo Section Buys More Masters

NEW YORK, Nov. 4.—Columbia Records' international department, headed by George Avakian, has just purchased two large bunches of masters. Simultaneously, the international wing has launched a program of LP releases to be aimed at pop, as well as foreign shops.

One deal, negotiated with indie operator Irvin Litkei, brought the diskery 56 masters cut in Europe by Hungarian Gypsy-type artists. These will be put out on LP for the general trade and on 78-r.p.m. singles for local Hungarians. The first singles will appear December 1 and will be the first Hungarian wax issued by Columbia in over three years.

Other Purchase

The other purchase involved 24 masters featuring "Dutch hops," waxed by Adolph Lesser's ork of Colorado. Lesser originally cut the sides for his own diskery and reportedly created considerable noise with the material in the Rocky Mountains sector, and subsequently thru the Midwest. Columbia is issuing the first four sides this week. An LP will be issued December 18.

The diskery's international LP program, according to Avakian, will call for an average of two disks per month. Artists to be included are Edith Piaf, Carlo Buti, Dany Simon, Trio Los Panchos, Frankie Yankovic and Walt Solek. Some Mexican-cut mambos will also be listed.

'Rudolph' High On Sheet Sales

NEW YORK, Nov. 4.—*Rudolph the Red Nosed Reindeer*, last year's runaway Christmas leader, is off to a merry gallop for the forthcoming year, having sold over 110,000 copies of sheet music since August for writer-pubber Johnny Marks. Marks has added three new editions of the tune, for concertina, steel guitar and children's accordion bringing up his total to 29 separate forms in which the tune may be bought.

The Gene Autry disking on Columbia sold 231,922, according to a statement covering July, August and September. Since the waxery didn't really open up on the tune till after Labor Day, it's a fair guess most of the sales came in September. It's the leading current pop seller at Columbia now by a good margin.

Autry Five Ways

The Autry disking is being sold five ways at Columbia: As a regular 78 r.p.m. pop, as a 78 r.p.m. vinyl edition for kids, as a seven-inch LP pop, a seven-inch LP kidisk and as a 45 r.p.m. The tune

(Continued on page 40)

SOUND & FURY

Cleffers in D.J. Jitters On Pay Gim

NEW YORK, Nov. 4.—Big question along the Brill Building-Lindy's axis is how the Justice Department feels about the sound and fury evoked by the new ASCAP writer pay-off.

The best information is that the department is indifferent.

It is known that Sigmund Timberg, D.J. attorney thru the consent decree maneuvering, has been contacted by ASCAP toppers and by Pinky Herman. He has reportedly indicated that ASCAP must work its own way clear. The plan now in use was conceived by ASCAP; any modification that gets unanimous consent of the membership might get a hearing, with nothing promised. Herman, who asked Timberg if the D.J. would agree to immediate suspension of the current plan and re-adoption of the old plan pending efforts to work out a better system, got a flat no on this proposition.

Decca's 1st 9 Mos. 30% Ahead of 1949

• Continued from page 1

of \$400,989 for taxes at the new rate of 42 per cent, which is an increase of 4 per cent. This equals 71 cents a share on the 776,000 outstanding shares of Decca stock. The 1949 earnings for nine months reached \$427,601, or 55 cents per share.

45's Helped

Diskery's third quarter, goosed this year with the introduction of a 45 r.p.m. line which is moving

at a rate far beyond initial expectations, brought in a profit of 25 cents per share. Last year, the diskery in the same July-August-September period, which included the waxery's 50 per cent discount inventory sale, racked up earnings of 5 cents per share.

Decca Prexy Milton Rackmil said that the firm's gross business is running "well ahead of last year's figures."

AFM To Collect on Oldies In Fresh "Official" Pact

"Soundie" Firm Also Agrees To Pitch In for Music on New Ones

NEW YORK, Nov. 4.—Official Films, the Ike Levy TV film enterprise which is primarily founded on the complete library of "soundies," this week signed an agreement with the American Federation of Musicians (AFM) which, in addition to the standard terms prescribed in previous TV film-AFM contracts, made provision for royalty payments for old films.

It also was learned that the Official Films-AFM agreement for new productions using musicians, and each of the previous agreements of a similar nature, all will run out concurrently May 31.

Official's prime merchandise of the moment is a weighty stock of "soundies," whose vintage dates back to the early 1940s. According to terms of the new pact, Official has agreed to pay 8 per cent of the gross sales to the

music performance trust fund for those strips using music. This marks the first known pact landed by the AFM for TV music filmed prior to the union's first efforts to harvest royalties from TV music. The second portion of the Official-AFM agreement covers roy-

alty provision for new productions. The pact is similar to those completed between the tootler's union and other TV film operations, like those of Gene Autry, Horace Heidt and Snader Productions. The pay-off to the trust fund for new productions is based on 5 per cent of the gross.

The deal for new productions, incidentally, marks the first indication that Official intends to go into new production of TV film subjects. New production is strictly in the blueprint stages, but it is anticipated that much of the new stuff will be of a musical nature.

Negotiations between AFM and the industry-wide TV film committee continue to be stymied.

RE NEW BILLBOARD

Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While no actual count was taken, *The Billboard* received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

Ari 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 Lieberson, executive vice-president, Columbia Records:** New *Billboard* format looks good. Best wishes for continued success. . . . **Edward Wallerstein, president, Columbia Records, Inc.:** Find your new format extremely interesting. All best wishes for success of your new venture. . . . **Tom Ahrens, Eddie Gallaheer joins me in hearty congratulations to *The Billboard* on its newsy new newspaper format.**

Patti Page: Thrilled with the new size *Billboard*. All my love. . . . **Sammy Kaye:** Your new format is a wonderful improvement. Congrats. . . . **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. . . . **Manie 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.

Carl Haverlin, president, BMI: May we join your host of con-
(Continued on page 27)

B'casts Cut Monroe P.A.'s

NEW YORK, Nov. 4.—Vaughan Monroe is cutting down his personal appearance schedule to two days a week in order to properly fulfill his video and radio commitments. Orkster, who kicked off his TV show three weeks ago, has been working four days each week.

Beginning next week, Monroe will work only Friday and Saturday dates. The orkster's decision forced his agent, Willard Alexander, to cancel out a number of dates and turn down a flock of others.

Decision was founded on the stringent demands for preparation and actual showing of the TV show, which requires three days—Sunday, Monday and Tuesday. With a day put aside for preparation and rehearsal of his radio show, Monroe, as a safety measure, decided to take off Wednesday for a one-day-a-week rest. The orkster will work the two-day sked only while he is doing the TV show.

SPA Re-Elects 7 Council Members

NEW YORK, Nov. 4.—The seven Songwriters Protective Association (SPA) incumbent council members up for re-election were returned to office this week by vote of the membership. They are Oscar Hammerstein, Ray Henderson, Otto Harbach, Edgar Leslie, Charles Tobias, Jesse Greer and Jack Yellen. Council has 21 members serving three terms, with seven up for election each year.

The council members will elect officers Monday (6). It is expected that the incumbent officers will be re-elected. They are Sigmund Romberg, prexy; Charles Tobias, veepee; Jesse Greer, second veepee; Peter De Rose, secretary; Abel Baer, treasurer, and Edgar Leslie, chairman of the council.

802 Meets on AM-TV Work

NEW YORK, Nov. 4.—Local musicians' concern over the employment crisis in TV and radio (*The Billboard*, November 4) has been mounting, pointing toward the special official meeting set for Monday (6) at Palm Gardens.

Another in a series of informal meetings was held at Nola Studios Monday (30), attended by a hefty turnout of staff and single-engagement tootlers. It was decided to form a committee composed of reps of the staffers and outside men to work with the Local 802 exec board in the forthcoming AM and TV negotiations, which are slated to begin sometime next month.

The purpose of the committee is to see that the interest of both staff and outside musicians are served, and to keep liaison with the membership on the negotiations.

AFM Blacklists Monogram Films

HOLLYWOOD, Nov. 4.—Monogram Pictures was placed on the American Federation of Musicians' (AFM) national unfair list, becoming the first major studio to face such action. Studio spokesmen were unable to explain why AFM had taken such action. At present, Monogram has only one flick awaiting scoring, *Navy Bound*, but is apparently in no hurry to get it soundtracked. Other film, *Bowery Battalion*, now in production, will be next to need scoring.

As result of the edict, no tootler can be employed by the lot until ban is lifted. It is believed that possibly some of Monogram's pix made before the TV ban had spilled over into video release.

TUNES ON RACK

MDS Lists 6 Xmas Songs For Jobbing

NEW YORK, Nov. 4.—Tunes in the Music Dealers Service (MDS) "Christmas rack" this year will be *Rudolph the Red Nosed Reindeer*, *Santa Claus Is Coming to Town*, *Here Comes Santa Claus*, *Frosty the Snowman*, *Winter Wonderland* and *You're All I Want for Christmas*. The standing rack order for Christmas tunes is 26,000, as compared with 85,000 for pops. Reorders are the exception rather than the rule, the *Rudolph* has had 18,000 additional copies in the rack after the initial placement.

Notable for its absence on the rack is *White Christmas*, ever a heavy copy seller. Irving Berlin isn't interested in the rack deal on this tune.

RECIPROCITY

Interchange Snags English, U. S. Pubs

NEW YORK, Nov. 4.—Reciprocity between English and American music publishers is at an all-time high, but the full beneficial effects of a complete interchange of the musical cultures is being hampered by the impasse existing between the American Federation of Musicians (AFM) and the British Musicians' Union (BMU).

This thesis was elaborated this week by Lou Levy, Leeds Music chief who recently returned from London, where he set plans in motion for the operation of Leeds' Pickwick branch. Levy, stating that Spike Jones and his band had just been refused permission to play dates in England, claims that the situation is not only unfortunate from a cultural standpoint, but also from an economic one. Not only would American bands do well there, he points out, but their appearances would measurably increase the sale of disks and sheet music, thereby giving Amer-

SOUTHERN SETS L-A WK. DEALS

NEW YORK, Nov. 4.—Typing in with acting Mayor Impellitteri's proclamation of November 18-25 as Latin-American Week, Ben Selvin, general manager of Southern Music, set a deal with Muzak and Associated whereby the latter will emphasize performances of Southern's Latin-American catalog during that period. Associated is subscribed to by approximately 500 stations, and Muzak has hundreds of additional outlets.

RELIGIOSO

Choir Music On Upbeat For Youth

NEW YORK, Nov. 4.—A new field for pubbers of choral music is on the upbeat in the form of material for youth choirs, representatives of standard pubberies and the standard departments of pop pubberies were told at a luncheon given by Roy Anderson, editor and publisher of *Choir Guide*, at the Roosevelt Hotel Monday (30).

Representatives from Leeds, Witmark, Carl Fischer, Harold Flammer, Associated, Boosey & Hawkes, Bourne, H. W. Gray were told that youth choruses are on the rise, what with thousands of churches thruout the country setting up choir programs to interest youngsters in church attendance.

Choir music publication for this market is practically a virgin field; adult choral arrangements can't be used because of the difference in voicings.

Arthur L. Becker, prexy of Bibletone Records, spoke on the need for demonstrating choral music via records, so that choral directors and teachers might have an idea of what music is available. He suggested that the pubbers have their choral lines waxed on LP's for distribution to potential customers.

London Signs Cincy Ork To Waxing

NEW YORK, Nov. 4.—London Records, local wing of the large British Decca diskery, has signed its first American symphonic orchestra, the Cincinnati Symphony. Remy Farkas, London's classical artists and repertoire chief, negotiated the two-year pact with the ork and its conductor, Thor Johnson. Recordings will be made with Johnson and a number of guest conductors, as yet unannounced.

The orchestra, according to Farkas, will begin cutting for the label in April, at which time the diskery will bring over its own British recording engineers and FFRR cutting equipment.

London's signing of its first large American ork signals a departure from the current LP diskery trend to cutting in Europe for American consumption. Waxings by this American ork will get wide distribution in most European countries thru British Decca and its many affiliates. London has previously issued a number of recordings by American vocal and instrumental soloists cut in Europe. Several of these, including Ruggiero Ricci, Eugene Conley and Ellabelle Davis, are exclusive London artists.

Cut Longhair Here

Farkas, pointing out that London will cut longhair works here, maintains that location of the label's top artists and FFRR recording studios, rather than the reputedly low cost of musicians there, has necessitated the predominantly Continental cutting by London. Illustrating the lengths to which London will go to get the best possible musical performance, Farkas pointed to the projected European cutting of a major choral work in two LP disks, which will cost the diskery more than \$15,000 in American money. The conductor alone is asking \$9,800, plus a 21-cents per disk royalty. Besides this name maestro, four major vocal soloists, and a major symphony ork and chorus will be employed. The singers also will get royalties—all figured in addition to the aforementioned \$15,000.

Canada Disk Prices Settled

NEW YORK, Nov. 4.—Canadian disk prices, on the rise for the last couple of months, now appear uniformly settled at 85 cents per 10-inch pop platter. With the exception of Starr, Compo's 50-cent French-Canadian line, most lines retailed at 75 cents previously. Starr has now gone up to 65 cents.

The 85-cent labels now include Decca, Victor, London, Columbia, and MGM. London's special French-Canadian series stays at 75 cents. Mercury, which bowed in at 80 cents this year, still maintains that tag.

Esy Morales Dies at 34

NEW YORK, Nov. 4.—Esy Morales, Latin-American flute virtuoso and orchestra leader, died Thursday night (2) of a heart attack. He was 34 years old. The Puerto Rican-born musician, brother of pianist Noro Morales, first attracted attention a number of years back as a featured member of Xavier Cugat's organization. He later formed his own band and cut a best-seller, *Jungle Fantasy*, for Rainbow Records.

Morales, after a hiatus with Decca, signed a new contract with Rainbow last week and was scheduled to cut his first date under the pact this week.

at a cost which today would be prohibitive, feature such current names as Peggy Lee, Dave Barbour, Tito Guizar, Roger Dann, dancer Billy Daniel, Johnnie Johnston, Olga San Juan and Isabelita.

Okay Foglia Pre-Trial Test

NEW YORK, Nov. 4.—Peter A. Foglia, who is suing warbler Vic Damone for \$10,000 allegedly due him for coaching and rehearsing, was given the right to examine the singer, his mother and father before trial by New York Supreme Court Justice James B. McNally this week. The examination has been set for Monday (13).

At the same time Justice McNally denied Damone's motion to examine Foglia, but said he would hear a motion to that effect after the service of a bill of particulars.

ican publishers and writers a better break.

Leaders Only

It is known, for instance, that on the Continent, where the Benny Goodmans, Duke Ellingtons and others occasionally tour, disk sales are favorably affected. Band leaders without their bands are permitted to play England with pickup musicians, but such ventures have been unsuccessful.

A check with the AFM here indicated no immediate chance of a change in the picture. AFM, which allows symphonies to play here, considers this a high cultural activity and therefore permissible. Foreign jazz bands playing here, however, would mean less employment for Americans, in the AFM view. According to Levy, a number of American and British publishers believe that a solution to the impasse might be worked out whereby the AFM and BMU blueprint an exchange-of-bands plan, with a percentage of the bands' salaries set aside for the unions' welfare funds.

British disk business is picking up, according to Levy, as is sheet music. Pubbers there, however, are facing an oncoming paper shortage, which is expected to become acute next year.

Para "Parade" Gets 2d Trip

HOLLYWOOD, Nov. 4.—To satisfy growing demand for musical shorts, Paramount Pictures is re-releasing its technicolor *Musical Parade* featurettes.

Pix, produced several years ago

LIFE WITH FATHER

Davis Guided Kids Plenty, Circa 1917

By Paul Ackerman
NEW YORK, Nov. 4.—The vagaries of the musician, his personality foibles and departures from the norm, are considered part of the standard trappings of the show business. But the tootler of today, as compared with his predecessor of some 35 years ago, is probably a more independent individual, better prepared to cope with the pressure of business and social life.

"B" MAKES GOOD
'Tenn. Waltz' Cracks Thru From Flip

NEW YORK, Nov. 4.—Patti Page's dinking of *Tennessee Waltz*, which this week broke wide open in Philadelphia and instantly spread in a number of other key record areas, is the latest of the "B"-side-makes-good stories. The tune was a last-minute selection to round a dinking date which was being done strictly to fill a distributor's request.

Harry Rosen, Mercury's Philadelphia distrib, told Joe Carlton, the diskery's Eastern veepee and artists' and repertoire chief, that he would take 45,000 copies if Patti sliced a rhythm and blues ditty, *Boogie Woogie Santa Claus*.

Disk Biz Pace Shifts to Low

NEW YORK, Nov. 4.—The disk business broke its fast pace in the past two weeks, according to reports which have been coming in from dealers and manufacturers. The slow-down came as a mystery to most observers, since late October and early November are usually fairly solid record selling periods. Blame for the lull has been attributed to everything from the weather to a dearth of a solid hit dinking or several to show the way.

Decca Prexy Milton Rackmil believes that the lull is probably due to heavy pre-Christmas inventory purchasing by dealers who, he claims, are anticipating a boom Christmas season with wax. Most of the seasonal buying has been of packages in the three speeds. As a result of the package purchases, dealers' cash reserves have dwindled and consequently they are buying current pop merchandise strictly on a hand-to-mouth basis. They are getting only those things which are absolutely necessary for stock. Rackmil feels that when the heavy goods starts moving, the dealers should loosen their belts and move into the annual December high gear.

Leeds Concludes Deal With Small

NEW YORK, Nov. 4.—Leeds Music has concluded a deal with Edward Small Productions for publication of *The Valentino Tango*, theme tune of the Columbia picture, *Valentino*, scheduled for release in the spring. Disks are being set now.

Pic, in technicolor, is budgeted at \$2,000,000.

Jack Lawrence and Heinz Roemheld wrote words and music for the tune.

glance at the *Manual of Instructions* furnished by Meyer Davis to all employees of his organization back in the lush days of 1917. Those were the years of the First World War. The United States was not yet in the fracas, and Meyer Davis's business of supplying bands for high-class social functions was already a major show business manifestation. Davis had a flock of bands, maestri, band secretaries and assorted sidemen under his wing—people who knew their instruments, perhaps, but who were only wayward children when it came to facing up to the facts of life.

Perhaps they were not addicted to tea or grass, but they needed curbing nevertheless. Knowing this, Uriel, Meyer's brother, published his *Manual of Instructions*, advising the tootlers to restrain their billiard-playing proclivities, to cease dabbling in oil and mining stocks, and to get enough fresh air.

Commenting on the necessity for maintaining respectable associations outside business hours, the manual stated: "It is not our wish to interfere with the personal liberty of our employees, but we are of the opinion that, from the standpoint of health, it is better to get as much fresh air as possible between sessions . . . rather than to spend that time in billiard rooms, cigar stores, etc."

Decorum, Please
Musicians were required to maintain a high state of decorum. For instance: "On engagements, while sitting, musicians should never cross their legs. It gives a lazy appearance . . ." Also:
(Continued on page 40)

NBS Working On Standards For 'Talk' Bks.

WASHINGTON, Nov. 4.—The National Bureau of Standards (NBS) is working on standards for talking books, which may have wide spread application for all strictly voice recordings. At the request of the Library of Congress, NBS has already set up temporary specifications for talking book phonographs and is now testing recording techniques and needles.

NBS sound engineers have found wide variations among manufacturers in such items as tip radius of the play-back needle, tone-arm force and loud-speaker response. Feeling the need for standardization in the talking book industry, NBS has made arrangements with two of the largest producers for a co-operative study of all phases of production.

Any standard technique developed by the agency will not be binding upon manufacturers, but will be accepted by the Library of Congress, the nation's largest buyer of voice recordings for the blind. Any talking book maker whose product fails to come up to NBS standards would be deprived of the best market.

NBS findings could easily be adapted to production of disks containing only narration, such as play excerpts, poetry and the like. NBS engineers doubt that the current project will have any particular value for musical disks.

Halonka Sets Tower Post

NEW YORK, Nov. 4.—Dick Bradley, Tower Records' topper, this week appointed former Decca Branch Manager John Halonka as assistant sales manager for the label in charge of the Eastern territory. Halonka's appointment was one of several changes which Bradley is making to strengthen the label's sales and distribution forces.

Bradley also switched Tower distrib in New York and Baltimore. Cosnat will replace Major as the New York distributor for the line, while Schwartz Brothers, Washington, will replace General Distributors for the Baltimore area.

'CALL ME MADAM' IN 3 SESSIONS

NEW YORK, Nov. 4.—RCA Victor's cast-and-Dinah Shore waxing of *Call Me Madam* will be made in three sessions, Monday (6), Tuesday (7) and Thursday (9) at Manhattan Center. Hugo Winterhalter will supervise the date, and Jay Blackton will conduct the show's pit ork, augmented by studio sidemen to 36 pieces. Album will consist of the songs in the show plus selected dialog, the latter edited by Howard Lindsay and Russell Crouse, the writers of the book.

BERLIN WRITES

He Chose Dinah for 'Call' Album

NEW YORK, Nov. 4.—In a story in last week's November 4 issue re various headaches RCA Victor had encountered in setting its *Call Me Madam* album, *The Billboard* said: ". . . Latest reports are that this move (assigning Merman role in album to Dinah Shore) has met with no enthusiastic reception on the part of Irving Berlin who wrote the score. While Berlin, naturally, considers Dinah the great singer she is, he just does not feel she's a show-type performer . . ."

Berlin wrote, *The Billboard* this week, objecting to this portion of the story. His letter, in full follows:

"I am in haste to make a European plane, but I want to make an even hastier correction of your erroneous statement.

"In this week's *Billboard* you state that I am unhappy about Dinah Shore doing the *Call Me Madam* album with the original cast. Nothing could be further from the truth.

"I chose Dinah Shore for this album. It may interest you to know that Dinah Shore's recording of *Doin' What Comes Naturally* from *Annie Get Your Gun* sold well over 400,000 records. The album of *Annie Get Your Gun*, with the complete original cast, sold between 150,000 and 175,000."

Sincerely,
Irving Berlin

"Streetcar" Clangs With Triple Suit

NEW YORK, Nov. 4.—Roy J. Carew, doing business as Tempo Music, filed suit in Federal Court this week against Irene M. Selznick, legit producer; Elia Kazan, director, and Lehman Engel, conductor, for alleged infringement of his tunes, *Winnin' Boy Blues* and *Buddy Bolden's Blues* in the play, *A Streetcar Named Desire*.

The action seeks an injunction, damages and an accounting of profits. According to the complaint, in 1939 and 1940 Carew copyrighted the tunes as unpublished works, and in July 1950, copyrighted them as published works.

The complaint charges that the defendants, acting in concert, infringed by causing the tunes to

Interim Tariff on TV Asked by CAPAC

TORONTO, Nov. 4.—In filing tariff schedules with the Canadian Copyright Appeals Board, CAPAC, the Canadian ASCAP, has asked for an interim tariff for television "so as to be prepared should TV begin as planned in 1951." Broadcast Music, Inc., has maintained last year's rates, merely keeping pace with the natural growth of Canadian radio stations.

CAPAC is wishing to license TV is faced with a dilemma at this point. They do not know whether TV domestic receiving sets are going to be licensed by the government as radio receiving sets are, or do they know whether

TUNESMITH THESAURUS

Burton's BB Bios & New Pieces in Book

NEW YORK, Nov. 4.—*The Honor Roll of Popular Songwriters*, a weekly feature of *The Billboard* since January, 1949, goes between hard covers this fall when Jack Burton's articles on the country's top composers will be published under the title *The Blue Book of Tin Pan Alley* by Century House, of Watkins Glen, N. Y., a firm that specializes in books on Americana.

While the forthcoming book is based on *The Billboard* articles, additional material has been added. This includes a section on the songs America sang during the first 100 years of the nation's history, the events that inspired their writing, and the background of those who wrote and sang them.

The material for the main body of the book has been assembled in six chronological decades, each of which was marked by new trends in popular songs and musical productions, the coronation of new kings in Tin Pan Alley, and the introduction of new methods of song exploitation. The foreword to each of these periods recalls the decade's celebrities and headline events, and lists the contemporary songs that tied in with them.

First in Human Interest
Unlike previous books on popular music that have been designed primarily for reference, *The Blue Book of Tin Pan Alley* is the first to be approached from a human interest angle, and is designed to

Cleffer Opens Court Suit on 'Begin' Rights

NEW YORK, Nov. 4.—Dorsey Brothers Music, Inc., and writers Eddie Seiler and Sol Marcus this week faced a suit in New York Federal Court brought by Al Kaufman over the song, *It All Begins and Ends With You*.

Kaufman claims to have collaborated with Marcus and Seiler in composing the tune in 1947. He charges that, in June of this year, Marcus and Seiler assigned all rights to Dorsey Brothers without his consent.

Kaufman has asked the court to declare him co-owner and co-author of the tune and to clarify further his rights to the tune and his legal relationship to Marcus and Seiler. He also has asked that the court enjoin Dorsey Brothers from further publication of the song and from paying royalties to Marcus and Seiler.

The plaintiff further asked for an accounting of all monies made from publication of the tune and that the defendants be directed to amend the application for copyright to include his name.

The copyright application names only Marcus and Seiler as writers of the song. They claim that Kaufman did not contribute to the writing of it and is not entitled to royalties or credit.

be publicly performed in the play without the consent of the plaintiff and without payment of royalties.

The complaint says that Ferdinand J. Morton wrote the tunes in 1939 and assigned them to the plaintiff.

release the popular songwriter from an obscurity that is undeserved in the light of his contributions to the daily life and enjoyment of millions.

Pre-Tested
The factual accuracy of the book has been pre-tested by the publication of *The Billboard* articles and song and record listings, while the material is based on 20 years of research by the author, a former newspaper man, magazine editor and advertising agency executive.

Burton in the early days of radio produced *Old Gold on Broadway*, the first show to be broadcast direct from Stem stages. And then wrote, directed and announced the *Acousticon Hour*. This featured the songs popular at the century's turn, and introduced on the air for their network premieres such stars as Sophie Tucker, McIntyre and Heath, Julia Sanderson, Six Brown Brothers, Joe Howard, Jack Norworth, Shelton Brooks, Jean Schwartz, Lina Abarbanell, Blanche Ring, Victor Moore and Donald Brian.

Printed on slick paper and carrying 50 or more illustrations, *The Blue Book of Tin Pan Alley* will retail for \$7.50 in the regular edition, and at \$10 in the special deluxe edition. This latter edition, limited to 500 copies, will be autographed by the author, carry facsimile signatures of the outstanding songwriters on the end pages, and incorporates such supplementary features as a listing of the film songs that have won the Oscar, Broadway's long-run musicals, the first songs of our foremost songwriters, and the songs of writers who are credited with but a single hit.

MCA Signs Pact With Bernie Mann

NEW YORK, Nov. 4.—Music Corporation of America (MCA) this week inked a standard term management contract with orkster Bernie Mann. Agency, according to band department exec Johnny Dugan, is planning to put its full promotional weight behind the new Mann ork. Blueprints for the build-up are being geared to push the Mann ork into major contention by the middle of 1951.

The promotional plan is being focused heavily on the orkster's recently inked wax deal with Tower Records. The dinking plan is being rounded into shape by Tower topper Dick Bradley in conjunction with Mann and the agency. Flack Arthur Pine has been hired to start the promotional ball rolling for the band.

Dugan, comparing the build-up scheme for Mann with the Flanagan push, added that the agency will support the drive with special TV ideas and a number of other devices.

Dorr-Potter Suit Settled

NEW YORK, Nov. 4.—Music salesman Eddie Dorr and composer-arranger Harold Potter dropped their suit against Ben and Jack Edwards, of Edwards Music, this week when the pubbery settled out of court for a sum reportedly in the vicinity of \$500.

Dorr and Potter filed against Edwards last year for \$10,000 in royalties and commissions allegedly due them. They claimed to have brought the pubber arrangements of some 22 public domain tunes; Potter was to have received a composer's royalty, and Dorr, who was to sell the numbers in instruction books and folios, a salesman's commission.

Settlement, made after a jury had already been impanelled in New York Supreme Court, also called for accounting on future royalties and inclusion of plaintiffs' names on copies as writers of the arrangements. Abner Greenberg represented Dorr and Potter; Philip Barbanell was counsel for Edwards.

NOW recording **EXCLUSIVELY**

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It's the most glamorous debut of the season! Lovely Jo Stafford makes her bow under the Columbia banner, bringing you four great sides featuring the irresistible vocal style that has made her one of the nation's top favorites of popular song!



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AMERICA'S MOST VERSATILE SINGING STAR

Sensational First Releases!

Show-stoppers from the forthcoming
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"USE YOUR IMAGINATION"

and

"WHERE, OH WHERE"

COLUMBIA RECORD **39049**

OR 7-INCH LP **1-900**

OR 45 RPM **6-900**

And...the record most requested by the nation's Disc Jockeys...
the first vocal of "Stardust" in five years...

"STARDUST"

and

"YOU DON'T REMIND ME" (FROM "OUT OF THIS WORLD")

COLUMBIA RECORD **39056**

OR 7-INCH LP **1-911**

OR 45 RPM **6-911**

With Orchestra Under the Direction of **Paul Weston**

Columbia  **Records**

**FIRST, FINEST,
FOREMOST IN
RECORDED MUSIC**

RARE ITEM

Prades Bach Festival Recording To Go on Sale

NEW YORK, Nov. 4.—One of the major longhair wax items of the postwar period, the recording made at the Prades Festival in commemoration of the 200th anniversary of the death of Johann Sebastian Bach, is being readied for shipment by Columbia Records.

To mark the significance of the recordings, Columbia is issuing a limited first-edition package of the 10 disks. Package will be specially stamped, boxed and numbered and will sell for \$50. Only 1,000 sets will be made up for this edition. The 10 disks will be made available singly for general sale.

27 Included

Twenty-seven J. S. Bach works are included in the Festival disk collection, with a complete recording of the six Brandenburg concerti, conducted by Casals, a highlight. Interesting sidelight is that Casals made use of a soprano saxophone in the second Brandenburg concerto instead of the conventional trumpet. Another major segment of the Prades recordings is Casals' performance of three Bach cello sonatas, with Paul Baumgartner at the piano. Among the prominent longhair artists who appear in the

Festival set are Alexander Schneider (who pioneered the Prades Festival), Rudolf Serkin, Isaac Stern, Joseph Szigeti, Eugene Istomin, John Wummer, Leopold Mannes, Mieczyslaw Horszowski and Yvonne Lefebure.

The diskery, aware that the Prades' diskings will have an appeal limited to more discerning longhairs, has prepared a strong merchandising program geared to draw maximum response from this segment. Mailing pieces, magazine ads, Masterworks of Music radio plugs, co-op ads, a special publicity campaign and window displays are included in the drive.

Klaven Craze Kicks Ocarina Into DC To-Do

WASHINGTON, Nov. 4.—Anticipating a promotional coup similar to Arthur Godfrey's when the latter spread his fame via ukeleles, Station WTOP's flack staff this week unleashed an "ocarina" campaign for disk jockey Gene Klaven. Cody Pfanstiehl, station promotion chief, predicts the campaign will resound from Canada to Florida before it is over.

The idea began when Klaven started tooting idly on an ocarina during recent broadcast, sandwiching the notes between disk spinning, or sometimes doing sour ocarina-ing while the platters were going ("I don't know how to play an ocarina, but I like to blow on it," said Klaven).

Teeners Rave

Teen-age listeners apparently got delirious about the ocarina notes, and conveyed their enthusiasm to The Washington Times-Herald, which has a regular teenager section. The Times-Herald teen-age editor informed Pfanstiehl about it and latter arranged to load the counters of 400 local People's drugstores with ocarinas at 49 cents apiece, each with a silk screen heralding the fame of Klaven.

Pfanstiehl, enthusiastic over the project, said he had difficulty getting ocarinas into volume production, but he finally located the Fred Grietsch Manufacturing Company, Brooklyn, which hasn't enjoyed such an ocarina bonanza in years. Pfanstiehl plans to stage ocarina parties, ocarina contests—"and maybe ocarina omelets."

Concert Hall Sets New Label

NEW YORK, Nov. 4.—Concert Hall Records, classical LP company specializing in previously unrecorded works, is launching a new label next week. The new series, to be called Gold Label, will break with eight items initially, including two multiple sets. It will retail at \$5.95 per 12-inch LP, and \$4.50 per 10-inch. The regular Concert Hall line, which will be maintained with a reduced number of new releases, sells at \$4.85 and \$3.85.

The new Gold Label disks, like Concert Hall's special subscription series, will be pressed direct from matrixes and will be packaged with special artwork. They'll be sold thru regular distributors, with four new releases monthly.

Two unusual items will head the company's first release. One will be the entire Opus 8 of Vivaldi, including 12 violin concerti—all played by Louis Kaufman with the Winterthur ork of Switzerland, conducted by Clemens Dahinden. Eight of these concerti are released here for the first time on disks. The other item is the entire set of Beethoven's Prometheus ballet. Only portions of this have been waxed previously. Both of the above sets are on two 12-inch disks.

Others Listed

Other works listed on the first release, most of which are new to wax, are by Delius, Robert Russell Bennett, Bruckner, Couperin, Hindemith, Arriaga, and Scarlatti. Walter Goehr, conductor of the British Broadcasting Company orchestra and cleffer of such film scores as Great Expectations and Stairway to Heaven, is making his debut on the label. Cellist David Soyer, harpsichordist Ralph Kirkpatrick, and the Guilet Quartet are other featured artists. Concert Hall's artistic activities are supervised by President David Josefowitz. Richard Strunsky is in charge of public relations.

Mercury Sets New Catalog For Dealers

CHICAGO, Nov. 4.—Mercury Records here is preparing to release to record retailers its first looseleaf complete catalog. Costing the retailer \$4 the first year and \$2 every year thereafter, catalog will contain numerical as well as alphabetical listings, according to artist and tune title. Only one other catalog, Capitol's, which sells for the same price, has the same type of listing. Like the Cap catalog, which came out about four months ago, Merc's will have monthly supplements. Both Columbia and Victor supply similar three-ring binder catalogs, but their catalogs contain merely the numerical sections. None of the four loose-leaf catalogs are the same size.

Morry Price, Merc sales manager, appointed a second field rep this week, adding Cy Kertman, whose last disk post was with Victor in Buffalo. Previous to that, Kertman was with Capitol in Buffalo and Virginia Wicks's flack corps. Kertman will work as Eastern field rep, while Hank Pollock, Price's assistant, will cover the Midwest and South.

Col. Sales Adds O'Boyle, Trifero

NEW YORK, Nov. 4.—Columbia Records, Inc., continues the re-vamp of its sales department this week with the appointment of John Trifero and William O'Boyle as district managers of the New England and Middle Atlantic areas respectively. Both men come over from sales slots with Capitol Records.

O'Boyle replaces Paul Wexler as Middle Atlantic overseer with headquarters at the Stuart Louchheim Company, Philadelphia distributor for Columbia. Wexler was recently upped to the waxery's sales management in charge of distribution.

The New England area, formerly headed by Terry Southard, has been divided into two segments—Southard will henceforth cover distributors in Albany, Syracuse and Buffalo, with Trifero handling Portland, Boston and Hartford.

Clamps Won't Hit Store Disk Sales

WASHINGTON, Nov. 4.—Department store sales of disks are about the only entertainment item likely to be more than slightly affected by an impending Federal Reserve Board (FRB) order clamping the lid on charge accounts.

Both the timing and details of the order are still uncertain, but it is expected that FRB will announce restrictions around the first of December, requiring all customer-charged items to be paid off within 60 days after date of purchase.

Radios, phonos, and TV receivers will not be affected by the charge account order since they are already covered in Regulation W, which prescribed terms for installment sales.

Jerome Rushes London Wax

NEW YORK, Nov. 4.—Use of name dance bands at several diskeries to cover hit tunes previously established by vocal artists will now be instituted at London Records. Following the policy set by Guy Lombardo (Decca), Sammy Kaye (Columbia), Ray Anthony and Jan Garber (Capitol), London's artists and repertoire chief, Joe Delaney, is alerting the Henry Jerome band for rush waxings.

In line with London's accelerated service program, Jerome will cut two top pops on Monday (6), with distributor shipments of the actual disks skedded for Wednesday (8). First tunes to be cut, according to the plan, are I Guess I'll Have To Dream the Rest and Bushel and a Peck.

Jerome's disks will feature arrangements in the style of the late Hal Kemp. Ray Whetzel, trumpeter-vocalist formerly with Stan Kenton, has joined the Jerome crew, currently holding forth at the Edison's Green Room.

Sacred Using Soap Gimmick

HOLLYWOOD, Nov. 4.—Disk biz borrows a promotional gimmick from the soap field as Sacred Records sets plans to hypo sales. Give-away coupons will be used in a nationwide drive to be pretested in Long Beach, Huntington Park and Whittier, Calif. Specially designed diskery fixture, capable of holding \$1,700 worth of platters, will be made available to dealers.

Campaign kicks off as soon as a dealer installs Sacred's cabinet. Diskery will distribute three-way coupons, redeemable on specific dates, offering a free Sacred platter with purchase of one or more of its waxings, 15 per cent discount on any Sacred disk and one of label's kidisks free with purchase of another of its moppet line. Sacred, first to offer religious platter departmentalization, asks only its 20-cent pressing costs per record on the giveaway disks, and 10 cents on the tot items. Regular disks retail at \$1.05, with kidisk at 35 cents.

Dealers will pay \$225 for the display cabinet and will receive 75 records of their choice, free of charge. The Lord's Prayer, backed by Bless This House, will be the giveaway disk, because of selections' wide acceptance.

Green, Schneider Set Up Jet Label

NEW YORK, Nov. 4.—A new rhythm and blues diskery, Jet Records, has been organized in Brooklyn as a partnership between Sam Green and George Schneider. The outfit has inked four distributors in the East, and is currently moving for national coverage.

The first wax issued by Jet features calypso material. Eight sides were bought from Renico Simmons's Humming Bird label, of Trinidad. Jet also acquired the United States publishing rights to the tunes.

The company is negotiating for exclusive talent, and has signed the Rev. Felix Johnson and the Silver Trumpets, a spiritual group. Green was formerly Eastern sales representative for Aladdin and Specialty records.

802 Wallops Hard Vs. WINS

NEW YORK, Nov. 4.—Local 802, American Federation of Musicians (AFM), is launching an exhaustive promotional and publicity campaign to bring Station WINS back to employment of live musicians.

Local Secretary Charles Iucci has sent telegrams to mayoralty candidates informing them that WINS had locked out musicians, and asking their co-operation in not utilizing the station's facilities for their campaigns. He received assurances from the candidates that they would steer clear of the picketed station.

Similar wires have been sent to 53 sponsors currently buying time at WINS. In addition to a picket line in front of the station, the local is going to picket the Howard Johnson Restaurant on 57th Street, from which a WINS disk jockey show remotes.

Union has planned a campaign using newspaper ads, radio-spots, and as many news and column breaks as can be mustered. The theatrical press agents union met with local reps this week and promised full support in the drive.

Citation Set for Bow In Reorganization

DETROIT, Nov. 4.—Another independent record label, Citation, is slated to make its debut shortly here, with the recent organization of the Midwest Music Company as its parent company. Owner-manager is Louis Parker, composer-songwriter, who is forming Midwest as a publishing company, with offices in Detroit Musio Hall. Firm has been building up a library of masters for several months.

MUSIC BOURNE TO LIVE Music, Maestro, Please FRANKIE LAINE MERCURY 5458 BOURNE, Inc. 799 7th Ave. N.Y.C.

THE LITTLE RED CABOOSE CHUG... CHUG... CHUG... AL MORGAN LONDON #783 PAXTON MUSIC 1619 BROADWAY NEW YORK 19, N.Y.

Another BMI Pin-Up Hit! The Winter Waltz Published by Gale & Gayles Recorded by RUSS MORGAN (Decca) FRANKIE CARLE (Victor) GEORGE GATES (Coral) TRUDY RICHARDS (MGM) Exclusively licensed by BROADCAST MUSIC, INC.

No, No, Joe" MGM-10806 LIKE THE DRIFTER

For Christmas C-H-R-I-S-T-M-A-S and THE MERRY CHRISTMAS POLKA For the Winter Season FROSTY THE SNOWMAN HILL & RANGE Songs, Inc. N. Y.

THE LITTLE GENERAL We're blowin' 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... Dec Jan Garber... Cap Eddy Howard... Merc Curt Massey... Lon Al Morgan... Lon Denny Vaughan... Coral Paul Weston... Col OXFORD MUSIC CORPORATION 1619 Broadway New York 19, N. Y.

"DREAM A LITTLE DREAM OF ME" 7 Great Records! CATHY MASTICE... Admiral DINAH SHORE... Columbia G. GIBBS-B. CROSBY... Coral JACK OWENS... Decca ELLA FITZGERALD LOUIS ARMSTRONG... Decca FRANKIE LAINE... Mercury VAUGHN MONROE... Victor Words & Music, Inc. 1619 Broadway N. Y. C.

GREAT STANDARDS by MABEL WAYNE RAMONA IN A LITTLE SPANISH TOWN IT HAPPENED IN MONTEREY LEO FEIST, INC.

RED FOLEY and ERNEST TUBB



"TEXAS VS. KENTUCKY"

"THE LOVEBUG ITCH"

on DECCA 46278 (78 rpm) and 9-46278 (45 rpm)

SPECIALS

Sleigh Ride The Telephone Song	ANDREWS SISTERS Decca 27310 and *9-27310
I Won't Be Home Dear Little Girls	RED FOLEY Decca 46277 and *9-46277
Red Lips Waits The Polka Habat	EDDIE HABAT Decca 45123 and *9-45123
Hello Santa Claus It's Christmas Time Again	CECIL GRANT Decca 48185 and *9-48185
Confession Bandoneon Arrabalero	CARLOS GARDEL Decca 21325

*Indicates 45 RPM Version

NEW RELEASES—ALBUMS

SING A SONG OF CHRISTMAS
ERNEST TUBB and RED FOLEY
Vocal with Instrumental Accompaniment
Selections Include: HERE COMES SANTA CLAUS (Right Down Santa Claus Lane)—OUR CHRISTMAS WALTZ—WHITE CHRISTMAS—BLUE CHRISTMAS—FROSTY THE SNOW MAN—RUDOLPH THE RED-NOSED REINDEER—CHRISTMAS ISLAND—C-H-R-I-S-T-M-A-S.
Decca Album A-791 • Four 10-inch 78 RPM Records • Price \$3.75
Decca Album 9-98 • Four 45 RPM Unbreakable Records • Price \$3.35

ETHEL SMITH'S TOY PARADE
Organ Solos with Instrumental Accompaniment
Selections Include: THE TUBBY THE TUBA SONG—MONKEY ON A STRING—WEDDING OF THE PAINTED DOLL—ETHEL'S BIRTHDAY PARTY—MARCH OF THE TOYS—THE DREAM EXPRESS—PARADE OF THE WOODEN SOLDIERS—THE TEDDY BEAR'S PICNIC.
Decca Album A-789 • Four 10-inch 78 RPM Records • Price \$3.75
Decca Album 9-102 • Four 45 RPM Unbreakable Records • Price \$3.35
DL 5283 • 10-inch Long Play Microgroove Unbreakable Record • \$2.85

All Album Records Are Available As Singles

BEST SELLERS

POPULAR

Goodnight Irene Tzena Tzena Tzena	GORDON JENKINS Decca 27077 and *9-27077
Play A Simple Melody Sam's Song (The Happy Tune)	GARY CROSBY AND FRIEND Decca 27112 and *9-27112
Harbor Lights The Petite Waltz (La Petite Valse)	GUY LOMBARDO Decca 27208 and *9-27208
Thirsty For Your Kisses Nevertheless	MILLS BROTHERS Decca 27253 and *9-27253
Thinking Of You Here In My Arms	DON CHERY Decca 27128 and *9-27128
Harbor Lights Beyond The Reef	BING CROSBY Decca 27219 and *9-27219
Daddy's Little Boy I Still Love You	MILLS BROTHERS Decca 27236 and *9-27236
Our Lady Of Fatima The Rosary	RED FOLEY Decca 14526 and *9-14526
I'm Forever Blowing Bubbles You're Mine, You!	ANTIE SHAW and GORDON JENKINS Decca 27186 and *9-27186
Beloved, Be Faithful You Dreamer You	RUSS MORGAN Decca 27006 and *9-27006
Life Is So Peculiar You Rascal You	LOUIS ARMSTRONG and LOUIS JORDAN Decca 27212 and *9-27212
T. D.'s Boogie Woogie Opus Two	TOMMY DORSEY Decca 27211 and *9-27211
I Cross My Fingers La Vie En Rose	BING CROSBY Decca 27111 and *9-27111
All My Love The Swiss Bellringer	GUY LOMBARDO Decca 27118 and *9-27118
(Remember Me) I'm The One Who Loves You I Need Attention Bad	ERNEST TUBB Decca 46269 and *9-46269
Our Lady Of Fatima The Rosary	RED FOLEY Decca 14526 and *9-14526

COUNTRY

Steal Away Just A Closer Walk With Thee	RED FOLEY Decca 14505 and *9-14505
Memories Of You Blue Grass Ramble	BILL MONROE Decca 46266 and *9-46266
Goodnight Irene Hillbilly Fever #2	ERNEST TUBB and RED FOLEY Decca 46255 and *9-46255
It's A Lonely, Lonely Life I'm So Blue I Could Cry	PORTER JOHNS Decca 46251
You Don't Have To Be A Baby To Cry G-I-R-L Spells Trouble	ERNEST TUBB Decca 46257 and *9-46257
I Won't Be Home Dear Little Girls	RED FOLEY Decca 46277 and *9-46277
Throw Your Love My Way Give Me A Little Old Fashioned Love	ERNEST TUBB Decca 46243 and *9-46243
Bonaparte's Retreat Poison Ivy	BUZ BUTLER Decca 46209 and *9-46209

SEPIA

Besame Mucho You Gotta Love Me Baby Too	THE RAY-O-VACS Decca 48162 and *9-48162
Going Back To Jesus Little Boy "How Old Are You"	SISTER ROSETTA THARPE Decca 48177 and *9-48177
A Kiss In The Dark Got Two Arms	THE RAY-O-VACS Decca 48181 and *9-48181
Can Anyone Explain Dream A Little Dream Of Me	LOUIS ARMSTRONG - ELLA FITZGERALD Decca 27209 and *9-27209
Everybody's Somebody's Fool September In The Rain	LIONEL HAMPTON Decca 27176 and *9-27176

*Indicates 45 RPM Version

NEW RELEASES—SINGLES

Timeless Longing	FT VC by RUSS MORGAN and Trio RUSS MORGAN and His Orchestra Decca 27265 and *9-27265
Indian Love Call My Moonlight Madonna	Both Inst. FT TOMMY DORSEY and His Orchestra Decca 27266 and *9-27266
I Don't Mind Being All Alone (When I'm Alone With You) (I Get A) Funny Feelin'	Both Voc. with Guitar MILLS BROTHERS Decca 27267 and *9-27267
Button Up Your Overcoat I Wanna Be Loved By You	Both featured in M-G-M Picture "Three Little Words." Both Voc. with Rhythm Acc. ROSE MURPHY Decca 27268 and *9-27268
La Malaguena Candeiro	Sung in Portuguese BANDO DA LUA Decca 27269 and *9-27269
King For A Day Sing You Sinners	Orch. with VC by TED LEWIS FT VC by TED LEWIS and Ensemble TED LEWIS and His Orchestra Decca 24970 and *9-24970
Hey Joseph (Hey Yusef) Jedny Syn (Only Son)	Polka VC by ALEX RYMANOWSKI Polka VC by ALEX RYMANOWSKI Sung in Polish RYMANOWSKI BROTHERS Polka Orchestra Decca 45120 and *9-45120
The Lightning Express Sweet Mama Blues	Singing with Inst. Acc. Singing with String Band MERVIN SHINER Decca 46272 and *9-46272
A Kiss In The Dark Got Two Arms (Waiting For Me)	Both FT by LESTER HARRIS THE RAY-O-VACS Decca 48181 and *9-48181
Hold That Train, Conductor I'm A Fool	JOHNNY SHAW and PRINCESS GILBERT Both Blues Singing with Inst. Acc. PRINCESS GILBERT Decca 48182 and *9-48182
Sleigh Ride Promenade	LEROY ANDERSON and His "Pops" Concert Orch. Decca 16000 and *9-16000 (Gold Label Series) Unbreakable. Price \$1.00 plus tax Single Records 75c plus tax

*Indicates 45 RPM Version

America's Fastest Selling Records



LINGO DISKS

Firm Uses Phone Line For Sales

DETROIT, Nov. 4.—Separate departmentalization for music of foreign origin is being used by the record department at the J. L. Hudson Company store here, under the title of "International Records." A separate telephone line into the section is answered with the name, while its position at an important traffic point in the department, near the special order section, has been strategically chosen.

Stock includes imports from all foreign countries. Over 20 languages are represented, with Polish, German and Italian the leading sellers. Other popular groups include Serbian, French, Hungarian, Spanish, Greek, Croatian, Finnish, Swedish and Danish. Surprisingly, English, Scottish and Irish records—which are properly classed as International—find a good sale also. Russian songs were formerly stocked.

The department specializes in music of the folk type from various sources, and includes Victor and Columbia imports in this class. Among instrumental music, various Balkan countries, Czechoslovakia, Mexican and Spanish melodies are leaders.

Mixed Patronage

The patronage of this specialized department includes many from the racially mixed groups which make up a large city, as well as native-born Americans who have a taste for unusual melodies. The department is given rather intensive promotion on a number of foreign-language programs on radio—there were at one time 15 different languages on the air locally. The section is in charge of a man trained in the field, with some knowledge of various tongues. Gifted with an indefinable accent, he is able to win the confidence of the foreign-language customers. Buying of stock is handled separately from the major record buying because of the specialized nature of the material.

Modern Inks Barton, Davis

HOLLYWOOD, Nov. 4.—Chirp June Barton and saxman Maxwell Davis were inked this week by Modern Records with the latter slated to record immediately. Davis will cut four sides on 78 r.p.m. with a six-piece accompaniment. No recording date has been set for Miss Barton. Diskery also signed Harry Fields and the Bobbins for a single wax session with an option.

HERE'S CORRECT RMNGT'N. LIST

- In *The Billboard*, September 30 issue, several Remington Records were inadvertently listed incorrectly in the Advance Classical Record Releases. They should have appeared as follows:
- Schubert: The Trout Quintet . . . The Boshovsky Quintette . . . (Mozart: Divertimento) . . . Remington (33) RLP 149-5
- Mozart: Divertimento in D Major . . . The Remington Chamber Ork.-E. F. Findler, Cond. . . (Schubert: The Trout) . . . Remington (33) RLP 149-5
- Strauss Polkas . . . Vienna Symphony Ork.-R. Stolz, cond. . . (Strauss Waltzes) . . . Remington (33) RLP 149-8
- Strauss Waltzes . . . Vienna Radio Ork. . . (Strauss Polkas) . . . Remington (33) RLP 149-8
- Strauss: Die Fledermaus Overture . . . The Vienna Symphony Ork.-R. Stolz, cond. . . (Dancing Vienna) . . . Remington (33) RLP 149-1
- Dancing Vienna . . . Vienna Symphonette . . . Strauss: Die Fledermaus . . . Remington (33) RLP 149-1
- Strauss: Gypsy Baron . . . Vienna Symphony Ork.-R. Stolz, cond. . . (Waltzes) . . . Remington (33) RLP 149-7
- Waltzes . . . Viennese Symphonette . . . (Strauss: Gypsy Baron) . . . Remington (33) RLP 149-7

Music As Written

Gibson, Caps on RCA

RCA Victor recently completed a waxing deal with **Steve Gibson** and the Red Caps, a vocal-instrumental sextet. The group will record on the diskery's pop label. The Caps have been recording for Mercury Records, but their contract with that label runs out November 11. They have secured permission from Mercury to begin recording immediately and have a date skedded for next week.

Kenton Ankles Concerts

Stan Kenton, who once abandoned the dance stand in favor of the concert podium, has canceled 30 concert dates to continue playing dances thru the winter. Kenton originally had scheduled a return to his concert tour after January 15, but reported success of the dates is prompting him to postpone the concerts. As it stands now, Kenton will resume concertizing in mid-September.

Aladdin Goes to LP

Aladdin Records is the latest rhythm and blues diskery to break into the LP field with the release of four 33 1/3 albums, Aladdin line, up to now, has been strictly 78 r.p.m.'s. First album, tagged "Battle of the Saxes," features the work of **Illinois Jacquet** and **Lester Young**; second, "Blues After Hours," has **Amos Milburn**, **Wynonie Harris**, **Calvin Boze** and **Helen Humes**; third, "Mood Music," vocal-piano offerings of **Charles Brown**, and final album, "Boogie Woogie," 10 selections by **Amos Milburn**. LPs retail at \$3. Move into LPs, according to **Leo Mesner**, came as result of dealers' requests.

ASCAP's TV Stretch

Pending settlement of the TV negotiations for a per-program license form, American Society of Composers, Authors and Publishers (ASCAP) recently extended the deadline on use of its music to November 15. ASCAP and TV reps have set the next meeting for November 9.

Arena Inks Hale

Western pic player **Monte Hale** signed a personal management pact with Arena Stars and was immediately inked by MGM Records. Arena's **Ralph Wonders** is currently negotiating a pic contract and setting vaude dates. Hale recently gained his release from Republic Pictures, where he had completed approximately 20 features.

Gala Goes "Hop"

Gala Music, headed by polka maestro-cleffing **Bill Gale**, has acquired publishing rights to the "Dutch Hop," polka-type material purveyed by Colorado orkster **Adolph Lesser**. Lesser has just leased waxings of 24 numbers to Columbia Records (see other story this issue). The tunes are all included in Gale's deal. He plans to bring a number of them out soon in an accordion folio.

New Gimmick

Sacred Records tries a new packaging gimmick with its "carry-away" gift package of 19 Christmas carols on six platters. Set-up is similar to soda pop cartons with a handle on the top so customer can pick up and tote away. Carols feature **Lorin Whitney** at the Wurlitzer pipe organ, complete with bells, vibrate, chimes and celeste. Disks retail at \$8.50.

New York:

Peggy Pickus, secretary to **Ben Selvin** several years back at Majestic Records, has rejoined Selvin at Southern Music where he recently took over as general manager. . . . **Bibletone Records** will issue all future releases on 45 r.p.m. as well as 78. . . . RCA Victor's Red Seal bary, **Robert Merrill** signed with RKO to appear in the forthcoming flick, "Anything Can Happen." . . . **Jester Music**, local publishing firm, has formed its own record company. . . . **Gilberto Valdes**, Cuban cleffer and former maestro of the Havana Philharmonic, is

conducting dates here for Victor's Latin-American department.

Dave Dreyer moved his publishing firm into larger offices at 1650 Broadway last week. Thrush **Patti Page** and flack **Kappi Jordan** will have offices in the same suite. . . . Capitol's country warbler **Tex Ritter**, currently on tour, flew into town for the day October 27.

Clark Dennis, Capitol Records' tenor, now in the East on TV and AM appearances, opens at the Statler Hotel, Washington, November 13. . . . **Lou Levy**, Leeds Music topper, in from Europe last week. . . . **Eddie Saletco**, of the Selectones, set to cut his own tune, "Dollars to Doughnuts," for the **Joe Logue** Music Company, Philadelphia. . . . World Broadcasting has signed **Tereya Lee**, folk singer, and **Three Beaus** and **a Peep**, for the transcription library.

Bobby Kornheiser, recently moved from Simon House pub-ber's professional staff to join the Famous-Paramount pluggery crew. He replaces **Marty Poll**, who left F-P to take a partnership in Syndicate Broadcast Productions, a TV casting-production and personal management office run by **Jack Spencer** and **Elliot Wexler**. . . . **Cecil Gant** was signed to a term exclusive dinking pact by Decca Records.

Chicago:

Bob Ehler, Associated Booking Corporation's cocktail chief, has arranged the first of what may be a series of dates by jazz combos in Venezuela. The **Tiny Davis Sextet**, all-gal Negro group, is currently on an extended swing thru the Latin American country. . . . **Lorry "Strangers" Raine**, the London dinking chirp, starts her first p. a. junket November 13 at the Copa, Pittsburgh, followed by a week at a new St. Louis Theater November 23. The new St. Louis vauder is the renovated 400 Club, once a major nitery.

Jim Crum and **Cliff Parman**, local tunesmiths, have started **Clifford Music**, a BMI affiliate. . . . **Jimmy Palmer** plays a return date at the Mill starting January 31. . . . **Dave Ducey**, ex-publicity man at GAC here, has joined the Hallicrafter's Radio press wing. **Milt Furgatch** replaces him at GAC. . . . Premium disks have inked **Mickey Carter**, Northwestern University coed.

Freddy Martin Jr., son of the orkster, got publicity in the papers recently as star tackle on a California junior college squad. . . . **Joel Cooper** is opening **Tell Music Distributors**, 1260 South Michigan, this week. The new distribber will handle Coral, replacing Remco, and Neptune and Aetna. Firm is a partnership with **Rolf Vogelien** and **Herb Borbe**, who operate **Tell Music**, Madison, Wis.

Eddie South has been released from a local tuberculosis sanatorium and is re-organizing a small unit. Doctors have not given him an okay to go back to full-time fiddling, but he reports that he is practicing daily. . . . **Clyde McCoy** escaped with only minor cuts and bruises from a serious auto accident while he and the band were jamming to **Waco, Tex.** McCoy missed the first two days of his stay at the **Senic Wonderland Ballroom**.

Eddy Howard into the Capitol Theater, New York, November 16 for three weeks with options. . . . **Danny Cleary**, assistant to **Henry Durst**, of MCA's one-night department, has passed his draft physical, as has **Gene White**, of **Tweet Hogan's** office. . . . **Bob McClellan**, of the Hiway Gardens, Stanwood, Ia., reports that he is building an addition to his terperary which will enable him to play more names. . . . Disk jockey **Linn Burton** and his writer, **Jack Payne**, and **Dick (Two-Ton) Baker** have opened office headquarters at 100 East Ohio.

Saxie Dowell is handling **Chi flackery** for Capitol disks. **Harry Settergren** is concentrating on regional flackery, working with regional chief **Bud Fraser**. . . . **Forrest McAllister** has temporarily taken over as chief of American Music Conference, pending the appointment of a successor to **Bill Mills**, who left recently to take a post with the New York State Chamber of Commerce. . . .

Bob Nossett, chief of Victor's record distributorship here, copped first place in the recent **Victor Cinderella** window display competition. Best window was one produced at the **L. L. Kimball** store, which also received a prize.

Philadelphia:

Count Basie starts a two-week-er at the Club Harlem November 6. . . . **Marvin Kessler** succeeds **Walt Maguire** with the Kayler Company in charge of promotion for Coral records for the record distributing firm. . . . General Artists Corporation now booking **Buddy Greco**, former **Benny Goodman** pianist, who opened last week at the High Note, Chicago. . . . **Billy Hays** takes over the bandstand at the Cadillac Show-Bar November 6. . . . **Jan Partridge**, who used to sing for **Harry Ranch's Kernals of Korn**, doing a floor show solo stint at the Little Rathskeller. . . . **Freddy Gray** takes his band to Biloxi, Miss., for the winter. . . . **Jimmy Brown** and **His Cavaliers** usher in the new music policy at the new Bar-Six.

Hollywood:

Jim Conkling, Capitol's artist-repertoire veepee, East on vacation-biz trip. Will stop over in Chicago to wax **Benny Strong** ork. . . . Ambassador Hotel's **Cocunut Grove**, which in the past played top name bands, will go to local music crews. . . . **Les Brown** and ork back from Korean tour with the **Bob Hope** troupe, returns to the road for one-nighters, playing Amarillo, Tex.; Manhattan, Kan.; Iowa City, Oklahama City and El Paso, from November 15-19. . . . Modern is releasing **Hadda Brooks'** waxings of "White Christmas" and "Silent Night." Diskery's **Joe Bihari** back from Eastern sales junket. . . . **Paul Scheibner**, formerly with **Crystalette** label, now heads sales and promotion for **Cormac Records**. . . . Specialty's **Art Rupe** waxed **Roy Milton** on "Oh, Babe" via long-distance phone to St. Louis. With an eye to the yule mart, Rupe is backing "Babe" with Milton's "Christmas Time Blues." . . . **Dizzy Gillespie**, recently on Capitol, was inked by Discovery to cut eight sides. Pact is for the initial eight sides with options. . . . Discovery's topper **Al Marx** will wax **Red Norvo** in Chicago. . . . Ford dealers will sponsor **Alvino Rey's** ork on a TV series via **San Francisco's KRON-TV**. . . . **Seymour Heller**, of **Gabbe, Lutz and Heller**, personal management firm, faces the wedding music January 14 when he exchanges vows with **Billie Reynolds**, for two years secretary in the G, L & H firm.

Hartford, Conn.:

Dick Haymes, appearing in two-day booking at State Theater, Hartford, was hosted at a cocktail party at DeNino's Restaurant. . . . **Eddie Holly**, vocalist with the **Landerman Brothers** orchestra at Hotel Bond, is marking his fourth year with that musical group.

On the Sound Track:

Ray Anthony's ork inked for a Universal-International featurette. **Starlighters**, vocal group, and **Knight Sisters** will also appear. **U-T's Will Cowan** is producer-director. . . . Twenty-two musical sequences in Metro's "Show Boat" is the top number ever to be used in a single film. Same studio's "Till the Clouds Roll By" (1947) heretofore held the record with 21. . . . Within two years, **Frankie Laine** has boosted his Columbia Pictures take tenfold. When he was first inked for a shot in **Jonie Taps's** "Make Believe Ballroom," his lowed \$2,500. For the next Taps's low-budget musical, he got \$10,000. Now inked for "Sunny Side of the Street," Taps's latest flicker soon to roll, he pockets \$25,000—and just for a week's work. Other disk names set include **Bob Crosby**, **Billy Daniels** and **Sportsmen Quartet**. . . . **Kathryn Grayson** to concertize Europe in 1951 under the **S. Hurok** banner. . . . **Edward J. Kay** scores Allied's "Short Grass." . . . European composer **Nicholas Brodsky** inked by MGM to cleff eight tunes to **Sammy Cahn's** lyrics for **Joe Pasternak's Vic Damone-Jane Powell** co-starrer, "Rich, Young and Pretty." . . . **Brodsky** penned seven songs for **Mario Lanza** and **Kathryn Grayson** in "Toast of New Orleans."

NEW PUB COMBO

Six Cleffers Set Up Hub Firm in Hwd.

HOLLYWOOD, Nov. 4.—Six cleffers have pooled resources to form their own pubbery. Idea is to build up their own tunes to a point where other pubberies will take them over at a solid figure. Firm, to be tagged the **Hub Music Company**, is composed of **Harold Spina**, **Bob Russell**, **Don Raye**, **Gene De Paul**, **Paul Francis Webster** and **Ben Oakland**, all partners in the firm. **Eddie Traubner** will be its business manager, with **Red Doff** handling record exploitation.

Participants in the Hub enterprise are not bound to channel all their cleffings thru the firm. However, tunes that are turned over to Hub will be worked on for disks and performances. Cleffing must have a dinking to go into the Hub catalog. Hub will hold the copyrights on the tunes it promotes and then will transfer the copyright to pubberies wanting to buy its song wares.

Partners will team with themselves on cleffings. Partnership at first will be limited to the original six, but the firm will be opened to others as its activities expand.

Cleffers' Show Key Men Set

NEW YORK, Nov. 4.—Some key personnel have been set for **Songwriters' Hall of Fame**, Tin Pan Alley show which will plug sheet music and which debuts today, 12-12:30 p.m., over **WNBC**, and other owned-and-operated **NBC** stations. Writer will be **Leonard Safr**. **Kenneth Banghart** will be interlocutor. **Arnold Shaw** will produce.

Ted Cott, **WNBC** manager, with whom **Shaw** worked up the show, has arranged for the **NBC** owned-and-operated outlets to carry the program via transcription. The program will be offered for sale by **NBC**.

Finburgh Out Of Bourne

NEW YORK, Nov. 4.—Lee Finburgh, professional manager of **Bourne, Inc.**, is leaving the pubbery Friday (10). He is currently negotiating with several other publishers, but will not announce his new affiliation until he has taken a vacation. **Finburgh**, who resigned on amicable terms, was brought in from the Coast in April, 1949, to manage the **Bourne** operation. Previously he was **West Coast** manager of **Bregman, Vocco & Conn** for 11 years.

Al Pollack Dies at 38

NEW YORK, Nov. 4.—**Al Pollack**, former manager of **Fran Warren**, **Claude Thornhill**, and **Mel Powell**, died here Thursday night (2) at the age of 38. Following a minor operation Tuesday (31), **Pollack** contracted pneumonia.

LONGHAIR HUNT QUITE FRUITFUL

NEW YORK, Nov. 4.—The search by longhair diskeries for previously unrecorded repertoire (*The Billboard* November 4) has proven especially fruitful in works by **Antonio Vivaldi** (1675-1743). With 17 of the prolific cleffers' several hundred concerti already available on LP wax, one diskery, **Period**, has fallen into a whole nest of newly discovered **Vivaldi** works and this week will issue five works in *Concerto Style* on a single 12-inch disk. One features the English horn, and two each are for violin and harpsichord. Works brought to light by **A. Ephrekan**, head of the Italian-based **Vivaldi Society**, who also conducted the **Litschauer Ork** of Vienna in the performances.

THE HOUR OF CHARM ALL GIRL ORCHESTRA & CHOIR

under the direction of...

PHIL SPITALNY

Play and Sing

Our Lady of Fatima

to be featured on the
TV DEBUT
of the
HOUR OF CHARM
ALL GIRL ORCHESTRA
on
Ed Sullivan's
"Toast of the Town"
Sunday, November 12, 8 P.M., EST
CBS-TV



RCA VICTOR Records



78 rpm 47-3920

45 rpm 20-3920

to be featured on the
TV DEBUT
of the
HOUR OF CHARM
ALL GIRL ORCHESTRA
on
Ed Sullivan's
"Toast of the Town"
Sunday, November 12, 8 P.M., EST
CBS-TV

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 1, 2 and 3.

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. Mirad, Mer 5463; R. Flanagan Ork, V 20-3911; K. Griffin, Col 3888; S. Kaye, Col 3896, (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. Caty-S. Fisher, Hi-Tone 315.

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

3. 2. All My Love

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

RECORDS AVAILABLE: H. Babbitt, Coral 60290; B. Crosby-J. Alexander Chorus-V. Young Ork, Dec 27117; X. Cugat Ork, Col 38913; D. Day-C. Dant Ork, V(78)20-3870, (45)47-3870; P. Faith, Col 38918; 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.

2. 3. 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. Tubbs, 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. Stewart, Coral 60266; Leadbelly, Atlantic 917; M. Mullican, King 886; G. Autry, Col(78)20738, (33)2-767; E. Grant, Cap(78)1158, (45)F-1158; Harmony Bells 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.

5. 4. 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.

4. 5. 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. Gulley Ork, Atlantic 918; S. Jaworski-Harmony Bells Ork, Dana 706.

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

8. 6. 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.

- 7. 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. Motola 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.

6. 8. Play a Simple Melody

By Irving Berlin—Published by Irving Berlin (ASCAP)

RECORDS AVAILABLE: G. & B. Crosby-M. Matlock's All Stars, Dec 27112; G. Gibbs-B. Crosby Ork, Coral 60227; P. Harris-W. Scharf Ork, V(45)47-3781; D. Shore-H. Zimmerman Ork, Col(78)38837, (33)1-656; J. Stafford-The Starlighters-P. Weston's Dixie Eight, Cap 1039; R. Paige-J. Cortez Ork-R. Charles Quartet, Admiral 1016.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Chuck Foster, Lang-Worth.

- 9. 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.

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

- 10. Our Lady of Fatima

By Gladys Gollub—Published by Robbins (ASCAP)

RECORDS AVAILABLE: T. Bennett, Col 38926; F. Elliott, London 752; R. Foley-A. Kerr Singers, Dec 14526; Frieeling Sisters, King 15057; R. Hayes-K. Kallen, Mer 5466; B. Kenny-G. Jenkins Ork, Dec 27256; K. Roberts, Coral 64053; S. Sweetland, MGM 10737; L. Vincent, Pearl 600; P. Spitalny, V 20-3920; The Mariners, Col 39042.

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

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IT'S
GREAT...
IT'S
DIFFERENT...
HER FIRST
TORCH NUMBER

TERESA
BREWER

SINGING

with the ALL-STARs

HE CAN COME BACK
ANY TIME HE WANTS TO

backed by

"YOU'VE GOT ME CRYING AGAIN"

NO. 795
78 rpm

NO. 45795
45 rpm

LONDON
RECORDS

THEY ALL YELL YEA! WHEN THEY HEAR...

ANITA O'DAY
SINGING

"Yea Boo"

with the
ALL-STARS

backed by
"TENNESSEE
WALTZ"

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

London
RECORDS

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

... based on reports received November 1, 2 and 3

Table with 3 columns: Rank, Record Title, Artist. Lists top 29 records including 'All My Love', 'Harbor Lights', 'Nevertheless'.

Songs With Greatest Radio Audiences (ACI)

Table with 3 columns: Rank, Song Title, Artist. Lists top 30 songs including 'Punky Pumpkin', 'Thinking of You', 'All My Love'.

VOX JOX

Trend Talk

Eugene Tobaben, KSMI, Seminole, Okla., writes 'Disk requests here have recently swung from Western to pop...'

Platter Palaver

Big Joe Rosenfield, WINS, New York, has teamed up with a local fight promoter to distribute Thanksgiving turkeys to the blind...'

Ad Lib Cuttings

Ted Steele, WMCA and WPIX, New York, has hired Elaine Bergman to handle d. j. promotion for his new pubbery 'Ted Steele Music'...

Best Selling Sheet Music

... based on reports received November 1, 2 and 3

Table with 3 columns: Rank, Song Title, Artist. Lists top 20 sheet music items including 'Harbor Lights', 'Goodnight, Irene', 'La Vie En Rose'.

England's Top Twenty

Table with 3 columns: Rank, Song Title, Artist. Lists top 20 songs from England including 'Goodnight, Irene', 'Have I Told You Lately?'.

Songs With Most TV Performances (RH Tele-Log)

Table with 3 columns: Rank, Song Title, Artist. Lists top 30 songs with most TV performances including 'Punky Pumpkin', 'Thinking of You'.

Preems Fred Rawlinson, ex-WJEJ, Hagerstown, Md., has joined WFMD, Frederick, Md. ... Bob jockey' in The Cleveland Herald's recent poll...

Graham is new staffer at KAYL, Storm Lake, Ia. Eddy Thomas, same outlet is now piloting station's daily ailer 'Variety Time'...

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

COMING UP FAST!

	78	45
	rpm	rpm
"ORANGE COLORED SKY" Kenton and Cole.....	1184	F1184
"DADDY'S LAST LETTER" Tex Ritter.....	1267	F1267
"BUSHEL AND A PECK," "BEYOND THE REEF" Margaret Whiting & Jimmy Wakely.....	1234	F1234

HOT SELLERS!

POPULAR

"OH, BABE," "EVERYBODY'S SOMEBODY'S -FOOL" Kay Starr.....	1278	F1278
"I'LL NEVER BE FREE," "NOBODY'S BUSINESS" Starr & Ernie.....	1124	F1124
"BONAPARTE'S RETREAT" Kay Starr.....	936	F936
"ORANGE COLORED SKY" Kenton-Cole.....	1184	F1184
"BEYOND THE REEF," "BUSHEL AND A PECK" Margaret Whiting & Jimmy Wakely.....	1234	F1234
"NEVERTHELESS," "HARBOR LIGHTS" Ray Anthony.....	1190	F1190
"DADDY'S LAST LETTER" Tex Ritter.....	1267	F1267
"GOOFUS" Les Paul.....	1192	F1192
"MONA LISA" Nat "King" Cole.....	1010	F1010
"SOMETIME," "NO OTHER LOVE" Jo Stafford.....	1053	F1053
"LITTLE CHRISTMAS TREE," "FROSTY THE SNOWMAN" Nat "King" Cole.....	1203	F1203
"SO LONG SALLY," "RAINY DAY REFRAIN" Jan Garber.....	1246	F1246
"JUST THE WAY YOU ARE" Gordon MacRae & Ewing Sisters.....	1193	F1193
"NOLA" Les Paul.....	1014	F1014

WESTERN & FOLK

JIMMY WAKELY "Pot O' Gold".....	1240	F1240
HANK THOMPSON "Humpty Dumpty Boogie".....	1198	F1198
RAMBLIN' JIMMIE DOLAN "I've Got the Craziest Feeling".....	1245	F1245
GENE O'QUIN "That Lowdown Runnin' Around".....	1219	F1219
JIMMIE SKINNER "The Hem Of His Garment".....	1220	F1220
TENNESSEE ERNIE "Cincinnati Dancing Pig".....	1174	F1174
TEX WILLIAMS "Wild Card".....	1166	F1166



Week ending
NOV. 11, 1950

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

Ray Anthony
Anthony
and His Orchestra

AUTUMN LEAVES



coupled with

"MR. ANTHONY'S BOOGIE"

CAPITOL RECORD NO. 1280 on 78 rpm • F1280 on 45 rpm

NEW RELEASES ON Capitol

<p>FRANK DeVOL and his MUSIC OF THE CENTURY Orchestra</p> <p>"THE ONE-FINGER MELODY" (Yum-Dee-Da-Dee-Da) coupled with "YOU CAN MARRY ME" Vocal Duet by Helen O'Connell & Frank DeVol 78 rpm No. 1297 45 rpm No. F1297</p>	<p>POPULAR</p> <p>Introducing THE FOUR FRESHMEN</p>  <p>"I WANNA GO WHERE YOU GO, THEN I'LL BE HAPPY" Vocal by Hal Kretzsch with Group Accompaniment coupled with "MR. B'S BLUES" Vocal by Dan Barber with Group Accompaniment 78 rpm No. 1293 45 rpm No. F1293</p>
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MEL TORME with Pete Rugolo & His Ork.	"Skylark" and "Lullaby Of The Leaves"	1291	F1291
JAN GARBER and His Orchestra	"(I've Got A) Humpty Dumpty Heart" and "I've Been Waitin' Too Long"	1292	F1292
UNCLE JULIUS and His Boys	"Come Under My Umbrella" and "Uncle Julius' Wiggle Waltz"	1294	F1294
EDDIE GRANT at the Hammond Organ with Rhythm Accompaniment	"The Petite Waltz" and "Beyond The Reef"	1296	F1296



TENNESSEE ERNIE'S greatest Western since "Smokey Mountain Boogie" **"THE SHOT GUN BOOGIE"**

coupled with

"I AIN'T GONNA LET IT HAPPEN NO MORE"

78 rpm No. 1295 45 rpm No. F1295

THE BILLBOARD Music Popularity Charts

• Best Selling Pop Singles

... based on reports received November 1, 2 and 3

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 | Week | Week

19	1	1	GOODNIGHT, IRENE	G. Jenkins-Weavers
			Tzena, Tzena, Tzena	Dec(78)27077; (45)9-27077-BMI
10	2	2	HARBOR LIGHTS	S. Kaye
			Sugar Sweet	Col(78)38963; (33)1-784-ASCAP
23	3	3	MONA LISA	Nat "King" Cole
			Greatest Inventor of Them All	Cap(78)1010; (45)F-1010-ASCAP
12	7	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
			Ain't Nobody's Business But My Own	Cap(78)1124; (45)F-1124-ASCAP
11	4	5	ALL MY LOVE	P. Page
			Roses Remind Me of You	Mercury(78)5455; (45)5455X45-ASCAP
16	5	6	SAM'S SONG	Gary-Bing Crosby
			Simple Melody	Dec(78)27112; (45)9-27112-ASCAP
16	6	7	SIMPLE MELODY	Gary-Bing Crosby
			Sam's Song	Dec(78)27112; (45)9-27112-ASCAP
5	9	8	HARBOR LIGHTS	G. Lombardo
			Petite Waltz	Dec(78)27208; (45)9-27208-ASCAP
8	13	9	THINKING OF YOU	D. Cherry
			Here in My Arms	Dec(78)27128; (45)9-27128-ASCAP
22	8	10	BONAPARTE'S RETREAT	K. Starr
			Someday, Sweetheart	Cap(78)936; (45)F-936-BMI
14	10	11	CAN ANYONE EXPLAIN?	Ames Bros.
			Sittin' 'n' Starin' 'n' Rockin'	Coral(78)60253; (45)9-60253-ASCAP
10	14	12	OUR LADY OF FATIMA	R. Hayes-K. Kaitlen
			Honestly, I Love You	Mercury(78)5466; (45)5466X45-ASCAP
3	23	13	NEVERTHELESS	P. Weston
			Beloved Be Faithful	Col(78)38982; (33)1-813-ASCAP
7	11	14	ORANGE COLORED SKY	King Cole Trio-S. Kenton
			Jam-Bo	Cap(78)1184; (45)F-1184-ASCAP
2	22	15	BUSHEL AND A PECK	B. Hutton-P. Como
			She's a Lady	V(78)20-3930; (45)47-3930-ASCAP
11	12	16	I'LL ALWAYS LOVE YOU	D. Martin
			Baby, Obey Me	Cap(78)1028; (45)F-1028-ASCAP
5	15	16	ALL MY LOVE	G. Lombardo
			Swiss Bellringer	Dec(78)27118; (45)9-27118-ASCAP
2	23	16	NEVERTHELESS	R. Anthony
			Harbor Lights	Cap(78)1190; (45)F-1190-ASCAP
5	19	19	ALL MY LOVE	B. Crosby
			Friendly Islands	Dec(78)27117; (45)9-27117-ASCAP
6	18	20	ALL MY LOVE	P. Faith
			This Is the Time	Col(78)38918; (33)1-752-ASCAP
5	29	21	THINKING OF YOU	E. Fisher-H. Winterhalter
			If You Should Leave Me	V(78)20-3901; (45)47-3901-ASCAP
15	17	22	LA VIE EN ROSE	T. Martin
			Tonight	V(78)20-3819; (45)47-3819-ASCAP
1	—	22	ALL MY LOVE	Dennis Day
			Goodnight, Irene	V(78)20-3870; (45)47-3870-ASCAP
7	16	24	PATRICIA	P. Como
			Watchin' the Trains Go By	V(78)20-3905; (45)47-3905-ASCAP
3	26	24	HARBOR LIGHTS	R. Anthony
			Neverttheless	Cap(78)1190; (45)F-1190-ASCAP
7	—	26	OUR LADY OF FATIMA	R. Foley
			Rosary	Dec(78)14526; (45)9-14526-ASCAP
1	—	26	NEVERTHELESS	Mills Brothers
			Thirsty for Your Kisses	Dec(78)27253; (45)9-27253-ASCAP
3	21	28	NEVERTHELESS	R. Flanagan
			Red We Want Is the Red We've Got	V(78)20-3904; (45)47-3904-ASCAP
2	29	29	HARBOR LIGHTS	R. Flanagan
			Singing Winds	V(78)20-3911; (45)47-3911-ASCAP
5	—	30	LA VIE EN ROSE	Bing Crosby
			I Cross My Fingers	Dec(78)27111; (45)9-27111-ASCAP
1	—	30	HARBOR LIGHTS	Bing Crosby
			Beyond the Reef	Dec(78)27219; (45)9-27219-ASCAP

DEALER DOINGS

Trade Talk

"What with three speeds and the flood of new releases, we're hoping for something drastic, like a recording ban, so we can catch up and really do a job on some of the new numbers before they get snowed under."—Altone Music, West Allis, Wis. "If we sell one 45 album, we're lucky. They don't sell—but 78 albums do. You're making a mistake in forgetting the 78 sales."—Best Music Company, Oakland, Calif. "We have no new selling tricks. A ready smile, a willingness to please and suggestions are the best tricks."—Hub Bub Record Shop, Cleveland. "We need more classics on 45 for the college students who find that the 45 player fits their small student rooms perfectly."—Bell Music Company, Lawrence, Kan. "We predict that the Christmas season will be the greatest in the history of the record business."

"We Need—"

"A box-type storage album for 45 records. It should be something like the RCA Victor bonus album."—Pemberton Plumbing Company, Mineral Wells, Tex. "More LP manufacturers to coat album covers so they can be wiped clean with a damp cloth. London and Mercury do it, but the other companies make it difficult for us to move LP records that have become soiled while in stock."—The Salem Record Shop, Salem, Ore. "To get the new releases at the same time that the radio stations get them. Out here only Decca gets them to us in a hurry."—Ollinger Radio Service, La Salle, Ill. "A 'Retailer's Pick' in the Country and Western charts printed in The Billboard."—Fuller's, Poplar Bluff, Mo.

Selling Tips

Paramount Record Shops, Philadelphia, taking full advantage of the extra traffic resulting from acting as advance ticket sales agency for local concerts and fashion shows. . . . Music Makers, Bronx, N. Y., set up a special Al Jolson memorial window, displaying all of the late artist's disks and albums. . . . The Record Shop, North Bend, Ore., suggests to customers that they leave their RCA Victor record bonus books in a special file at the store. It's convenient for the customer and builds constant traffic for the store.

Teen Time

According to Bob Boyle, disk department manager for the Boston Store, Milwaukee, the store's Saturday ayeem radio show, "Teen Time Turntable," is the most successful promotion attempted in years. Originally set for a 13-week run on WEMP, the store is ready to continue the show indefinitely. Highlight of the disk show is a contest among three would-be disk jockeys drawn from local high schools. Listeners are asked to vote for their favorites, with the winner getting prizes and a guest appearance with Joe Dorsey's "Wire Request" show on the station. Mail pull for the show is terrific, reaching 1,600 letters in the program's third week.

News and Chatter

Danbury Music Company, Danbury, Conn., ran a half-price sale on 78 r.p.m. classical albums, selling "almost our entire stock." . . . A brand new Mrs., but an experienced disk seller, is Mrs. Gloria Peters, assistant manager, Paulbrook Music, Louisville. . . . Sutton Record Shoppe, Chicago, is running a weekly ticket raffle, with disk purchases required in order to get a numbered slip for the Wednesday night gift-

• Best Selling Children's Records

... based on reports received November 1, 2 and 3

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 | This
to date | Week | Week

39	1	1	CINDERELLA (Two Records)	
			I. Woods and Others	V(78)Y-399; (45)WY-399
6	2	2	TWEETIE PIE (One Record)	
			M. Blanc-B. May	Cap(78)CAS-3074; (45)CAS-3074
35	3	3	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	
			B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX3058; (45)CBX3058; (33)HX3059
9	4	4	BUGS BUNNY MEETS HIAWATHA (One Record)	
			M. Blanc-B. May	Cap(78)CAS-3072; (45)CAS-3072
4	6	5	BOZO ON THE FARM (Two Records)	
			P. Colvig-B. May	Cap(78)DBX-3076; (45)CBX-3076
12	4	6	TREASURE ISLAND (Two Records)	
			B. Driscoll	V(78)Y-416; (45)WY-416
4	8	7	HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP (One Record)	
			B. Boyd	Cap(78)CBX-3075; (45)CBX-3075
3	11	8	FROSTY THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER (One Record)	
			G. Autry	Col(78)MJV-75; (33)4-750
1	—	9	RUDOLPH THE RED-NOSED REINDEER (One Record)	
			G. Autry	Col(78); MJV-56
5	9	10	DAFFY DUCK MEETS YOSEMITE SAM (One Record)	
			M. Blanc-B. May	Cap(78)CAS-3073; (45)CAS-3073
125	9	11	LITTLE TOOT (One Record)	
			Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
45	14	12	HOWDY DOODY AND THE AIR-O-DOODLE (Two Records)	
			Bob Smith-H. Rene	V(78)Y-397; (45)WY-397
54	13	13	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	
			M. Blanc-B. May	Cap(78)DBX-3032; (45)CBX-3032; (33)HX-3060
50	7	13	BOZO AND THE BIRDS (Two Records)	
			P. Colvig-B. May	Cap(78)DBX-3033; (45)CBX-3033; (33)HX-3064
9	—	15	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	
			Dennis Day	V (45) WY-33

• Best Selling Classical Titles

... based on reports received November 1, 2 and 3

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

Last Week	This Week	Record Title
2	1	Rachmaninoff: Concerto for Piano and Ork. No. 2 in C Minor; A. Rubinstein NBC Symphony Ork. V. Golschmann. V(33)LM-1005
1	2	Tchaikovsky: Swan Lake Ballet Music, A. Kostelanetz Ork. Col(33)ML-4308
—	3	Offenbach: Gaites Parisienne, Boston Pops Ork; Arthur Fiedler, conductor. V(33)LM-1001
4	4	Tchaikovsky: Nutcracker Suite, Opus 71A; A. Kostelanetz Ork. Col(33)ML-4151
5	4	Verdi: Highlights From Rigoletto, Erna Berger, Leonard Warren, Jan Peerce, Italo Tajo, Robert Shaw, conductor-Chorale RCA Victor Ork. V(33)LM-1104

Best Selling 45 R.P.M.

5	1	Toast of New Orleans, M. Lanza, RCA Victor Ork; G. Callinicos, conductor; E. Malbin. V(45)WDM-1395
4	2	Verdi: Highlights From Rigoletto, Erna Berger, Leonard Warren, Jan Peerce, Italo Tajo, Robert Shaw, conductor-Chorale RCA Victor Ork. V(45)WDM-1414
1	3	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	Adam: Ballet Music From Giselle, Royal Opera Ork; Covent Garden, R. Irving, conductor. V(45)WDM-1397
2	5	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor. V(45)WDM-920

• Advance Classical Releases

... based on reports received November 1, 2 and 3

Chopin: Nocturnes Album—J. Jonas (1-10") Col(33)ML-2143	Schumann: Carnival Album—C. Arrau (1-10") Dec(33)DL-7502
Gian-Carlo Menotti: The Consul Album—Original Cast (2-12") Dec(33)DX-101	Sleigh Ride—L. Anderson & His Pops Concert Ork (Promenade) Dec 16000
Gounod: Avant de Quitter Ces Lieux (Faust, Act 2) —Robert Merrill-RCA Victor Ork-Jean Paul Morel, Cond. (Offenbach: Scintille) V(45)49-1414	Verdi: Condotta Ell' Era in Ceppi (Il Trovatore, Act 2)—Cloe Elmo-RCA Victor Ork-J. Paul Morel, Cond. (Verdi: Stride) V(45)49-1381
Hindemith: Theme and Four Variations (The Four Temperaments) Album—Zimmler String Sinfonietta-L. Foss (1-10") Dec(33)DL-7501	Verdi: Aria—Dormiro Sol Nel Manto Mio Regal Cont (Don Carlos, Act 4)—Italo Tajo-RCA Victor Ork-J. Paul Morel, Cond. (Verdi: Ella Giammai M'Amo-Dormiro) V(45)49-1380
Mozart: Concerto for Clarinet and Orchestra in A Major Album—R. Kelli-Zimmler Sinfonietta (1-10") Dec(33)DL-7500	Verdi: Recit.—Ella Giammai M'Amo-Aria: Dormiro Sol Nel Manto Mio Regal, Part 1 (Don Carlos, Act 4) Italo Tajo-RCA Victor Ork-J. Paul Morel, Cond. (Verdi: Dormiro) V(45)49-1380
Offenbach: Scintille Diamant (Tales of Hoffman, Act 3)—Robert Merrill-RCA Victor Ork-J. Paul Morel, Cond. (Gounod: Avant) V(45)49-1414	Verdi: Stride la Vampa (Il Trovatore, Act 2)—Cloe Elmo-RCA Victor Ork-J. Paul Morel, Cond. (Verdi: Condotta) V(45)49-1381
Promenade—L. Anderson & His Pops Concert Ork (Sleigh Ride) Dec 16000	

• Best Selling Pop Albums

... based on reports received November 1, 2 and 3

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 This
Week Week

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

1	1	THREE LITTLE WORDS	MGM(78)53; (33)E-516
2	2	SOUTH PACIFIC	Col(78)MM-850; (33)ML-4180
4	3	TEA FOR TWO	Col(78)C-215; (33)CL-6149
3	4	YOUNG MAN WITH A HORN	Col(78)C-198; (33)CL-6106
5	5	ANNIE GET YOUR GUN	MGM(78)50; (33)E-509
6	6	SUMMER STOCK	MGM(78)MGM-56; (33)E-519
8	7	VOICE OF THE XTABAY	Cap(78)CD-244; (33)H-244
7	8	GUY LOMBARDO TWIN PIANO	Dec(78)A-512; (33)DL-5002
9	9	YOU'RE HEARING GEORGE SHEARING	MGM(78)55; (33)E-518
—	10	GUY LOMBARDO AND HIS ROYAL CANADIANS SILVER JUBILEE	Dec(78)A-762; (33)DL-5235

Best Selling 45 R.P.M.

2	1	ANNIE GET YOUR GUN (Four Records)	MGM(78)50; (45)G-1001
1	2	THREE LITTLE WORDS (Four Records)	MGM(78)MGM-53; (45)K-53
3	3	SUMMER STOCK (Four Records)	MGM(78)MGM-56; (45)K-56
4	4	GUY LOMBARDO-THE TWIN PIANOS, VOL. 1 (Three Records)	Dec(78)A-512; (45)9-11
6	5	OKLAHOMA (Six Records)	Dec(78)DA-359; (45)9-6
9	6	TOAST OF NEW ORLEANS (Two Records)	V(45)WDM-1417
—	7	JOLSON SINGS AGAIN (Four Records)	Dec(78)716; (45)9-4
5	8	RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (Three Records)	V(78)P-268; (45)WP-268
7	9	YOU'RE HEARING GEORGE SHEARING (Four Records)	MGM(78)55; (45)K-55
—	10	VAUGHN MONROE SINGS A MEDLEY OF COLLEGE SONGS (Four Records)	V(78)P-299; (45)WP-299

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Occupation _____

THE UNITED STATES OF AMERICA VS. YOU KNOW WHO—

"Please Say Goodnight To The Guy, Irene"



THE BIG BIG Ziggy Talent Hit!

20-3925—(47-3925)*

This week's
New Releases
... on **RCA Victor**

Release 50-45

Ships Coast to Coast, Week of November 12

POPULAR

- DENNIS DAY and Henri Rene and His Orchestra**
Christmas in Killarney
I'm Praying to St. Christopher
20-3970—(47-3970)*
- TONY MARTIN and FREDDY MARTIN and His Orchestra**
Tambarina
Once Upon a Rhumba
20-3972—(47-3972)*
- RAY MCKIMLEY and His Orchestra**
Sam, Don't Slam the Door
Mama's Gone, Good Bye
20-3973—(47-3973)*
- HENRI RENE and His Orchestra**
Always You
Bubble, Bubble, Bubble (Pink Champagne)
20-3975—(47-3975)*

COUNTRY

- CHET ATKINS and His Guitar Pickers**
The Birth of the Blues
Confusin'
21-0402—(48-0402)*
- ROSALIE ALLEN and The Black River Riders**
I've Got the Craziest Feeling
One and One Is Two, Baby
21-0403—(48-0403)*
- HOMER and JETHRO**
Oh Babe!
Disk Jockey's Nightmare
21-0404—(48-0404)*

POP-SPECIALTY

- ERNIE BENEDICT and His Polkateers**
Euclid Polka
Midnight Waltz
25-1179—(51-1179)*

NEW ALBUM

- AL GOODMAN and His Orchestra**
Guys and Dolls
K-27—(WK-27)*

*45 rpm Nos.



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

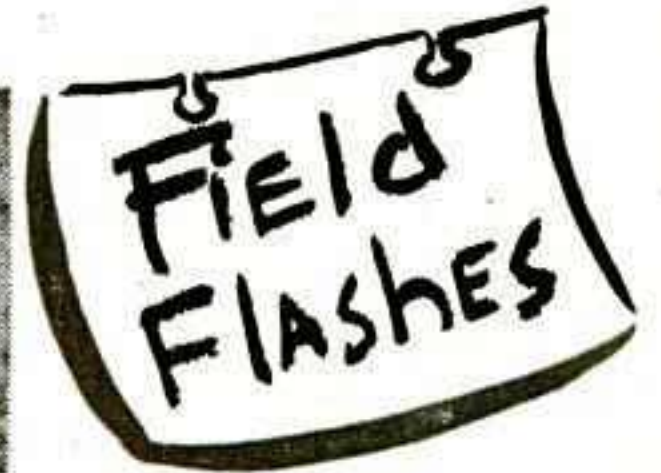
- \$ Mommy, Won't You Buy a Baby Brother?**
Spike Jones and His City Slickers..... 20-3934—(47-3934)*
- \$ The Golden Rocket**
Hank Snow and His Rainbow Ranch Boys..... 21-0400—(48-0400)*
- \$ I'm Movin' On**
Hank Snow and His Rainbow Ranch Boys..... 21-0328—(48-0328)*
- \$ A Bushel and a Peck**
Perry Como and Betty Hutton..... 20-3930—(47-3930)*
- \$ Patricia**
Perry Como..... 20-3905—(47-3905)*
- \$ Please Say Goodnight to the Guy, Irene**
Ziggy Talent..... 20-3925—(47-3925)*
- \$ Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Ork..... 20-3920—(47-3920)*
- \$ Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork..... 20-3901—(47-3901)*
- \$ The Love Bug Itch**
Eddy Arnold..... 21-0382—(48-0382)*
- \$ Molasses, Molasses**
Spike Jones and His City Slickers..... 20-3939—(47-3939)*
- \$ You're Just in Love**
Perry Como with the Fontane Sisters..... 20-3945—(47-3945)*
- \$ A Rainy Day Refrain**
Mindy Carson..... 20-3921—(47-3921)*
- \$ Rockin' With Red**
Piano Red..... 22-0099—(50-0099)*



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

- ★ ALL MY LOVE**
Dennis Day 20-3870—(47-3870)*
No. 29 Most Played Disc Jockey Records, Billboard, Nov. 4th.
- ★ NEVERTHELESS**
Ralph Flanagan 20-3904—(47-3904)*
No. 21 Best Selling Pop Single, Billboard, November 4.
No. 17 Most Played Disc Jockey Record, Billboard, November 4.
No. 17 Most Played Juke Box Record, Billboard, November 4.
- ★ A MARSHMALLOW WORLD**
Vaughn Monroe 20-3942—(47-3942)*
Picked by Billboard, Nov. 4th issue.
- ★ MARRYING FOR LOVE**
Perry Como 20-3922—(47-3922)*
Picked by Coin Operators and Retailers, Billboard, Nov. 4.
- ★ I CAN'T GIVE YOU ANYTHING BUT LOVE**
Buddy Morrow 20-3947—(47-3947)*
No. 5 Disc Jockey Pick, Billboard, November 4.

TIPS THE THING by Phil Harris
20-3968—(47-3968)*



THE THING, Phil Harris' new release, is running away in New York City and is an overnight hit nationally. THE THING is an RCA Victor exclusive, with yet no sheets on the market. Competish buying RCA Victor's record in order to case arrangement. What folly, without Phil Harris THE THING wouldn't be THE THING!

Over 20,000 customer requests for RCA Victor's WORDS & MUSIC Books. The books contain a compilation of 36 ads. In each, a famous author writes about a famous RCA Victor classical artist. Nice words, and mighty nice reading.

The whole trade's talking about Phil Spitalny's first record for RCA Victor breaking into the big hit circle—OUR LADY OF FATIMA. Let's face it, those Hour of Charm gals can sing.

Fred Fletcher, WRAL, Raleigh, N. C., and one of the nation's top deejays, is increasing his already high Hooper by making daily announcements of new arrivals at the city's hospitals while plugging Spike Jones' smash hit, MOMMY, WON'T YOU BUY A BABY BROTHER.

Those who heard The Fontane Sisters cut their big version of THE TENNESSEE WALTZ at RCA Victor's New York studios actually applauded! Engineers' handling date say that never happened before at any previous recording version.

Wayne Bennett, RCA field rep, says Southwest dealers give as reason for big upswing in retail biz, RCA Victor's current disc landliders: BABY BR. (Spike Jones); BUSHEL & A PECK (Como & Hutton); PATRICIA (Como); THE GOLDEN ROCKET (Hank Snow), and others (see "Going Strong" list at left).

The Three Suns, who have been doing material songs for many years, give both dealers and public their long-awaited version of two top publisher plug tunes: TO THINK YOU'VE CHOSEN ME and IT IS NO SECRET

Disc Jockies, please note: Watch for important announcement on The Sons of the Pioneers (within 60 days).

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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Complete Inventories Bought Over 1,000 Satisfied Customers

WE'RE BEING FLOODED

(With orders, that is) for Sonny Calelo singing

"When You Kiss A Stranger"

and "Cuban Love Song"

Better Get in the Swim

Apollo No. 1170

APOLLO RECORDS, INC.

457 West 45th St. New York 19, N. Y.

THE BILLBOARD

Music Popularity Charts

Advance Rhythm & Blues Record Releases

Ain't You Kinda Lonesome—B. Bryant (I'm a) MGM 10838

Michigan Water Blues—Grant "Mr. Blues" Jones (Night Time) Decca 48179

Floyd Dixon Inks Pact With Aladdin

HOLLYWOOD, Nov. 4.—Floyd Dixon, ex-Peacock label warbler, was signed by Aladdin Records to a seven-year contract.

Discovery Takes 2d Kidisk Fling

HOLLYWOOD, Nov. 4.—Discovery Records takes a second stab on kidisks in issuing its previously released Molasses and converted cover to a kid folder on 45 r.p.m.

THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

... based on reports received November 1, 2 and 3

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...

Table with 10 columns: Rank, Weeks Last, This to date, Title, Artist, Label. Includes records like 'ANYTIME, ANYPLACE, ANYWHERE' by J. Morris and 'TEARDROPS FROM MY EYES' by Ruth Brown.

Most-Played Juke Box Rhythm & Blues Records

... based on reports received October 25, 26 and 27

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...

Table with 10 columns: Rank, Weeks Last, This to date, Title, Artist, Label. Includes records like 'BLUE SHADOWS' by L. Fulson and 'ANYTIME, ANYPLACE, ANYWHERE' by J. Morris.

PUT YOUR MONEY ON — AMOS MILBURN BAD, BAD WHISKEY AL 3068 CHARLES BROWN AGAIN AL 3066 CALVIN BOZE LIZZIE LOU AL 3065

Another Hit By FATS DOMINO ON IMPERIAL RECORD NO. 5099 "EVERY NIGHT ABOUT THIS TIME" "KOREA BLUES"

RECORD MATRIX WORK For Manufacturers of Phonograph Records MASTERS, MOTHERS, STAMPERS

RECORD PRESSING Originators of the NON-SLIP FLEX (Pat. Pending) Research Craft Co.

NO. 1 ACROSS THE NATION "ANYTIME ANYPLACE ANYWHERE" (with JOE MORRIS and LAURIE TATE) ATLANTIC #914

SURE FIRE HITS! Featuring MARY DELOACH "Our Father Loves His Son" "I'll Ride On A Cloud With My Lord"

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWER	REVIEWER	REVIEWER	REVIEWER
ERSKINE HAWKINS ORK (Ace Harris) Tennessee Waltz CORAL 60313—Harris warbles the great hillbilly torch waltz in a warm, impassioned style. Treatment is country, and majority of listeners would think they're listening to a Foley or Arnold warbler here. Could be a long-shot bet.	83--83--82--84				
SKIPPIN' AND A HOPPIN' Instrumental swing riffer moves.	73--73--72--74				
BETTE McLAURIN (C. Hopkins Ork) Cryin' My Heart Out for You BIG NICKEL 1005—Tune's a fair torch item, thrush pipes weakly and without feeling. A dull item.	40--40--40--40				
Are You Forgettin' Love? (Henry Wright)	55--55--55--55				
DINAH WASHINGTON (J. Carroll Ork) Time Out for Tears MERCURY 5503—Tune was an r & b click a couple of seasons back via Savannah Churchill's waxing. Miss Washington sells it soulfully, with big and pretty orking.	82--82--82--82				
Only a Moment Ago Thrush doesn't get much moxie into this current pop ballad.	67--67--66--68				
JOHNNY HODGES ORK It Shouldn't Happen to a Dream MERCER 1951—A slow Hodges alto solo, more tedious than pretty.	53--56--53--50				
A Little Taste Hodges solos up-tempo on a bright riffer, cleanly orked by a star Ellington combo. More jazz than r & b potential here.	62--64--62--60				
JULIAN DASH QUINTET My Silent Love SIGNATURE 32025—The ex-Erskine Hawkins tenorist blows a moody reading of the revival from out an echo chamber. In keeping with the current r & b ballad trend.	76--77--75--77				
Creamin' Teddy Wilson's "Blues in C Sharp Minor" forms the pattern for this medium blues go by tenorist Dash. Good beat for dancers.	65--65--64--66				
THE ORIOLES Can't Seem to Laugh Anymore JUBILEE 5040—Sock reading of the Johnny Parker ballad should score another winner for the Orioles.	83--84--83--83				
I Cross My Fingers Neat r & b treatment of this pop hit rounds out one of the best couplings this group has turned out.	79--80--78--80				
EDDIE DAVIS QUINTET Surgery SIGNATURE 28129—Tenor sax, guitar and piano solos in bop. A dull side even for the bop fans.	42--42--44--40				
Athlete's Foot A little more bite here, as tempo picks up and combo works a unison riff around solos, but still of limited interest.	55--55--55--55				
RED MILLER Love Me, Darling KING 4406—Miller chants a dull ballad. Warbling and trio backing are ordinary.	40--40--40--40				
To You Miller chants the pretty ballad warmly, with tenor sax obbligato added to rhythm combo.	72--72--72--72				
JOE THOMAS ORK Harlem Hop KING 4401—So-so combo riffer, featuring tenor sax solo.	67--67--66--68				
Soovy Soovy Baby Routine slow blues, with Thomas chanting an acceptable vocal.	63--63--63--63				
LONNIE JOHNSON I'm So Crazy for Love KING 4411—A real standout ballad here, and Johnson sings his heart out in his direct, old-fashioned style, plus his strong guitaring. Should be a big record.	84--84--84--85				
Nothin' Clickin' Chicken Up-tempo novelty blues is engagingly and humorously projected by the old-timer.	73--73--71--75				
ARBEE STIDHAM ORK So Tired of Dreaming V 22-0101—The blues warbler sings badly out of tune on this slow ballad, for which he's backed with a large combo. Tedious stuff.	50--50--50--50				
You'll Be Sorry Stidham's much more at home and comfortable with this up-tempo blues.	72--72--72--72				
CHARLES BROWN Merry Christmas Baby SWING TIME 238—Re-issue of a stickout Three Blazers Yule blues. Could get some seasonal attention.	74--74--74--74				
Lost in the Night Another fine Blazers record is re-released; masters come from the folded Exclusive waxery.	72--72--72--72				
MABEL SCOTT Boogie Woogie Santa Claus SWING TIME 239—Re-issue of the fine Christmas novelty that stirred attention last year on the now defunct Exclusive label. Disk didn't reach all regions last year, has a good market potential.	81--81--80--82				
That Ain't the Way To Love Another re-issue, this one a swinging novelty lyric set to a catchy riff melody.	74--74--74--74				
HAPPY JOE LEWIS Party Line 4 STAR 1528—A standout humorous double-entendre blues is infectious sold by Lewis and ensemble to a keeps-moving boogie beat. Too blue for airing, but a rousing record.	82--NS--83--82				
He's a Mean, Mean Man (Little Micky)	66--64--66--68				
LUCKY MILLINDER ORK (Lee Richardson) Please Open Your Heart KING 4419—Richardson's Eckstyling is especially impressive in a rich ballad offering.	76--77--76--76				
Teardrops From My Eyes (Wynonie Harris-L. Millinder Ork)	76--76--76--77				
Harris is forced to fight the big band here, but should do some business with his shout coverage of the blues tune.					
CHUCK MERRILL Lonesome Blues MGM 10830—Bary blues warbler essays a cliché-filled, synthetic hunk of blues-ballad in competent fashion.	61--61--60--62				
Best Woman in Town Fine warbler lets loose a little here, but the offering is still too sanitary in matter and conception.	67--68--67--67				
THE BLENDERS I'm So Crazy for Love DECCA 48183—On-rushing new ballad hit gets a wonderfully smooth group go here, tho it's likely to ride behind the Lonnie Johnson version.	81--82--80--80				
What About Tonight? Fine rendition of some lesser material.	71--72--70--72				
LOWELL FULSON Sinner's Prayer SWING TIME 237—Fulson's heart-and-soul chanting and a great backing job by rhythm combo should make this a big item in the South.	83--83--83--83				
Old Time Shuffle Blues (Lloyd Glenn-Fulson Unit)	81--81--81--81				
Glenn knocks out an irresistible medium boogie BB solo on the Teddy Wilson "Blue in C Sharp Minor" bass figure. Rhythm support is tops.					

HAL SINGER ORK Rock Around the Clock MERCURY 8196—Formula good-rocker gets lost before it gets started, as ensemble chanting and instrumental work are muddled.	55--55--52--58
Fine As Wine Boys straighten out here with a rocking, socking blues. Singer's chanting is strong and band plays clean and with beat.	73--73--72--74
GRANT "MR. BLUES" JONES Night Time Is the Right Time DECCA 48179—Jones chants a fine old blues by Roosevelt Sykes with style and feeling, with band chording blue underneath.	77--77--77--77
Michigan Water Blues Here's another familiar blues, this one by Clarence Williams. Not as effectively sold as flip.	70--70--70--70
WYNONIE HARRIS-LUCKY MILLINDER ORK Oh, Babe KING 4418—Wynonie is somewhat overshadowed by the band in this production treatment of the novelty riffer. It's a big, hard-hitting job, but the chanter's usual drive and vitality aren't there.	74--74--74--75
Silent George (Lucky Millinder Ork)	71--71--71--71
Myra Johnson pipes this so-so rhythm item with verve. Sounds a little like Julie Lee.	

Kind Words From Friends

Continued from page 12

sttuents in congratulating you on the new format adopted by The Billboard. It is a great step forward by a great theatrical weekly newspaper, one that is part and parcel of the history of the music business along with the rest of show business of the past half-century. . . . Elliott Shapiro: Congratulations on Billboard's new dress. It's perfect. . . . Maxene, Patti and La Verne—the Andrews Sisters: 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.

Milton R. Rackmil: Congratulations, new format very effective. Kind regards. . . . **Jo Stafford:** Congratulations on your new format. Didn't think Billboard could be better but you have done it. Best wishes. . . . **Lou 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.

Glenn Wallich, president, Capitol Records, Inc.: Heartiest congratulations to you gentlemen and your associates on the new Billboard format. All of us here at Capitol join in wishing you all possible success. . . . **Ray Anthony:** Congratulations on your new format. It looks wonderful. Best wishes. . . . **Charles Grean:** Congratulations to Billboard on its new birthday clothes, which make it look like a real comer for a centennial celebration. That fast, accurate coverage of the entertainment front looks even more up-to-the-minute in its new garb. . . . **Elliot Lawrence:** Billboard marches on. Really a great publication. . . . **Hugo Winterhalter:** Congratulations on your new look and your old dependability. . . . **Joe Carlton, Mercury Records:** Congratulations on your new format. It's alive, it's readable, it's almost as good as when I was music editor.

Julie Stearns, general professional manager, Broadcast Music, Inc.: Congratulations on your new format. It's wonderful. . . . **Cathy Mastic:** Congratulations on the new format, may it go on to be a bigger and better paper. . . . **Kappi Jordan:** May this mean bigger and better things ahead for Billboard and for you. Best wishes. . . . **Burt Taylor:** Congratulations and good luck on your new format. . . . **Morris S. Price, Mercury Record Corporation** sales director: The new Billboard is as great as its name. . . . **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. . . . **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 crossroad 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 roadside billboard and the ads are as attractive as TV's animated commercials. In the lingo of music biz, it's a smash. Sincerely. . . . **Jack Smith:** Sure like the new Billboard. It's pleasant reading. . . . **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 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.

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. . . . **Milt Eb- bins:** 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.

"Irene" Rolls Fast on Disks


NEW YORK, Nov. 4.—Good-night, Irene, published by Spencer Music and shaping up as one of the fastest-selling records in the history of the disk business, has now racked up a 1,500,000 sales figure on the Decca Gordon Jenkins-Weavers platter alone. By the end of the year the disk, plus the remaining Decca disks on the tune, is expected to easily hit the 2,000,000 mark. Sides put out by other labels are expected to hike the total sales figure to 2,500,000 by January 1.

Sheet music sales on the tune have hit 400,000. Jenkins-Weavers disk came out June 19 and, by Labor Day, 81 days later, had hit the million mark.



Swing Time

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BEST SELLER



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SWING TIME
ST 238A+


CHARLES BROWN
SINGING HIS ORIGINAL
**MERRY CHRISTMAS
BABY**
With
JOHNNY MOORE'S 3 BLAZERS

Backed by
LOST IN THE NIGHT
ST 238A
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ANOTHER SUREFIRE SELLER!

MABEL SCOTT
SINGING HER ORIGINAL
**BOOGIE WOOGIE
SANTA CLAUS**
ASK FOR ST 239A+

Backed with
**THAT AIN'T THE
WAY TO LOVE**
ST 239A
★
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XMAS RELEASE**

See your local Distributor or write direct



Swing Time

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**WATCH
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We've got a few hit tunes sizzling on the front burner . . . so keep your eye on Trell.

Announcement will be made soon in **The Billboard**

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MORROW

and his Orchestra...

"I CAN'T GIVE YOU ANYTHING BUT LOVE"

(AND THE ALPHABET)

78rpm 20-3947
45rpm 47-3947

RCA
VICTOR Records



THE BEST TROMBONE WORK
IN THE LAST TWELVE YEARS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received November 7, 2 and 3

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	Last	This	to date	Week	Week	Record	Label
18	1	1					GOODNIGHT, IRENE.....G. Jenkins-Weavers Dec(78)27077; (45)9-27077—BMI	
10	4	2					HARBOR LIGHTS.....S. Kaye Col(78)38963; (33)1-784—ASCAP	
22	2	3					MONA-LISA.....Nat "King" Cole Cap(78)1010; (45)F-1010—ASCAP	
11	8	4					ALL MY LOVE.....P. Page Mercury(78)5455; (45)5455X45—ASCAP	
16	3	5					SIMPLE MELODY.....Gary-Bing Crosby Dec(78)27112; (45)9-27112—ASCAP	
14	5	6					CAN ANYONE EXPLAIN?.....Ames Bros. Coral(78)60253; (45)9-60253—ASCAP	
<p>(S. Churchill, Arco 1259; R. Anthony Ork, Cap 1131; V. Damone, Mer 5474; L. Green-Honey Dreamers, V 20-3902; 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)</p>								
12	7	7					I'LL NEVER BE FREE.....K. Starr-Tennessee Ernie Cap(78)1124; (45)F-1124—ASCAP	
<p>(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-Skylarks, MGM 10829)</p>								
24	6	8					BONAPARTE'S RETREAT.....K. Starr Cap(78)936; (45)F936—BMI	
<p>(E. Grant, Cap(78)1158, (45)1158; Tommy Jackson, Mer 6280; P. Napoleon, Col 38891; L. McAuliffe, Col(78)20706, (33)2-664; G. Krupa, V(78)20-3766, (45)47-3766)</p>								
5	10	9					HARBOR LIGHTS.....G. Lombardo Dec(78)27208; (45)9-27208—ASCAP	
6	13	10					ORANGE COLORED SKY.....King Cole-S. Kenton Cap(78)1184; (45)F-1184—ASCAP	
6	11	11					ALL MY LOVE.....G. Lombardo Dec(78)27118; (45)9-27118—ASCAP	
16	9	12					SAM'S SONG.....Gary-Bing Crosby Dec(78)27112; (45)9-27112—ASCAP	
<p>(V. Young Ork, Dec 27033; T. Harper-M. Klein's Dixieland Band-4 Hits and a Miss, Col(78)38876, (33)1-695; Melodeons, MGM 10743; F. Martin Ork, V(45)47-3798; H. Geller Ork-Tune-Timers, Mer 5450; L. Noble, Coral 60250; C. "Shanty" Hogan-B. Wayne-J. Pleis Ork, London 692; J. "Fingers" Carr, Cap 962)</p>								
5	12	13					ALL MY LOVE.....Bing Crosby Dec(78)27117; (45)9-27117—ASCAP	
2	23	13					BUSHEL AND A PECK.....M. Whiting & J. Wakely Cap(78)1234; (45)F1234—ASCAP	
6	14	15					HARBOR LIGHTS.....K. Griffin Col(78)38889; (33)1-710—ASCAP	
7	15	16					PATRICIA.....P. Como V(78)20-3905; (45)47-3905—ASCAP	
<p>(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)</p>								
3	20	16					HARBOR LIGHTS.....R. Anthony Cap(78)1190; (45)F1190—ASCAP	
9	20	18					I'M FOREVER BLOWING BUBBLES.....G. Jenkins-A. Shaw Dec(78)27186; (45)9-27186—ASCAP	
<p>(J. Lee, Cap 1149; The Palmers, Tone 502; E. Howard Ork, Mer 5490; Mr. Goon Bones-B. Lantz-H. Fisher, Mer 5498; Shep Fields Ork, MGM 10823; Tune-Timers-R. Arthur Ork, Hi-Tone 317)</p>								
3	19	19					THINKING OF YOU.....D. Cherry Dec(78)27128; (45)9-27128—ASCAP	
1	—	19					BUSHEL AND A PECK.....B. Hutton-P. Como V(78)20-3930; (45)47-3930—ASCAP	
1	—	19					NEVERTHELESS.....Mills Brothers Dec(78)27253; (45)9-27253—ASCAP	
<p>(T. Phillips Ork-Bill Sagone, London 773)</p>								
2	17	22					NEVERTHELESS.....R. Flanagan V(78)20-3904; (45)47-3904—ASCAP	
6	25	22					I'LL ALWAYS LOVE YOU.....D. Martin Cap(78)1028; (45)F1028—ASCAP	
<p>(D. Shore, Col 38848; M. Tilton, Coral 60258; E. Wilson-D. Cherry, Dec 27244)</p>								
3	20	24					NEVERTHELESS.....P. Weston Col(78)38982; (33)1-813—ASCAP	
1	—	24					OH BABE.....L. Prima Robin Hood 101	
<p>(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)</p>								
8	17	26					OUR LADY OF FATIMA.....R. Hayes-K. Kallen Mercury(78)5466; (45)5466X45—ASCAP	
1	—	27					THIRSTY FOR YOUR KISSES.....Ames Brothers Coral(78)60300; (45)9-60300—ASCAP	
<p>(Mills Bros., Dec 27253)</p>								
1	—	27					NEVERTHELESS.....F. Laine Mercury(78)5495; (45)5495X45—ASCAP	
1	—	29					TO THINK YOU'VE CHOSEN ME...E. Howard Mercury(78)5517; (45)5517X45—ASCAP	
<p>(S. Kaye Ork, Col 39036; A. Mooney Ork-B. Manning-Skylarks, MGM 10839; S. Oliver Ork-R. Young, Dec 27262)</p>								
2	25	30					PLEASE SAY GOODNITE TO THE GUY IRENE.....Z. Talent V(78)20-3925; (45)47-3925	
<p>(Two Ton Baker, Mer 5527)</p>								

Once
Again
It's

RCA VICTOR Records

Bringing
You--Your
Next

Dinah Shore
Hit...



"NOBODY'S CHASING ME"

From Cole Porter's ... "OUT OF THIS WORLD"

backed by

"MY HEART CRIES FOR YOU"

45 rpm 47-3978

78 rpm 20-3978



RCA VICTOR Records



Soon To Be Released
Irving Berlin's
**"CALL ME
MADAM"**
DINAH SHORE and the Original
Broadway Company

THE BILLBOARD Music Popularity Charts

NATIONAL Hits!!
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DANNY SCHOLL
 NATIONAL No. 9119
"I'M GONNA LIVE TILL I DIE"
 NATIONAL No. 9122
"THANKS, AMERICA"
"FOREVER FAITHFUL"

THE GALLI SISTERS
 NATIONAL No. 9133
"BECAUSE! HE'S SANTA CLAUS"
"SANTA, SEND SOMEONE TO ME"
THE RAVENS
 NATIONAL No. 9062
"WHITE CHRISTMAS"
"SILENT NIGHT"



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ANDREA FILIPPO
 (Who gave you LAURA TR636)
 and His 24 Singing Fiddles
I'LL SEE YOU IN MY DREAMS
 and
I'II GET BY
 TR 638
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 presents
Freddie Darian singing
 with Johnny Durhams' Orchestra
THE CHRISTMAS I'VE BEEN DREAMING OF
 Why Can't It Be You No. 1154
I REALLY DON'T WANT TO KNOW
 I Still Love You No. 1155
FOLK SONGS - PUBLICATIONS
 6000 SUNSET BLVD. HOLLYWOOD 28, CALIF.

Country & Western Records Most Played by Folk Disk Jockeys

... based on reports received November 1, 2 and 3

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label	
20	1	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
15	2	2.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692—BMI
7	3	3.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
9	4	4.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F1124—ASCAP
2	6	5.	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Col(78)20739; (33)2-770
5	5	6.	THEY'LL NEVER TAKE HER LOVE FROM ME	H. Williams	MGM(78)10760; (45)K10760—BMI
25	7	7.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 10696—BMI
1	—	8.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770—BMI
2	10	9.	FADED LOVE	B. Wills	MGM(78)10786; (45)K10786
32	—	10.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI

Most Played Juke Box Folk (Country & Western) Records

... based on reports received November 1, 2 and 3

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label	
17	1	1.	I'M MOVIN' ON	Hank Snow	V(78)21-0328; (45)48-0328—BMI
6	2	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
5	4	3.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F1124—ASCAP
14	3	4.	GOODNIGHT, IRENE	R. Foley-E. Tubb	Dec(78)46255; (45)9-46255—BMI
32	6	5.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
9	6	6.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692—BMI
10	5	7.	CININNATI DANCING PIG	R. Foley	Dec(78)46261; (45)9-46261—ASCAP
1	—	8.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Col(78)20739; (33)2-770—BMI
24	8	9.	WHY DON'T YOU LOVE ME?	H. Williams	MGM 16096—BMI
7	10	10.	GOODNIGHT, IRENE	M. Mullican	King 886—BMI

Advance Folk (Country & Western) Record Releases

... based on reports received November 1, 2 and 3

Beloved, Be Faithful—M. Shiner-E. Crosby (Walking With) Decca 46273	I Saw You as You Walked Away—C. Ham (Moonlight Over) 4 Star 1533
Coffee, Cigarettes and Tears—Charles (Peanut) Faircloth (Mississippi) Decca 46271	I Watched You Walk Away—C. Story (I Heard) Mer 6284
Dear Daddy Uncle Sam—B. Scott (When I) Dot 1014	I Won't Be Home—R. Foley (Dear Little) Decca 46277
Dear Little Girls—R. Foley (I Won't) Decca 46277	If You Want Some Lovin'—Dude Martin (It Wouldn't) Mer 6290
Devil Calls a Meeting—C. Robison (Texas) Decca 10837	If You've Got the Money I've Got the Time—M. Shiner (I Overlooked) Decca 46274
Golden Rocket, The—H. Snow (Paving the) V 21-0400	I'm a Fool—Princess Gilbert (Hold That) Decca 48182
Hold That Train, Conductor—J. Shaw-Princess Gilbert (I'm a) Decca 48182	(Remember Me) I'm the One Who Loves You—C. Moody (I've Only) King 909
I Didn't Realize—Bob Willis Ork (Tater Pie) MGM 10836	It Wouldn't Be The Same Without You—Dude Martin (If You) Mer 6290
I Hear a Choir—R. Foley (The Place Where) Decca 46274	I've Only Myself to Blame—C. Moody (I'm the) King 909
I Heard My Mother Weeping—C. Story (I Watched) Mer 6284	Lightning Express—M. Shiner (Sweet Mama) Decca 46274
I Overlooked an Orchid—M. Shiner (If You've) Decca 46274	Mississippi River Blues—Charles (Peanut) Faircloth (Coffee) Decca 46271
	Moonlight Over Blue Water—Claude Ham (I Saw) 4 Star 1533
	No Bed of Roses—R. Rogers-D. Evans (Yellow Bonnets) V 21-0399
	Open Up That Door, Hiram—Prairie Ramblers (Wrangler Boogie) Mer 6283
	Paving the Highway With Tears—H. Snow (Golden Rocket) V 21-0400
	Place Where I Worship, The—R. Foley (I Hear) Decca 15437
	Prairie—Red River Dave (Searching for) MGM 10843
	Searching for You, Buddy—Red River Dave (Prairie) MGM 10843
	Sweet Mama Blues—M. Shiner (Lightning Express) Decca 46272
	Take Back Your Heart—R. Stewart (Worried) King 907
	Tater Pie—Bob Willis Ork (I Didn't) MGM 10836

Best-Selling Retail Folk (Country & Western) Records

... based on reports received November 1, 2 and 3

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

POSITION	Weeks Last This to date Week Week	Record	Artist	Label	
19	1	1.	I'M MOVIN' ON	H. Snow	V(78)21-0328; (45)48-0328—BMI
7	2	2.	LOVEBUG ITCH	E. Arnold	V(78)21-0382; (45)48-0382—BMI
11	3	3.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Col(78)20714; (33)2-692—BMI
8	4	4.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap(78)1124; (45)F1124—ASCAP
10	5	4.	CININNATI DANCING PIG	R. Foley	Dec(78)46261; (45)9-46261—ASCAP
3	7	6.	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Col(78)20739; (33)2-770—BMI
2	9	7.	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb	Dec(78)46269; (45)9-46269—BMI
2	10	8.	OUR LADY OF FATIMA	R. Foley	Dec(78)14526; (45)9-14526—ASCAP
35	8	9.	I'LL SAIL MY SHIP ALONE	M. Mullican	King 830—BMI
14	6	10.	GOODNIGHT, IRENE	E. Tubb-R. Foley	Dec(78)46255; (45)9-46255—BMI

Country & Western (Folk) Record Reviews

ARTIST	TUNES	COMMENT	RECORD
SHORTY LONG-NELSON KING	Don't Tell My Mommy	KING 906—Long sings and King narrates a tear-jerking tale of a hopelessly sick lad. Plenty of effort here—perhaps too much.	73--75--75--70
	No Wars in Heaven	Sacred material, effectively warbled by Long, has timely interest.	77--78--77--75
EDDIE KIRK	Somebody's Crying	CAPITOL 1175—Crisp, danceable vocal dishing, with wailing harmonica, guitar, and fiddle for effects. Should do okay.	80--80--79--80
	Puppy Love	Cute, contagious novelty, with a toe-tapper beat.	78--79--78--77
HANK PENNY	I'm Gonna Have My Picture Took	KING 902—Penny chants a genuinely humorous down-home ditty that has the real country-boy flavor and savor.	77--77--77--77
	Remington Ride	Swinging steel guitar solo romp.	68--68--66--70
TEX WILLIAMS (and His Western Caravan)	Wild Card	CAPITOL 1166—One of Tex's best since "Smoke, Smoke, Smoke." He talk-chants the story of a country boy taken by a pair of riverboat sharpies. Combo work socks all the way.	85--85--85--85
	Tamburita Boogie	Swinging boogie novelty, with Tex singing the unusual, offbeat lyrics engagingly.	80--80--80--80
REX ALLEN (and the Arizona Wranglers)	Too-Lee-Rollum	MERCURY 6286—Allen does a warm, vibrant job with a nostalgic cowboy waltz.	75--75--75--75
	Honolulu Boogie	Inconsequential bit of fluff gets a noble try.	50--50--50--50
BUZ BUTLER	The Rubber Ball Bounce	MERCURY 6281—Butler projects and combo swings on this boogie woogie novelty.	77--77--76--78
	The Medicine Show	Up-tempo hoedown ditty about the professor and his medicine show. Good, salty downhome humor here.	72--72--70--74

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES:
Wesley Tuttle (Coral) has been honored by the Kiwanis Club, Pocomo, Calif., being named prexy of the org after his first year with the group. . . . **Tennessee Ernie** had his son, **Buck**, on his TV show recently. **Buck** is now seven months old. . . . **The Louvin Brothers**, formerly in Knoxville, Tenn., have moved to Danville, Va. . . . **Is Nathan**, personal manager of **Kenny Roberts**, reports that the Coral warbler will play Castle Farm, Cincinnati, November 11, and is set for about 10 days of pre-Christmas party work in and around Dayton, O., starting December 15. He will also work Ohio theaters. . . .
Don Gibson, currently at Shelby, N. C., has inked a deal with RCA Victor. **Gibson**, ex-Mercury, is now heard over the Southwest web for a milling sponsor. His band is called the **King Cotton Kinfolks**. . . . **Cowboy Copas**, **Billy Starr** and **Lazy Jim Day** are still working the Fox Theaters circuit. . . . **Donn Reynolds**, yodeler, set for the National Barn Dance, Chicago, November 4. . . . **Tex Daniels** has become co-producer of his **Lazy H Ranch Boys** weekly TV show over WAAM, Baltimore. The Associated Retailers of St. Louis will sponsor the 17th annual Folk Festival at Kiel Auditorium, St. Louis, April 4-7. . . . **J. L. Frank**, rustic music promoter, has sold out in Nashville and will probably move to Louisville. **The Masters Family**, formerly with Mercury, have inked with Columbia. They just switched from WJHP, Jacksonville, Fla., to WROL and WIBK, Knoxville, Tenn., where they have daily shows on both stations.
J. G. (Goober) Buchanan, for the past five years at WSIX, Nashville, reports that he and his **Ken-tuckians** have started a new series (Continued on page 35)

Leo's Doing Nip-Ups...

over this
Zingy, Zesty, Zowie Version
of a Great Familiar March*

"THE BILLBOARD MARCH"

by MGM's... **JEROY HOLLMES**
and His Orchestra

backed by the current pop click

"OH BABE"

MGM Non-Breakable #10858

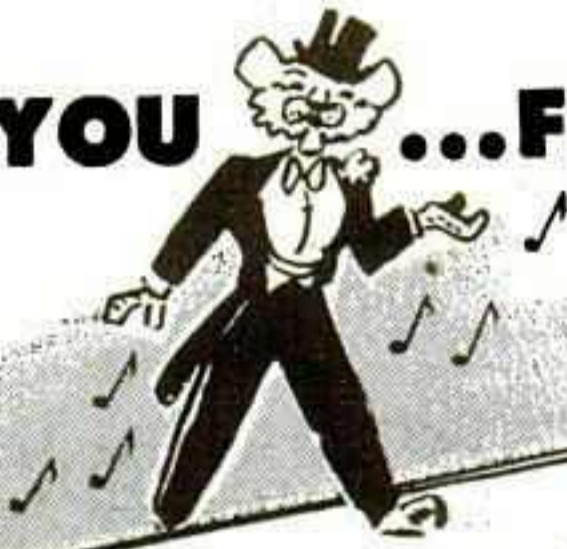
* the famous showbusiness "play on" and "play off" music written by composer John Klohr almost 50 years ago and dedicated to The Billboard. MGM Records is proud to record this tune and dedicate it once again to the general amusement publication. The Billboard, to commemorate the introduction of its new, tabloid-size newspaper format on the occasion of its 57th birthday.



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JOHNNY DESMOND



SLEIGH RIDE
A MARSHMALLOW WORLD

Available 2 Record Speeds
78 RPM—MGM 10827 • 45 RPM—MGM K10827

ART LUND

IF I WERE A BELL
(from the musical production "Guys and Dolls")

THE SONG OF DELILAH
Available 2 Record Speeds
78 RPM—MGM 10826 • 45 RPM—MGM K10826



TOMMY TUCKER
and his Orchestra

MOLASSES, MOLASSES (It's Icky Sticky Goo)
Vocal by JUDY VALENTINE and Group

LOOKS LIKE A COLD, COLD WINTER
Available 2 Record Speeds
78 RPM—MGM 10824 • 45 RPM—MGM K10824



GLENN MOORE

I SOLEMNLY SWEAR
GET ME THE WHA'CHA-MA-CALL-IT
(Off a The Thing-A-Ma-Jig)

MGM Non-Breakable 10842



YOUR LUCKY 7 BEST SELLERS!

MOANIN' THE BLUES • NOBODY'S LONESOME FOR ME
IT'S A SIN • DON'T YOU BELIEVE HER
NO, NO, JOE • HELP ME UNDERSTAND
YOU ARE THE IDEAL OF MY DREAMS
THAT'S THE WAY IT GOES WITH LOVE
BE MY LOVE • ONLY A MOMENT AGO
A BUSHEL AND A PECK • SO LONG SALLY
FADED LOVE • BOOT HEEL DRAG

HANK WILLIAMS
IVORY JOE HUNTER
LUKE THE DRIFTER
BLUE BARRON
and his Orchestra
BILLY ECKSTINE
JOHNNY DESMOND
BOB WILLS

MGM 10832*
MGM 10818
MGM 10806*
MGM 10820*
MGM 10799*
MGM 10800*
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* Also available on 45 RPM Records

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.

RUDDOLPH, THE RED-NOSED REINDEER..... Gene Autry..... Columbia 38610

Last year's big seasonal smash looks like a sure-fire bet to bring in the coin anew from all corners of the market—kid, pop and country. Autry looks like the repeat winner, but this year has a goodly number of competing versions, with Bing Crosby's Decca plattering the likeliest for place money.

AUTUMN LEAVES..... Jo Stafford..... Capitol 1248
Ray Anthony Ork..... Capitol 1280

One of the loveliest ballads of the year stacks up as the kind of item which grows slowly but surely with each hearing. Capitol has come up with the likeliest vocal in Jo Stafford's effort, which is not unlike her "No Other Love" in mood and feeling, as well as a potent dance slicing by the upcoming Anthony band. Der Bingle has a warm reading on Decca.

THE THING..... Phil Harris Ork..... Victor 20-3968

A fresh novelty with the air of a Highland fling and the flavor of a tub of suds is delivered with zest and punch by Harris. Could make a fast sweep.

I'M SO CRAZY FOR LOVE..... Billy Eckstine..... MGM 10856

This feelingful a. and b. initiated ballad falls right into Mr. B's groove. He hands the lift the proper romantic touch for his pop fans and should hit strong in the r. and b. mart.

OH, BABE..... Kay Starr..... Capitol 1278

Kay shakes it and breaks it as she propels her winning reading of this Louis Prima-initiated good rocker.

The Disk Jockeys Pick

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

1. OH, BABE..... Kay Starr..... Capitol 1278
2. I GUESS I'LL HAVE TO DREAM THE REST..... Frank Sinatra..... Columbia 39044
3. OH, BABE..... The Ames Brothers..... Coral 60327
4. CROSS MY HEART I LOVE YOU..... Hugo Winterhalter..... Victor 20-3943
5. BE MY LOVE..... Mario Lanza..... Victor 49-1353
6. I'VE NEVER BEEN IN LOVE BEFORE..... Ralph Flanagan..... Victor 20-3949
7. JING A LING, JING A LING..... Frank DeVol..... Capitol 1247
8. LETTER TO MY MOTHER..... Leo Fuld.....
9. COULD BE..... Dick Haymes..... Decca 27217
10. COULD BE..... Vaughn Monroe..... Victor 20-3915

The Retailers Pick

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

1. TO THINK YOU'VE CHOSEN ME..... Eddy Howard..... Mercury 5517
2. OH, BABE..... Kay Starr..... Capitol 1278
3. OH, BABE..... Ames Brothers..... Coral 60327
4. MOMMY, WON'T YOU BUY A BABY BROTHER FOR ME..... Spike Jones..... Victor 20-3947
5. OH, BABE..... Louis Prima..... Robin Hood 101
6. A MARSHMALLOW WORLD..... Vic Damone..... Mercury 5496
7. SLEEPY OL' RIVER..... Frankie Laine..... Mercury 5500
8. TENNESSEE WALTZ..... Patti Page..... Mercury 5535
9. TO THINK YOU'VE CHOSEN ME..... Ames Brothers..... Coral 60327
10. MARRYING FOR LOVE..... Perry Como..... Victor 20-3922

The Operators Pick

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

1. LUCKY, LUCKY, LUCKY ME..... Evelyn Knight..... Decca 27182
2. MARRYING FOR LOVE..... Perry Como..... Victor 20-3922
3. THIRSTY FOR YOUR KISSES..... Mills Brothers..... Decca 27253
4. BEYOND THE REEF..... Margaret Whiting and Jimmy Wakely..... Capitol 1234
5. A MARSHMALLOW WORLD..... Vic Damone..... Mercury 5496
6. THE PLACE WHERE I WORSHIP..... Al Morgan..... London 784
7. RAINY DAY REFRAIN..... Andrews Sisters and Guy Lombardo..... Decca 27202
8. PLEASE SAY GOODNIGHT TO THE GUY, IRENE..... Ziggy Talent..... Victor 20-3925
9. YOU'RE MINE YOU..... Gordon Jenkins and Artie Shaw..... Decca 27186

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:

1. MOANIN' THE BLUES..... Hank Williams..... MGM 10832
2. MOCKING BIRD HILL..... The Pinetoppers..... Coral 64061
3. GEE, BUT IT'S LONESOME TONIGHT..... Al Rogers..... MGM 10816
4. GOLDEN ROCKET..... Hank Snow..... Victor 21-0400
5. NOBODY'S LONESOME FOR ME..... Hank Williams..... MGM 10832
6. IF MEMORIES WERE MONEY..... Ozie Waters..... Coral 64060
7. JELLY BEAN RAG..... Leon McAuliffe..... Columbia 20755
8. THANK GOD FOR VICTORY IN KOREA..... Jimmie Osborne..... King 908

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

THE GREATEST CHRISTMAS HITS OF ALL TIME ARE BING'S ON

DECCA
RECORDS

MAKE THIS

A CROSBY CHRISTMAS

DECCA presents
GARY, PHILLIP, DENNIS, LINDSAY and BING
in
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GARY



PHILLIP



BING



LINDSAY



DENNIS

with JEFF ALEXANDER CHORUS and JOHN SCOTT TROTTER and his Orchestra

THAT CHRISTMAS FEELING—Song by GARY and BING • I'D LIKE TO HITCH A RIDE WITH SANTA CLAUS—Song by LINDSAY
THE SNOW MAN—Song by PHILLIP and DENNIS

DECCA
DU-796

Words by Johnny Burke • Music by James Van Heusen

A
CROSBY CHRISTMAS
GARY, PHILLIP, DENNIS, LINDSAY
and BING CROSBY

Selections Include: THAT CHRISTMAS FEELING
(Sung by GARY and BING)—I'D LIKE TO HITCH
A RIDE WITH SANTA CLAUS (Sung by LINDSAY)
—THE SNOW MAN (Sung by PHILLIP and DENNIS)

DECCA ALBUM DU-796 • One 10-inch 78 RPM
DECCALITE* Record • Price \$1.00

DECCA ALBUM 1-134 • One 45 RPM Unbreakable
Record • Price 95¢

*Unbreakable Under Normal Use

OTHER DECCA CROSBY CHRISTMAS ALBUMS IN 78, 45 and 33 1/3 rpm



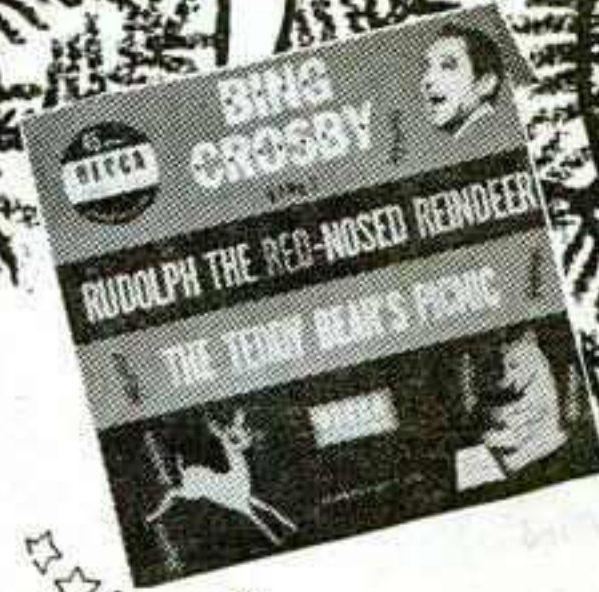
CHRISTMAS GREETINGS
BING CROSBY and
THE ANDREWS SISTERS

Selections Include: HERE COMES SANTA CLAUS
(Right Down Santa Claus Lane)—TWELVE DAYS
OF CHRISTMAS—YOU'RE ALL I WANT FOR
CHRISTMAS—THE FIRST NOWELL—CHRISTMAS
CAROLS—Part 1—CHRISTMAS CAROLS—Part 2
DECCA ALBUM A-715, Three 10-inch 78 RPM Records,
Price \$3.00 • DECCA ALBUM 9-66, Three 45 RPM
Unbreakable Records, Price \$2.60 • DL 5020, 10-inch
Long Play Unbreakable Record, Price \$2.85



MERRY CHRISTMAS
BING CROSBY

Selections Include: SILENT NIGHT, HOLY
NIGHT—ADESTE FIDELES (O Come All Ye
Faithful)—WHITE CHRISTMAS—GOD REST YE
MERRY, GENTLEMEN—I'LL BE HOME FOR
CHRISTMAS—FAITH OF OUR FATHERS—JIN-
GLE BELLS—SANTA CLAUS IS COMIN' TO
TOWN
DECCA ALBUM A-550, Four 10-inch 78 RPM Records,
Price \$3.75 • DECCA ALBUM 9-65, Four 45 RPM Re-
cords, Price \$3.35 • DL 5019, 10-inch Long Play Un-
breakable Record, Price \$2.85



**RUDOLPH THE RED-NOSED
REINDEER and
THE TEDDY BEAR'S PICNIC**
BING CROSBY

CHILDREN'S SET K-15, 10-inch 78 RPM Record, Price
\$1.00 • CHILDREN'S SET 1-123, 45 RPM Unbreakable
Record, Price 95¢



THE SMALL ONE
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with Supporting Cast, Sound Effects and Music
DECCA ALBUM DA-553, Two 10-inch 78 RPM Records,
Price \$2.75 • DECCA ALBUM 2-111, Two 45 RPM
Unbreakable Records, Price \$1.90 • DL 6000, 10-inch
Long Play Unbreakable Record, Price \$3.35

CROSBY CHRISTMAS SINGLES IN 78 and 45 rpm

Jingle Bells Santa Claus Is Comin' To Town	BING CROSBY and ANDREWS SISTERS DECCA 23281 9-23281*	The Christmas Song O Fir Tree Dark	BING CROSBY DECCA 24144 9-24144*	Rudolph The Red-Nosed Reindeer The Teddy Bear's Picnic	BING CROSBY DECCA 27159 9-27159*
Silent Night Adeste Fideles	BING CROSBY DECCA 23777 9-23777*	Here Comes Santa Claus (Right Down Santa Claus Lane) Twelve Days Of Christmas	BING CROSBY and ANDREWS SISTERS DECCA 24658 9-24658*	(The Toys Gave A Party For) Poppa Santa Claus Mele Kalikimaka	BING CROSBY and ANDREWS SISTERS DECCA 27228 9-27228*
White Christmas God Rest Ye Merry, Gentlemen	BING CROSBY DECCA 23778 9-23778*	You're All I Want for Christmas The First Nowell	BING CROSBY DECCA 24659 9-24659*	That Christmas Feeling Silver Bells	BING CROSBY and CAROL RICHARDS DECCA 27229 9-27229*
I'll Be Home for Christmas Faith of Our Fathers	BING CROSBY DECCA 23779 9-23779*	Christmas Carols—Medley— Two Parts	BING CROSBY DECCA 24670 9-24670*	A Crosby Christmas—Two Parts	GARY, PHILLIP, DENNIS, LINDSAY, and BING CROSBY DECCA 27249

*INDICATES 45 RPM VERSION

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



America's Fastest Selling Records



THE BILLBOARD Music Popularity Charts

Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- Accidents Will Happen—Vera Lynn-B. Farnon Ork (And You'll) London 745
- Ain't It Awful—The A. Van Damme Quintette (Touch) Cap 1282
- All-By-Myself—Glen Gray Ork—Eugenie Baird (My Shimmie) Coral 60324
- And You'll Be Home—Vera Lynn-B. Farnon Ork (Accidents) London 745
- Before You Fall in Love—M. Towne-J. Gould Quartette (I'm) Franwil F-100
- Beloved, Be Faithful—The Melodeons (Petite) MGM 10834
- Best Things for You, The—Russ Cass Ork-C. Blake (You're) MGM 10845
- Beyond the Reef—R. Ross Ork (Rainy) Coral-60322
- Blue Christmas—Dottie Dillard-Jack Shook (There's) Coral-64066
- Boogie Woogie Santa Claus—P. Page-J. Rael Ork (Tennessee) Mer 5534
- Bushel and a Peck—Andrews Sisters-V. Schoen Ork (Guys) Dec 27252
- Button Up Your Overcoat—R. Murphy (I Wanna) Dec-27268
- Ching-Ara-Sa-Sa—Andrews Sisters-D. Kaye-V. Schoen Ork (Orange) Dec 27261
- Christmas Comes—3 Beaus and a Peep-Elm Star Trio-(Merry) Franwil 701
- Christmas in Killarney—P. Faith-The Shillelagh Singers (Norah) Col 39048
- Christmas Time—A. Alcott-The Carolers (Maybe You) Carol 1
- Christmas Tree Angel, The—Andrews Sisters (I'd) Dec 27251
- Darling All My Own, A—W. Raymond Ork (It's) Selest
- Diga Diga Doo—H. Grayco-M. Klein Ork (Or No) London 761
- Dixieland Band From Santa Claus Land—J. Dorsey Ork (It's) Col 39035
- Doncha Go 'Way Mad—Page Cavanaugh Trio (Except) Discovery 527
- Don't Be That Way—Ler Richardson Ork (I'm) De Luxe 3309
- Don't Say You Care—Ted Martin Ork (You) Regal 1205
- Don't You Know or Don't You Care—Bill Farrell-Russ Case Ork (Love) MGM 10840
- Dream Awhile—Mel Torme-Mel Tones-Ray Linn Ork (Makin') MGM 10844
- Embrujado—L. Arcaraz Ork (Johnson) V 23-5252
- Evenin'—B. Martin Ork ('Hey') Coral 65041
- Except for Lovin' You—Page Cavanaugh Trio (Doncha) Discovery 527
- Fullly-Feelin'—Mills Brothers (I Don't) Dec-27267
- Get Me the Wha'Cha-Ma-Call-It—G. Moore-The Moore Men (I Solemnly) MGM 10842
- Goofus—J. Mercer-P. Weston Ork (Winter) Cap 1285
- Got Two Arms—The Ray-O-Vacs (A Kiss) Dec-48181
- Guys and Dolls—Andrews Sisters-V. Schoen Ork (Busset) Dec 27252
- Halls of Ivy—R. Flanagan Ork-H. Prime (Oh!) V 20-3954
- He Can Come Back Anytime He Wants To—T. Brewer-The All-Stars (You've) London 795
- 'Hex' Lucinda—B. Martin Ork (Evenin') Coral 65041
- I Can't Give You Anything But Love, Baby—B. Greco-The Keys (You) London 855
- I Don't Care—J. Long-Glee Club-Long Shots (Once) King 15081
- I Don't Mind Being All Alone—The Colemans (You) Regal 3297
- I Don't Mind Being All Alone—L. Green Ork (I'm) V 20-3957
- I Don't Mind Being All Alone—Mills Brothers (Funny) Dec 27266
- I Guess I'll Have To Dream the Rest—F. Sinatra (Nevertheless) Col 39044
- I Need a Girl—L. Shearing-C. Foster Ork (I Should) London 787
- I Never Want a Sweetheart—E. Shuler's All Star 'Reveliers' (Your) Goldband G-1019
- I Put My Head in the Lion's Mouth—P. Bergen-G. Wyle Ork (Just) V 20-3958
- I See a Million People—Cab Calloway-Palmer Brothers (I See) Col 39034
- I See a Million People—B. Goodman Ork-Peggy Lee (I See) Col 39034
- I Should Have Known—L. Shearin-C. Foster Ork (I Need) London 787
- I Solemnly Swear—G. Moore-The Moore Men (Get) MGM 10842
- I Wanna Be Loved by You—R. Murphy (Button) Decca-27268
- I'd Like To Hitch a Ride With Santa Claus—Andrews Sisters (Christmas) Dec-27252
- If You've Got the Money I've Got the Time—K. Roberts (Molasses) Coral-64064
- I'll Know—F. Warren-H. Winterhalter Ork (Stranger) V 20-3956
- I'll Never Be Free—Art Mooney Ork-The Skylarks (To Think) MGM 10839
- I'm Gettin' Sentimental Over You—Lee Richardson Ork (Don't Be) De Luxe 3309
- I'm in the Middle of a Riddle—L. Green Ork (I Don't) V 20-3957
- I'm in the Middle of a Riddle—E. Knight-G. Lombardo Ork (Rosy) Dec 27279
- I'm So Crazy for Love—The Blenders (What) Dec 48183
- I'm So in the Mood—S. Kenton Ork (Viva) Cap 1279
- I'm Still Crying for You—S. Froos-S. Bass Ork (Did) Jubilee 4009
- I'm Still Without a Sweetheart 'Cause I'm Still in Love With You—A. Morgan (So) London 852
- I'm To Blame—M. Towne-J. Gould Quartette (Before) Franwil F-100
- Indian Love Call—T. Dorsey Ork (My Moonlight) Dec-27266
- It's a Marshmallow World—D. Vaughan Ork (So) Coral 60321
- It's a Christmas Time Again—W. Raymond Ork (Darling) Selest
- It's the Dreamer in Me—J. Dorsey Ork (Dixieland) Col 39035
- Jing-a-Ling—Jing-a-Ling—G. Gates Ork (Silver) Coral-60326
- Jingle Bells—A. Shaw Ork (White) Dec 27245

- Just the Way You Are—P. Bergen-Carl Brandt Ork (I Put) V 20-3958
- Just the Way You Are—S. Oliver Ork-R. Young (We Think) Dec 27262
- King for a Day—Ted Lewis Ork (Sing) Dec 26970
- Kiss in the Dark—The Ray-O-Vacs (Got) Dec 48181
- Love Locked Out—Bill Farrell-Russ Case Ork (Don't) MGM 10840

- Looping—R. Morgan Ork (Timeless) Dec 27265
- Makin' Whoopee—Mel Torme (Dream) MGM 10844
- Manhattan Moods Album—M. Gould Ork (1-10") Col(33)ML-2144—Big City Blues; Manhattan Moonlight; Manhattan Serenade; Nocturne from "Two American Sketches"; Park Avenue Fantasy; Street Scene
- Mashuga Over You—Pee Wee Erwin-The Village Five-P. Dugan (Shake) King 15074
- Maybe You Care—The Chimes (Christmas) Carol 1
- Merry Christmas-Happy New Year—M. Towne-3 Beaus and a Peep (Christmas) Franwil 701
- Military Polka—L. Welk Ork (Tiger Rag) Mer 5529
- Molasses, Molasses—K. Roberts (If You've) Coral 64064
- Music, Maestro, Please—T. Dorsey Ork-D. Cherry (Strangers) Dec 27247
- My Moonlight—Madonna—T. Dorsey Ork (Indian) Dec 27266

- My Shining Hour—Glen Gray Ork-Eugenie Baird (All) Coral 60324
- Nevertheless—F. Sinatra (I Guess) Col 39044
- Norah—P. Faith-The Shillelagh Singers (Christmas) Col 39048
- Oh! Babe—R. Flanagan (Halls) V 20-3954
- Oh! Babe—B. Goodman (Walkin') Col 39045
- One Finger Melody, The—F. Carle Ork-Alan Simms (The Winter) V 20-3952
- Once You Find Your Guy—J. Long Ork-K. Kearns (I Don't) King 15081
- Or No Dice—H. Grayco-M. Klein Ork (Diga) London 761
- Oranged-Colored Sky—D. Kaye-P. Andrews-V. Schoen Ork (Ching) Dec 27261
- Oranged-Colored Sky—J. Lester (Time) Coral-60325
- Our Lady of Fatima—The Mariners (Rosary) Col 39042
- Petite Waltz, The—Erroll Garner Ork (Petite) Col 39043

- Petite Waltz, The—The Melodeons (Beloved) MGM 10834
- Petite Waltz, The—Frankie Yankovic and Yanks (Polkarina) Col 39046
- Petite Waltz Bounce—Erroll Garner Ork (Petite) Col 39043
- Polkarina, The—Frankie Yankovic-Yanks (Petite) Col 39046
- Rainy Day Refrain—A. R. Ross Ork (Beyond) Coral 60322
- Remember Me in Your Dreams—George Cates Ork—Ralph Blaine (Winter) Coral 60326
- Rosary, The—The Mariners (Our) Col 39042
- Rosy Apples—E. Knight-G. Lombardo Ork (I'm in) Dec 27279
- Shake It and Break It—Pee Wee Erwin-The Village Five (Mashuga Over) King 15074
- Silent Night—H. Brooks Trio (White Christmas) Modern 20-787

WIM

TILL

A NEW SENSATIONAL SMASH RECORD

BY FRANKIE

MERCURY RECORD NUMBER

ONLY *Mercury* HAS THE



MERCURY RECORDS, CHICAGO, ILLINOIS

Silver Bells—G. Cates Ork (Jing-a-Ling) Coral 69325
 Sing and Dance With Frank Sinatra Album—F. Sinatra-G. Sinatra Ork (1-10") Col(33)CL-6143
 —The Continental; It Ain't Depends On You; It's Only a Paper Moon; Lover; My Blue Heaven; Should I; When You're Smiling; You Do Something to Me
 Sing, You Sinners—Ted Lewis Ork (King) Dec 24779
 So Long, Sally—A. Morgan (I'm Still) London 852
 So Long, Sally—D. Vaughan Ork (It's a Marsh-
 —) Coral 69325
 Stranger in the City—F. Warren-H. Winterhalter Ork (I'll Know) V 20-3956
 Strangers—T. Dorsey Ork-D. Cherry (Music) Dec 27247
 Tennessee Waltz, The—P. Page-J. Rael Ork (Boogie) Mer 5534
 There's No Place Like Home at Christmas—Jack Shook Ork—Billard (Blue Christmas) Coral 64066
 Tiger Rag—L. Weik Ork (Military Polka) Mer 5529
 Timeless—R. Morgan Ork (Longing) Dec 27265
 To Think You've Chosen Me—S. Kaye Ork (You Oughta) Col 39036
 To Think You've Chosen Me—Art Mooney Ork-B. Manning-Skylarks (I'll Never) MGM 10839

To Think You've Chosen Me—S. Oliver Ork-R. Young (Just the) Dec 27262
 Touch of Your Lips, The—A. Van Damme Quintette (Ain't It) Cap 1282
 Use Your Imagination—Jo Stafford-P. Weston (Where, Oh) Col 39049
 Viva Prado—S. Kenton Ork (I'm So) Cap 1279
 Walkin' With the Blues—B. Goodman (Oh, Babe) Col 39045
 What About Tonight?—Blenders (I'm So) Dec 48183
 When You Kiss a Stranger—E. Fisher-H. Winterhalter Ork (You Love) V 20-3955
 Where, Oh, Where—Jo Stafford-P. Weston Ork (Use Your) Col 39049
 White Christmas—H. Brooks Trio (Silent Night) Modern 20-787
 White Christmas—A. Shaw Ork (Jingle Bells) Dec 27243
 Winter Waltz, The—F. Carle Ork (The One) V 20-3952
 Winter Wets, The—G. Cates Ork-Mellomen (Remember Me) Coral-60328
 Winter Wonderland—J. Mercer-Pied Pipers-P. Weston Ork (Goofus) Cap 1285
 You Know I Love You, Baby—Colemans (I-Don't) Royal 3297
 You Love Me—E. Fisher-H. Winterhalter Ork (When You) V 20-3955

You Meet the Nicest People in Your Dreams—B. Greece Quintet (I Can't) London 855
 You—Oughta Be in Pictures—S. Kaye Ork (To Think) Col 39036
 You Ought to Hang Your Heart in Shame—T. M. Ork (Don't Say) Regal 1205
 Your Heart Can Never Be True—E. Shuler's All-Star Reveliers (I-Never) Boldband G-1019
 You're Just in Love—Russ Case Ork-J. Carroll-C. Blake (The Best) MGM 10845
 You've Got Me Crying Again—T. Brewer-All Stars (We Can) London 795

CHILDREN

Baby Snooks Album—F. Brice-B. May Ork (3-10") Cap DC-3081
 Christmas Boogie—"Sugar Chile" Robinson (Rudolph, the) Cap CAS-3085
 Destination Moon—T. Reddy-B. May (Parts 1 and 2) Capitol CAS-3080
 Do You Believe in Santa Claus?—Santa Claus-Billy May Ork (I Don't) Cap CAS-3084
 Donkey Engine, The—S. Burnette-F. Scott Ork (I Wish) Cap 30131
 Frosty, the Snowman—J. Marlowe & Frosty-Billy May Ork (The Tubby) Cap CAS-3079
 Gabby the Gobbler—Ken Carson-Billy May Ork (The Little) Cap CAS-3082
 Hopalong Cassidy and the Square Dance Holdup

Album—W. Boyd-B. May Ork (2-10") Cap CBX 3075
 Howdy Dood's Laughing Circus Album—Bob Smith-Norman Leyden Ork (2-10") V Y-414
 I Don't Want a Lot for Christmas—Sparky-B. May Ork (Do You) Cap CAS 3084
 I Wish I'd Said That—S. Burnette-F. Scott Ork (Donkey Engine) Cap 30131
 I'm a Little Tea Pot—F. DeVol Ork (Teddy Bears') Cap CAS-3083
 Little Red Hen, The—Ken Carson-Billy May Ork (Gabby the) Cap CAS 3082
 Little White Duck, The—B. Ives-P. Faith Ork (Two Little) Col MJV-85
 Punky Punkin—R. Quinlan-H. Geller Ork (Silent Night) Mer MMP-74
 Ritter, Tex, Sings Sunday School Songs Album—T. Ritter (2-10") Cap BBS-3078—Away in a Manger; I'll Be a Sunbeam; Jesus Loves Little Children; Jesus Loves Me; Little Feet, Be Careful; Two Little Hands
 Rudolph, the Red-Nosed Reindeer—S. Burnette-F. Scott Ork (Swiss Boy) Cap 30133
 Rudolph the Red-Nosed Reindeer—"Sugar Chile" Robinson (Christmas Boogie) Cap CAS-3085
 (1) Two Little Dais, (2) Fooba Wooba John-B. Ives-P. Faith Ork (Little White) Col MJV-85
 Silent Night and Come All Ye Faithful—Ding Dong Bell Singers (Punky Punkin) Mer MMP-74

Swiss Boy, The—S. Burnette-F. Scott Ork (Red-dolph, The) Cap 30133
 Teddy Bears' Picnic—F. DeVol Ork (I'm a) Cap CAS-3083
 Tubby the Tuba Song, The—Jerry Marlowe and Tubby-Billy May Ork (Frosty, the) Cap CAS-3079
 Tweetie Pie—M. Blanc-B. May (Parts 1 and 2) Cap CAS-3074

RELIGIOUS

God Walks These Hills With Me—T. Sosebee (Take Me) Coral 64065
 Hide Me, Rock of Ages—LeFevre Trio (Welcome to) Biletone 7025
 I Wanna Rest—LeFevre Trio (Thank God) Biletone 7026
 Jesus, I Love You—Elder Beck (Shouting With) King 4408
 John Saw the Holy Number—Soul Stirrers (Well, Well) Aladdin 2035
 Just a Closer Walk With Thee—LeFevre Trio-Big Jim Waits (Looking) Biletone(45)7009
 Looking for a City—LeFevre Trio-Big Jim Waits (Just a) Biletone(45)7009
 Shouting With Elder Beck—Elder Beck (Jesus I) King 4408
 Take Me, Lord—T. Sosebee (God Walks) Coral 64065
 Thank God I'm in His Care—Eva Mae LeFevre (I Wanna) Biletone 7026
 Welcome to Gloryland—LeFevre Trio (Hide Me) Biletone 7025
 Well, Well—Soul Stirrers (John Saw) Aladdin 2035

LATIN AMERICAN

Canoero—Bando Da Lua (La Malaguena) Dec 27269
 Cuban Mambo—Perez Prado Ork (Mambo Del) V 23-5225
 Dancing With You—Maya-Ricky Gardel Ork (Kiss Me) L'Echo E 1312
 Infamia—A. Iznaga Ork (Que Hay) Dec 21323
 Kiss Me—Maya-R. Gardel Ork (Dancing) L'Echo E 1312
 La Malaguena—Bando Da Lua (Canoero) Dec 27269
 Mambo Del Papelero—Perez Prado Ork (Cuban) V 23-5225
 Oriental Hour—Ricky Gardel Ork (Yankee) L'Echo E 1310
 Que Hay De' So Mee—A. Iznaga Ork (Infamia) Dec 21323
 Yankee Doodle Samba—R. Gardel Ork (Oriental) L'Echo E 1310

INTERNATIONAL

Hey, Joseph—Rymanowski Bros.' Polka Ork (Jedynny Syn) Dec 45120
 Jedynny Syn—Rymanowski Bros.' Polka (Hey) Dec 45120
 Mary (a Ball of Fire) Thrillwood Ork (Merry) Thrillwood 106
 Merry Bachelor, A—Thrillwood Ork (Mary) Thrillwood 106
 My Sugar Lump—Thrillwood Ork (My World) Thrillwood 104
 My World is Made of Music—Thrillwood Ork (My Sugar) Thrillwood 104

Folk Talent

• Continued from page 30
 for a feed and milling concern. They will work shows thru the South for the sponsor. Personnel of the ork includes: **Dixie Belle**, bass; **Ed Hyde**, fiddle; **Curley Shelton**, Hawaiian steel; **Hal Scott**, electric take-off, and the leader's mandolin and comedy. . . . **Mac McGuire** (Capitol) and his frau, **Lee**, became parents of a boy, **Dennis Michael**. The McGuire group is heard weekly over Mutual. . . . **Charlie Stone** is now cutting for Mercury. . . . **Ray Smith**, last with Columbia, has switched to London. . . . **Ernie Lee**, WLW, Cincinnati, is now warbling for Mercury. He was with Victor. . . . **Slim and Ruth Swiger** and their Dude Ranch Gang are in their 20th week at the Spigot Cafe, Philadelphia. **Jimmy Myers**, owner of Myers Music, reports that the Swigers are doing a daily d. j. show on WDAS, Philadelphia.

DISK JOCKEY DOINGS:

Don Churchill has inked a management pact with MCA. . . . **Danny Shaver** reports from WFLO, Farmville, Va., that **A. P. Carter** is back in the business, working with **Bill and Mary Reid** on the station.
Frank Page, KWKH, Shreveport, La., reports that **Zeke Clements** is leaving the station. . . . **Hub Sutter**, ex-vocalist with **Jesse James** (4 Star), is forming his own band, according to **Alex Gifford**, KTBC, Austin, Tex. . . . **Walt Wilkerson**, WKLV, Blackstone, Va., reports that he will emcee a part of the second annual folk music festival October 28 at the station. Approximately 600 entertainers were expected.
Deacon More, KXLA, Pasadena, Calif., reports that **Cliffie Stone** has added the **McQuaig Twins**. **Stuart Hamblen** (Columbia) has recovered from a recent illness and is again making appearances, using a bear cub as part of the act. . . . **Wayne Johnston**, KAMQ, Amarillo, Tex., has returned to the station for a spell, after a training period with the air force. . . . **Art Barrett**, WSAP, Portsmouth, Va., reports that he has stirred up much listener interest with a batch of old **Jimmie Rodgers** masters on the Montgomery-Ward label, which were re-cuts of his Victor-Bluebird sides. Listeners have given much favorable comment on Rodgers' work.

NA LIVE

DIE

EASE THAT MOVES WITH A FURY!

WAX



BER 5544 AND 5544X45

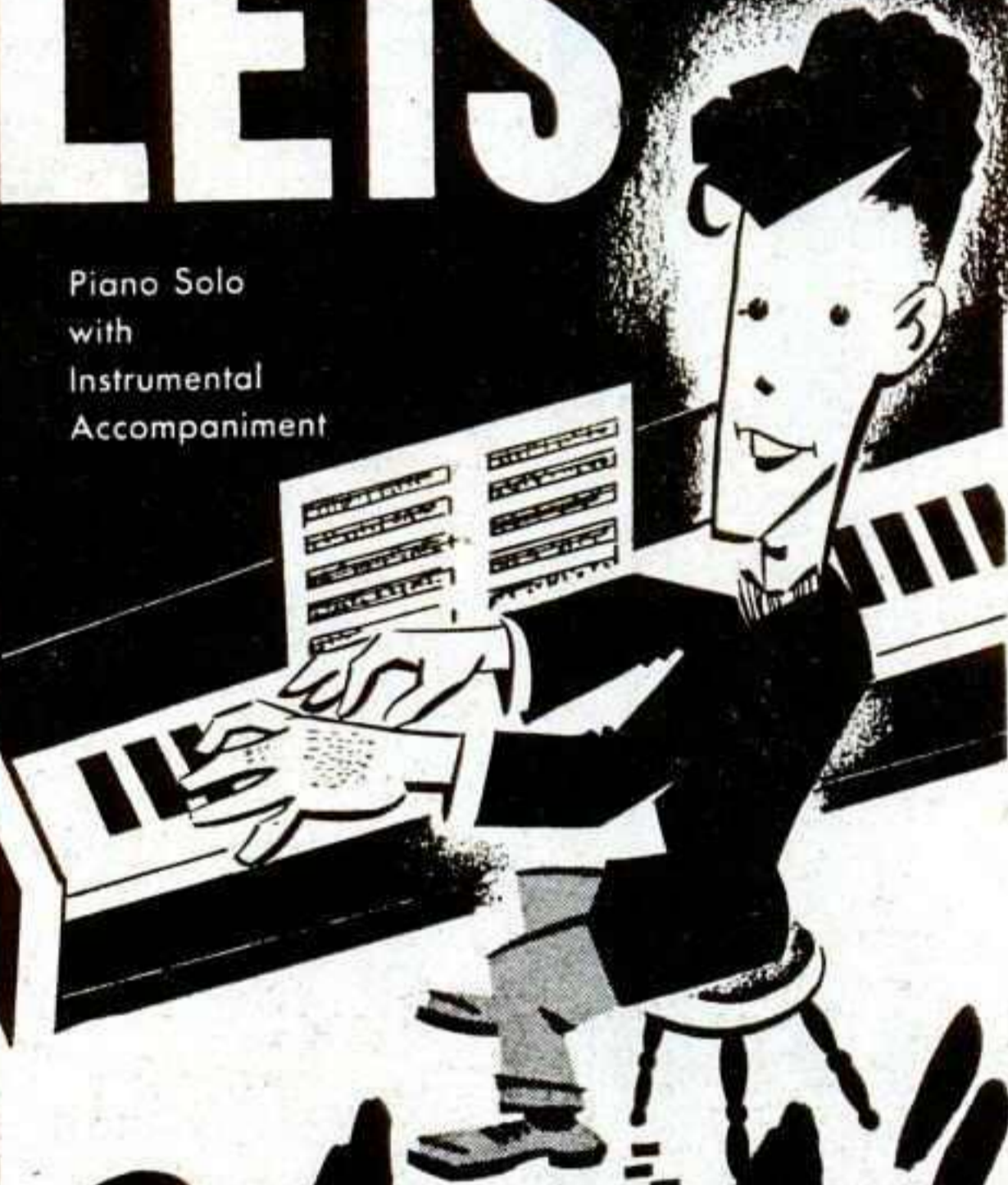
HITS ON NON-BREAKABLE RECORDS
 ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

NEVER BEFORE ANYTHING LIKE IT!

THE UNUSUAL
PIANO STYLING
OF...

JACK PLEIS

Piano Solo
with
Instrumental
Accompaniment



"CARAVAN"

backed by
"I'LL ALWAYS BE IN LOVE WITH YOU"

NO. 853
78 rpm

NO. 30299
45 rpm

LONDON

RECORDS

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 JOCKEYS	RETAILERS	OPERATORS
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POPULAR

DENNY VAUGHN AND HIS ORK					
So Long, Sally	CORAL 40321—Pretty ballad has yet to arrive in stronger name versions released well ahead of this one, but the pianist-warbler-orkster shows considerable promise.	71	72	70	70
Marshmallow World	Name competition is powerful here too, but if the tune is a smash, this danceable version could cash in.	72	73	72	72
LEE SHEARIN (Chuck Foster Ork)					
I Need a Girl	LONDON 787—Fine warbler and sugar band perform a pretty, sentimental ballad with considerable feeling.	78	78	78	78
I Should Have Known	Large talents have less to work with here.	67	68	67	67
TERESA BREWER					
He Can Come Back Anytime He Wants To	LONDON 795—The "Music, Music" thrush proves herself a vastly improved ballad singer, but this one's no world-shaker.	73	74	73	72
You've Got Me Crying Again	Miss B. cries effectively on the fine revival, but fails to improve on several earlier versions.	69	70	68	69
AL MORGAN					
I'm Still Without a Sweetheart	LONDON 852—The pianist-warbler plays with relatively inconsequential stuff here.	73	73	73	72
So Long, Sally	Morgan's coverage of the yet-to-arrive plug should register with the many Morgan regulars.	77	77	77	76
JOHNNY DESMOND					
Sleigh Ride	MGM 10827—A tasteful rhythm production built around the Leroy Anderson ditty should be up among the leaders if this catchy seasonal item catches hold—and this looks likely at this point.	87	88	86	86
A Marshmallow World	Desmo and group work up another production bit with this promising seasonal item. An engaging waxing which should get a chunk when the count comes in. Makes a fine seasonal coupling.	86	87	85	86
ART LUND					
If I Were a Bell	MGM 10826—Lund propels a giant beat in his warble of this fine rhythm piece from "Guys and Dolls." Leroy Holmes' orking is first rate. One of the best readings of the song.	85	86	84	84
The Song of Delilah	A bit of exotica drawn from the score of the "Samson and Delilah" flicker is converted into a pretty ballad. Lund sings it superbly. A "sleeper" bet here.	81	82	80	80
TRUDY RICHARDS					
The Winter Waltz	MGM 10831—This adaptation of "Skater's Waltz" is treated unsympathetically here.	65	65	64	66
I'm Afraid To Love You	Miss Richards, affecting a style akin to Jo Stafford's, applies her husky tones tastefully to this revived sentimentalizer.	74	75	73	73
TWO TON BAKER					
Please Say Goodnight to the Guy, Irene	This satiric novelty answer to "Goodnight, Irene" is treated heftily for the beer customers by Baker. Could pick up some Midwestern tavern trade.	72	70	70	75
Dingya D'Dingya	(Two Ton Baker-Harmoncats) A likely folks item is misappropriated here as Baker makes a lazily paced effort which lulls.	57	58	56	57
GEORGE CATES ORK					
Silver Bells	CORAL 40324—The delightfully charming and folksy seasonal ballad from "Lemon Drop Kid" is done up attractively here. Should get a piece tho the competition is powerful.	74	77	74	71
Jing-a-Ling, Jing-a-Ling	The catchy refrain from the Disney "Beaver Valley" short is handled tastefully and at a slightly slower pace than competitive versions so that lyrics are sold strongly. A sound waxing which could pick up a share.	79	80	78	78
TOMMY DORSEY ORK-DON CHERRY					
Strangers	DECCA 4724—The refreshing "new" sound of Cherry blends neatly with the Dorsey danceable sparkle of the T. D. crew to make a trim waxing of this revival.	75	76	75	74
Music, Maestro, Please	A throwback to the T. D. dance style circa 1940 as he kicks off with a lovely muted trom solo leading to the sincere vocal by Cherry. Tune's revival should ring up solid coverage shekels for this fine disk.	83	85	82	82
JO STAFFORD					
Autumn Leaves	CAPITOL 1248—Jo, with a lovely Harold Mooney ork assist, does a completely captivating job with this quite beautiful new ballad. Sets a similar mood to her "No Other Love" disk and could score the same long haul success.	87	88	86	86
Autumn in New York	The thrush tackles a wonderful oldie and treats it in her musicianly style with vibrance. Fine deejay fare in this classy ballad.	73	78	70	71
RAY ANTHONY ORK					
Mr. Anthony's Boogie	CAPITOL 1280—Well recorded, precisely played instrumental boogie blues spots a neatly swinging shuffle beat as well as sock ensemble work. For the collegians and band's fans.	77	80	75	77
Autumn Leaves	This lovely new ballad fits beautifully into the Anthony dance style. Warbled effectively by Ronnie Deauville and group. A strong waxing which could help spark the song.	85	86	85	85
JOYCE INDIG					
The Best Thing for You	MERCURY 5525—Miss Indig displays a dash of Judy Garland's styling in her thrashing of the Berlin "Madam" ballad. Competition is rough on the song and this disk doesn't figure to make much of a dent.	66	69	64	66
Cross My Heart	This promising waltz ditty is handled somewhat deliberately. The rendition doesn't come to life tho the thrush makes a neat try.	65	65	65	65

(Continued on page 40)

THE BILLBOARD

Music Popularity Charts

• Album and LP Reviews

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

DIXIELAND JAZZ JAMBOREE—"Wild Bill" Davison and His Commodores" 70 (1-10")

Commodore (33) FL-20,000
That's a Plenty; Clarinet Marmalade; At the Jazz Band Ball; Muskrat Ramble; Panama; Original Dixieland One-Step; Baby, Won't You Please Come Home; Riverboat Shuffle.

Bill Davison, grown in recent years to the fave instrumentalist of the Condon-Nick's-Stuyvesant Casino axis, blows his unorthodox but searing trumpet thru eight swinging two-beat sides. He is assisted by such as Condon, Brunis, Wetling, Russell, et. al. Four of the sides in particular are among the most exciting Dixie etchings of the decade—Bill's first wax session for the label, a date at which the boys obviously caught fire. The other four aren't as mighty, but plenty fine samples of the idiom.

JUKES Not suitable. JOCKS Excellent two-beat fare.

(Continued on page 80)

WHEN ORDERING THE HIT . . .

"TENNESSEE WALTZ"

by

PATTI PAGE

BE SURE TO ORDER MERCURY

#5534

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

FOOTBALL SONGS—Percy Faith Ork & Chorus (1-10") 78

Columbia (33) CL-6148
Army, Navy, Cornell, U. of Penn., Tulane, Alabama, Ga. Tech.; Texas, Notre Dame, Wisconsin, Michigan, Iowa, U. of Calif., St. Mary's, Stanford. Seven of the tunes on this LP are also included in the simultaneously released Vaughn Monroe album on Victor. Treatment of both is equally competent, so big sales factors are likely to be the customers' preferences for 45 (Monroe) or LP (Faith)—or preference for any one tune that may be in one and not in the other. Recording here, with male chorus and sock band, is caught with a stunning sound.

JUKES Various sides okay in right locales on 78 r.p.m. JOCKS Strong seasonal program fare.

CHRISTMAS CAROLS BY KEN GRIFFIN 81

—Ken Griffin (1-10")
Columbia (33) CL-6130
Joy to the World; Silent Night; Away in a Manger; The First Nowell; Adeste Fideles; O Little Town of Bethlehem; I'll Be Home for Christmas; White Christmas.

Perfect pat organ renditions of standard carols and pop Christmas tunes by the highly commercial Hammond handler. Plenty of chimes are thrown in, too, making this an especially useful yuletide item for department stores, theaters—and, of course—regular Griffin organ addicts.

JUKES More popular titles okay on 78. JOCKS Strong holiday program fodder, or plain utilitarian background matter.

MUSIC A LA CARTER—Eddie Skrivaneh-Charlie La Vere-Don Hopkins (1-10") 50

Mac Gregor (33) M-3301
It Had To Be You; I'll Never Be the Same; Peg of My Heart; What's New?; You Keep Coming Back Like a Song; Confessin' That I Love You; Come to Baby Do; Girl of My Dreams; A Serenade to an Old-Fashioned Girl.

The MacGregor transcription people are in the commercial LP business now; the offering at hand is cocktail piano with rhythm accompaniment doing 10 standards, for the most part in dance tempo. Playing is neutral, correct and colorless. Chief attraction is the number of tunes; most 10-inch LP's have only eight. However, there are many similar LP's by name pianists on the market, and the competition will make rough sledding for this package.

THE TOAST OF NEW ORLEANS—Mario Lanza (2-7") 85

Victor (45) WDM-1417
Toast of New Orleans; Boom, Biddy, Boom; Tina-Lina; The Bayou Lullaby.

Lanza, the new wonder-tenor of flicks, cut two sets containing his numbers from the new MGM vehicle. One is exclusively operatic, and this one consists of new songs. They're operetta-type pops, all over-sung by the powerful Lanza pipes, strictly from formula, but nothing is likely to stop the Lanza fans. Should do especially well with 45 r.p.m. buyers. Disks are packed in a souvenir booklet, with several pages telling the film story.

JUKES Not suitable. JOCKS Ready-made program and continuity material provided.

TWO WEEKS WITH LOVE—Jane Powell-Carleton Carpenter-Debbie Reynolds 80

(3-10")
MGM 61

By the Light of the Silvery Moon; Aba Daba Honeymoon; My Hero; A Heart That's Free; Oceana Roll; Row, Row, Row.

Collection of standards is dubbed from the sound track of the MGM flick. "Two Weeks With Love," and should hit hard in areas where such popular musical film fare is sopped up—which is almost anywhere. For the record, Miss Powell does a fine job on the operetta tunes—which show fine coloratura command—and the pop-type standards. "Row" and "Aba Daba" are handled in sock novelty style by Carpenter and Miss Reynolds. Dealer-theater-jock tie-ins should pay off.

JUKES All sides okay for selected spots. JOCKS Good standard fare with a timely tie-in angle.

STAN KENTON PRESENTS—Stan Kenton Ork (1-10") 82

Capital (33) L-248

This is the sequel to Kenton's most recent package, "Innovations," which was a long-time best seller. Current package's content and titles are based on the individual and ensemble stars of the Kenton organization. Featured are Art Pepper, Shelley Manne, June Christy, the Halls of Brass, House of Strings and Maynard Ferguson. This is the Kenton concert band of over 40 tootlers and its second album effort should go where its predecessor sold. Most interesting piece is the House of Strings sequence; remainder are either geared for sensationalism or are just plain pretentious.

JUKES Not suitable. JOCKS For those who whirl Kenton, this is a healthy slice.

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THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 77—ARTHUR SCHWARTZ (Part II)

• Continued from last week

Hollywood was the next stop on Arthur Schwartz's musical itinerary, his initial film commitments calling for writing the scores for three pictures in 1936—*Under Your Spell*, *That Girl From Paris* and *The Mark of Zarro*, but after absorbing a year of California sunshine, he returned to the Broadway scene, his *Virginia* being the premiere attraction at the Radio City Center Theater in 1937, followed by two main Stem productions, *Between the Devil and Stars in*

Your Eyes, and the New World's Fair spectacle, *American Jubilee*.

Since 1941, Arthur Schwartz has been a resident of Hollywood where, in addition to writing both film scores and stories, he has served as a producer, first with Columbia and later with Warner Bros. With the latter he supervised the shooting of *Cover Girl*, starring Rita Hayworth and Gene Kelly, and *Night and Day*, the film biography of Cole Porter. In 1948, however, his *Inside U. S. A.* brought him back to Broadway, and last year he added fresh bay leaves to his stage and film laurels by adapting this musical for a television show, which has earned a high Hooperating and elevated Peter Lind Hayes and Mary Healy to TV stardom.

Arthur Schwartz's success story is matched by that of his Broadway collaborator and lyricist, Howard Dietz. A native of New York City, where he was born September 8, 1896, and an alumnus of Columbia University, Dietz won a \$500 cash prize in an ad-writing contest while attending college. This prompted him to turn to advertising as a career and, after serving in the United States Navy during the first World War, he assured himself of a steady income by working as an agency copy writer while gaining a foothold on that street of colossal gambles—Broadway.

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit.

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

In addition to writing the books and lyrics for several Broadway hits, Dietz has become an executive of commanding stature in the motion picture industry and now holds the position of vice-president in charge of advertising and promotion for Metro-Goldwyn-Mayer. His full-color magazine pages, intriguing newspaper ads and crowd-stopping marquee displays have been instrumental in establishing box-office records for many MGM films, but Howard Dietz probably will be best remembered as the perpetrator of a classic kidnapping. He snatched the Columbia University mascot off the campus at Morningside Heights and made him the roaring hero for MGM pictures—*Leo the Lion*.

book and lyrics by Oscar Hammerstein II and presented by a cast headed by Lucy Monroe, Ray Middleton, Paul Haakon, Joe Jackson, Wynn Murray and Harry Meehan, Chappell & Company, Inc.
HOW CAN I EVER BE ALONE?
 WE LIKE IT HERE
 TENNESSEE FISH FRY
 JENNY LIND
 MY BICYCLE GIRL
 BY THE PEOPLE
 WE LIKE IT HERE
 ONE IN A MILLION
 THE FIREMAN'S SERENADE

1946—PARK AVENUE

A satire with music on short-lived marriages and multiple divorces, with a book by George S. Kaufman and Nunnally Johnson, lyrics by Ira Gershwin, and presented by a cast headed by Leonora Corbett, Arthur Margetson, Mary Wilkes, Raymond Walburn, Ray McDonald and Martha Stewart. Chappell & Company, Inc. T. B. Harms Company.
DON'T BE A WOMAN IF YOU CAN TOMORROW IS THE TIME
 LAND OF OPPORTUNITEE
 SWEET NEVADA
 THERE'S NO HOLDING ME
 (Available on the following records: Decca 23756, Hildegard; Victor 20-2042, Freddy Martin orchestra.)
 FOR THE LIFE OF ME
 THE DEW WAS ON THE ROSE
 THERE'S NOTHING LIKE MARRIAGE FOR PEOPLE
 HOPE FOR THE BEST
 MY SON-IN-LAW
 GOOD-BYE TO ALL THAT

1948—INSIDE U. S. A.

A revue with sketches by Arnold Auerbach, Moss Hart and Arnold Horwitz, lyrics by Howard Dietz and starring Beatrice Lillie and Jack Haley in a cast that included Valerie Bettis and John Tyers. Williamson Music, Inc.
 INSIDE THE U. S. A.
 LEAVE MY PULSE ALONE
 COME, OH, COME
 BLUE GRASS
 (Available on Columbia 38113 in C-162, Pearl Bailey.)
 RHODE ISLAND IS FAMOUS FOR YOU
 (Available on Columbia 38111 in C-162, Buddy Clark.)
 HAUNTED HEART
 (Available on the following records: Columbia 38112 in C-162, Buddy Clark; Columbia 38083, Buddy Clark; Decca 24379, Bing Crosby; Decca 24362, Guy Lombardo; Capitol 15023, Jo Stafford.)
 MASSACHUSETTS MERMAID

ARTHUR SCHWARTZ'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

• Continued from last week

1939—STARS IN YOUR EYES

Book by J. P. McAvoy, lyrics by Dorothy Fields, and starring Ethel Merman in a cast that included Richard Carlson, Jimmy Durante, Tamara Toumanova and Mildred Natwich. Chappell & Company, Inc.
PLACES EVERYBODY
 ONE BRIEF MOMENT
 THIS IS IT
 ALL THE TIME
 SELF-MADE MAN

OKAY FOR SOUND
 A LADY NEEDS A CHANGE
 TERRIBLY ATTRACTIVE
 JUST A LITTLE BIT MORE
 AS OF TODAY
 HE'S GOING HOME
 I'LL PAY THE CHECK
 NEVER A DULL MOMENT
 IT'S ALL YOURS

1940—AMERICAN JUBILEE

A New York World's Fair production, with

King BEST SELLERS

POPULAR

- ★ **JOHNNY LONG**
15068 LOVER, COME BACK TO ME
DON'T WHISTLE TILL YOU
SEE THE BLUES OF HER
EYES
- ★ **BETTIE CLOONEY**
15072 STRANGERS
WHEN YOU LOVE YOU
SHOULD LOVE FROM
THE HEART
- ★ **WYNONIE HARRIS and LUCKY MILLINDER**
4418 OH BABE!
SILENT GEORGE
4419 TEARDROPS FROM MY EYES
PLEASE OPEN YOUR HEART
- ★ **WYNONIE HARRIS**
4402 I WANT TO LOVE YOU,
BABY
MR. BLUES IS COMING TO
TOWN
4389 ROCK MR. BLUES
BE MINE, MY LOVE
4378 GOOD MORNING, JUDGE
STORMY NIGHT BLUES
- ★ **MOON MULLICAN**
894 NINE-TENTHS OF THE TEN-
NESSEE RIVER
WELL, OH, WELL
830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
- ★ **COWBOY COPAS**
895 MY HULA BABY
SIGNED, SEALED, THEN FOR-
GOTTEN
- ★ **RED PERKINS**
903 BIG BLUE DIAMONDS
RAG MAN BOOGIE
- ★ **HAWKSHAW HAWKINS**
897 HANDCUFFED TO LOVE
STOP, PLEASE STOP
- ★ **CLYDE MOODY**
909 REMEMBER ME (I'M THE
ONE WHO LOVES YOU)?
I'VE ONLY MYSELF TO
BLAME

SEPIA-BLUES

- ★ **PEE WEE ERWIN**
15073 MUSIC—SOUTHERN STYLE
ECCENTRIC
- ★ **BOB VINCENT**
15066 ALTOONA
I ONLY WANT YOU TO
LOVE ME
- ★ **FRIELING SISTERS—**
Narr. by Nelson King
15057 OUR LADY OF FATIMA
THE STORY OF OUR LADY
OF FATIMA
- ★ **LONNIE JOHNSON**
4411 I'M SO CRAZY FOR LOVE
NOTHIN' CLICKIN',
CHICKEN
- ★ **JOE THOMAS**
4401 HARLEM HOP
SOEY SOEY BABY
- ★ **SONNY THOMPSON**
4399 BLUES FOR THE NIGHT-
OWLS
HARLEM RUG CUTTER
- ★ **TINY BRADSHAW**
4397 I'M GOING TO HAVE MY-
SELF A BALL
BUTTERFLY
4357 WELL, OH, WELL
I HATE YOU

FOLK-WESTERN

DE-LUXE

- ★ **ROY BROWN**
3308 'LONG ABOUT SUNDOWN
CADILLAC BABY
3306 DREAMING BLUES
LOVE DON'T LOVE NOBODY
3304 HARD LUCK BLUES
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BUDDY CLARK (Columbia)

JOHNNY LONG (Signature)

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Recorded by GUY LOMBARDO (Decca)

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HAVE YOU HEARD!

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MY GAL IS MINE ONCE MORE
(Available on Columbia 38111 in C-162, Buddy Clark.)
WE WON'T TAKE IT BACK
"Inside U. S. A. Selections." - Columbia Album C-162 with Buddy Clark, Pearl Bailey and Mitchell Ayers orchestra and chorus.

Film Songs and Scores

- 1930—**FOLLOW THE LEADER**
A Paramount picture with Ed Wynn, Ginger Rogers, Ethel Merman and Lou Holtz. Lyrics by E. Y. Harburg. Famous Music Corporation.
BROTHER, JUST LAUGH IT OFF
- 1933—**THE QUEEN'S AFFAIR**
A Gaumont-British picture, starring Anna Neagle.
1934—**SHE LOVES ME NOT**
A Paramount picture with Bing Crosby, Miriam Hopkins and Kitty Carlisle. Lyrics by Edward Heyman. Harms, Inc.
AFTER ALL YOU'RE ALL I'M AFTER
- 1936—**UNDER YOUR SPELL**
A 20th Century-Fox picture with Lawrence Tibbett, Wendy Barrie, Gregory Raloff and Arthur Treacher. Lyrics by Howard Dietz. Movietone Music Corporation.
UNDER YOUR SPELL
AMIGO
MY LITTLE MULE WAGON
THAT GIRL FROM PARIS
An RKO picture with Lili Pons, Jack O'Keefe, Gene Raymond, Lucille Ball and Mischa Auer. Lyrics by Edward Heyman. Chappell & Company, Inc.
LOVE AND LEARN
SEAL IT WITH A KISS
CALL TO ARMS
NEPHEW FROM NICE
MOONFACE
- 1941—**NAVY BLUES**
A Warner Bros. picture with Ann Sheridan and Jack Oakie. Lyrics by Johnny Mercer. M. Witmark & Sons, Inc.
IN WAIKIKI
YOU'RE A NATURAL
- 1942—**CAIRO**
An MGM picture with Jeanette MacDonald and Robert Young. Lyrics by E. Y. Harburg. Leo Feist, Inc.
CAIRO
THE WALTZ IS OVER
BUDDS WON'T BUD
KEEP THE LIGHT BURNING IN THE HARBOR
- 1943—**THANK YOUR LUCKY STARS**
A Warner Bros. picture with an all-star cast that included Eddie Cantor, Bette Davis, Olivia DeHavilland, Errol Flynn, John Garfield, Joan Leslie and Ann Sheridan. Lyrics by Frank Loesser. M. Witmark & Sons, Inc.
THEY'RE EITHER TOO YOUNG OR TOO OLD
(Available on Decca 23291, Hildegard.)
HOW SWEET YOU ARE
THE DREAMER
I'M RIDING FOR A FALL
GOOD NIGHT, GOOD NEIGHBOR
LOVE ISN'T BORN
ICE COLD KATY
THANK YOUR LUCKY STARS
- 1946—**THE TIME, THE PLACE AND THE GIRL**
A Warner Bros. picture with Dennis Morgan, Jack Carson, Lani Paige and Carmen Cavallaro. Lyrics by Leo Robin. M. Witmark & Sons, Inc. *Remick Music Corporation.
A GAL IN CALICO
(Available on the following records: Decca 23739, Bing Crosby; Columbia 37187, Benny Goodman; Victor 20-1991, Tex Beneke; Capitol 316, Johnny Mercer and the Pied Pipers.)
OH, BUT I DO
(Available on the following records: Decca 23739, Bing Crosby; Columbia 37156, Harry James; Victor 20-1991, Tex Beneke.)
RAINY NIGHT IN RIO
(Available on the following records: Decca 23740, Andrews Sisters; Capitol 325, Sam Donahue orchestra; Columbia 37157, Dinah Shore; Victor 20-2094, Desi Arnaz orchestra.)
THRU A THOUSAND DREAMS

SONGWRITERS COMING UP!

MILTON AGER
In Subsequent Issue The Billboard Will Present
CON CONRAD
BILLY ROSE
HARRY WARREN
HARRY M. WOODS
ALLIE WRUBEL
RALPH RAINGER

(Available on the following records: Decca 23747, Carmen Cavallaro orchestra; Capitol 337, Jo Stafford; Columbia 37157, Dinah Shore; Victor 20-2094, Desi Arnaz orchestra.)
A SOLID CITIZEN OF THE SOLID SOUTH
I HAPPENED TO WALK DOWN FIRST STREET

1946—**HER KIND OF MAN**
A Warner Bros. picture with Dane Clark, Janis Paige, Zachary Scott and Faye Emerson. Lyrics by Howard Dietz. Harms, Inc.
SOMETHING TO REMEMBER YOU BY
1949—**DANCING IN THE DARK**
A 20th Century-Fox picture based on the Broadway musical, "The Band Wagon," with a cast that included William

SAC Signs 4 R&B Artists

NEW YORK, Nov. 4. — Shaw Artists Corporation (SAC) continued to expand its talent roster, which is primarily filled with rhythm and blues attractions, by inking four new artists.
The agency this week signed term management deals with Slim Gaillard, Joe Medlin, Joe Morris and veteran or'ister-arranger Benny Carter.

Carter, who has been cleffing for movie scores on the Coast is returning to action with a sextet, and will open at the Hi-Hat niter in Boston on November 2 for two weeks.

Powell, Mark Stevens, Betsy Drake, Adolphe Menjou, Randy Stuart, Hope Emerson and Walter Catlett. Lyrics by Howard Dietz. Harms, Inc.
DANCING IN THE DARK
NEW SUN IN THE SKY
SOMETHING TO REMEMBER YOU BY

A SPLENDID RECORD FOR A SPLENDID CAUSE
"THE HAP-HAP-HAP-HAPPY OLD MAN"

on Cormac Record CR5 #1146
featuring PAUL SCOTT with the MOOD MAKERS
Words by ARLIE E. FARMER. Music by MARGARET L. HERNDON
backed with "TO YOU AND YOURS, MERRY CHRISTMAS"

NOTE: Arlie Farmer and Margaret Herndon are sharing generously of their royalties from "Hap-Hap-Happy" with the Elks' Crippled Children's Fund for the benefit of crippled children.
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Georgia Gibbs

IF I WERE A BELL

I'LL KNOW

CORAL 60310
9-60310*

LOOKS LIKE A COLD COLD WINTER

BALLIN' THE JACK

CORAL 60315
9-60315*



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Flip
"SOMEBODY'S KISSES"

by
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*Indicates 45 RPM Version

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	OVERALL	DISC JACKET	RETAILER	CRITIC
CHARLIE STONE	I'm Gonna Dry Ev'ry Tear With a Kiss MERCURY 5520—Ordinary chanting and an overbalanced combo backing in a noisy Gay Nineties rendition of a routine novelty tune.	41--41--43--45				
Candy and Women	About like flip.	41--41--43--45				

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"SHE'S JUST THE GIRL I LOVE"

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"COULD BE"

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ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	OVERALL	DISC JACKET	RETAILER	CRITIC
ANDREWS SISTERS	A Bushel and a Peck DECCA 27252—This winning novelty from "Guys and Dolls" is handled brightly by the Andrews. Should grab a sizable share amidst some rough competition.	83--83--83--83				
	Guys and Dolls The show's title song is a clever, catchy bit which should pick up spinner action and could catch a brisk show-minded market.	81--84--80--79				
ANDREWS SISTERS	I'd Like To Hitch a Ride With Santa Claus DECCA 27251—The Sisters tackle this special ditty from the "Crosby Christmas" disk for an effectively pert seasonal slicing.	78--79--77--77				
	The Christmas Tree Angel New seasonal kiddie doesn't stack up as much against competitive songs tho the girls make the most of the material.	70--70--70--70				
JERRY BYRD	Beyond the Reef MERCURY 5531—Gene Griffin vocalizes this slow-growing Hawaiian-flavored ballad adequately as Byrd fills in and solos on his Hawaiian guitar.	69--69--68--70				
	Pagan Love Song Oldie which is being revived as a major pic title song is warbled neatly by Griffin as Byrd unleashes his potent Hawaiian steel guitar work.	68--68--68--68				
BILLY ECKSTINE	I'll Know MGM 10625—Rich lovely "Guys and Dolls" ballad is warbled handsomely by Mr. B. The song should be a long pull in the making and if it catches, this waxing should be among the front runners.	84--85--83--83				
	I've Never Been in Love Before Another "Guys and Dolls" ballad is done by Billy rather deliberately. Song's a strong contender and could score more rapidly. Again this slicing is strong enough to attract big action if the ditty goes.	84--85--83--83				
ANNE SHELTON (Jack Pleis Ork)	Music By the Angels LONDON 850—Miss Shelton, who made this coupling on her recent visit to this country, delivers a rich warble of a cleverly conceived new ballad.	74--77--73--73				
	I Don't Mind Being All Alone Miss Shelton's in top form for her effort with this revived ballad. She does a most affecting closing eight. Disking should make new York friends for the thrush.	76--80--74--74				
ROY ROSS ORK (Don Rodney-3 Beaus & a Peep)	A Rainy Day Refrain CORAL 60322—The catchy "dadim-dadum" ditty is handled neatly by Ross, Rodney and the group. Solid coverage.	74--74--74--74				
	Beyond the Reef Making a strong two-sided cover disking, this package of talent spins this lovely new ballad in a straightforward, appealing manner.	74--74--74--74				
RAY ANTHONY ORK	My Heart Is Out of Town CAPITOL 1249—Fine arrangement, cleanly executed and well recorded, of a new, ditty not unlike "One for My Baby." Ronnie Deauville sings it well. Add another fine waxing to the growing Anthony list.	73--75--73--72				
	Harlem Nocturne Anthony's horn is spotlighted in a clean-cut reading of this fine mood instrumental piece by Earle Hagen. Mainly for the Anthony following and solid fare for spinners.	76--80--75--73				
BUDDY MORROW ORK	Strangers VICTOR 20-3946—A pleasant, tho not particularly stirring waxing by the new Victor house band answer to T. Dorsey. Good for dancers. It revived tune catches, this waxing may score.	74--77--73--72				
	Autumn Leaves One of the prettiest of the current ballad crop is handled tastefully. Morrow's tram takes the first chorus and shows rich tone. Tommy Mercer's vocal is adequate. Neat dancers' fare.	76--79--75--75				
HUGO WINTERHALTER ORK & CHORUS	Once Upon a Time Today VICTOR 20-3951—Hugo's tasty ork-choral cleffing makes a neat spin of one of the secondary ballads from the "Call Me Madam" score.	77--79--77--74				
	Something To Dance About A lesser rhythm ditty from the "Madam" score is dressed up brightly by Winterhalter.	74--76--74--71				
MILTON BERLE (Dewey Bergman Ork)	Lucky, Lucky, Lucky Me VICTOR 20-3948—Berle, aided brightly by the Bergman orking, bats out an engaging slicing of his own song, a tarantella adaptation which is picking up action via an Evelyn Knight disking.	75--75--75--75				
	This Is the Chorus A lightweight material ditty is done up brightly. This one will have to be dependent mainly on those of Berle's faithful following.	68--70--67--67				
WILLIAM RAYMOND ORK (Raymond Trio)	A Darling All My Own SELEST—Mickey combo in the Lombardo image does a creditable job with a sweet and pretty ballad.	65--65--65--65				
	It's Christmas Time Again Passable Yule tune gets an okay job, but will doubtless get lost in the shuffle.	57--57--57--57				
LUIS ARCARAZ ORK	Johnson Rag VICTOR 23-5252—A great Mexican dance ork that isn't grooved Miller, Dorsey or James, but combines elements of each for a wonderful effect of its own. Studio is superb. With bally, Arcaraz could emerge as a pop winner a la Prado.	83--86--82--82				
	Embrujado This side is "Bewitched," shows the scope of this fine band in a really bewitching mood treatment. Visionary deejays could do themselves proud with this sleeper.	81--84--80--80				
JERRY LESTER	Orange Colored Sky CORAL 60325—George! The high-flying TV comic slams out a zestful production of the happy novelty ditty.	78--78--78--78				
	Time Takes Care of Everything Tom! Hunk of material doesn't come off.	62--64--62--60				
JAN GARBER (Roy Cordell)	Blue Christmas CAPITOL 1257—Holiday tune that scored last year looks like a repeater. This sweet, danceable version should pay off.	82--82--82--82				
	What'cha Gonna Get Me for Christmas? Vocal trio delivers the inconsequential ditty. The mickey band makes it a bouncy, danceable side, however.	71--72--70--70				
KAY STARR (Frank DeVol Ork)	Oh, Babe CAPITOL 1276—Kay's sock vocal version can mean money if the rhythm novelty clicks. This rendition can help plenty.	83--84--82--82				
	Everybody's Somebody's Fool Thrush projects superb feeling. This material is likely for rhythm-blues market, and could pick up pop action particularly with fans.	82--83--80--83				

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Another Thrillwood Thriller just released: "MARY (A BALL OF FIRE)"
Choice territory still available.

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Thrillwood No. 105A

THRILLWOOD, Box 44, Bloomingdale, New Jersey

Life With Father

Continued from page 13

"Smile! It costs nothing. Your facial expression is as important as your appearance." Again: "Use of profanity will not be tolerated."

Short shrift was given belligerent bandmen, the toolers being advised to "report any argumentative members to the secretary."

Meyer Davis's concern for the financial welfare of his employees was marked, as indicated by these excerpts from the manual:

"We strongly encourage all employees to save money."

"Borrowing or loaning of money among employees is not approved . . . We caution you against borrowing from loan agents . . . Do not advise any fellow-employee to buy, invest in, or otherwise become interested in securities of oil or mining ventures . . ."

Too, employees who felt they were "forgotten or overlooked" were told to advise the main office or secretary of the situation, "and you may be sure the matter will be carefully investigated." On another page, the manual stated "Merit Will Win."

The musicians, too, were encouraged to suggest ideas for the improvement of the business: "We will give to any employee, with the exception of our secretaries, One Dollar for each suggestion made when . . . the suggestion is practicable." Also, librarians were given monetary awards—\$20 tops—for keeping music in good condition.

Smiling Voices

Employees were fully instructed in the art of using the telephone politely, and were warned about what to say and what not to say in general conversation. "Do not gossip about our business is one admonition. Again: "When asked for the name of the orchestra with which you play, always reply Meyer Davis's Music." On the other hand, band secretaries were advised to "Cultivate the newspaper fraternity." Generally, tho, secretaries were told: "Do not be too communicative . . . Whenever you leave the office, if only for a minute, lock your desk. Guard our business as you would your own."

More instructions for the musicians:

"Musicians will not chew gum or smoke while on engagements."

"Musicians will not leave seats without permission of the leader."

Licorice O. K.?

"Absolutely no drinking of spirituous liquors . . ."

"After playing a selection of any sort, instruments should emit no sound for at least one minute."

"It is a musician's duty to know how to properly pronounce names of any and all selections in the library."

But to the secretaries, specifically, is addressed the manual's pay-off statement:

"The Davis Musical Organization is of the highest class."

Frankly, its history thru the years would seem to bear out that contention.

"Rudolph" High

Continued from page 11

will also appear in a forthcoming Autry Christmas album. Columbia has a hefty promotion going on the item, to hit a climax just before yule week.

Meanwhile, arrangements have been made for a Rudolph float in Macy's Thanksgiving Day parade. Originally, Rudolph was not to have appeared because of Macy's deal with Hill & Range for exclusive rights to Frosty the Snowman, but the department store has apparently capitulated before the reindeer's impetus.

U.S. in Dreyer Suit

Continued from page 11

quently. Dreyer is asking for \$25,000 and an accounting.

The defendant avers in his answer that the German original is in the public domain, and that the U. S. custodian had no right to assign an exclusive license to any publisher.

PHILADELPHIA, Nov. 4.—Robin Records, a new independent record label, will be introduced here. New waxery will represent the combined resources of Bill Coates, organist at Club Shagure across the river in Camden, N. J., and two local songwriters, Bud Delaney and Jaines Jamison.

ARTIST LABEL AND NO.	TUNES COMMENT	CHART POSITION	CHART WEEKS
POPULAR			
SAMMY KAYE ORK Music, Maestro, Please COLUMBIA 39015—Tony Alamo and the ork get out one of their fine throbbing renditions of the standard revival.		83--83--83--83	
You've Got Me Crying Again Another sterling mood production, with the Kaydel's backing Alamo's soulful vocal. Disk should help bring this one back.		85--85--85--85	
SY OLIVER ORK-RALPH YOUNG Just the Way You Are DECCA 27262—This catchy rhythm tune is Sy Oliver's dish, and Young gets on a vibrant warble, with neat Three Beaus and A Peep vocal support.		78--78--78--78	
To Think You've Chosen Me Creditable try on the promising new torcher, but competition's too heavy on this one.		71--74--70--70	
MARGARET WHITING-JIMMY WAKELY Christmas Candy CAPITOL 1255—Swing new Christmas polka, a second cousin to "Here Comes Santa Claus," is done with bright charm by the smooth-working team.		76--78--75--74	
Silver Bells This Christmas tune's a real heart-grabber, and the duo really bring it dry. If ditty latches on, this version, one of many good ones, will score high.		86--86--86--86	
DANNY KAYE-PATTY ANDREWS (Vic Schoen Ork) Orange Colored Sky DECCA 27261—Tune's a natural for the exuberant Kaye talents, and Patty matches him all the way in a real rousing rendition.		85--85--85--85	
Ching-Ara-sa-sa (Andrew Sisters-Danny Kaye) Danny and a full complement of Andrews bet busy with a busy novelty in march time.		73--74--72--74	
MIKE HERN-GEORGEANN GARNER Hog Wild HORACE HEIDT MS 1054—Hillbilly burlesque by boy-gal duo, with fiddle, steel guitar and rhythm is unsubstantial, doesn't impress.		50--50--50--50	
Sweetest Little Girl (Mike Hern) Hern turns on a winning country bary on a so-so ballad.		64--64--64--64	
KATHRYN GRAYSON This Is My Lovely Day MGM 30283—An arty ballad from a flicker gets an unrelievedly dull treatment from the thrush.		53--56--53--50	
Always Thrush's wispy soprano and a fancy-dan orking do nothing for the great Berlin standard.		62--66--62--58	
HARRY JAMES ORK Circus Days COLUMBIA 39024—A real ragtime oldie gets a so-so swing instrumental go from James & Company. The Horn's solo, by the way, is a wistful attempt at bop style.		70--72--70--68	
Lullaby In Boogie (Jan Stewart-Dick Williams) Medium-tempo novelty boogie item with a boy-gal vocal on the slight lyric. Band works up some steam on this one.		74--74--73--75	
RALPH FLANAGAN (Harry Prime) I've Never Been In Love Before VICTOR 145147-3949—Band and Prime are in top form for a slow, relaxed rendition of a tuneful "Guys and Dolls" ballad.		85--85--85--85	
The Billboard March Fine instrumental rock rendition of the familiar musical salute to The Billboard.		85--85--85--85	
REGGIE GOFF-THE MITCHELL MEN (Bob Farnon Trio) The Halls of Ivy LONDON 830—The British carbon copy sounds exactly like Vaughn Monroe in this universal anthem for collegians.		68--70--68--65	
Drink, Drink, Drink Another for perennial collegians regardless of allegiance.		66--69--66--65	
LEE LAWRENCE (BRUCE CAMPBELL) Manon LONDON 821—The British bary-tenor essays a difficult ballad with moderate effectiveness.		64--66--64--60	
Patricia Creditable performance of the oncoming tune has heavy name competition to reckon with.		71--74--70--70	
MYNELL ALLEN (Doc Dawson Trio) Mister Morty, Fat and Forty BIG NICKEL 1007—Rhythm novelty, unimpressive in itself, suffers further from badly balanced dinking.		42--45--40--40	
Slap Happy Similar stuff in the outdated rhythm style of the '30s.		41--42--40--40	
BUDDY GRECO-THE KEYS I Can't Give You Anything But Love, Baby LONDON 855—A bright revival of the oldie is done up with a fistful of gimmicks derived from the "Rag Mop" era. Should draw a neat flow of buffalo heads.		78--80--75--80	
You Meet the Nicest People In Your Dreams Greco goes it alone as he knocks out a pleasant rhythmic effort on this catchy oldie.		71--72--70--70	
EVELYN KNIGHT-GUY LOMBARDO ORK Rosy Apples DECCA 27279—Novelty ditty with a folk flavor is perfect for Miss Knight; she and the Lombardo ork turn out a very promising side.		87--87--87--88	
I'm in the Middle of a Riddle The lilting waltz tune has been threatening to break thru—this admirable waxing could turn the trick.		86--86--86--86	
SYLVIA FROOS (Sid Bass Ork) Did I Remember? JUBILEE 4009—The thrush does a nice selling job on this very fine old ballad. Bass's orking is worthy.		73--73--73--73	
I'm Still Crying for You Nothing much happens here.		63--63--63--63	
PATTI PAGE (Jack Rael Ork) The Tennessee Waltz MERCURY 5534—The high-flying thrush may have a real big one in her two-voice harmony on this hillbilly waltz sentimentalizer, a country hit not long ago. Patti sings both voices, via dubbing, natch.		91--91--91--91	
Boogie Woogie Santa Claus Christmas rhythm item stirred rhythm & blues action via Mabel Scott's etching last year. Patti does a great shout job, should make new friends with this one.		84--84--83--85	
STAN KENTON ORK Viva Prado CAPITOL 1279—Kenton returns a compliment to Perez Prado for the Mexican mambo king's dinking of "Mambo a la Kenton." This is a heavy bop mambo; beat is muddled, not clean and sharp like Prado's.		63--66--63--60	
I'm So in the Mood (Jay Johnson) New warbler sings well in the Eckstine-Farrell groove. Tune's a plodding, bluesy ballad job.		56--58--56--54	
SAMMY KAYE (Tony Alamo, Judy Johnson) You Oughta Be In Pictures COLUMBIA 39036—No smash, perhaps, but this dinking of a fine oldie, like Kaye's many fine, recent sides, should do plenty of business.		82--84--80--80	
To Think You've Chosen Me Heavily promising Benjamin-Weiss tune gets one of its top renditions here—at a dreamy, typical Kaye pace.		86--86--86--86	
JIMMY DORSEY (Kenny Martin) It's the Dreamer in Me COLUMBIA 39035—Fine old tune, by Dorsey himself, gets a fair enough ballad delivery by bary Martin, a Haymes-styled warbler.		71--73--70--70	
Dixieland Band From Santa Claus Land (Pat O'Conner) Contrived little Dixie novelty is likely to get lost in the plethora of potent holiday specials.		64--66--63--63	

(Continued on page 80)

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Occupation or Business

Al Newman Cuts 26 Sides in Two Days

NEW YORK, Nov. 4.—A new record may have been established recently when Hollywood conductor Alfred Newman recorded 26 sides—10 and 12-inch—in two days (13 and 14). Newman is partner with John Hammond in a recording deal wherein masters

are cut and leased to Mercury for the U. S. and Canada. Hammond flew to the Coast to supervise the six sessions, held with a 65-piece orchestra on the United Artists sound stage. According to Hammond, Mercury will issue two 12-inch LPs from the date by November 15. Stuff will be pressed on 45 and 78 r.p.m. disks later. According to present plans, Newman will cut new dates every two months.

The Telephone Man Rings in the HOLIDAY SEASON

NICK PAONE
AND THE GANG

"CHRISTMAS SERENADE"
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"NEW YEAR SONG" ET #1310
and
"LIFE BEGINS TODAY"
backed by
"MAMMA MARIA" ET #1309

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"MERRY CHRISTMAS TO YOU"
backed by
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JUST ONE MORE CHANCE
Annie Laurie
Regal 3300

DRIVIN' WHEEL WEST HELENA BLUES
Roosevelt Sykes
Regal 3286

I'M SO CRAZY FOR LOVE
IF YOU'VE GOT THE MONEY, HONEY
Paul Gayten
Regal 3302

Regal RECORD CORP. Linden, N. J.

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AND
I WANT A XMAS DRUM
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Music as Written

New York:

Mindy Carson is cutting a special disk jockey promotion platter, recapping all the great "Rain" songs, to push her latest RCA Victor disk, "Rainy Day Refrain." . . . After months of negotiations RCA Victor record department merchandising manager Bob MacRae has set the foreign rights deals on Walt Disney's Cinderella diskings. RCA Victor International will handle.

Tommy Mercer, warbler with the Buddy Morrow, Victor recording band, carded an ace at the sixth hole at the Mohansic golf course in Westchester last week.

Al Porgie bought out Murray Wizell's interest in Porgie Music.

Harry Belafonte's new vocal group will cut four sides for Jubilee Records. . . . Gospel thrush, Mahalia Jackson, was guest of honor last week at the Columbia University Men's Faculty Club.

Thrush, June Gardner, who opens at Radio City Music Hall as a featured soloist Thursday (9), has been term-pacted by Apollo Records.

The Three Suns have been signed by Laurel Films for "Double for Della," which goes into production next month.

Thrush June Hutton makes her New York debut at the Copa Thursday (16). . . . Peggy Lee goes into the Coconut Grove, Los Angeles, for three weeks, beginning Tuesday (28). . . . Larry Taylor is the new professional manager for Ruth Poll's Maypole Music.

Florence Farrell, Baltimore choir thrush, has signed with Jubilee Records for blues waxings. . . . Eddie Fisher goes into the Esquire Club, Montreal, Monday (6) for a week.

Spike Jones, in town last week on "vacation," spent the entire week visiting deejays. . . . Victor thrush Lisa Kirk goes into the Waldorf's Wedgwood Room November 30. . . . Decca's Latin-American department has inked the Alberto Iznaaga ork. . . . Bernie Stein has taken over as record buyer for the entire Davega chain.

Gramophone Enterprises, Dallas, has opened a distributing branch in New Orleans. The company, which handles London, Children's Record Guild and other lines, is headed by Everett Degolyer Jr. Jack Smith, Columbia disk warbler, opened at the Riverside, Reno, Nev., on Thursday (2) for two weeks. . . . MGM diskier Bill Farrell is set for a spring engagement at the Copa.

Children's Record Guild (CRG) Sales Manager Irv Katz has added Kay-G Distributing, Baltimore and Main Distributors, Richmond, Va., to the diskery's distrib roster. CRG General Manager Horace Grenell is off on a tour of educational institutions.

Pittsburgh:

Lorry Raine, who has three hits going on London in "Strangers"; "Music, Maestro, Please" and "Harbor Lights," makes her cafe debut November 13 when she opens a week's engagement at the Copa here. . . . Pat McCauley, who wrote "Marianne" when he was with Bill Bickel's Starlighters, has formed his own unit and is currently at the Carnival Lounge. . . . He will be followed by the Jack Mahon Quartet and Honey Boy and Buzzin' Bees. . . . June Christy was asked here why she used "I'm Just Wild About Harry" as her chaser music, thought a while and figured she was being put on the spot until she hummed the tune, and admitted it did sound a lot like her theme, "All God's Chillun Got Rhythm."

James Melton To Sell Real Estate to Partner

NORWALK, Conn., Nov. 4.—Prior to his leaving for Daytona Beach, Fla., the first stop on a concert tour, singer James Melton who conducts a museum containing ancient automobiles and a gigantic display of toys here, announced that he is selling his Connecticut real estate holdings to his partner, Raymond E. Marquis, of Wilton, but that he will retain all of the museum exhibits now on display.

Melton has completed negotiations for the construction of a \$500,000 showplace in Daytona Beach, Fla. He will continue to operate his museum in Norwalk until the new place is completed.

New R-B Diskery

A new pop and rhythm-blues diskery, Dynamic Records, has been formed by Tony Aquaviva and Ulysses Smith. First talent to cut for the label was vocalist Emmett Hobson and the Billy Taylor Trio. Next date will feature pianist Erroll Garner. Aquaviva, active in the personal management field, has signed newcomer Joy Burke, who will also record for Dynamic. First distributor set by the diskery is Major Distributing, New York.

New Slate Named by 802

NEW YORK, Nov. 4.—About 200 members of Local 802, American Federation of Musicians (AFM), at a meeting Thursday (2) in Nola Studios, called by the All-Union Primary Committee, elected a slate of candidates to run for office in the forthcoming union elections December 7.

The following were named: Christos Vrionides, for president; Lee Kuhn, vice-president; David Freed, secretary, and Max Senofsky, treasurer. Also nominated were nine members for the executive board and nine for the trial board.

The naming of Vrionides as a candidate for the presidency now makes five running for that office, including the Blue ticket's Sam Suber, Unity's Willie Feinberg and independents Al Manuti and Murray Stark.

National Inks New R-B Pair

NEW YORK, Nov. 4.—National Records this week inked a pair of new talents to boost their rhythm and blues roster. Diskery took on blues shouter Jimmy Rushing and his combo and the veteran vocal group, the Charioteers. Rushing is remembered for his almost two decade association with Count Basie, and his unit is composed of several other Basie alumni. Charioteers last recorded for Columbia.

Both deals are for three years and were set for the artists by Sid Fields, recently appointed record man for the Shaw Artists' Corporation.

Jazz, Dixie NG For WINS Jocks

NEW YORK, Nov. 4.—Progressive jazz, bebop and Dixieland disks are NG at WINS, New York, according to Joe Tery, the station's new program director. From now on d.j. programing will be built around "middle-of-the-roads" like Percy Faith, Morton Gould and Kostelanetz," says Tery, and Record Librarian Michael O'Donnell will personally pick platters for every spinner on WINS, with the exception of Jack Lacey and Freddie Robbins. The latter two will be given more leeway, but O'Donnell will still reserve final decision on their selections.

In line with this policy, O'Donnell has devised a new index system for the station's library of 70,000 disks, and recently augmented it with the acquisition of the Associated Transcription Service. With the exception of a few big names like Duke Ellington and Stan Kenton, WINS is limiting its library to middle-of-the-road records. Disks deemed unsuitable for broadcasting are given to local institutions and hospitals.

Robin Hood Sets 'Oh Babe' Promosh

NEW YORK, Nov. 4.—Leo Rogers, prexy of Robin Hood Records, which started in business with a fast-moving Louis Prima waxing of Oh, Babe, has set up foreign distribution deals for the platter as well as building a promotion campaign for the disking here. Rogers hired Irving Shiffrin to handle the exploitation of Prima's disking. Shiffrin is noted for his promotion efforts on behalf of the Third Man Theme waxing by Anton Karas.

Rogers set a deal with Eddie Kastner to produce and distribute the Prima disking in England, and made a similar pact with Gordon V. Thompson for Canada. Rogers also completed negotiations for Perfection Records to press and distribute the Oh, Babe platter on the West Coast.

Broughton, Browne Form Fowler Music

HOLLYWOOD, Nov. 4.—Hy Broughton, who pubbed Sentimental Me as Knickerbocker Music, has formed a new firm, Fowler Music, with partner Mort Browne. Broughton will head office on the Coast, while his partner will operate out of New York.

First No. 1 plug tune is I've Got a Date in Paris, clefted by Al Sherman and George Howe. Fowler is an ASCAP firm.

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

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

CLASSICAL

BACH: BRANDENBURG CONCERTOS NO. 1 IN F MAJOR AND NO. 5 IN D MAJOR—The Stuttgart Chamber Ork.—Karl Munchinger, Cond. (1-12'') London (33) LLP-222 78

London completes its Brandenburg's with this magnificent disking of the 1st and 5th. (See other review for notes on the 2d and 3d.) The 1st features the greatest diversity of "concertino" instruments. As with the other Brandenburg's by the Stuttgart, the performers play with impeccable technique, sensibility and teamwork. No. 5 features violin, flute and cembalo, and is, like the others, a superb essay in the concerto grosso.

BEETHOVEN: SONATA IN C MINOR, OPUS 30, NO. 2—Max Rostal-Franz Osborn (1-12'') London (33) LLP-162 68

One of the loveliest of Beethoven's violin-piano sonatas, lyrical and full of meaty content, is exquisitely performed by a comparatively lesser known team. Rostal's violin is rich, mellow and close up; Osborn's piano is a match in all respects. Neither dominates the other in this beautifully complemented performance, which gets a wonderful recording. Columbia beat London out with the first LP of this sonata several weeks ago with a Szegedy-Horszowski version; purchasers would do well to listen to both before they make a choice.

A. BORODIN: SYMPHONY NO. 2 IN B MINOR—Moscow Philharmonic Ork.-N. Rakhlin, Cond. (1-12'') Colosseum (33) CRLP-103 63

Waxed by the Moscow Orchestra, this dynamic, pulsing symphony, so expressively Slavik, is done with appropriate fire and dash. It is, to our knowledge, the first LP version; in fact, it is probably the best version available domestically. A Russian work, it has the merit of being performed by a good Russian ork. The recording is bright enough, but might have had more clarity and differentiation of mass.

POULENC: MASS IN G—Robert Shaw Chorale-Robert Shaw, Cond. (1-12'') Victor (33) LM-(x)-38 67

BENJAMIN BRITTEN: A CEREMONY OF CAROLS—Robert Shaw Chorale of Women's Voices—Robert Shaw, Cond.—Laura Newell, Harpist. Victor (33) LM-1088

Only previous waxing of the fine "Mass in G" work, a French recording for Columbia, has been deleted for some years. The Shaw chorale of mixed voices sings with surety and skill under the knowing leadership of the young conductor. Flip offers a women's chorus doing 11 delightful carols written by Benjamin Britten. The pungent contrast of the Middle English lyrics with the modern writing of Britten makes for pleasurable listening.

RELIGIOUS SONGS—Rise Stevens-RCA Victor Ork-Frank Black, Cond. (1-10'') Victor (33) LM-(x)-38 85

Bizet: Agnus Dei; Mason: Nearer My God, To Thee; Frack: Panis Angelicus; Monk: Abide With Me; Adams: The Holy City; Steffe: Battle Hymn of the Republic. Miss Stevens bids for another best-selling standard package with this collection of religious songs. Songs are familiar concert fare with religious intent. They are sung with warmth and reverent feeling by the Metopera mezzo-soprano. Frank Black's supporting band is beautifully accomplished and rounds out a collection which will make top-notch family trade merchandise.

A PROMENADE CONCERT—London Symphony Ork-George Weldon, Cond. (1-10'') MGM (33) E-525 75

Saint-Saens: Danse Macabre; Saint-Saens: Bacchanale; Rimsky-Korsakov: Cortege Des Nobles; Balakirev-Castella: Islamey. A variety of familiar short pieces comprises this LP designed to hit in the middle-brow market accustomed to Pops efforts. The recordings, made in England, are top drawer. Readings by Weldon are leisurely but effective. Neat packaging should aid the merchandising.

MIAMI HOTEL SEASON UP AGAINST TALENT SNAG

NEW YORK, Nov. 4.—The Miami Beach season insofar as acts getting work is concerned, has run up against a snag that may result in placing all the Beach hotels on the unfair list, according to the American Guild of Variety Artists (AGVA). Latter is asking for \$125 minimum. The hotels offer \$75.

Talks with hotel ops were started last week by Jerry Baker, regional AGVA rep. These were joined by Mort Rosenthal, of the union's national counsel, and then Jack Irving, Midwest AGVA rep and assistant national secretary flew down from Chicago to set up a program.

AGVA demanded a cash bond add a minimum \$125 per performer. Hotel association reps refused, pointing to their \$2,000 liquor license fee and \$750 permits making such additional costs prohibitive.

Rosenthal argued that unless they paid bonds to AGVA they'd have to pay them to the Florida Industrial Commission and under Florida law, would also have to register all owners and keep public records of all operations. Hotels brushed over the bond situation but said that minimums would class them as night clubs which they feared would make them liable to the cafe classification. Cafes pay \$2,700 local tax.

Hotels Say "Nay"

Hotels flatly refused to accept the AGVA's \$125 scale. They argued their hours, 10 to 1, made such figures prohibitive. They offered \$75, which AGVA rejected.

One hotel man suggested accepting the \$125 minimum but he would also charge acts \$10 a day. "If an act doesn't want to come in for that money and that arrangement, we just won't use him."

Union is now framing an ultimatum to be mailed the week-end of November 4. If no favorable reply is received in five days, all hotels refusing to pay \$125 minimum, sign agreements and put up bonds will be placed on the unfair list.

So far only three hotels, Saxony, Martinique and Sherry-Frontenac, are using talent. When the season starts about 15 more hotels will use them. The Casablanca, now being built and the most ambitious hotel undertaking so far, plans to have a 400-seat cafe on the premises using big names.

STEM HOLDS HEAD AS GROSSES DROP

Roxy Breaks Rule With Sock 100G, But Other Combo Houses Drink Bitter Tea

NEW YORK, Nov. 4.—A further drop in grosses among the six Stem combo houses had the biz holding its head. Last week's total was \$361,000 against the previous week's \$378,000, and that in the face of new shows at two major houses.

Radio City Music Hall (6,200 seats; average \$123,000) opened

RE NEW BILLBOARD

Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While no actual count was taken, *The Billboard* received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

Mrs. Murgatoyd and Billy De Wolfe: So the old gal finally got a new face. Best wishes for continued success to everyone on *Billboard*, and thanks for the posies thru the years. . . . Sol Schwartz: Congratulations on your new look. It makes your complete theatrical coverage easier reading. . . . A. J. Balaban: Copy of *Billboard* was just placed on my desk and want to congratulate. (Continued on page 50)

Army Acts Now Insured

NEW YORK, Nov. 4.—All the acts going on the European trip for RKO, to work for the army, will be insured thru a deal made by the American Guild of Variety Artists (AGVA).

RKO sent its check for the premium, \$315, to AGVA, and the insurance went into force. Acts will be covered as follows: \$5,000 in case of death; \$2,500 for the loss of any limb; \$50 a week for 13 weeks in the event of illness, and 13 weeks' free hospitalization.

poorly for *The Miniver Story*, Betty Bruce and Walter Dare Wall. Take was so poor that bill goes out next week. New bill will have Phil Foster, Bobby Brandt, June Gardner and *King Solomon's Mines*.

The Exception

Roxy (6,000 seats; average \$68,000) is the shining exception as a terrific biz puller. For its third week with *All About Eve* plus Martha Stewart and the Blackburn Twins, take was a sock \$100,000. It has already taken in \$90,000 and \$115,000 for the two previous innings.

Capitol (4,627 seats; average \$43,000) counted a so-so \$58,000 for its kick-off with Billy Daniels, Luba Malina, Pupi Campo's ork and *To Please a Lady*. Bill goes out next week.

Paramount (3,654 seats; average \$78,000) slipped way behind its usual second week's take even if the figure, \$50,000, doesn't compare too badly with the opener, a poor \$57,000. Bill had Morey Amsterdam, Janis Page, Charley Ventura ork and *Dark City*. New show, reviewed this issue, has Ames Brothers, Georgie Kaye, Tex Benke band and *I'll Get By*.

Strand (2,700 seats; average \$41,000) exited with a poor \$25,000 for its second and final week as against a \$36,000 opener for Ella (Continued on page 50)

Coast Clubs Blame N.Y. TV For Act Aches

Continued from page 1

but video interest forced cancellation of both Western deals.

Altho it's tough to get bands to the Coast, tightest squeeze is being experienced for acts. Each of Las Vegas' five hotels usually averages four acts per bill, with show changing on a bi-weekly basis. This means town's hotels need 40 new acts per month. Nitery ops in Hollywood also feel the talent pinch. Ciro's Herman Hover told *The Billboard* he's finding it tough to buy fresh talent for his Sunset strip nitery because talent is being held by New York video.

According to reports, San Francisco's Fairmont and Mark Hopkins hotels will drop their regular talent policy and go to dance music because of the West's talent shortage. Bay City hotel rooms will play attractions only when they can get the names they want.

Pittsburgh Talent Scene Is Smokier Than City Due to Newspaper Strike

Major Clubs Report Lowest Grosses In Years as Walkout Hits 6th Week

PITTSBURGH, Nov. 4.—The biggest drop in talent buying and the lowest nitery grosses since before the war dots the scene here as the newspaper strike staggers into its sixth week with no relief in sight. All major clubs polled said their talent nut was reduced from 50 to 90 per cent and the only names the town has seen in the past six weeks are the ones booked before the strike. Some acts let the ops out when they learned of the situation, and one, Sophie Tucker, told owner Andrew Chaleres, of the Vogue Terrace, that

she would gladly forget about the contract and go back to New York when only 60 people turned up for her opening night. Chaleres urged her to stay and as soon as the word got around that she was in town, the club started doing capacity business and he got off the nut for the week.

Stan Kenton's orchestra and Martha Raye, also set for the Vogue, have been set back to a later date. George Claire, agent for the Vogue, said that all the stars contacted were co-operative and agreed to the postponement.

At Johnny Brown's, which Claire also books, the Larry Darnel unit was set, but the Gale office willingly agreed to a cancellation. Owner Nate Moss, who is using top Negro stars such as Sarah Vaughan and Errol Garner, is going to use nothing but local scale acts until the strike is over.

The Carousel had Willie Shore, and the Copa had Al Morgan at the beginning of the strike but both were sold before the news blackout and both did big biz. But June Christy, in the Copa last week, did less than half the business she pulled during her last engagement there.

Barely Broke Even

Bill Green had *Smart Affairs* of 1951 the past two weeks and barely managed to break on the date, and this was a show he had figured to be a top grosser. Green is now passing up any top priced talent. The Ankara has also cut its budget way down.

The only newspaper here, *The Daily Reporter*, put out by American Newspaper Guild employees who were put out of work by the

mailers' strike, is an eight-page affair and is being used by all the niteries, but it is an almost unsurmountable task to reach the 2,000,000 people in this area with its 100,000 circulation. Also due to its limited space, not much nitery news can be printed, altho Leonard Mendlowitz, *The Sun Telegraph* critic, runs a column twice a week using cafe news.

Stix Not Hurt

The outlying areas cannot be hit at all unless every one of the small town dailies is used. Posters were used for a while, but then everyone got the same idea and their value was nullified when every available daub spot in the city was papered.

Radio time has been gobbled up by the department stores and now it is even difficult to get an artist on a disk jockey show because of the many commercials. On top of it all, there doesn't seem to be any hope of an early settlement, with some pessimistic observers placing the date or resumed publication next March.

PHILLY CLICK IN POLICY SWITCHEROO

Name Bands Out; Singer Books Harlem Talent

PHILADELPHIA, Nov. 4.—The Click will drop its name band policy when it changes hands with Sam Singer, of Atlantic City's Club Harlem. Singer, who heads a resort syndicate and also operates the Club Cleo in Northern New Jersey, will take over December 15. Click which has for many years and thru many ownerships served as a major base for name bands, now becomes a spot for Harlem-styled floor shows.

Larry Steele, who has produced the summer revues for many seasons in Atlantic City, will stage the productions. His first show will be *Smart Affairs* of 1950 currently on tour and opening next week at the Town Casino in Buffalo. With the package will be Jimmy Tyler's ork, also on tour with *Smart Affairs*. Tyler is the former tenor sax ace with Count Basie's band.

Much of the Atlantic City staff will come here with Singer, a (Continued on page 50)

EMA-ARA Lines Up To Fight Vs. New AGVA Pact

Chi Meeting Picks Reps To Carry the Battle to New York

CHICAGO, Nov. 4.—Entertainment Managers' Association, Midwest chapter of Artists' Representatives' Association (EMA-ARA), vigorously insisted that its trio of representatives to the November 15 board of governors' meeting in New York oppose the recent American Guild of Variety Artists' attempt to put in force a new one-year exclusive agency pact (*The Billboard*, October 21). EMA-ARA's determined stand against the AGVA attempt to replace the present three-year pact with a three-year option was a highlight of the October meeting here Tuesday (31).

Selected to make the Gotham junket to rep EMA-ARA at the board of governors' conclave were: Jack Russell, Mutual Entertainment Agency; Freddie Williamson, (Continued on page 50)

Command Perf. Imports Seven American Acts

NEW YORK, Nov. 4.—American acts will dominate the next command performance at the London Palladium when it opens November 17.

The show, booked by Lew Grade, of Lew and Leslie Grade, London bookers, will consist of the following: Jack Benny, Dinah Shore, Alan Jones, Merry Macs, the Debonaires and two acts out of legit. These will be David Lober, ex-Greb and Lober, out of *Touch and Go*, and Jonathan Lucas also out of *Touch and Go*.

FOR SALE

Danny Davis Wails; Puts Club Up

NEW YORK, Nov. 4.—The new policy at Kitty Davis's Club, Miami Beach, which was to have teed off with an all-Negro show, is out. The sale of the club to local indie agent, Harry Adler, also supposed to be set, is also out.

"I had a producer who was to put the shows on for me," explained Davis. "But he wanted to rob me. He wanted me to work for him."

"I had the club sold to Harry Adler and then he pleaded inability to take time off from his business to be in Florida."

"So now I have a club on my hands I don't want," he wailed, "but if anybody wants to buy it they can have it—dirt cheap."

MINK COAT

No Bar to Troupers; Lamb Okay

NEW YORK, Nov. 4.—Ruth Dunn, wife of Henry Dunn, American Guild of Variety Artists (AGVA) topper, received an invitation from the Troupers to join them. The troupers are wives of male performers in showbiz, or performers in their own right.

Mrs. Dunn, replied to the invitation, "Sorry, I can't join. I haven't a mink coat."

The other day, she wrote them again, inquiring if they had a non-resident membership. "I feel I can now avail myself of the opportunity because I just bought a new Persian lamb coat."

MORE U. S. ACTS

Yanks Comin' to London in Drove

NEW YORK, Nov. 4.—More American acts will work in London the coming season than have worked there since before the war. And still more will be bought to start as soon as London's pantomime season, ending about Christmas, is over.

While the major search continues to hinge on big names, preferably those with picture reps, smaller performers are also in greater demand than ever.

The biggest buyers in point of numbers were Eustace Hoey and Harry Morris, who just wound up a five-week visit here. They bought Dana Leslie, to open December 11; May Barnes and Garland Wilson for January 15; Mack Triplets, February 26, and Savannah Churchill and the Striders for March 26. Hoey and Morris operate two spots in London, the Colony and the Astor, both in the same building, and acts double to both rooms.

Seeking Others

Hoey and Morris also have deals for Kitty Kallen, the Four Heaters and are dickering for Sophie Tucker, Pearl Baily, Eileen Barton, Georgia Gibbs, Mary Small and Connie Haines.

USO Readies For New Run

NEW YORK, Nov. 4.—Rumbles of a reactivation of the old USO, with thousands of acts getting jobs again, were denied by officials of that org last week. They admitted, however, that they were having a series of new meetings, and that the board of governors has been increased.

The latest additions to the board (Continued on page 50)

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Night Club Reviews

Balinese Room, Hotel Somerset, Boston

Capacity, 200. Price policy, \$1 cover. Owner, Hotel Somerset. Booking, Ruby Newman. Publicity, Al Longo. Estimated budget this show, \$1,200.

A quiet, attractive and unpretentious supper club away from the hubbub of the city center is the toney Balinese Room of the Hotel Somerset. Here the show seldom involves names, but usually young entertainers on the way up.

Thus the show which featured Rey Rodell, French balladeer, pretty thrush Cece Blake and dancer Earl Barton offered easy, informal entertainment new and fresh in Boston. Rodell capitalizes on an ingenious manner. In a full, round baritone he sings pops as well as a brace or two of French and Spanish folk tunes, accompanying himself on the guitar. He does *Begin the Beguine* well. *Some Enchanted Evening* he sings as tho he had been coached by Ezio Pinza, reproducing a good many of the Pinza vocal mannerisms. Such French tunes as *Palace Pigale* and *La Seine* he does with particular affection and sure effect. In his first two weeks here, his reputation got around fast and he was held over to head a bill including Monica Boyar.

Barton Goes Over

Earl Barton started off the show with some plain and fancy dancing, all of a ballet troupe calibre. An unusual and thoroly effective routine is his condensation of Tchaikovsky's *Nutcracker Ballet*. It allows full rein for his skill, as well as an extended piece which the audience took to at once.

But between Barton and Rodell there was a pretty slip of a lass who had a very personal way with a song. Cece Blake by name, one we probably should remember, since it is clear that she is going places. Her voice is of bigger size than most microphone thrushes, also of pleasanter quality. She sang *I Didn't Know* with the ma-

(Continued on page 45)

Havana-Madrid, New York

(Thursday, November 2)

Capacity, 325. Price policy, \$3.50-\$4.50. Shows at 8:30, 12:30 and 2:30. Operator, Louis Weinman. Booking, non-exclusive. Estimated talent budget, \$4,000.

The newly reopened club under a fresh management has a real show. If it now books an attentive audience, it may even make a buck with it. If the opening night jamboree is any indication of what kind of a club this will be, word of mouth could be sufficiently damaging to keep people away.

The acts, the line, the bands, worked hard. But no matter how hard they worked, the noise was so stifling it covered everything like a blanket. The unruly crowd was, of course, a major fault. But contributory faults were a poor p.a. system, plus the fact that nobody but ringsiders could see the acts. Spot used to have a raised floor that has been eliminated. So a mob, which couldn't hear or see, amused itself by shouting above the din.

Pretty Line

Show started with a very pretty June Taylor line (8). Kids had routines and had rehearsed. But tiny floor was hardly big enough for two people, let alone eight. First act was Manuel and Marita Pira plus their two monkeys. Act, caught before at the Palace, got solid yocks when the monks did their hilarious takes.

Mary Small got some attention with her first eight bars. The gal is one of the best deep-toned sellers in the biz, with material to back it. If the mob had paid attention, they'd have heard a great performance. She started with a bright *You Can't Take It With You*, then came a wonderful torch, *I Don't Want Him*; and a new one by husband, Vic Mizzy, *Sleepy Old River*, a thrilling song. Ringsiders wanted her to stay on, but the noise from the back forced her off.

A good boy dancer, Ray Kirk, was completely lost. In another room he'd be a stand-out. He can tap, twirl and sell. This mob just wasn't buying.

Rough on Kent

Lenny Kent had the roughest time of all. They listened for two minutes and, from then on, Kent might've been doing his act in Lindy's. He showed some genuine-

(Continued on page 45)

Latin Quarter, New York

(Sunday, October 29)

Capacity, 625. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Booking, non-exclusive. Publicity, Bayne-Zussman. Estimated budget, this show, \$10,000.

The latest of Lou Walters's productions, tagged *Vive Les Femmes*, is a cinch to make a couple of bucks. It has speed, some marvelous productions, solid flash, plenty of epidermis for those who like to see the bare facts, and acts that do great jobs.

Like in many of Walters's previous shows, most of the acts double into the productions, making for big spectacles and added sight appeal. This one is built around the Arabian *Thousand and One Nights*, treated with a lavish hand. Costumes vary from the fantastic to the bizarre worn by some of the most beautiful girls the spot has had in a long time. To give heightened interest to one of the productions, a couple of great dances were used.

First act were Les Zoris, a French import. Male, a husky, well built chap, worked in leopard costume. Basically it's an adagio act. But the speed and dramatic values displayed by the team make it a standout.

Next were the Cristiani Troupe (three boys; two girls). Their work drew sharp gasps as they went thru involved teeterboard leaps, two and three high, involving full twists, one and half twists and all ending with shoulder stands. A series of lightning pin wheels, butterflies, etc., were delivered with pin-point timing for great finishes.

Mlle. Niriska showed one of the novel acts caught in a long time. Gal uses king-sized wings (two rods attached to shimmering white fabric) and goes thru wing flutters and gyrations with tre-

(Continued on page 45)

La Martinique, New York

(Wednesday, November 1)

Capacity, 250. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Darlo. Booking, non-exclusive. Estimated budget this show, \$1,800.

With a skeptical showbiz jury out front, Dario's reopened room had everything against it. But despite the handicaps of a typical jammed opening, a non-operating air-conditioning system—go figure a heat wave in November—the show came off way ahead. Here and there it seemed to be stretched too taut, still it went off in better fashion than most of the wisenheimers anticipated.

Room has been redone. It has a new draped ceiling, the gaudy decor of the old club is gone, and quieter colors now rule. Show is a fast package, with some great dancing, fine singing and a pair of comics who show loads of promise.

The routine can stand improving. Bill has a boy production singer, Jim Hawthorne, opening with a line of girls (6) and then has him come back for a spot. This is followed by more singing, then a dance number; then more singing until the comics come on, and they too do some singing. The fact that everybody does okay is beside the point. There's just too much singing. Hawthorne can chant, he proved it in *South Pacific* and also in his last job at 1 Fifth Avenue where he's been caught before.

Swell Dancer

Johnny Conrad, slightly lad, showed a wonderful dance routine. Boy mixed up his taps with ballet and modern stuff for attention-compelling returns. In one routine he worked with three girls out of line for a counter-beat precision number (for which Lou Perry, indie agent, took bows) for a thrilling finish.

Jane Harvey did a pleasant and competent job. Gal can sing ballads with the best of them, even if her too-frequent down tempi didn't sit too well with a yackety-yackety audience. Were Miss Harvey an important name, this crowd would have paid attention, because she has the voice and style. As it was she came off way ahead even if she stayed on too long.

The major surprise were Tom Noonan and Pete Marshall, two highly touted (and criticized) comics recently picked up by Abby Greshler on the West Coast. The boys are clean cut, good-looking lads who work well together, using the King's English sans mountain accents.

Noonan's the comic; Marshall's the straight man. Latter is a tall

Vaudeville Reviews

Palace, New York

(Thursday, November 2)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily; five week-ends. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert house ork.

This one runs okay and, if the flick, *Southside 1-1000*, gets any fair notices, should keep the house in the black.

The Whirlwinds, standard roller skating act, opened with their customary fast work on their 10 by 10-foot mat, and finished to good hands. The Cappy Barry Boys, Charles Leighton and Harry Hale, showed a pleasing harmonica act for equally good applause.

Roy Rogers, working in one and three, had a hard time getting to them with his opening chatter and belly-roller falls. But once he got them, he held on. His eating bits of assorted objects, ending in his gobbling of "goldfish," got him off to good hands and laughs.

M. Choppy's act, recently caught at the Latin Quarter, consisting of painting caricatures on girl's bare backs, didn't do too well here. Major reason seemed to be lack of announcing. While the audience sat quietly enough and guffawed at the finale—the bride with the big "eyes"—act seemed slow because there was no explanation of what his figures were supposed to represent.

Boys Okay

Paul Seers and Johnny Haymer, a new double singing act with one lad on the piano, have many of the necessary elements that can make them another Cross and Dunn, or a Van and Schenk. Boys harmonize skillfully and do single novelty, standards and slight comedy, in good style. Both lads dress well and look good, finishing to big applause.

Anita Velez and her Carib Dancers, five persons, probably spent a lot of money on costumes and choreography. The girls, led by Miss Velez, look good and work okay. The weakness is in the boy, who doesn't look masculine enough nor dance virilly enough to make his role in the troupe believable. Routines consist of mom-lo to modern ballet. Act finished with an exciting flash to pleasant hand clapping.

Rex Weber is better than ever with his dead panned-immobile lipped singing. The fact that Weber has a genuine voice is completely overlooked because of his novelty. He proved his voice in his classic *Brother, Can You Spare a Dime*. He sold that one with plenty, coming off to almost show-stopping hands. His wife comes on for one bit, an amusing number, that caught many of the audience by surprise.

Renee and Jim finished the bill with their spinning ladder acro act. Girl does most of the tricks, the boy showed a flair for comedy of which he did too little and which the act can stand. Bill Smith.

Oriental, Chicago

(Friday, November 3)

Capacity, 3,200. Price policy, 50 to 88 cents. Five shows daily. House booker, Charley Hogan. Show played by Sherman Hayes' house band.

Headliner Kay Starr should make many return visits locally, judging from reaction to her first vaude. Gal is strictly a rhythm singer with individual style, visually and aurally. While every number was a beat rendition, she varies the tempo nicely for pace. Dave Matthews, vet tenor sax star, conducting for her on this tour, does a fine job, but his fast, awkward walkon should be remedied. Miss Starr walked off to terrific hand after *Bonaparte's Retreat*.

Rest Also Class

Remainder of the bill is also class. Los Gatos, hand balancing trio who work in a j-bug format, received their usual top reaction. The Demattiazzi's, a fine novelty doll dance act, got a sock response.

Artie Dann gets better with each visit. His new *Battle of the Sexes* is standout. Bowed off to good palming.

Sherman Hayes's house ork contributed a fine Hawaiian medley. Hayes is rapidly developing into a topnotch visual personage.

Pic, *To Please a Lady*.

Johnny Sippel.

Princeton undergraduate type. Former has a pliable mug and delivery that's a natural for comedy.

(Continued on page 45)

Paramount, New York

(Thursday, November 2)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily; five Saturdays. Chain booker, Harry Levine. Show played by Tex Beneke band.

Without the Ames Brothers, the current bill would have been weak. The Coral Records' vocal group made the rest of the show, tho they shared billing with the Tex Beneke crew. Closing the bill, the four boys were near-terrific. The act is young-looking, musicianly, fast, and loaded with laughs in the right spots.

Opening with *Tzena, Tzena*, *Tzena*, the group went right into *Can Anyone Explain?* and *Clancy Lowered the Boom*—the latter two a pair of their disk hits. A change of pace, *Because*, sold exceedingly well. With their now famous *Rag Mop* rendition, they bowed off to a solid hand. Encores were *Sentimental Me*, a current Ames platter, and an a capella version of the spiritual, *Who Built the Ark?*

Tex Opened

Opening the bill was the Tex Beneke ork (8 brass, 5 reeds, 3 rhythm, and Beneke fronting and playing tenor). From their recorded version of *St. Louis Blues March*, the band went into *All My Love*, sung by Beneke's new chirp, Eydie Gorme. The gal was little more than adequate. Gregg Lawrence, the band's boy singer, walked on to teen-age oohs and aahs and effectively handled *Dream a Little Dream of Me*. Later on in the bill, Beneke himself handled the vocal on *Chattanooga Choo-Choo*. His playing of the Glenn Miller version of *In the Mood*, a hunk of nostalgia, got the best house reaction.

Joey Gilbert and Arlene Russell, a youthful dance team with an ingratiating manner, exhibited a well-rehearsed tap routine. Neatly costumed, they ran thru their act at a fast clip. Each did a solo spot, the boy taking the honors with his flamenco-styled tapping atop a drum-shaped pedestal. Georgie Kaye lost half the punch in his comedy patter by talking too fast—even for the hep audiences in a Stem house. He drew little more than giggles, partly because his gags have been tossed at this same audience by a half-dozen other comics. Best were his psychiatrist routine and a short take on four women splitting a restaurant check. The Beneke band did a competent show-backing job.

Pic, *I'll Get By*. Joe Martin.



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Burlesque Bits

by Uno

EVELYN TAYLOR filled featured spot at the Hudson, Union City, N. J., week of October 22 and returned to the Swing Rendezvous, New York, where **Paul Lester** has her set for an indefinite stay. . . . **Marlena Mason**, St. Louis dancer, has signed a 15-week contract with the Hirst Circuit. . . . **Eddie Shafer** has left the Roxy, Cleveland, to manage the Casino, Pittsburgh. **Jack Beck** and **Eddie Lynch** continue in charge of the Roxy. . . . **Vic Puree**, comic, and wife, **Josephine March**, have forsaken burly to settle in Washington, Pa., where they operate an eatery labeled **Quitsie's Castle**. . . . **Eileen Hubert** threw a surprise birthday party for her husband, **George Murray**, at the Casino, Boston, last week. . . . **Babs Davis** replaced **Marion Wakefield** at Union City, N. J., week of October 29. . . . **Mike Sachs** and **Alice Kennedy** have shifted from the Maryland, Baltimore, to the Rialto, Chicago, for two weeks. . . . **Charlie Schultz** is the house straight, and **Vickie McNeeley**, house singer, at the Casino, Boston. . . . **Pinky Enloe** leaves the Grand, St. Louis, soon for Denver. Her physician has recommended a change of climate.

SAM COHEN flew from his new home in Encino, Calif., to Union City, N. J., to be present at a testimonial banquet in his honor at Louis's Restaurant November 4, sponsored by **Robert E. Kennedy Post**, 38th Street Veterans. The occasion also celebrated his farewell as manager of the Hudson, Union City. . . . **Mac D. Ferguson**, comic, is en route with the Hirst Wheel with his wife, **Vivien Keenan**, strip-talker, with both doing good jobs. . . . **Scurvy Miller** is recovering

from stomach ulcers at Jefferson Hospital, Philadelphia. . . . **Shirley Paige**, producer at the Empire, Newark, had her new auto smashed by a hit-and-run driver last week. . . . **Billy (Zoot) Reed**, comic, is currently at the White Swan, East St. Louis, Ill. . . . **Jack Birmingham** is out of a veterans' hospital and recuperating from a heart attack at his New Orleans home. . . . **Mona Corey** is a new feature on the Jack Kane Circuit. Her sister, **Helen**, is a principal with the same unit. . . . **Primrose Semon** has quit **Jack Linder's** TV "Music Hall" show in New York after 10 weeks' participation to open a new Montreal club, October 30, thru **Hal Gould**. Latter is convalescing following 12 weeks' of hospitalization.

MORRIS ZAIDENS, who became assistant general manager of Cincinnati Gardens, November 1, after 14 years as manager of the Gayety Theater, Cincinnati, was tendered a farewell backstage party October 31 by friends. Among guests were **Arthur Clamage**, head of the Clamage & Rothstein theater chain, who presented Zaidens with a check for \$1,000 in appreciation of his years of service to the C & R chain; **George Hotopp**, of the Internal Revenue Department; **Rose LaRose**, dancer, **Gus Uchman**, veteran Gayety stagehand; **Dave Hamill**, Zaidens's successor, and a number of Cincinnati business and professional men, in addition to the showfolk playing there.

Latin Quarter

Continued from page 44

mendous dramatic impact. The lighting given her was ingenious. But the act was outstanding it could stand minor cuts.

Senor Wencés was his old sleek ventriloquistic self. His hand-doll dummy and face-in-the-box was better than ever. The chit-chat between Wencés and his dummies was delightful. Wencés is one of the few ventriloquists around who is not only a skillful worker but what is more important, has solid material to go with it.

Jean Carroll, headliner, was a welcome switch from the rest of the show. She's neither Parisian nor Arabian, but she can get the laughs. Her male-like gag delivery got yock upon yock as she went thru her race tout and "my husband" routines. Miss Carroll's fault was her timing. When she threw a gag and it didn't hit, she waited too obviously for her laughs, instead of keeping right on. She was still good, but this waiting for laughs made her first few minutes awkward ones.

Gali Gali, had a field day with his now-you-see-it-now-you-don't routine. His chick bits, card tricks and other standard Gali Gali things, were solid attention getters.

Mila Raymon, fiddle player, had a tiny spot which segued into a major production built around Strauss waltzes. This called for outstanding ballets by Wilson Morelli and Genia Mel; virile chanting by a Ben Yost Vikings group; solo singing by Earl MacVeigh and canarying by Sara Ann McCabe. Incidentally, Miss McCabe seemed to be in trouble most of the night. Either her voice was too high for the music or vice versa. In any case, she has done better when caught as a single.

The Natascha Kamerova productions were all magnificent even if a few of the numbers were reprises of others caught in the past. The freshness, the enthusiasm and magnificence of the costumes, however, placed this show high on any list.

The musical arrangements by George Kameroff were expertly translated by Art Waner's band, who went thru involved cues without a hitch.

Buddy Harlowe did the intermission music in good fashion. *Bill Smith.*

Hocus-Pocus

of Magic and Magi

by Bill Sachs

BLACKSTONE, who last week concluded a fortnight's stand at the American Theater, St. Louis, has informed The Billboard that he is closing the show and moving the equipment back to the barn until after the holidays. He based his decision on the inroads of television upon the box office. The Blackstone show opened its new season only a few weeks prior to the St. Louis run. . . . **Mr. and Mrs. McDonald Birch** (Mabel Sperry), en route from Indiana to North Carolina, stopped off in Lexington, Ky., for a visit with **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police, and Mrs. Estes at the latter's home there. The Birches have engagements in Georgia and Florida to follow their North Carolina dates. . . . **Jerry Furman**, prominent Hoosier magus and veteran projectionist, has assumed management of the Fort Harrison Boat Club, Terre Haute, Ind. **Lester Lake** (Great Marvel), currently showing his magical wares at the Furman spot, is slated to be followed in by **George Marquis's** new girlie mystery revue, "Satanic Scandals," featured **Satana**, the "Girl Who Flirts With Death," and the **DeHaven Sisters**, formerly known as the **DeMaraise Sisters**. **Al Wheatley** (Tung Pin Soo) also has been set by Furman to appear there soon. . . . **Doc Weiss** is slated to repeat with his handcuffs, shackles and mail-bag escape over WOR-TV, New York, Wednesday (8) from **Jack Linder's** Bowery Music Hall in the Big Town. Weiss is assisted by **Miss Terry Lee**. . . . **Elmer Newman** appeared Halloween Night at Lane High School, Charlottesville, Va., under auspices of the local University League. . . . **Ramon LaRue** (Sir Edwards) presented his upside-down straight-jacket escape while suspended from a flying helicopter as a feature with **Aut Swenson's** Thrillcade in front of the grandstand at the Louisiana State Fair, Shreveport, October 26-28. . . . **Theo the Magician**, formerly with the **Mandrake** and **Marquis** shows, has received his greetings from Uncle Sam and reports to the service this week.

HARRY USHER, who died of a heart attack in Los Angeles, October 29, with his wife, **Frances**, formed one of the most prominent mental turns ever to play the major vaude circuits. They had given up trouping some years ago and for the last 12 years resided in the Los Angeles area. The veteran Harry had a host of friends in magicdom who will mourn his passing. **Jim Sherman**, former Chicago magic dealer now residing on the Coast, in writing of Usher's passing, said: "We have lost one of the finest characters that God ever put on earth." . . . Another magical stalwart to pass on recently was **Si Stebbins**, veteran circus performer and magician and originator of the Si Stebbins System for perform-

ing card tricks. Stebbins, whose real name was **William Henry Coffin**, died in Milwaukee October 12 at the age of 84. . . . The 14th Annual New England Convention of Magicians was held at Hotel Barnum, Bridgeport, Conn., October 27-29, with some 350 delegates in attendance. "Night Before Show" was emceed by **Dick Partridge**, and included **Dr. John H. Grossman**, **Louis Bagolio**, **Gary Harger**, **William Greenough**, **Rudy Arnold**, **Ace Gorham**, **Leonard Yoder**, **Hal Davis** and **Schlitz**. A capacity house greeted the Headliner Show Saturday night, which was emceed by **Buddy Frazer**. On the bill were **Chang Kuo Lao**, **Yadah the Great**, **Joan Brandon**, **Larry Weeks** and **Hardeen Jr.** Sunday afternoon program was highlighted by a lecture-demonstration by **Audley Walsh** on "Rockets Are My Racket." Winners of the magician contests were **Thomas Call**, most original; **Rev. Willard Smith**, best presentation, and **Paul Rylander**, best manipulated effect. Banquet show, emceed by **Joe Karson**, included **Sandra**, **Ed Voorhees**, **Bob Porter**, **William Greenough**, and **Lucille and Eddie Roberts**. Exhibitors included **Abra Cadabra Shop**, **Chanin Studio**, **Holden's Magic Shop**, **Fleming Book Company**, **Edward M. Massey**, **Regow's Magic Studio**, **Joe Karson**, **Elmer Eckam**, **Yankee Magic**, and **Raymonde**.

La Martinique

Continued from page 44

Most of the boys' material needs better finishes, and actually they're not ready for the big time. But one number they had, a twist on the Guzzler's gin routine, was a howler that built and socked for tremendous results. Routine has Noonan as an Italian chef on TV giving a cooking lesson with the aid of various wines and liquors. A drunk act is always good for laughs; but, in this one, the twist made for added yocks.

The kids need polishing; better finishes to some of their routines, but basically they have to keep working to develop. However, they have what it takes.

The songs, words and music by **Val Olman** and **Herb Frankel**, were suitable for the show if not particularly distinguished in their own right. Val Olman did a good job in playing for the show. It was **Ralph Font's** Latin outfit, however, that kept the dance floor jammed. *Bill Smith.*

Havana-Madrid

Continued from page 44

ly funny new material. It amused the ringsiders? The others? Well, they were having their own fun.

When the mike again started up, **Kent** turned to one of the bosses at ringside, "Tony," he complained. "What's with this mike?" . . . "Yah," bellowed Tony, "we gotta fix that goddam mike. . . ."

Jerry Cooper, emcee and fronting an instrumental sextet, with Cooper on the trombone, showed a potentially fine outfit. His mixture of Dixieland and modern made listening a pleasure. **Jose Curbello's** rumbas and mambos jammed the floor. *Bill Smith.*

Balinese Room

Continued from page 44

ture feeling of a grown woman, but the fresh voice of a youngster. *I Love the Guy* was done with a throb in the voice not unlike the one which made **Judy Garland** famous. Unusual and attractive was her medley of three songs, favorites of entertainers she has worked with: **Skitch Henderson**, **Eddie Cantor**, **Vaughn Monroe**. As with all her work, they showed imagination as well as talent. **Sammy Eisen's** band furnishes musical backing for the show. *Bill Riley.*

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BOW IS BROKEN, BUT SHAFTS STILL STING

NEW YORK, Nov. 4.—A black-out of Broadway lights last Wednesday midnight was given as a parting salute by the theater to one of the greatest dramatists and wits of our time.

George Bernard Shaw single-handedly brought about great changes in the theater, not only by his prolific playwriting but by forcing the English-speaking public to accept Henrik Ibsen in the age of Victorian prudishness. He attacked Victorianism with glee, his weapons the epigram and paradox, his tactics the calculated affront to stuffy susceptibilities. "The secret of success is to offend the greatest number of people," he proclaimed, and for half a century his barbs spared no one.

Nor was his caustic wit confined to his play scripts. Of the United States, he once said, "I shall never say a civil word to the United States. I have scoffed at them as a nation of villagers and defined the 100 per cent American as 99 per cent idiot, but they adore me and will go on doing so until, in a moment of senile sentimentality, I say something nice about them."

15% Classic

He had much to say about himself and others in the theater. Of himself he said, "I am now a classic, but better than Shakespeare, because I am a classic for which 15 per cent royalties still must be paid."

To Cedric Hardwicke: "You are my fourth favorite actor. The other three are the Marx Brothers." Of Saroyan, when he learned he had dedicated two books to him: "That confirms my point—which is that the young man's mad." To Gabriel Pascal, who promised to make his plays film-classics: "I will make you a millionaire." Advice to a producer: "As a profession, it is as precarious as that of providing smoked glasses thru which to see eclipses."

He Knew His Ice

When Shaw learned of Freud's comment on him that he was "all intellect and no heart," he replied, "I've been to the movies and felt an irresistible desire to kiss Mae West."

He had his own plans for his funeral: "I'd like my funeral coach followed, not by mourners but by herds of oxen, sheep, flocks of poultry and a traveling aquarium all wearing white scarves in honor of the man who'd perish rather than eat his fellow creatures."

The stories of his wit have been repeated the world over, and one jibe at us seems apt now—that America would soon lose Shaw and would then be in a devil of a fix. But with the constant flood of revivals of his plays on Broadway, it will be a long time (if ever) before his crack to a young lad shaking hands with him comes true: "In years to come you will be very proud to say to people, 'I once shook hands with Bernard Shaw'—and they will say to you: 'Who the hell is Shaw?'"

ATWPS May Be Fixture

NEW YORK, Nov. 4.—It may be possible that the American Theater Wing Professional School (ATWPS), instituted four years ago to retain GI's with previous professional experience, will become a permanent fixture. After benefits under the G.I. Bill of Rights are no longer available, the project may be opened to non-veteran professionals in all departments of entertainment. It might even become our own equivalent of the British Royal Academy.

Such was the project aim by Mrs. Martin Beck, chairman at a special meeting of the Wing's governing board this week. The plans call for collaboration by management, unions and leaders in all branches of the theatrical trades to make the professional training program a permanent school for the arts, crafts and business of entertainment.

Just how the project is to be financed was not stated, but it is presumed that, over and above tuition fees, it would be subsidized by combined branches of the industry. A resolution was passed that the wing's advisory and steering committees as well as its professional program staff, plan toward a permanent set-up, and that the governing board give complete backing to its advancement.

Straw Hatters Plan for 1951

NEW YORK, Nov. 4.—At a meeting Thursday (2) the summer stock committee of Actors Equity considered suggestions for operation revisions for the 1951 season. The suggestions were handed in by deputies from last summer's straw hat troupes at a meeting last week.

Consideration of any revisions is in the preliminary stage. A more than possible necessity may be a hike in the current summer stock minimum of \$50, due to new taxes and expenses. A spokesman said, however, that there would be reluctance to raise it.

Eventually, the package problem of getting stars around the silo circuit in time for proper rehearsals will come up. This was a particular thorn in straw hat's side all last year.

Meetings will continue under the chairmanship of Alan Hewitt.

Arena Legiter Hotel Natural

LANCASTER, Pa. Nov. 4.—Believed to be one of the few hotels if not the only one in the country where a local amateur troupe stages arena theater, Hotel Brunswick here reported three packed houses and a tremendous success with the Domino Playhouse production of *Claudia*. The hotel management feels that the arena theater promises to do better than the supper clubs which it has supplanted.

As staged here by G. B. Brands, the actors work on an elevated platform, playing to all four sides, with the audience seated within a radius of about 25 feet. Set consisted of only the simplest furnishings, leaving rest to audience imagination.

The hotel's Colonial Room served as the theater lobby with bar service between acts, as well as before and after the show. Audience was invited after show to meet the cast in the Baron Stiegel Room, where the main bar is located downstairs. Arena theater played to capacity, which meant about 350 per performance in the hotel ballroom, and paid off financially for all concerned, according to hotel Manager Paul L. H. Heine. Latter believes that arena theater can be a "natural" promotion for small-city hotels.

Met Faces Closing Unless Uncle Relaxes on Admish Taxes in 1951

Continued from page 1

a half-million-dollar loss via salaries, new scenic appropriations, taxes and administrative expenses. A similar operation this year will leave MOA's cash reserves exhausted.

Since spiraling personal taxes make it increasingly difficult for the Met to turn to its wealthy patrons for deficit help, its principal current aim is to have the government restore its former exemption from the federal admission tax.

Reginald Allen, business administrator for MOA, told *The Billboard* yesterday (3) that the Met had been exempt from the original 10 per cent tax since 1941. Since that time, the tax and its subsequent increase to 20 per cent

RE NEW BILLBOARD

Kind Words From Some Good Friends

NEW YORK, Nov. 4.—While no actual count was taken, *The Billboard* received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

Lee Tracy and Al Casey: Saw your new format Tuesday. Edition wonderful. May you run as long as Man o'War. . . Olsen and Johnson: Votre nouveau journal est beau. Magnifique! Pardon our French. . . Clarence Der-

(Continued on page 47)

'World,' 'Guys' Wow Philly in Advance Sales

PHILADELPHIA, Nov. 4.—Song-and-dancers are the hottest local buy in years. The premiere three-week run of the Cole Porter musical, *Out of This World*, is a complete sellout prior to curtain rise tonight at the Shubert Theater.

Mail orders, in advance of box-office sales, brought in more than \$100,000, and total take to date racks up to over 120G. Sale is considered in view of the fact that three benefit performances preceded the official unveiling, plus the grand rush for tickets on part of the public for the *Guys and Dolls* musical which added two weeks to its local run at the Erlanger Theater.

The Erlanger, on the opening day's sale for the extended fortnight, sold a record \$22,000 worth of tickets in the one day. Producers of *Guys and Dolls*, which cost \$200,000 to put on, had sent out a call to backers to toss in an additional 25 per cent because of the many revisions necessary. But with the heavy ticket sale for what will be four weeks here, they now think that they will not need the extra \$50,000.

Benefits Set For Equity

NEW YORK, Nov. 4.—The promised benefits to aid the Equity Welfare Fund will tee off Sunday (26) with *Call Me Madam* carrying the ball. Others are skedded for December 3, 10 and 17, with the shows to be named later.

One new ticket-purchase gimmick for EWF has been set up to give performers top priority. First on the list will be the cast of the show playing the benefit. Next in line is Equity Council and its staff, then actors in other shows and finally the public. A subscription system will be set up to insure the largest possible distribution.

Sides and Asides

Brief but important legit news

"Rose" May Bloom

Provided that Cheryl Crawford can book a theater in Chicago, Tennessee Williams's newest, "The Rose Tattoo," will get its first unveiling there December 22. A four-week road break-in is planned before bringing it to the Stem.

FDR Theater Out

The proposed \$3,000,000 Franklin D. Roosevelt Memorial Theater in Washington, is out for the duration of the showbiz construction ban even tho it would be built with federal rather than private funds. National Production Authority (NPA) officials admitted this week that they are unable to see the faintest possibility that such a theater would aid the defense effort—the only loophole by which even Uncle Sam can get around the prohibition against new amusement building.

Anne as Joan?

If Darryl Zanuck gives the notion the green light, Anne Baxter may come east to play the title role in Shaw's "St. Joan." The New York City Center wants to put the revival on for two weeks either right after Christmas or in the spring. The pic star has told Maurice Evans, the City Center's artistic director of matters dramatic, that she is willing.

The deal hinges on Zanuck's permission, since he holds her film contract. Three plays will be put on for fortnight runs at the Center starting December 27. A subsequent additional three will be unveiled in the spring. In addition to "St. Joan," others on the list are "The Petrified Forest," "Rain," "The Magistrate," "Road to Rome," and a Shakespearean revival.

Margo Jones tees-off her fifth season in Dallas's State Fair Park Monday (6) with "Lady Windermere's Fan." Theater '50's season will run thru June 2, 1951, and unveil five new plays and three revivals. November 27 preems William McCleery's "Play for Mary"; "Merchant of Venice" gets a refurbishing December 18; "The Willow Tree," new A. B. Shriffrin melo, showcases January 8; Edward Caulfield's newie, "An Innocent of Time," gets its chance January 29; "One Bright Day," new drama by Sigmund Miller, is next on February 19; "School for Scandal" revives March 12, and "We Ride a White Donkey" by Ethel Harris Gregory bows in April 2. Final weeks will feature selections from the foregoing in the annual rep festival.

Margo Tees Off

"Sun" Is Hot

"Season in the Sun" looks to make another Broadway record pay-off. Only 42 performances old on November 4, "Sun" returned 20G to its backers last week. As the comedy is clipping along at a \$7,000 weekly profit level, it should be off the \$60,000 production nut by mid-December.

Met, TV Ease Attitudes to Stagehands

NEW YORK, Nov. 4.—The cold war which has prevailed since the stagehands voted to strike in legit, operatic and TV fields October (22) was somewhat softened Friday (3) by peace overtures from two of the camps involved. The Metropolitan Opera Association communicated its desire to Local 1 of the Theatrical Protective Union to sit at table with the union's executive board with a view to negotiating the stagehands' demands for a 10 per cent pay hike and an additional 5 per cent donation to its welfare fund. A meeting was immediately set for Wednesday (8) at the Met.

Practically at the same moment, the TV networks requested a similar get-together with the union for the same purpose. Execs from both sides will meet at Columbia Broadcasting System's offices Thursday (9).

No approval action has yet been taken by the union's international board in regard to a strike. Nor will such action be immediately likely in view of negotiations. Tension appeared eased at Local 1's headquarters. As one spokesman put it: "It's better to have them knock on our door, than for us to knock on theirs." However, he pointed out that no word has been received from the League of New York Theaters, which leaves any legit settlement high in the air.

VA Lining Up Schools To Aid Hospital Shows

WASHINGTON, Nov. 4.—The Veterans Administration (VA) has lined up nearly 100 colleges to take part in a new plan to bring the living theater to hospitalized veterans.

Sponsored by the American Educational Theater Association (AETA), the program calls for students in drama departments of the participating schools to bring to veterans in 40 VA hospitals all forms of drama from play-reading to play-acting.

Wherever possible, the veterans will be encouraged to take part, serving as actors, writers, scene painters, costumers and musicians in all-patient productions supervised by the drama students.

has been substantially absorbed by the MOA.

The price scale in 1941 was \$1.50 to \$7.00. Last year it was \$1.50 to \$7.50, and the net to the organization scaled at \$1.25 to \$6.25. Allen pointed out that the restoration of the original exemption is of primary importance to increasing cost of operation.

The situation, said Allen, is precarious; and, if there is no way of replenishing funds before next spring, he can't foresee another season in 1951. MOA has already borrowed from banks and on new productions skedded to open this season, all of which will have to be paid off. If another season looks possible, MOA will have to spend

another 350-400G in summer preparations.

Fund raising becomes harder each year, and all avenues for increasing revenue must be explored. Radio, of course, is one. Some years ago the MOA plugged for listener contributions for an opera fund with more than considerable success. Some similar gimmick may be revived.

Allen is particularly interested in getting a TV spot as a new source of income. Such a deal, he says, could come within the scope of Met's contract with the American Broadcasting Company and its Texas Oil relationship. The Met has privilege of putting on a program for some other, non-competing industry.

Out-of-Town Openings

RING AROUND THE MOON

(Opened Wednesday, November 1)

Shubert Theater, New Haven, Conn.

A comedy by Jean Anouilh, translated by Christopher Fry. Staged by Gilbert Miller. Music by Francis Poulenc. Costumes by Castillo. Settings and lighting supervised by Raymond Sovey. Choreography by Ted Cappy. Company manager, Harry Essex. Press representatives, Richard Maney and Frank Goodman. Stage manager, B. D. Kraus. Presented by Gilbert Miller.

Joshua.....Francis Compton Hugo.....Denholm Elliott Frederick.....Denholm Elliott Diana Messerschmann.....Neva Patterson Lady India.....Georgia Cookson Patrice Bombelles.....Michael Evans Madame Desmermorte.....Lucille Watson Capulet.....Cynthia Latham Messerschmann.....Oscar Karlweis Romainville.....Evan Thomas Isabelle.....Stella Andrew Her Mother.....Brenda Forbes A General.....Marcel Dill Footmen.....William Allyn, Bennett Martin

Ring Around the Moon may have established all sorts of records in London and Paris for length of run, but it is to be feared that it will have no such reception here. Ring unfolds as a very poorly directed comedy of manners, with an antiquated plot, completely unbelievable dialog, a confusing series of exits and entrances, and little or no real comedy. Its only saving graces are evident in an extremely lavish production and the performances of two of its leading characters. Its life will likely be short on the Stem, as this is not the type of show that Broadway can appreciate.

Its story of identical twins (played rather capably by Denholm Elliott) but makes no attempt at a Comedy of Errors approach. The author makes it plain that one of the twins is a nice guy while the other is a schemer.

Cliches

The wicked brother imports a

BROADWAY SHOWLOG

Performances Thru November 4, 1950

DRAMA

Opened	Perfs.
Affairs of State..... 9-25, '50	47
(Royale)	
Angel With Red Hair..... 10-19, '50	20
(Blackfriars' Guild)	
Arms and the Man..... 10-19, '50	20
(Arena)	
Black Chiffon..... 9-27, '50	29
(48th Street)	
Death of a Salesman..... 2-1, '49	724
(Morosco)	
Hilda Crane..... 11-1, '50	5
(Coronet)	
Mister Roberts..... 2-18, '48	1085
(Alvin)	
Mrs. Warren's Profession... 10-25, '50	13
(Bleeker St. Playhouse)	
Season in the Sun..... 9-28, '50	44
(Cort)	
The Cocktail Party..... 1-21, '50	332
(Henry Miller)	
The Curious Savage..... 10-24, '50	15
(Martin Beck)	
The Day After Tomorrow... 10-26, '50	12
(Booth)	
The Giacunda Smile..... 10-7, '50	33
(Lyceum)	
The Happy Time..... 1-24, '50	327
(Plymouth)	
The Members of the Wedding..... 1-5, '50	348
(Empire)	

MUSICAL

Call Me Madam..... 10-12, '50	28
(Imperial)	
Gentlemen Prefer Blondes... 12-8, '50	380
(Ziegfeld)	
Kiss Me, Kate..... 12-30, '48	770
(Shubert)	
Les Ballets de Paris..... 10-8, '50	31
(National)	
Michael Todd's Peep Show... 6-28, '50	149
(Winter Garden)	
Pardon Our French..... 10-5, '50	36
(Broadway)	
Peter Pan..... 4-24, '49	224
(Imperial)	
South Pacific..... 4-7, '49	652
(Majestic)	
The Barrier..... 11-2, '50	4
(Broadhurst)	
Tickets, Please..... 3-15, '50	220
(Hellinger)	

COMING UP

(Week of November 6)	
The Lady's Not for Burning... 11-8, '50	
(Royale)	
The Country Girl..... 11-10, '50	
(Lyceum)	

CLOSED

Daphne Laureola..... 11-4, '50	56
(Music Box)	
Opened 9-18, '50	
Legend of Sarah..... 11-4, '50	269
(Fulton)	
Opened 10-11, '50	
The Consul..... 11-4, '50	269
(Barrymore)	
Opened 3-15, '50	

Equity Sets Fund Decish

NEW YORK, Nov. 4.—At a meeting Thursday (2) Louis Simon, exec secretary of Actors Equity; James Reilly, manager of the League of New York Theaters; Rebecca Brownstein, Equity attorney, and Milton Weir, attorney for LNYT, the supervising committee for the newly set-up Equity welfare fund, decided that only one member of the board of trustees will be selected from outside of the industry.

The number had originally been set at five. The fund's board of trustees will therefore comprise five members repping Equity and Chorus Equity and an equal number from the League, plus one representative from the other side of the footlights.

BREAK-IN SCORES

NEW HAVEN, CONN.	
Ring Round the Moon...	Per Cent
Shubert Theater	100
(Opened Wednesday, November 1)	
Journal-Courier, F. R. J.—"The comedy moved along smoothly enough"	
Evening Register, unsigned—"Warm humor and the incisive social comment."	

BOSTON

BOSTON	
Bell, Book and Candle...	Per Cent
Plymouth Theater	100
(Opened Monday, October 30)	
Post, Elliott Norton—"If it were all as good as the best of it, it would make an enchanted evening."	
Herald, Eleanor Hughes—"An elegant evening's entertainment."	
Globe, Cyrus Dargun—"Looks as if Irene Selznick has a full-sized hit."	
American, Peggy Doyle—"Seems destined to give its author additional Manhattan success."	
Traveler, Helen Eager—"The first act is wonderfully comical."	

ballet dancer to his mother's grand ball in order to make his good brother fall in love with her, so he can grab off the latter's fiancée for himself. The author has added a few sub plots, the customary comedy butler, the much over-worked grand old dowager with the acid tongue but heart of gold, and an assortment of characters evidently intended to add comedy but who succeed only in adding confusion.

Lucille Watson, as the dowager, makes by far the strongest contribution to the play and handles the role capably. She does the entire characterization while seated in a wheel chair, and brings about the only breath of realism to the production. Oscar Karlweis fails to live up to expectations—being hampered by a poor role as of opening night and a rather faulty memory. He is never quite able to project his character and, as a result, he is never completely motivated. The rest of cast can be termed adequate, with responsibility for their apparent shortcomings placed either on the translator or the director.

Miller's direction leaves a lot to be desired. In an attempt to get pace, he has sacrificed flow and grace, and his characters seem to move about more like puppets than humans. It is merely a case of "two actors go off right—two enter left" or "three actors up-stage—two enter downstage"—there is no real motivation, merely exits and entrances in the accepted high school dramatic club manner.

Raymond Sovey has built a lavish set, and the Castillo costumes are quite brilliant and completely in period. But Ring Round the Moon heralds a quick eclipse. Sidney Golly.

Kind Words

Continued from page 46

our French. . . Clarence 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 thruout its long life. Congratulations. . . Saint Subber and Lemuel Ayers: We wish to congratulate you upon the new format of Billboard magazine. We believe Billboard in this new streamlined form to be one of the most alive publications of the entertainment world. . . Lou Schonreit: Congratulations on your new big beautiful format and color scheme. What an enormous difference! And it certainly dresses up our New York newsstands. Long life to you. . . David Heilwell and Derrick Lynn-Thomas, the arena in the Hotel Edison: The new Billboard will look at home on any theatrical desk. Best wishes for

Off Broadway

MRS. WARREN'S PROFESSION

(Opened Wednesday, October 25)

Bleeker Street Playhouse

A comedy by Bernard Shaw. Staged by John Reich-Baxter. Sets and lighting by Mord Gassner. Costumes by Ruth Morley. Company manager and press representative, Saul Richman. Stage manager, Robert Sagalyn. Presented by Theater Venture.

Vivie.....Louisa Horton Praed.....Wendell Holmes Mrs. Warren.....Estelle Winwood Sir George Crofts.....John Loder Frank.....Jack Manning Reverend Samuel Gardner.....Haskell Coffin A couple of seasons back, an Off-Broadway group, styled New Stages, opened a promising dramatic panorama down on I ecker Street in a converted, ancient movie house. The group did some nice things, but internal dissension wrought an untimely demise. Now a similar effort comes to life again as Theater Venture, in the same spot and under the aegis of Norman Rose and Ben Grauer. And the first venture is a revival of Mrs. Warren's Profession, last seen locally over 30 years ago. As far as this reviewer is concerned, Profession can lie dormant for another equal span. In fact, if nobody thinks of ever reviving it again hereabouts, it will be quite all right.

According to the old maestro, Bernard Shaw, his 1894 piece about the conflict between a lady brothel-keeper and her stuffy respectable brought-up daughter, has been a matter of continuous controversy. Nobody is going to question that statement insofar as this latest revival is concerned. Some few there may be, who will bow and worship at the hardy perennial shrine. But there will be a host of others who will wonder why a matter like Profession was ever taken out of the moth balls as Exhibit 1 of the re-activated group. Presumably, as in the past, there was the hope that the project might move uptown into Stem competition. In this case, the hope is null and void.

Some Good Players

Some excellent players have involved themselves in the proceedings. It is understandable that Estelle Winwood should be intrigued with the chore of the controversial Mrs. Warren; a great many top actresses would doubtless feel the same way. But in all honest reporting, it must be submitted that, either thru her own efforts or the direction of John Reich-Baxter, Miss Winwood's performance is over-mannered and over-acted. It is equally not understandable why an actor like co-star John Loder should let himself be caught up in an assignment such as the titled, capitalistic procurer of her establishment. It is a dull part, at best, which provides him opportunity for only one sharp scene.

As a matter of fact, the best contributions to Shaw's fairly witless comi-tragedy stem from Louisa Horton's playing of the priggish daughter, and Jack Manning's driving efforts to make something more or less congenial out of her suitor. Wendell Holmes's family friend is talkatively genteel, and Haskell Coffin's parson is as dull as Shaw probably intended.

However since every player concerned with Profession has proven highly competent in past performance, defects in its projection must be primarily laid-up against its staging. Granted that Profession is completely out-moded and dated as a play, Reich-Baxter's stodgy direction has done nothing to put a glimmer of light into it. Mord Gassner's sets show considerable imagination for a small stage. But otherwise, there's nothing in Bleeker Street to magnetize a trip downtown.

To coin a phrase "nothing ventured nothing gained"—but theater Venture's first try is thrown for a loss. Bob Francis.

an unending run. . . J. 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. . . Richard Rodgers and Oscar Hammerstein II: Congratulations on your fine, new format and very best wishes. . . Myron McCormick: The new look makes the lady look great. But then, she always looks good in anything. . . Lee and J. J. Shubert: Congratulations on your new format.

Broadway Openings

HILDA CRANE

(Opened Wednesday, November 1)

Coronet Theater

A drama by Samson Raphaelson. Staged by Hume Cronyn. Settings by Howard Bay. General manager, Victor Samrock. Stage manager, Paul A. Foley. Press representative, Nat Dorfman. Presented by Arthur Schwartz.

Clara.....Ann Sullivan Henry Ottwell.....John Alexander Hilda Crane.....Beulah Bondi Mrs. Crane.....Jessica Tandy Mrs. Otwell.....Evelyn Varden Prof. Charles Jensen.....Frank Sundstrom Neil Bromley.....Eileen Heckart Dick Bromley.....Richard McMurray Mrs. Nordlinger.....Madeleine King Mr. Nordlinger.....Watson White Miss Keavney.....Frieda Altman As is to be expected of Samson Raphaelson, Hilda Crane is a tidy and literate play. Occasionally, it waxes eloquent. It is meticulously staged and acted. But with all Jessica Tandy's taut brilliance in the title role, and the excellence of her supporting cast, Raphaelson's clinical dissection of a neurotic woman's tragedy leaves one pew-sitter curiously unmoved.

Somehow Hilda Crane's problems and their resolution or un-resolve-ment seem more trivial as the play develops and, with the exception of a cyclonic scene or two, impact is sacrificed to dialogic exposition. However, there is little doubt that Arthur Schwartz has a hit with his first effort in straight play production. Women are going to love Hilda Crane, and their lesser-halves will be told to buy the tickets.

Security Vs. Independence

Raphaelson's focus is the inner conflict of a girl attempting to immerse herself in security against the recurrent failures of immature independence. She returns from New York to her Midwestern college town, after a couple of divorces and an intermittent lover or two. There she finds an old flame in the person of a romantic college instructor with warmed-over wolfish intentions, and a solid lad, grown rich on making lawnmowers, who wants to marry her. Her mother, whose fetish is respectability at all costs, recommends matrimony, counseling that love will come later. So the girl marries the kindly bore—not, however, without an acrimonious scene with a prospective mother-in-law who sees thru her completely. The mother-in-law is a prophet. Two years of marriage, and a child, bring emotional frustration instead of contentment. The romantic professor re-appears, and the girl runs out to spend the night with him. Recognizing that she will never reconcile her independent viewpoint with the necessities of conventional living, she kills herself.

No better actress could be picked for the title role than the creator of the ill-starred Blanche of A Streetcar Named Desire. In such scenes as the defiance of her mother-in-law, and in her final bursting hysteria, Miss Tandy is at her best. But for a great part of the time she is required to be little but nervously vacillating thru long stretches of dialog. Evelyn Varden comes close to character perfection in her all-too-brief appearances as an earthy mother-in-law, and Beulah Bondi is excellent thruout as a grim and practical mother. John Alexander is splendid in the somewhat pathetic assignment of the dull boy who made good, and Frank Sundstrom makes the professor the unprincipled weakling which Raphaelson intends.

The whole cast is so good that they make a pew-sitter frequently feel that Hilda Crane is more important than it sounds. However, every season ought to have a good, stout problem play for the ladies—and this undoubtedly is it.

Bob Francis.

DRAMATIC ROUTES

As You Like It, with Katharine Hepburn (Erlanger) Chicago. Angel in the Pawnshop (Selwyn) Chicago. Blossom Time (Hanna) Cleveland. Bell, Book and Candle (Plymouth) Boston. Brigadoon (Colonial) Akron, O.; (Hartman) Columbus 9-11. Carte, D'Oyl, Opera Co. (Court Square) Springfield, Mass.; (Metropolitan) Providence 9-11. Consul, The (Shubert) Boston. Come Back, Little Sheba (American) St. Louis. Death of a Salesman (Auditorium) E. Lansing, Mich.; (Palace) South Bend, Ind.; (Quimby) Fort Wayne 10-11. Diamond Lil, with Mae West (Blackstone) Chicago. Edwina (Majestic) Boston. Guys and Dolls (Erlanger) Philadelphia. Golden State (Walnut) Philadelphia. I Know My Love, with Lunt & Fontanne (His Majesty's) Montreal. Innocent, The (Harris) Chicago.

THE DAY AFTER TOMORROW

(Opened Thursday, October 26)

Booth Theater

A comedy by Frederick Lonsdale. Staged by the author. Settings by Edward Gilbert. Company manager, Irving Becker. Press representative, Ben Waaher. Stage manager, Edward McHugh. Presented by Lee and J. J. Shubert. Gerard (brother to the Duke of Bristol) Charles. Lord Crayne (his uncle)

The Bishop.....Melville Cooper Venelia.....Noel Leslie Clive Helen (Ernest's wife).....Madeleine King Ernest (another brother to the Duke).....John Merivale John (another brother to the Duke).....Jack Watling Anne (the Bishop's wife and Charles' sister).....Beatrice Pearson George, The Duke of Bristol.....Bramwell Fletcher Mary Fleming.....Robert Fleming (her father).....Richard Gordon Dr. Shaw.....George Mitchell Tinnie.....Ralph Sumpter An Old Lady.....Eva Leonard-Boyne

Since Frederick Lonsdale has never been particularly concerned with plot as it may interfere with smart British parlor chit-chat, no real Lonsdale fan can find any great fault with his latest excursion into social aphorisms. His current effort runs true to form and is a harmless—tho, as usual, witty—comedy of manners. Day After Tomorrow is up to date in that it concerns a segment of willing and financially languishing British nobility hoist on its own aristocratically uncommercial petard.

This time Lonsdale's protagonists are spotlighted as an indigent, county family, about to be evicted from the ancestral estates via excessive bank loans. They are all extremely witty, in the Lonsdalian groove, and equally, extremely useless—except one younger son who would go forth to be a farmer and really go to work.

Yank Heiress To Rescue

Into this escapist menage, Lonsdale drops an American millionaire and his daughter, and the latter, of course, falls in love with nobility-turned-to-the-soil at the drop of a hat. From there on, what plot there is centers on whether the farm-minded lad will be seduced by her millions, or whether she will go yeomanette on his acres. However, a motor ride and a fog combine to toss them together overnight, and unless a reporter got the wrong notion due to a suddenly dropped curtain, the lad's principles went askew. At all events, a nice compromise is reached before final curtain fall, altho by that time few pew-sitters care much one way or another. It is doubtful that Lonsdale cares, either, since his whole charade is paper-thin and gaited solely to superficially amusing diog.

The Messrs. Shubert have given the comedy an amiable production with pleasant sets by Edward Gilbert. They have likewise engaged an amiable cast to play it. Melville Cooper gets all the best of the proceedings line-wise and gives another of his standard contributions of British witty understatement. Ralph Michael is fine as the lad who has principles up to a point and Beatrice Pearson is more restrained than in the past in the matter of scene stealing. In fact, if Miss Pearson keeps on as she is going, she can easily become one of our better actresses. There are also good performances from Bramwell Fletcher and Jack Watling as stuffy and uninhibited members of the family, respectively. The rest of the cast are relatively satisfactory.

Seldom has there been a Lonsdale comedy without chuckles, and Tomorrow is no exception. But when all is said and little done, the final curtain comes down on something that the West End likely could take heartily to its bosom, but that sums up to just so much brittle chatter over here. The switch during the road break-in to direction by the author may have helped some. But it is not enough to make Tomorrow more than a borderline entrant into this season's Stem legit sweepstakes.

Bob Francis.

International Opera Co. (Royal Alexandra) Toronto. Kiss Me, Kate (Paramount) Toledo, O. 9-11. Lost in the Stars (Great Northern) Chicago. Lend an Ear (Gayety) Washington. Mr. Roberts (WRVA Radio Theater) Richmond, Va. Oklahoma (Casas) Detroit. Out of This World (Shubert) Philadelphia. Ring Around the Moon (Colonial) Boston.

Cleveland Skatel'd, Roller-cade In Click "Fireball" Promotion

CLEVELAND, Nov. 4.—Skateland and the Roller-cade here made click promotional tie-ups with the Warner Hippodrome Theater and Station WJW in connection with the recent showing of the Roller Derby film, *Fireball*, starring Mickey Rooney, reports Paul Richard Svec, ex-skater and dance instructor, who handled the promotion.

As a kick-off, a radio interview with a skater from each rink was arranged to exploit contests being held at each rink a week in advance of the film showing, and the rinks bought one-minute announcements for six days that week to advertise prizes for the contests which were open to all.

Hot Rod Promotion At Miami Biscayne

MIAMI, Nov. 4. — A weekly automobile (hot rod variety) drawing is the latest idea seized upon by Murray L. Rose, operator of Biscayne Skating Palace here, to build attendance and make regular skaters of new patrons.

Beginning next month Rose, who is buying 10 old cars for about \$50 each, will give one away each week. Each time a person enters the rink he will receive a number good for all drawings to be made during the promotion. Thus, says Rose, the more skating tickets a person buys the better chance he will have of winning one of the cars. Rose, who is working with a local newspaper on the deal, believes the promotion will more than pay for itself and produce new patrons, including adults.

Now operating seven nights weekly in the downtown area, Biscayne is using 18-year-old Gilbert Wagner, daytime student at University of Miami, on the Hammond organ.

At the Roller-cade, General Manager Jack D. Dalton staged races, and Al Campana, of Skateland, offered a waltz contest, with finalists vying for the title of "Fireball Champions of Cleveland," along with four trophies donated by the Hippodrome and four pairs of skates offered by Cleveland Skate Company. The theater also gave 100 passes for contestants, permitted a lobby case in which contest prizes were displayed and lobby posters to advertise the contests.

Winners were selected each night for six nights at the rinks for final competitions, with final winners being awarded trophies on a local disk jockey program. Winners at Skateland were Evelyn Lavaitus and Bobby Jones, with Georgette Grabowsky and Steve Brodek runners-up. Dolores Cherconis and Harold Slack were Roller-cade winners.

CHICAGO, Nov. 4.—Tie-in promotions by rink operators and skate dealers with the Roller Derby film, *Fireball*, is strongly endorsed by the Chicago Roller Skate Company, the firm calling it a "once-in-a-lifetime" opportunity. Chicago has out an elaborate mailing piece to dealers in which ad-mat tie-ins are offered the trade, along with other helpful mats and literature.

NPA Nips New Rollery

BEAR MOUNTAIN, N. Y., Nov. 4.—National Production Authority's (NPA) announcement of its ban on amusement construction after midnight, October 26, negated plans to build a combination roller rink and bowling alley here. Bertram D. Tallamy, State superintendent of public works, said that low bids of \$797,936 had been received for construction of the building.

THREE-NIGHT HALLOWEEN PLAN FOR AOW; PRIZE LOOT HEAVY

ELIZABETH, N. J., Nov. 4.—Five Bulova watches were given away at each of nine American on Wheels rinks in connection with the chain's three nights of Halloween parties, said General Manager William Schmitz at AOW headquarters here.

Two men's and three women's watches at each rink were awarded during the parties. Watches went to two boys and two girls for the best costumes, picked by a panel of judges. The third woman's watch was awarded to the girl taking part in the most mock marriages held at each rink.

In former years AOW Halloween parties were held in all rinks on the same night. This year three nights were designated for parties, the management believing that such a set-up gave a non-winner at one rink a chance to attend one of the other AOW rinks and win a prize. This idea adapts itself easily in the case of AOW rinks, since they are relatively close together.

This year the management staged an afternoon party for children at each of the rinks on October 28, inasmuch as many are not permitted out at night. Prizes for costumes included leatherette skate cases, holster sets, novelties and Mickey Mouse watches.

ARENAS AND AUDITORIA

Plan Year-Round Use Of Little Rock Bldg.

By Daphne (Dec) Poli

LITTLE ROCK, Nov. 4.—The Arkansas Live Stock Show Association here recently added a roof to its open-air coliseum. Plan is to enclose the coliseum, put in a regular floor, install ice equipment, dressing rooms, etc., with the projects to be completed by November of next year. With permanent theater seats and bleachers, total seating capacity is 5,975, with floor space of 125 by 250 feet.

The association is a non-profit organization, incorporated under the laws of Arkansas to aid and encourage breeding and rearing of livestock in Arkansas, assist county livestock shows, and stage a State livestock show annually.

With the enclosure, the coliseum will be used for circuses, hockey and sporting events. Sen. Clyde E. Byrd, association secretary, handles all bookings.

Piano Fete Scores

MINNEAPOLIS.—An unusual two-day musical program was staged this summer in the Minneapolis Aud, when a symphony of 100 pianos presented two concerts under the sponsorship of the Minneapolis Youth for Christ. The two concerts pulled 16,000 persons.

The 100 pianists were trained and directed by Don Hustad, head of the music department at Moody Bible Institute, Chicago, and Theodore Bergman, director of music in the Minneapolis Y.F.C. Music

Rawson Gadgets Aid Teaching at W.P.B.

WEST PALM BEACH, Fla., Nov. 4.—Reba Chalfonte and Mr. and Mrs. W. D. Keeter, operators of Gayety Roller Rink here and users of Perry B. Rawson mechanized training aids for the teaching of fundamentals in skating, report the system a success and a distinct box-office aid. Miss Chalfonte and Mrs. Keeter teach children's classes on Saturdays and classes in fundamentals on Wednesdays and Sundays for adults and children.

Considerable emphasis is placed on the booking of school, church and club parties by the operators. They are also hosts to regular monthly skating sessions for the school safety patrol and children of the county home.

Children's and adults' Halloween parties were held October 28 and 31 at the rink. Prizes were awarded for costumes and games at the events.

Elimination of figure and free style skating during regular sessions has resulted in an increase in family trade, the operators report. Parents now get on the floor with their children, free from the fear of being knocked down.

During the past summer the rink's exterior was painted seal brown with Amalite, an American Asbestos product which is said to be especially effective in this climate. Interior has been painted Prussian blue and new decorations include hand-painted, life-size pictures on walls of some of Gayety's skaters. The floor has been sanded. Charles Degnard, skate room manager, has been with Gayety since it opened in 1941.

DETROIT, Nov. 4.—Bill Holleman, veteran rink organist, has taken over Arcadia Rink here from Orville Godfrey. Holleman continues to act as organist.

was arranged by Emil Soderstrom, staff arranger of the National Broadcasting Company, Chicago, and pianos, worth \$75,000, were donated by Twin City piano dealers and moved to the aud two days prior to the concert. Groups of 15 and 20 pianists practiced together in various music stores in Minneapolis, with the first dress rehearsal of the 100 pianists held the night before the concert's opening. The success of the event has sparked plans for a similar concert here in 1951.

Local aud is located within two blocks of the city's business center. Financed by floating a bond issue, the building is municipally owned and is under council control, with a committee of five. George L. Adams is the aud's manager.

The lower elevation or exhibition hall has 30,500 square feet of floor space. The main arena has 25,200 square feet of floor space and the stage 4,500 square feet. It has a seating capacity of 9,503.

The building has a divisional curtain with which to divide the main arena at any one of the ornamental ceiling beams and has two small rooms on the second floor, seating 15 and 25 persons, and a larger room, seating 200.

Spartanburg Builds

SPARTANBURG, S. C.—Spartanburg's Memorial Auditorium is now under construction and is scheduled to be completed by September 1951. The commission now is giving thought to employing a manager experienced in the auditorium field with the appointment to become effective about the first of the year. Applicants or suggestions for managerships may write T. K. Hudgens Jr., chairman, P.O. Box 102, Spartanburg, S. C.

Stockton Skatery Holds Dance Meet

STOCKTON, Calif., Nov. 4.—For the second consecutive time Dolores Cummings, with Larry Spada, took first place in the senior division in the October 22 dance of the month contest, the third to be held at the Rollatorium here, reports Paul J. Gilbert, manager. Teamed with Barbara Allman, Miss Cummings also came in first in the ladies' pair division.

Results: Junior dancing, Jimmy Allman and Deana George; Nickie Granoski and Barbara Allman, and Walter Sanborn and Janice Mann. Senior dancing B. Hugh Campbell and Jackie Cain; Carl Smith and Ann Wright. Senior dancing A. Larry Spada and Dolores Cummings; D. Rigg and Beverly Frick; K. Riggs and Marie Chamberlain. Ladies' pairs, Dolores Cummings and Barbara Allman; Jeanie Coulter and Carol Ferrie, and Marla Barrett and Marie Chamberlain.

WANT MANAGER

For Skating Rink in town of 350,000 people. Can furnish house or furnished apartment. Must be able to furnish reference and be reliable. Give all information about yourself and salary expected. BOX D-442 Care The Billboard Cincinnati 22, O.

FOR QUICK SALE

\$2,700.00—complete Portable Roller Rink. Good 50'x100' Portable Maple Floor. 5'x10' Sections—dove-tail, 200 Pairs Chicago Rink Skates, 20 Pairs Shoe Skates (men's and women's), Amplifier, Speakers, Record Changer. WINFIELD E. BATES Lincoln, Ill.

School Parties Boost-Biz for Hays' Pallomar

MILWAUKEE, Nov. 4.—A shift in emphasis of promotion tie-ups slanted toward the teen-age crowd is paying off in sold-out nights for Phil Hays, manager of Pallomar Roller Rink here. "So many of the boys in their 20's have joined the services lately, that I've had to go after teen-age business stronger," says Hays.

The attendance builder finding most success is a party plan idea which Hays sells to schools. He calls on school authorities and sells the school band, school newspaper, or even the PTA on the idea of taking over the rink one night and adding to its treasury by splitting the amount taken in at the gate after a guarantee has been taken off the top for the rink.

Schools signed have been going all-out in their promotions, resulting in good profits for Pallomar and sponsors. Another beneficial result of the plan, says Hays, is the bringing of many patrons into Pallomar who have never skated before. They are becoming enthusiasts.

Appearance October 20-28 at Milwaukee's new Arena of Skating Vanities hypoed public interest in skating. Of 20 skaters who tried out for places in the show, the three selected were members of the Pallomar Figure Skating Club. They were Joan Stiem, Marcy Hanso and Glennetta Yule.

Following the Friday night Vanities performance, the entire cast went to Pallomar for a party.

Hays reports the recent opening of 10 skating classes by Tommy DeCicco, pro.

SKATE CASES AT A NEW LOW

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Washington Once-Over

By Ben Atlas

Continued from page 2

shudders could properly be felt at the radio and TV stations. The airwaves scored an enormous beat over the press in handling the news, and several of the broadcasts were highly creditable. WRC, for instance, capitalized on a lucky break which found most of the staff either at the studio or near the shooting scene at the time of the fray, and a mass of eye-witness material was fed to NBC's video and AM networks.

Nevertheless, some of the improprieties and inaccuracies that got over the air from Washington stations in the early confusion are still causing blushes. There was the newscaster, for instance, who rushed to the mike and poured out a breathless and bloody account that brought the toll of dead to three (instead of one), including two "Communist" assailants (they were Porto Rican Nationalists). Many another newsmen showed similar reluctance to await the facts in an afternoon of blissfully gory outpourings.

Fast Focus

The peak of bloodthirstiness was reached in Robert McCormick's TV news show over NBC. McCormick resourcefully brought as his guest a White House news photographer, who treated television to several of his photo-prints of the dead and wounded. Carried away by the sight, McCormick intoned his thanks to the photographer: "You took the pictures before the bodies hit the pavement."

"Curmudgeonish"

FCC Chairman Wayne Coy's blast against Hallicrafters this week was the most venomously worded dressing-down from a federal agency head since curmudgeonish Harold Ickes quit the cabinet. The FCC is a bristling camp on the color TV issue. The commission's TV legalist, headed by Harry Plotkin, will be armed to the teeth for the November 14 court hearing.

More Gore

Next stage of the drawn-out proceedings against broadcaster G. A. Richards will take place in Detroit, starting November 21, with FCC Examiner James Cunningham

presiding. The WJR phase will be followed by a hearing in Cleveland, home of Richards's WGAR.

Copyrights

Conference of world copyright experts wound up here this week-end, as expected, with complete agreement on basic provisions of a model global copyright pact. Next step will be for the United Nations Educational, Scientific and Cultural Organization (UNESCO) to write a first draft for UNESCO's consideration.

Radio Briefs

After years of okaying FM stations to duplicate AMs, FCC was pleased to let FM outlet WMPC, Baltimore, go ahead with plans to build an AM station to duplicate its FM programs. . . . The composite week for program log analyses was announced by the agency as follows: Monday, December 5, 1949; Tuesday, January 24, 1950; Wednesday, March 8; Thursday, May 18; Friday, July 21; Saturday, September 23; Sunday, October 15. . . . FCC turned up its nose at the plan of KJAN Broadcasting Company to drain off power so as to get within field intensity requirements for a new Baton Rouge station. It would result in a 5-kw. station becoming a four-and-a-half, FCC figured in the initial decision.

Short Takes

Despite TV competition, fewer standard broadcast stations are going off the air, and price of stations is standing pat. . . . Economic indicators point to a big upcoming season for outdoor shows. . . . Bell System (AT&T subsidiary) went on record at FCC with an attack against a plan to hook up with Western Union in a TV interconnecting system. . . . FCC hopes to get into stratovision and polycasting at its allocations hearing next week, after several weeks of dull proceedings. Sole excitement at this week's sessions came when FCC Chairman Wayne Coy broke into the proceedings to announce the electrifying news of the attempted assassination of President Truman.

Roadshow-Rep

DEPARTMENT OF DEFENSE.

Washington, thru its Office of Public Information is distributing "First 40 Days," a black and white 16mm. public information film, which is available for public non-profit, theatrical and television showings. . . . Al Pitcaithley advises from Carlsbad, N. M., that Craddock Rule, former well-known stock and rep leading man with Paul English and other leading companies, died October 20 in an Albuquerque, N. M., hospital. Al says that Rule was connected with the State Police Bureau of identification, Sante Fe, N. M., at the time of his death. Rule at one time was police chief of Carlsbad, N. M., where he made his home for several years after leaving the road. He was a close friend of the late Will H. Locke, old-time rep and tab actor and author, who preceded him in death just two weeks to the day. . . . John Arthur, president of John Arthur Exhibitions, Inc., New York, and Robert E. Hurlinger, secretary-treasurer of the firm, last week concluded arrangements for the establishing of the Ripley Believe It Or Not Museum of Oddities and Curiosities at the Castle Warden Hotel, north of St. Augustine, Fla. Former plans to locate the museum at St. Augustine Beach were discarded when it became possible to acquire the hotel site, Arthur said. Scheduled to open about January 1, 1951, the museum will be operated by Ray Ettel and Edward Douglas. . . . "School show ops who are not prepared to weather the storm of stiff competition in the field, had better pack up and go home for a spell," writes Everette Lawson from Chattanooga. "Most of the rural schools and schools of the average size town," Lawson points out, "are sewed with a full quota of bureau shows and the independent operator finds it virtually impossible to get in. With Kline, of Dallas, formerly having an almost exclusive on Middle Tennessee, we now find that Russell Bridges, of Atlanta, is in full booking sway in that sector. Roth, of Greensboro, N. C., is invading Georgia and contracting schools for a year within a few miles of Chattanooga. Carolina Assemblies also are operating in Georgia and offering each other plenty of competition. There is always a percentage of schools every place that are not bureau minded and will not sign them. But the percentage is so small as to be insufficient to keep the indie rolling in enough wealth to stay on the road. The rural school that is too small for the bureau to consider booking has been thoroughly, regularly and systematically victimized by the type of show that hasn't the face to attempt booking a larger school. So it is useless for the indie to book them. The answer to all of this is: The indie can, if he has sufficient funds and fortitude, continue fighting and look for the better spots that are open to him. And if you find a good spot that hasn't been sewed up by a bureau, and they want a show, or you can talk them into thinking they need one, they might book you. If you are good enough performer you can join the Platform Association and go with a bureau. Or, you can quit and go home!"

IRVING SIEGEL, accordionist and songwriter, is on a personal appearance tour. . . . Following a profitable summer with his platform show, R. M. Gagan is showing religious and feature pic around Laramie, Wyo. . . . Dr. R. L. North, hypnotist, is playing one-day stands in New England. . . . Arthur Treat writes from Melrose, Mont., that "we have a hall show in this sector and business has been good. Played some schools in Southwest Montana to fair takes only. The schools in that sector are small. I have a trailer of museum items that I worked the past summer in connection with the platform show and passed out a lot of merchandise which helped very much. Met Phil Leach at Virginia City, Mont., recently and he and family have a fast flesh trick that is doing well." . . . Roy Hartwell is promoting indoor fairs in Northern Vermont. Hartwell carries a 16mm. pic outfit. . . . Dexter Kelley pens from Fremont, Ore.: "Have been doing okay with my four-person flesh show. Only regret I have is that I didn't shake off the big Eastern towns years earlier. We've played nearly 200 spots since last spring and I like the folks in the Far West. I met Irving Townsend, solo show and

Driving 'Round the Drive-Ins

MARION HAYWORTH, of the Motor Pike Drive-In, Pink Hill, N. C., has returned from a four-week stay at Hot Springs, and is back on the job as cashier at the spot. Joe Hayworth, former projectionist at the theater, is a member of the Eighth Infantry Division at Camp Polk, La. He's with an anti-aircraft unit. David Harn has replaced him at the theater. At SeaBee Hayworth's Motor Park, Clinton, N. C., William Hayes has replaced J. D. Clark as projectionist. SeaBee says that Tex Ritter's Western Revue played the theater October 20 to capacity crowds. When the Duke of Paducah played a Farmers' Day celebration in Clinton the day before Ritter's stand, he, Ritter and Hayworth cut up plenty of jackpots regarding their trouping days together. Hal Stone continues as manager at the Clinton Motor Park. . . . The well-publicized division of interest between motion picture theaters and television does not extend so heavily into the drive-in field, a discussion with Detroit drive-in operators indicates. While there is naturally a serious area of competition, there are other factors that make the situation more favorable for the outdoor house. Experience of the past season indicates that the general shift to summertime programming on video gives the drive-ins a break. Outdoor houses have their best season at the period when television is at its weakest, as evidenced by changes in listener figures with the return of strong network shows in the fall. Still another factor favoring the drive-ins, the managers point out, is that the more popular video shows are in the early evening, while drive-in patrons, during the best part of the season, come late—a factor governed in a large measure by the late daylight hours during the summer.

HENRY FRIEDMAN, Philadelphia movie theater owner, planned to Puerto Rico November 7 to start work on the first drive-in in that country. It marks the first interest of Friedman in the outdoor theater field. Heading a syndicate of United States and Puerto Rican business men, Friedman disclosed that the drive-in will be the first of what is expected to be a chain of open-airers in the islands and in South America. It will accommodate 850 cars. . . . Archie Adlman, who is doing the film booking and buying for Eastern Medina Enterprises, headed by Harry Appleman, served notice at all Philadelphia film exchanges that first-run pictures are desired for the Medina Drive-In, which has been operating with second-run pictures. He revealed that he has a permit to build a 1,000-car drive-in in New Brunswick, N. J., adding that he will extend his activities to Philadelphia and New York in the spring. . . . A pioneer in the drive-in field, Adlman had been with Loew's, Inc., for 25 years. He left the theater company to open the Medina Drive-In Theater. To

lecturer, recently and he's doing well and has a good set-up." . . . W. J. McDonald is in the 15th week of his coast-to-coast junket. He's been playing Arkansas towns in recent weeks. . . . Henry Mossman has been out with a flesh and pic trick for the past two months around Jasper, Tex., to good business. Mossman had a platform show the past summer, but has been working halls of late. He plans to present a store show in one of the larger Texas cities for the Christmas holidays. . . . R. R. Hawley pens from Orifino, Idaho, that "I was much interested in a recent item that pointed out that one must have more show than formerly for small towns. It must be even better than one can find in the large towns, but if you have it the patrons will come out."

keep interest alive in outdoor movie going out of season, the Mount Penn Drive-In, Reading, Pa., experimented successfully with the staging of a bingo game as a special attraction. Since bingo is a prime local favorite, it will be continued by the drive-in. . . . Melvin Fox, and Willis Smith, partners in the S & F Improvement Corporation, which operates Lawrence Drive-In Theater near Trenton, N. J., have sold their interest to the Walter Reade theater chain. The Reade circuit has been operating the house since its opening in August, 1949, and it will continue with the same policy as heretofore. Fox operates drive-ins in Vineland, Burlington and Gloucester, N. J., and Chester, Clifton Heights and Montgomery Township in Eastern Pennsylvania. The Reade interests, operating Atlantic Drive-In near Atlantic City, announced that the open-airer, accommodating 900 cars, will be kept open all year. For cold weather operation, special in-car heater units have been purchased to keep the insides of the cars warm even in sub-freezing temperatures.

DOUG AMOS, Hartford, Conn., division manager of Lockwood-Gordon-Rosen Theaters, reports the closing of two of the org's drive-ins at Torrington and Danbury, Conn. The Canaan Drive-In, operated by Louis Consolini, closed some time ago. . . . Early morning burglars last week broke into the office of Ridge Pike Drive-In, Norristown, Pa., and carried away a 500-pound safe containing about \$600.

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Billboard Backstage

by Joe Csida

Continued from page 1

same news head in each of many sections. "Re New Billboard—Some Kind Words From Good Friends," the head says, and we wish you'd read them. We're proud and more grateful than anyone will ever know.

Thanks and a Promise

To General Sarnoff and Frank Folsom, to Bill Paley and Frank Stanton, to Joe McConnell and Niles Trammell and Frank White and Ad Hult and Ben Duffy and Bill Weintraub, to the brothers Harry and Jack Warner and Lee and J. J. Shubert, to Dick Rodgers and Oscar Hammerstein, to the Andrews Sisters and to Bob Hope and Bing Crosby and Milton Berle and Perry Como and Alan Ladd and Ann Blythe and Betty Hutton and George Hamid and Glenn Wallichs and Frank Walker, to Martin the Dean and Jerry Lewis and Olsen and Johnson, to Lee Tracy and Jo Stafford and Mindy Carson, to Frank Freeman and Sam Briskin, to Ted Wallerstein and Sammy Kaye, and Milt Rackmil and Guy Lombardo, to all those good Billboard friends (and I know I've omitted names here I shouldn't have) in all phases of show business, our deep thanks for the kind words.

To all of you and to all The Billboard's readers everywhere, also our promise to continue to try to reflect the great industry of which we are all a part, and in the most honest, interesting and helpful way we know how.

Thanks for the Orchids!

Continued from page 2

that will make reading Billboard all the more enjoyable. Sincerely.

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. . . . **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. . . . **Hal Wallis:** Congratulations on your new format and your continued fine coverage of the entertainment business. . . . **Wendell Corey:** More than ever Billboard fills the bill. . . . **Alfred Newman:** Congratulations on your new venture. Warmest personal regards.

Dean Martin—me too—Jerry Lewis: Think your new fall outfit is knockout. Congratulations. . . . **Corinne Calvet:** The new improved Billboard is very chic. I

like to look at it and what's more I enjoy what's inside. . . . **Bing Crosby:** The new Billboard looks swell. To borrow a line from film biz, it's better than ever. Best wishes. . . . **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.

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The Final Curtain

GEORGE BERNARD SHAW

George Bernard Shaw, one of the world's greatest dramatists, died November 2 at his cottage in Ayot St. Lawrence, England, at the age of 94. Shaw fell in his garden September 10 while pruning a tree and broke his left thigh. Complications resulted from the injury and he lapsed into a coma a day before his death.

George Carr Shaw, his father, from whom he often said he inherited "practically nothing," and Lucinda Elizabeth, a singer who often performed in amateur operatic productions, resided in Dublin, where George Bernard first worked at the age of 15 in a local banking firm.

At 20 he ran away to London and joined his mother, who was teaching music for a living. During that time he worked as a literary hack and finally, in 1885, he landed a job on *The World* as an art critic. Shaw later became a music critic on the same publication, and then joined *The Saturday Review* as drama critic.

His early writing brought him \$50 in nine years. From 1880 to 1890 he wrote five novels, four of which later found publication—*Immaturity*, *Cashel Bryon's Profession*, *The Irrational Knot*, *Love Among the Artists* and *Unsocial Socialist*.

Just a Sideline

While still a journalist he became a member of the Fabian Society (1894) and spoke on street corners and halls. Also as a side career he was a playwright. His first recognition as a dramatist came in Vienna, and in the U. S. in 1894 with a production of *The Devil's Disciple* with Richard Mansfield.

In 1898, at 42, he suffered a breakdown. The same year he married Charlotte Frances Payne-Townshend, who helped him thru his illness and continually supported him in his career until her death in 1943.

Shaw began to blossom in England as a playwright in 1905, with the production of *Man and Superman* under the management of T. E. Vedrenne and Granville-Barker. Association with these men brought forth a flood of plays until World War I, when his pacifistic philosophies made him highly unpopular.

His Religious Philosophy

Recognized as an important contribution to literature and modern thought was his *Back to Methuselah*, in which he expressed the idea that, thru creative evolution, man might reach a state of longevity which resembles eternal life. In his three plays, *Heartbreak House*, *Saint Joan* and *Back to Methuselah*, Shaw crystallized his religious philosophy—"Life Force (God) is an imperfect power striving to become perfect."

The Nobel Prize was conferred upon Shaw in 1925. He immediately rejected it, but finally, when he was persuaded to take the money involved, he accepted it long enough to turn it over to the Anglo-Swedish Literary Alliance.

The year 1933 brought some departures for Shaw. He made a break with the Socialists, and also visited the United States, one thing he had vowed for 30 years never to do. A speech in the Metopera House, New York, April 11, 1933, did little to encourage relations between the American people and Shaw. The early 1930s also revealed his romantic correspondence with actress Ellen Terry, in a book of 300 letters exchanged between them from 1892 to 1928.

Reaching for the Sun

A sun worshipper, Shaw spent his days in his garden or in winter on the French Riviera. His workshop was built on a swivel so that it could be turned with the sun. Always caustic, his comments on the times were constantly repeated. On V-E Day he refused to celebrate, saying: "The worst is yet to come." And on his 90th birthday, when a gala dinner was being staged in New York in his honor, he at first refused, later relenting with the comment that the only good a birthday is for is so that others can have fun. In 1942 he stated that he was going to bequeath his estate to the establishment of a 42-letter alphabet, but his country home has been given to the British government to perpetuate Shaviana.

Much has been written about Shaw, including *GBS 90*, a compendium of authors' opinions on the dramatist, and more of his plays have run simultaneously on Broadway than any other playwright's. But his own output is his real mark of greatness; a list of his plays reads like 50 years of the theater's hits, for which he received the fat royalty of 15 per cent and a small fortune for movie rights.

Tributes from all over the world poured in at his home, including expressions of regret from President Truman, Sir Cedric Hardwicke, Winston Churchill, J. B. Priestley and Clement Attlee. The League of New York Theaters and the Broadway Association dimmed the lights in the theater district for the second time at 8:30 Thursday (2) night. And special tributes were paid during the evening's run of two of his plays on the New York boards, *Arms and the Man* and *Mrs. Warren's Profession*.

New York's WQXR presented a 55-minute program of classical music Saturday evening (4) interspersed with comments made on the music by Shaw when he served as a music critic. The climax of tribute awarded him is being considered—his burial in Westminster Abbey. A cremation ceremony, with only close friends present, was held Monday (6).

Shavian Literary Output

Plays: *Widower's House*, 1892; *The Philanderer*, 1893; *Mrs. Warren's Profession*, 1893, but produced privately by the Stage Society in 1902 when the government refused permission on moral grounds; *Arms and the Man*, 1894; *Candida*; *Devil's Disciple*; *Caesar and Cleopatra*, 1898; *Man and Superman*, 1903; *John Bull's Other Island*, 1904; *How He Lied to Her Husband*; *Major Barbara*, 1905; *Captain Brassbound's Conversion*; *You Never Can Tell*; *Man of Destiny*; *Doctor's Dilemma*, 1906; *The Showing Up of Blanco Posnet*, 1907; *Getting Married*, 1908; *Press Cuttings*, 1909; *The Dark Lady of the Sonnets*, 1910; *Fanny's First Play*, 1911; *Overruled*, 1912; *Androcles and the Lion*, 1913; *Pygmalion*, 1914; *Heartbreak House*, 1916; *The Millionairess*; *Hans Herzentied*, 1920; *Back to Methuselah*, five plays in one, 1921; *Saint Joan*, 1923; *The Apple Cart*, 1930; *Too True To Be Good*, 1934; *The Simpleton of the Unexpected Isles*, 1924; *On the Rocks*; *Geneva*, 1938; *In Good King Charles's Golden Days*, 1939; *Far Fetched Fables*, 1950, and *The Lady She Would Not*, at the time of his death. He wrote over 50 plays.

Essays: Among his best known are *The Quintessence of Ibsen*, 1891; *The Sanity of Art*, 1895; *The Perfect Wagnerite*, 1898; *The Intelligent Woman's Guide to Socialism and Capitalism*, 1928, and *Everybody's Political What's What*, 1944.

Novels: *Immaturity*, *Cashel Bryon's Profession*, *The Irrational Knot*, *Love Among the Artists*, *Unsocial Socialist*, and *The Adventures of the Black Girl in Her Search for God*, written in 1933.

ACKLEY
Stella Edna, 70, member of the Ladies' Auxiliary of the Miami Showmen's Association, October 25 in Miami. Survived by her husband, Anson. Burial in Southern Memorial Cemetery, Miami.

ALLEN
W. J., 68, owner of the Allen Theater, North Wilkesboro, N. C., October 29 at Wilkes Hospital, that city. Survived by two sons.

CHIPMAN
Mrs. Marge, 52, wife of Harry B. Chipman, former circus agent and now operator of the Circus Inn, Yakima, Wash., October 31 in Seattle. Burial in Showmen's Rest, Los Angeles.

In Fond Memory
MRS. JOE END
Passed Away
Sunday, Oct. 29, 1950

FARRAR
Herbert Nash, 72, company manager of the touring company of "Oklahoma!", October 24 in Montreal. During a 50-year career he had managed productions for Charles Frohman and Klaw & Erlanger, among others, and for the past 27 years had been associated with the Theater Guild in that capacity. His widow, a stepdaughter and a sister survive.

GRADY
Kelle, 55, carnival operator, October 29 in Florence, Ala. Burial in Florence October 31. (Details in Carnival Department.)

HOLBROOK
Charles S., 48, president of the White Mountain Broadcasting Company and former New York ad exec. October 27 in Berlin, N. H. He had been associated with ABC before purchasing Station WMOU in Berlin. His widow and a son survive.

MORALES
Esp., 34, Latin-American orchestra leader, November 2 in New York of a heart attack. (Details in Music Department.)

POLLACK
Al, 38, former manager of Fran Warren, singer, and the Claude Thornhill and Mel Powell orchestras, in New York November 2 of pneumonia contracted after a minor operation October 31.

RINK
John C., 70, librarian and research specialist of the N. W. Ayer & Son agency, October 29 in Fort Washington, Pa. His widow and a son survive.

SANTLY
Sylvia, 41, wife of Lester Santly, of the Santly-Joy Music Publishing Company, New York, October 30 in that city.

SCHMITT
Henry J., 55, former actor-acrobat and more recently a theater operator, October 15 in Pittsburgh. He had toured in a number of plays, including "Peck's Bad Boy," and played in vaude, burly and carnivals as an acrobat. He had been the manager of the Imperial (Pa.) Theater. His widow survives.

TRABER
August Sr., high-wire artist, recently in Heidelberg, Germany. He was the head of the Traber high-wire dance troupe.

ZIMBALIST
Mrs. Margaret Zimbalist from Sam Zimbalist, film producer, October 30 in Los Angeles.

23 Mil Peak

Continued from page 2

licated it would stop other construction jobs in the middle of completion if considered necessary.

The comparatively high level of showbiz construction in October was \$1,000,000 ahead of the previous October and brought the 1950 total to \$205,000,000—some 7 per cent below the \$220,000,000 chalked up in the first 10 months of 1949.

According to BLS statistics, the amusement ban is likely to do little to stop the drain on building materials. So far, the 1950 amusement total amounts to only about 1 per cent of the national construction activity. Residential housing alone amounted to more than 10 billions during the first 10 months of 1950.

Stem Holds

Continued from page 43

Logan, Gil Lamb and *Three Secrets*. New show has Henny Youngman, Carol Bruce, Al Morgan and *Rocky Mountain*.

Palace (1,700 seats; average \$18,000) finished the week with \$16,000 for Ben Wrigley, Sid Marion, six additional acts and *Iroquois Trail*. New show, reviewed this issue, has Rex Weber, Roy Rogers and *Southside 1-1000*.

USO Readies

Continued from page 43

were Henry Dunn, American Guild of Variety Artists (AGVA), and Louis Simon of Equity.

Most recent confab, Thursday (2), according to James Sauter, USO president, was with the six orgs which were part of the original USO that operated during the war years. These included the YMCA, YWCA, National Catholic Council, Jewish Welfare Board, Salvation Army and Travelers' Aid.

Pix and Legit

Prior to that meeting another (Tuesday, October 31) was held in the projection room of the Roxy, attended by the wheels of various picture companies and legit producers, and was addressed by Abe Lastfogel, USO chairman of the board.

The current plans, said Sauter, are to set up a framework of a USO to be ready in the event the Department of Defense declares an emergency and calls upon the org to start moving.

"We have no idea when that will be," said Sauter. "We are now only in the discussion stage."

One source claimed that talks with Washington officials were to get started in the immediate future. Sauter denied that any such talks were scheduled or even contemplated.

Kind Words

Continued from page 43

late you on your new format. It's great... **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. Should be big help to trade. Wish you continued success with publication.

Sophie Tucker: The change in *The Billboard* is the nicest thing to happen in our show business. Good luck and kindest regards...

Lou Walters: Congrats on your new format. I hope this doesn't have any effect on the size or the eulogy of our reviews...

William Morris: Congratulations on the new *Billboard*... **Carl Timin**, executive director, the *Friars*: The new *Billboard* is terrific. *Friars* have always been its avid readers. It is thru *The Billboard* that we learn how brother *Friars* are doing on the road, in clubs, theaters, pictures and in television. The *Billboard* was always a must for busy *Friars*. In its new costume it becomes a pleasure...

Henry Dunn, national administration secretary, AGVA: Congratulations and best wishes on the new format of *The Billboard*. I think it's wonderful.

EMA-ARA Lines

Continued from page 43

Associated Booking Corporation, and Sid Page, all of whom are EMA-ARA officers.

Urge Board Change

A recommendation was made to investigate the possibility of adding two more members from the out-of-town membership of EMA-ARA to the local board of governors. The suggestion will be discussed with Jack Katz, national ARA legal counsel.

A general discussion regarding the policing of the membership of EMA-ARA within the org, culminated in another recommendation to the delegates to the November 15 conference, whereby an attempt will be made to put more strength behind arbitration decisions made by ARA's grievance committee and the board of governors.

EMA-ARA, at the suggestion of Chuck Suber, GAC, decided to start its own newsletter, the *EMA-ARA Bulletin*. First confidential missive will go out to membership, following the board of governors' meeting.

TV Mfrs. Kick

Continued from page 2

and 1,000-line ads in 1,100 newspapers plus a radio spot campaign on more than 250 stations covering all TV market areas. Special promotions, like a Mindy Carson platter (see separate story) will be used.

Ruthrauff & Ryan, Motorola agency, will handle the entire promotion, which is not the "official" Radio-Television Manufacturers' Association (RTMA) million-dollar color campaign.

Friars' Lewis Fete

Continued from page 2

ducking the snappers with "I can't tell that here."

Eddie Cantor followed with the announcement: "Ida will be on TV next week. I think she can hurt Sullivan." The shimmy number out of *Peep Show*, with principals, chorus and band came next, to be followed by Jim Barton doing his drunk act.

Then came another blackout, this time the *Stand-In*. The cast had Sophie Tucker as the heroine; Toots Shor, the hero; Berle, the director, and Frank Sinatra, the stand-in. There was a switch for the finale, with Shor getting the pie in the kisser instead of Sinatra.

The thing ended with Lewis on, while Berle gave him a lifetime gold *Friars'* card and a platinum watch. They were joined by Sophie Tucker who sang a Benny Davis parody on *I Love That Guy*, and everybody on stage broke into tears. When they regained their composure, Lewis remarked, "I'm glad you guys didn't wait till I was dead." Miss Tucker also got a *Friar's* card. Making her the first female honorary member of the club.

The dinner brought the *Friars* \$72,000—the tickets 50G and the journal \$22,000.

Philly Clicks

Continued from page 43

veteran in the cafe industry and identified with cafes since the turn of the century. Charlie Johnson, who handled the managerial chores at the Club Harlem for several decades, will also come in.

Singer originally intended to change the name of the *Click* to the Club Harlem since it is so well known to the local trade. However, a room by that name was opened here only last month by Si Kaliner.

Appearance of the *Click* will be changed considerably. Since the emphasis will be on the production floor rather than on the bandstand, two of the room's many bars will be ripped out to make for much more table space.

Originally opened by Frank Palumbo during the plush war years, *Click* was last operated by Nicky Blair, long identified with New York night life.

Until Singer moves in, the *Click* will carry on with its band policy. Stan Kenton, in currently will be followed by the King Cole Trio on Monday (6), to be followed by Vaughn Monroe for a two-day pitch on November 17 and 18. Lionel Hampton will be the last of the band names coming in November 27 for two weeks to write *finis* to a long but faltering tenure for name bands at the *Click*.

Shaw Is Dead

Continued from page 2

weaker since he had returned from the neighboring Luton Hospital a few weeks before. On September 10 he had fallen and broken his thigh while trimming a fruit tree in his garden and was taken to the hospital where he spent 24 days and underwent several operations. Death was due to the shock to his system, advanced age and an old kidney ailment.

The first announcement came from his housekeeper who informed the press simply, "Mr. Shaw is dead." Later, a handwritten, unsigned bulletin mounted on red cardboard on the cottage gate read, "Mr. Bernard Shaw passed peacefully away this morning November 2."

There was a blackout on Broadway at midnight as a tribute to one of the greatest playwrights of all time.

More U. S. Acts

Continued from page 43

quent Palladium shows. Tho there are exceptions for a command performance at the Palladium, under the British rules, a house can't use more than three foreign acts on an eight-act bill.

This quota system, which is being attempted in the U. S. thru American Guild of Variety Artists (AGVA) intercession, may erupt into a problem in London as well. British talent unions have a 70 per cent British and 30 per cent quota on the books. According to informed sources, the rule is winked at. The closer figure is 60-40 and in some cases it is 50-50.

TARIFFS FOR SHOW TRAINS SKYROCKET IN RECENT YEARS

CHICAGO, Nov. 4.—How railroad rates for circus and carnival show trains have increased is illustrated by a comparison of 1945 and 1950 charges. The increases have come since 1947, but a total of six boosts ranging from 10 to 35 per cent each have been made since 1919.

Following are sample rates from Eastern railroads:

Miles	21-25 Cars		26-30 Cars		41-50 Cars	
	1945	1950	1945	1950	1945	1950
Up to 50	\$447.00	\$ 761.00	\$ 482.00	\$ 838.00	\$ 682.00	\$1,050.00
51-60	483.00	839.00	520.00	918.00	750.00	1,155.00
61-70	529.00	919.00	585.00	998.00	818.00	1,260.00
71-80	578.00	984.00	631.00	1,078.00	878.00	1,352.00
81-90	616.00	1,050.00	678.00	1,152.00	938.00	1,444.00
91-100	647.00	1,102.00	708.00	1,207.00	989.00	1,523.00
101-200	970.00	1,654.00	1,063.00	1,812.00	1,484.00	2,284.00
Per mile over 200	4.85	8.28	7.16	9.86	7.42	11.43

Southern rates generally are higher while those of the Western roads compare with those in the East.

LATE ACTION UPS MARTIN ACT BIZ

Park, Cele, Fair Segs Increase; Outlook for '51 Equally Bright

BOSTON, Nov. 4.—An upsurge in business that gained momentum as the season progressed overcame a lethargic start and provided a bountiful season for the Al Martin talent agency. Owner Martin said that he expects the trend to continue thru 1951.

After contracting considerable fair business which promised a record activity for his organization, Martin said there was a definite slump in spring and summer. Early season bookings principally involve carnivals, celebrations and other special events. Show owners, skeptical of the season's possibilities

and dogged by considerable bad weather, curtailed their attractions budgets.

However, as the season progressed, operators returned to, and in many instances, expanded their talent programs. Plans for a number of celebrations, which had been filed because the promoters became fearful, were revived. In the later category, always formidable on Martin's books, business surged considerably ahead of last year.

Martin's amusement park bookings hit an all-time high. The increase was principally due to the addition of numerous new accounts. Fair bookings also increased to nicely space the use of Martin talent thruout the season.

Martin said that his firm is constantly expanding its booking territory. During the past year, the agency furnished all talent used by the J. C. Harlacker Enterprises, an organization which stages special promotions thruout the country. Martin talent is also skedded for Harlacker's next big show, which will be staged in Houston, December 6-9.

Talent is already being contracted for next season, and contracts for 1951 shows are being inked, Martin said. Martin will again attend the outdoor meetings in Chicago.

Newberry Sets New Thrill Org

CHICAGO, Nov. 4.—Speedway Champions, a new thrill show, has been organized here by Earl Newberry and Leo Overland, both veteran thrill show execs.

Newberry has been co-owner and one of the managers of the Jimmy Lynch Death Dodgers for the past five years, and Overland has also been associated with the same org as a unit manager.

'51 OUTLOOK IS ROSY

See No Travel Curbs, Industrial Areas Best

WASHINGTON, Nov. 4.—Unless hampered by travel restrictions outdoor shows will have an excellent season in 1951 on the basis of all economic indicators. It appears certain that the average citizen, whether a rural or a urban dweller, will have more money next year than at any time in history.

As was the case during World War II, industrial areas will benefit most from the spurt in the national economy brought on by defense preparations. Factory employment is heading up again toward the peaks reached in 1943-'44, while wage rates have already

passed the wartime highs, according to the Bureau of Labor Statistics (BLS).

As many shows discovered, farmer income in 1950 was not high enough to leave much for entertainment. However, the Agriculture Department predicts that farm cash receipts will be 10 per cent higher in 1951 while net in-

(Continued on page 56)

Swenson Inks St. Paul, M'kee

SHREVEPORT, La., Nov. 4.—The Swenson Thrillcade, recent addition to the ranks of auto thrill shows, has been signed to play three performances at the '51 Minnesota State Fair, St. Paul, and one show at the '51 Wisconsin State Fair, Milwaukee, Aut Swenson, owner-manager announced here.

St. Paul dates call for a night performance August 25, and matinees August 28 and September 1. The Milwaukee date is for a night show August 26.

TALENT REAPS TV \$\$

1,000 Outdoor Acts Tap Video for 250G Per Year

Continued from page 2

door attractions indicates their ready adaptability to the video medium. Two major programs currently feature an alfresco format. They are the American Broadcasting Company's (ABC) *Super Circus*, grand-daddy of this type of presentation, and Columbia Broadcasting Company's (CBS) *Big Top*, both hour-long stanzas. In addition, *Acrobat Ranch*, another ABC offering, also uses considerable outdoor talent. These three shows annually use about 600 acts, including repeats. An estimated 400 acts with outdoor

background appear on other TV shows.

Big Top, which uses seven acts each week and has a budget averaging around \$2,000, is the principal offering. Talent is booked exclusively by Leo Grund, of the George A. Hamid office. Altho the show rating, according to CBS, has jumped from 7.5 at the time it premiered in July to 18.3 currently, it is not yet sponsored. Last week the Tootsie Roll Company was reported interested. Execs concerned with the offering feel that they have a winner and show no concern about the future

of the program, which originates at WCAU-TV, Philadelphia.

Grund, long associated with the circus-thrill-novelty type of attraction, discredits the oft-voiced belief that TV appearances hurt talent. According to Grund, whenever a good act has been screened on *Big Top*, a Saturday presentation, he is deluged with requests for booking information on the turn come Monday morning. Acts with TV background win additional popularity with hinterland outdoor audiences, Grund says.

Filling the talent requirements (Continued on page 56)

SHOWS STAGGER UNDER \$1,500,000 RAIL MOVE TAB

Truck Moves Loom for Big Orgs If Much-Hiked R.R. Rates Hold

Continued from page 1

Altho most show owners are making no threats of changing to motor transportation, that possibility exists, even for some of the biggest shows. Other ops may call it quits altogether.

Rate Views

Some owners believe continuation of the present rates could wipe out the last of the railroad shows in a matter of extremely few seasons. While railroad men maintain that lower rates would reduce their income, circus and carnival operators insist the carriers will have no income at all from shows unless rates are cut.

As it is, up to one-sixth of the overhead of one circus is the cost of railroading. Some carnivals report one-fifth of their costs come as railroad charges.

The Ringling Bros. and Barnum & Bailey Circus plans for slicing 20 cars from its trains in 1951 together with changes contemplated

for the show's layout on the lot comprise one of the most startling moves in recent show history. Railroad rates have been given as the cause for the reduction to 60 cars.

Dailey Finds Biz Rough

Dailey Bros.' Circus found business rough all season but came up with railroad money until September 21, when it closed early and returned to quarters. Railroad contracts in excess of \$19,000, covering an additional three weeks' route, were canceled. Cole Bros.' Circus was one of the first to react to stiff rail costs.

The rates were among the reasons given when the show folded August 5. At that time, thought was being given to cutting the show in half to reduce railroad expense if the circus operated under canvas in 1951.

Clyde Beatty Circus, fourth railer, has made no public statement concerning railroad costs.

Rates Reverse Trend

Among circuses, the present level of rates has reversed the trend from trucks to rails which existed during the war. With the future of Dailey and Cole Bros. (Continued on page 58)

RE NEW BILLBOARD

Kind Words From Some Good Friends

CHICAGO, Nov. 4.—While no actual count was taken, *The Billboard* received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

Pat Purcell, Sports Arena, Toledo: Eyeing 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. Frank Bergen, Buckley Allen, World of Mirth Shows: All members of our organization agree the new *Billboard* is a great improvement in every way. Good luck. George Tilyou, Steeplechase Park, Coney Island: Congratulations (Continued on page 55)

Acts, Staffs Set For 2 Packs Units

St. Louis, New Orleans Runs Overlap; Baton Rouge Stand Skedded Dec. 5-6

ST. LOUIS, Nov. 4.—Line-up was announced here this week by Tom Packs for his winter indoor dates at St. Louis, New Orleans and Baton Rouge, La. The New Orleans stand, under Shrine auspices starts November 23, and the St. Louis Police Circus starts November 25. Both close December 3. Baton Rouge dates are December 5-6.

Heavy convention bookings at the St. Louis Keil Auditorium and symphony and opera bookings at New Orleans Municipal Auditorium necessitated framing twin circus units, Packs stated.

At St. Louis, Packs will be assisted by Bill Nelson. Izzy Cervone will have the band. Carl Wallenda will be arena director, while Dick Ware and J. Edward Steinbeck will share announcing duties.

New Orleans unit will be staffed by C. W. (Bud) Hoerber and Jack A. Leontini, both of the Packs office; Jack Cervone, bandmaster; Bob White, announcer; Marcy Edwards, vocalist; Howard Menz, rigging and props, and Jack Lehr,

working personnel. Packs, Hoerber, Leontini, White, Jack Cervone and Marcy Edwards will make the Baton Rouge stand.

Performers at St. Louis will include Rose Behee, Kreis Sisters, Edith Klonva and Arden Voiss, cloud swing and iron jaw; Four Angels, hand balancing; Farias Duo, rolla-rolla; Madsen Brothers (3), comedy acros; Aerial Milos, high act; Great Barton, equilibrist; Sonny Moore's Roustabouts; Great Wallendas, high wire; Flying Zucchini and Flying Otaris; Miss Rietta, sway pole; The Lone Ranger and horse, Silver, with Tonto, Indian; Novack and Fay, eccentric comics; Cathalas, acro juggling; Risko and Nina comedy juggling; the Freddys, juggling; Packs's elephants with Mack and Peggy MacDonald; Aida, Star in the Moon, and Zucchini Sisters, double cannon act.

New Orleans performers will include Clyde Beatty, wild animals; Joan Lewis and Hermeline Gregory, looping the loop; Four Aurelios, acro jugglers; Miss Dag-

(Continued on page 53)

Mil \$ Pier Revival Pays Tubis Group

Operation Bucks Late Start, Loss Of 4 Week-Ends; Expansion Planned

NEW YORK, Nov. 4.—Despite a late start and loss of four week-ends to rain, Max Tubis and his associates report a highly successful initial experience in the operation of Million Dollar Pier, Atlantic City. The group leased the fire-razed structure last winter and supervised reconstruction of the

pier back to the theater, the point at which the blaze was halted.

This year's operation consisted principally of rides, major and moppet, and about 20 concessions with fish hauls, long identified with the pier, as an added feature. Concessions, all merchandise wheels, provided the bulk of revenue. The same nucleus will be retained next season. However, Tubis said that crowd-attracting features are being planned for the back end.

The theater, which made money with stock presentations over a seven-week period, will again be used. The type of presentations has not yet been decided. A fishing

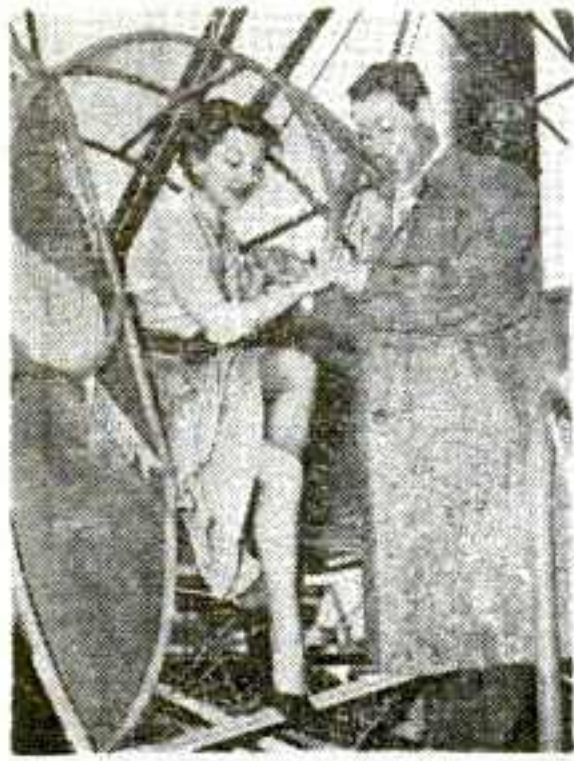
(Continued on page 56)

546 Gross Dip At Sacramento

SACRAMENTO, Nov. 4.—Total revenue at the '50 edition of the California State Fair here amounted to \$875,119.35, a decline of \$54,822.41 which is attributed to the 66,000 drop in attendance this year. Front-gate admissions this year yielded \$295,694.22, compared with \$336,719.62 in '49.

Figures released by J. A. Patter- (Continued on page 56)

As ORIGINATORS and BUILDERS of



THRILL ACTION RIDES

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First to successfully incorporate aircraft action in ride design, Eyerly Aircraft Company launched a new trend in ride engineering—
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THE ROCKOPLANE

Picture by courtesy Rockaway Playland
Rockaways Beach, New York



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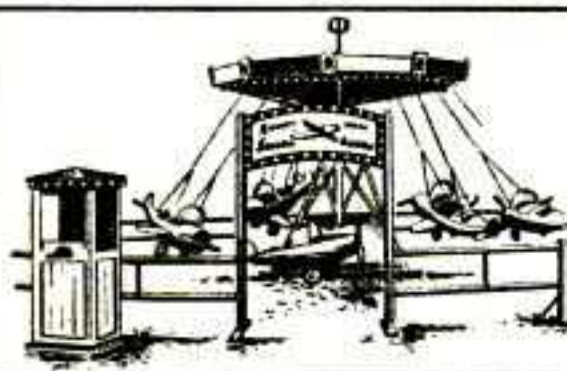
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LOOK! PARKER DOES IT AGAIN

Mr. Phil Daniello, of Syracuse, New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I do like it very much." Note—Mr. Daniello's machine is a Teen Ager De Lux, delivered this spring. We will maintain last season's price if possible. We do guarantee delivery because we have ample material on hand. Send your deposit today. Prices start from \$5,575.00 for a Teen Ager adult machine.

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RUBBER TANK FOR SALE

60"x20"x4" waterproof display Tank used for one Sportsman's Show—tailored corners and 2' overlap. Purchased from Goodyear Tire and Rubber Export Co. of Akron, Ohio, at cost of \$2,870.00. BARGAIN. Contact: Central Canada Exhibition Association, Ottawa, Canada. Phone: 2-4831.

CLOSE-UP: FRED TENNANT JR.

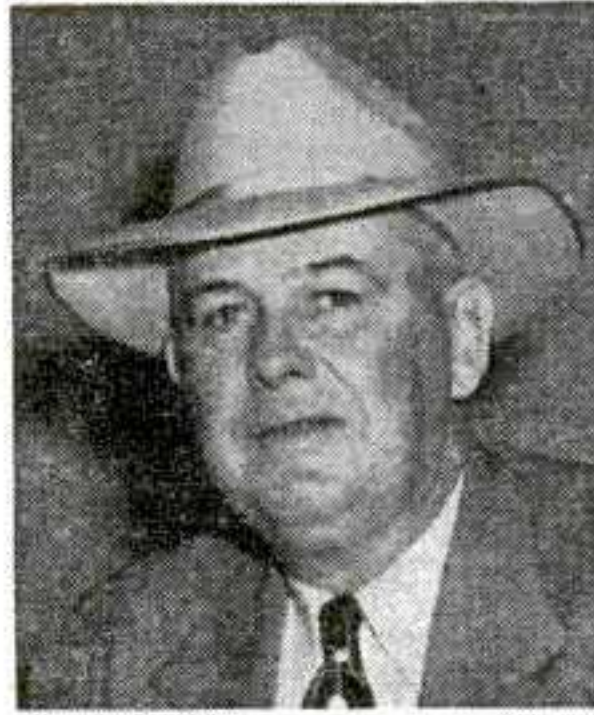
Dallas Concess Head Broke Into Showbiz as Ball Player

FRED E. TENNANT JR., in charge of midway and concessions for the nation's largest annual exposition, the State Fair of Texas at Dallas, is a second generation State fair executive, but he got into show business originally because he could play baseball. As a kid, his ambitions centered around the circus. Ollie Webb, cookhouse superintendent for Ringling Bros., was a good friend. Fred would always go to meet him when the circus played Dallas and take him around the produce houses to stock up; then he would eat in the cookhouse. "Never missed a Ringling show in my life," he says.

Trys Movie Biz

In 1920, when he was 19, he headed for the West Coast to try to get in the then-upstart movie business. Bruton's Studio, whose star roster at the time included Doug Fairbanks Sr. and Mary Pickford, among others, needed baseball players for a league which included Metro, Universal, Paramount, Mack Sennett and Clune's. Mrs. Tex Collins—from Texas naturally—was in charge of the casting office for Bruton's. Fred signed up to play baseball and thereby got a job with the studio. He was one of four production men on the pay roll of the Mayflower Production Company for filming of *The Miracle Man*. This movie introduced to the silent screen such stars as Lon Chaney, Betty Compton and Thomas Mann. Fred did everything from carrying a camera to obtaining costumes. This Mayflower picture was probably the biggest success for the movies up to that time. He worked in films with Pickford, Fairbanks, Henry Walthall and others. For one movie he helped cast a 5,000-man mob scene for Fairbanks. On the appointed day Doug didn't feel like working, so Fred paid 'em off at the rate of \$5 apiece and told them to come back the next day.

(Continued on page 64)



FRED E. TENNANT JR.

Talent Topics

Selden, the Stratosphere Man, sway pole, recently closed at Little Rock and info he will be in Chicago for the outdoor convention. . . **Ming and Ling**, Chinese hillbilly performers, and **Nora Toomey and Company**, comedy trapeze, are on the stage bill at Chicago's Oriental Theater, which was held over a second week Thursday (26). . . **Miss Luxem**, sway pole, closed the outdoor season at Franklinton, La., and will head for Chicago en route to her home in the East.

Current at the Blue Ridge Inn, Pittsburgh, are **Juggling Jimmy Stutz**, Toni Ross, vocalist, and **Faye and Andre**, adagio. . . **Sky High Alcidos**, Edna, Louis and Wilfred, recently played fairs in Orland, Farmington and Fryeburg, Me.; **Endicott**, N. Y., Plymouth, N. H., Stafford Springs, Conn., and Dothan, Ala. . . **Harry Froboess**, swaypole, is playing Southern fair dates with John B. Davis's Southern States Shows.

Peejay Ringens, veteran cycle incline act, who was injured recently while performing, is being flown from a New Orleans hospital to Miami. Ringens reports his body is in a heavy cast and that it will be months before he is able to walk and that his bicycle diving days appear to be over.

The **Lesters** are playing Abe's Colony Club, Dallas, and will wind up their engagement November 13. . . **Orantos**, high perch, joined the Orrin Davenport Circus at Kansas City, Mo., following a two-week vacation in New Orleans. . . **Bozo Lamont**, clown, visited Chicago offices of The Billboard, Monday (30) en route from Columbus, O., to his Decorah, Ia., home.

Borza Troupe, acro, gave a special performance in the closing grandstand show at the Louisiana State Fair, Shreveport, in celebration of **Peppi Borza's** 14th birthday. Both Peppi and sister, Nita, were the subjects of a feature story in the October 26 issue of The Shreveport Journal. . . **Carl Wallenda**, of the Wallenda Troupe, infos from Wichita, that the act will follow their Orrin Davenport dates there with appearances at the St. Louis Firemen's Circus and Tom Pack's Shrine Circus at Baton Rouge, La. Following the latter date, the Wallendas will go to their new winter home near the Ringling-Barnum winter base in Sarasota, Fla. Formal funeral services will be held there for **Philip Wallenda**, who was struck and killed by an automobile this summer. . . **Har-**

old and **Jerry Conn**, clown duo, have closed with the Kelly-Miller Circus and are skedded to play the Christmas season at J. W. Knapp's Department Store in Lansing, Mich.

While en route from Sioux Falls, S. D., to Joplin, Mo., a car and trailer owned and driven by **P. B. Purcell**, of Purcell's Stage Circus, struck a dip in the pavement, causing the trailer to overturn. It was taken into Omaha for repairs.

Juggling Jewels, only recently returned from a long season of fair dates under the **Gus Sun** banner, last week jumped from New York to Cheyenne, Wyo., by car and trailer to fill four dates.

Jack Earl, giant feature with the Ringling circus for 14 years and now a salesman for a wine concern, is profiled in the current issue of The Saturday Evening Post. . . Talent appearing at the Augusta (Ga.) Exchange Club Fair, October 30-November 4, included **Glenn's Dog Circus**, **Watkins' chimps**; **Clark and Bailey**, comedians; **Sky King**, aerialist; **Glenn Henry Troupe**, balancing and juggling, and **Elsie Gross**, organist. Show was booked thru the George A. Hamid Agency.

Mrs. Johanna Wilschke, widow of **Robert Wilschke**, who was an internationally known booker of circus and vaude acts in Germany, has been granted a license, in Berlin, to continue the agency business. Under the name of **Hanni Garden**, Mrs. Wilschke was well-known as a trapeze performer.

Beatrice Dante and her trained chimps, **Susie** and **Baby**, left Wednesday (25) by plane for Cali, Colombia, where she is to join the **Attracciones Alvelasco** Circus for a South American tour. Miss Dante spends the summers with **Kingling-Barnum**.

Charles Zemater Jr., Virginia Stoner Wed

CHICAGO, Nov. 4. — Charles (Chuck) Zemater Jr., of the Charles Zemater Agency here and Virginia Stoner, the firm's office receptionist, were married here Saturday (21) in St. Mathias Church.

Alice Rollini served as maid of honor and the groom's brother, Jack, was best man. Following a reception at the Edgewater Beach Hotel, the couple left for a month's honeymoon in Mexico.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2"x7 1/4". No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 23, same weight as #1. In Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2"x14 1/4" . . . 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.
LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.
Set Numbered Ping Pong Balls . . . \$15.00
Replacements, Numbered Balls, ea. . . .40
3,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 . . . 1.25
Middleweight Cards, 5 1/2"x7 1/4"; White, Green, Red, Same as Yellow . . . 2.00
Per 100 2.00
3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 1.50
Plastic Markers, Red or Green, round or square, 3/8" diameter, M 2.50
Scalloped Edge, Green only, M . . . 2.00
Smaller Size, 3/8" diam. Red or Green Plastics, M 1.50
Adv. Display Posters, size 2 1/2"x3 1/2", Ea. . . 15
Cardboard Strip Markers, 10 M for . . . 75
Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin, Transparent Plastic Markers, Brown, 3/8 inch, Per M 1.00
Featherweight Thin Bingo Sheets, size 5 1/2"x8, very large numerals, 7 colors, loose, not tabbed, M . . . 2.00
Round White N. J. Card Board Markers, 2 sizes: 1/2 inch dia., 1800 to 1000 lb.; larger size 3/4 dia., 1000 to 100 lb. Either size, lb. 85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢.
Send for illustrated circular. For \$35.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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137-139 Marine Street Ocean Park, Calif.

Rosalia Dates Set
ROSALIA, Wash., Nov. 4.—The third annual rodeo to be sponsored by the Rosalia Active Club here will be held next year on June 2-3. Joe Kelsey will furnish the stock.

ROCK PLAYLAND NIXES BLDG. PLAN

Federal Restrictions Cause Shelving of New Projects

NEW YORK, Nov. 4.—First local park to report curtailment of new construction under the edict issued last week by the National Production Authority (NPA) in Washington was Rockaways' Playland.

Funspot, which had a \$195,000 construction and renovation project slated for completion between now and the start of next season, will stop work on a new restaurant and cocktail lounge building. The Boardwalk at the park, which was about to be repaired, will also remain as is. Both actions are at the direction of park Prexy A. Joseph Geist.

Renovation of an Arcade building which houses a bar and grille will proceed, since work on the project is about 50 per cent complete and was begun well before the ban was imposed.

Additional decoration and installation of new rides and food stands at Joytown, moppet adjunct at Rockaways which was operated by the park this season and has been acquired outright for next year, also will go by the boards due to the NPA announcement, Geist said.

Brighter Side

On the brighter side for the park was the fact that Universal-International (U-I), film makers are definitely set to shoot footage of the park starting next June for a short that will be titled *This Is Long Island*. The movie will deal

with sites of historical interest in the peninsula and is slated for release next September. Edward J. Hayden, art director of the funspot, will work with U-I personnel on preparation for filming activities.

All major rides at the park will be equipped with new three-phase electric motors for next season. The motors, smaller than the old ones but with greater horse power, will help cut electric bills, according to Geist. The firm supplying Rockaways with power recently merged with another company and rates for the spot were boosted. Geist said economy in operation of the new motors should offset the jump in rates.

New dips are being placed at five different places in the Roller Coaster, and the 25-year-old base of the Whip is being rebuilt.

Improvements On at Ideal; '50 Biz Gains

MONTICELLO, Ind., Nov. 4.—Ideal Beach Resort on Shafer Lake here has several major improvements under way, according to T. E. Spackman, manager. Foremost is completion of the new hotel building started last year. The completed section will contain additional rooms for guests and employees plus a new lobby, dining room and kitchen.

Several concessions have been booked for the newly enlarged concession building facing the roller rink. They will be operated by Jim Miller. Hugo Butler, ride concessionaire, has taken delivery on a Tilt-a-Whirl which will be set up on the south midway walk which has recently been cemented and now extends beyond the marine concession and connects to the pier exit. Extensive face-lifting is also under way on Butler's basketball concession and plans are on paper for a new building for Miller's Rifle Sport.

Summer business was reported generally up over 1949, with certain concessions showing unusual increases due largely to the Paul Abbott underwater tax crusade that pulled over 250,000 visitors to view the under-water tank dweller between June 18 and August 27.

The Abbott stunt reportedly received more national publicity, especially pictorial, than any stunt in the annuals of park operation. Spackman proudly displays clippings from dailies coast-to-coast and national magazines, an article from *The London Daily Mail* and a clipping from a German-language magazine. John Thoma, Chicago, handled publicity for the stunt.

Pasadena, Tex., Attracts 115,000 At Initial Rodeo

PASADENA, Tex., Nov. 4.—Attendance at the first annual Pasadena Livestock Show and Rodeo, which closed a seven-day run here Sunday (29) exceeded all expectations and wound up with an estimated attendance of 115,000. Edgar L. Ball, manager, announced.

The rodeo, produced by Harrison-Radcliff Rodeo Shows, was SRO at each of its three night and two matinee performances. Rodeo admission was \$2.20 and \$1.20 while the outside gate was pegged at 50 cents for adults and 25 cents for children.

Other attractions included both afternoon and night free acts on the midway, Western wedding, car giveaway, rodeo queen contest, and numerous merchandise giveaways.

Event, which is sponsored by the local Chamber of Commerce, is planning to enlarge the rodeo arena next year, build more permanent exhibition buildings and enlarge the parking area.

STRIKER TAKE HITS BOTTOM

NEW YORK, Nov. 4.—Taking advantage of crowds lured to Coney Island by unseasonably warm weather Sunday (29), Harry Nelson opened his High Striker on the Bowery shortly before noon and almost immediately snared a customer and a dime.

As Nelson was boasting of his good start to ride-operator Moran, a seedy-looking man politely saluted the pair and said, "Pardon me, sir, could you spare a dime?" Nelson's wife, who had joined the group, told Harry to give the fellow the dime, as he probably needed coffee.

"Coffee?" queried the mendicant with a puzzled look. "Who wants coffee? When do the liquor stores open?" "There goes my morning take," moaned Harry.

Butlin Wins Stay In Bankruptcy Of Bahama Biz

LONDON, Nov. 4.—William E. (Billy) Butlin won another postponement in court efforts to force his Butlin's (Bahamas), Ltd., to wind up its affairs.

Creditors in England and the Bahamas, where the firm launched a super vacation village last year, have filed applications to throw the firm into bankruptcy. The Butlin interests have been given until Thursday (9) to raise the money necessary to forestall creditors.

Justice Wynn-Parry in London Chancery Court issued an order October 9 for the compulsory winding up of Butlin's (Bahamas), but the execution of the order has been delayed pending results of similar suits brought in the Bahamas. On October 18 here, Chief Justice Baneroff adjourned decision until Thursday (9) on a petition of 51 creditors to wind up the Butlin's Bahama venture, stating he felt the firm should be given every opportunity to save the company.

Claims against Butlin's (Bahamas) total \$1,696,800, in addition

'51 Fireworks To Cost More, Godin Predicts

Cites Sharp Rises In Chemical List; Reports Big Year

SPRINGFIELD, Mass., Nov. 4.—A jump in chemical prices, in some instances as much as 40 per cent, will probably mean an increase in pyrotechnic prices next season, Joseph Godin, president of the Interstate Fireworks Company, announced here this week.

Godin had just returned from firing his last show in a series of 240 events covering the summer and fall. Many of the bookings included five and six shows, Godin said. He said the season was "fine in every respect."

Godin said his sons, Roger J. and Edmund, who are associated with him in the business, already have stockpiled essential chemicals, including potash derivatives, many of which were unloaded directly from boats into company trucks.

Canadian Biz Okay

Firm's Canadian operation, Interstate Fireworks of Canada, Ltd., inaugurated this past season, handled capacity business, Godin said. A new plant at Newmarket, Ont., will be completed in time to produce materials for next season, he said.

Expanded operations are planned for next year with the firm pushing into Western territory, Godin said. About 71 per cent of the firm's business was booked by Godin last year. In all, only about 2 per cent involved the payment of commissions. The resultant savings enabled the formulating of attractive prices. Godin's sons are currently embarking on full-scale sales careers.

tion to which the firm needs more funds to complete and operate the new resort on Grand Bahama Island off the coast of Florida, which was in partial operation last winter.

Out in the Open

Frank Wirth, head of the New York booking office bearing his name, is in the second week of a Miami vacation which will last until the end of November.

Martin W. Martin, concessionaire at Rockaways' (N. Y.) Playland during the past season, is vacationing at his Miami home. . . . Mayor E. A. Bourque, a member of the board of the Central Canada Exhibition, is pictured in a feature story on Ottawa in the current issue of *The Saturday Evening Post*.

Irving and Jack Rosenthal, operators of Palisades (N. J.) Park, left October 27, for a 12-day stay in Miami, where they examined progress on the building of a hotel, slated for December opening, in which they have an interest.

Jack Duffield, of the Chicago pyro clan, is in New York on business. In the past couple of weeks Jack attended fairs at Dallas, Shreveport, La., Winston-Salem, N. C., and Spartanburg, S. C. . . . Stanley Waihon, talent rep, has returned from a hunting trip to Maine. Weather was good but results negative, he reports.

George A. Hamid, head of the New York boking office bearing his name, is in Maine on a hunting trip. . . . The Irish Horan Lucky Hell Drivers thrill show is the subject of a lavishly illustrated feature article in the current issue of *Dodge News*. Horan and wife, Lorraine, are back in New York where they plan to remain until the start of the various fair meetings. . . . Joe Hughes, George A. Hamid rep, was parted at the home of band leader Joe Basile last week on the occasion of his birthday. . . . Max Tubis, operator of the Million-Dollar Pier, Atlantic City, is in New York. He plans to attend the outdoor show meetings scheduled for New York and Chicago before returning to the resort on a full-time basis. . . . Members of the Association of Connecticut Fairs have voted to send Joseph C. Bartlett, associa-

tion prexy, and Mrs. Bartlett, to the annual convention of the International Association of Fairs, November 27-29, in Chicago.

Dick Sullivan, who recently completed a season facking B. Ward Beam's hell-driving show, was in New York last week checking possible winter promotional deals. . . . Bob Conti, advance man for Irish Horan and His Lucky Hell Drivers, planned to Montreal last week to visit his mother who is ill.

William O. Steer, of Norman Harris Artists, Ltd., Toronto, was in Chicago, Tuesday (31) lining up talent and orchestras for '51 Canadian fairs.

John Kelly, stagehand with the George A. Hamid fair revue, "Grandstand Follies," is holding down a similar position at the Center Theater, New York, Radio City show house which was recently converted for TV use.

Leo Grund, of the George A. Hamid office, underwent an emergency appendectomy Sunday night (22). Grund, exclusive booker for "Big Top," CBS-TV show, is reported resting comfortably at Medical Arts Hospital, New York.

Frank Moore, manager of the recently ended Madison Square Garden Rodeo, New York, was confined to his home recently by illness.

"Big-Ride" Performance!

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Sign Cards, Illustrated, Pack of 26 . . . 15¢
Graph Charts, 9x17, Sample 5¢, Per M. \$7.50
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Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25¢ Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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The
Billboard
OUTDOOR CONVENTION
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CAVALCADE OF FAIRS
Supplement

The **BIG WEEK** of the Year for Show People . . .

From Saturday, November 25, thru Thursday, November 30, the walls of the Hotel Sherman and other hotels in the Loop will again be bulging with Outdoor Showmen. . . . Carnival owners and their agents, Park managers and their assistants, Fair secretaries and their committees, Showmen representing every phase of Outdoor Show Business.

Attracted, also, will be those who have something to sell. . . . Ride and Equipment manufacturers will be selling their products. . . . Carnival owners and their agents will be selling their shows. . . . Booking Offices and Free Attractions will be selling their acts. . . . Insurance men their services.

The **BIG OPPORTUNITY** of the Year for those who sell . . .

Recognized as the ONE paper that serves the entire amusement field . . . all branches all allied interest, . . . THE OUTDOOR CONVENTION SPECIAL, with its equally famous CAVALCADE OF FAIRS SUPPLEMENT, is always sought, read and kept. This Convention Special is an old friend . . . truly a part of this great gathering of Outdoor Showmen.

The Convention Issue will be mailed to the homes and permanent addresses of Outdoor Showmen on Monday, November 20, reaching most of them before they leave for Chicago. It will also be on sale on 13,000 newsstands thruout the country, enabling those leaving for Chicago early to buy a copy while en route. Copies will also be distributed gratis thruout the convention to everyone attending.

Thus ALL advertising in the Convention Special will have complete coverage . . . AT HOME . . . EN ROUTE . . . IN CHICAGO.

Don't overlook this chance to tell your story in dominating fashion in the ONE publication of the Industry that affords you complete coverage and maximum reader interest . . . at a time when readers are thinking, planning and buying for the year ahead. Your advertising in this issue will emphasize your position in the Industry. It will prove your ability and your willingness to serve this highly specialized field intelligently.

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Chicago 1, Ill.
 188 W. Randolph St.
 CEntral 6-8761

Detroit 1, Mich.
 727 Fox Theatre Bldg.
 WOODward 2-1100

Kind Word From Friends

Continued from page 51

tions on the new Billboard publication. Its 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.

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. . . . **A. Joseph Geist, president, Rockaways' 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 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. . . . **Ethel Weinberg, executive secretary, National Showmen's Association:** Your new edition of The Billboard wonderful. Hats off. Congratulations and continued success. . . . **J. C. McCaffery:** Just finished reading your new Billboard. Looks like a great improvement over the old. Wish you every success. . . . **George A. Hamid & Son:** I am sure your thousands of readers will accept the change and feel it is for the best. Congratulations

(Continued on page 74)

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.)

- A-1 Am. Co.: Sikeston, Mo.
- Alamo Expo.: Kingsville, Tex.; season ends.
- American Eagle: Sumner, Miss.
- American Midway: Corpus Christi, Tex.
- B. & H.: (Pair) Sumter, S. C.
- Big State: Levelland, Tex.
- Blue Grass: (Pair) Marianna, Fla.; season ends.
- Borderland: Eagle Pass, Tex.
- Burke, Harry: Baton Rouge, La.
- Capital City: Cuthbert, Ga.; Camilla 13-18.
- Central Am. Co.: (Pair) Beaufort, S. C.
- Cedlin & Wilson: (Pair) Florence, S. C.
- Crafts 20 Big: (Pair) Phoenix, Ariz.
- Dismond State: Orlando, Fla.
- Dickson United: Hooks, Tex.
- Dixie Expo.: (Pair) Cheraw, S. C.
- Dudley, D. S.: Rule, Tex.
- Dyer's Greater: (Pair) Marks, Miss.
- E. E. Carthage, Ark.
- Fleming, Mad Cody: Jesup, Ga.; season ends.
- Greater Midway: Estill, S. C.
- Groves Greater: Church Point, La.
- Hames, Bill: (Pair) Kingsville, Tex.
- Heart of Texas: Haskell, Tex.
- Heller's Acme: Warsaw, N. C.
- Heth, L. J.: (Pair) Bainbridge, Ga.; season ends.
- Interstate: Ozark, Ala.
- Jollytime: South Boston, Va.
- Keystone Expo.: DePunk Springs, Fla.
- Kile, Floyd O.: Mamou, La.
- Lawrence Greater: (Pair) Moultrie, Ga.
- Lone Star: Macon, Ga.
- Magic Empire: (Pair) Gulfport, Miss.; Biloxi 13-18.
- Manning, Ross: (Pair) Georgetown, S. C.
- Marlon Greater: Rock Hill, S. C.
- Marks, John H.: (Pair) Charleston, S. C.
- Midway of Mirth: Blytheville, Ark.
- Miller Amusements: Abbeville, La.
- Moore's Southwestern: Cameron, Tex.; Luling 13-18.
- Orange State: Wauchula, Fla.; (Pair) Orlando 13-18.
- Palmetto Expo.: (Pair) Summit, Ga.; Alma 13-18.
- Pine State: Albany, Ga.
- Pis-Park: Houston, Tex.
- Prell's Broadway: (Pair) Valdosta, Ga.
- Raines Am.: Montgomery, La.
- Royal Crown: Tarpon Springs, Fla.
- Royal Expo.: Pelham, Ga.; Camilla 13-18.
- San Valley: Isola, Miss.
- Smith Am. Co.: Belton, Tex.
- Southern States: Madison, Fla.
- Southern Valley: Springhill, La.
- Stephens, C. A.: (Pair) Baxley, Ga.
- Strates, James E.: (Pair) Jacksonville, Fla.
- Tassel, Barney: Brunswick, Ga.; Waycross 13-18.
- Tinsley, Johnny T.: (Pair) Brundidge, Ala.
- Tivoli Expo.: Camden, Ark.
- Victory Expo.: Pecos, Tex.
- Wallace & Murray: Augusta, Ga.
- Wolfe Am.: (Pair) Anderson, S. C.

Circus 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.)

- Billie Bros.: Crowley, La., 8.
- Capell Bros.: Lake Arthur, La., 7; Welsh 8; Sulphur 9; Sourlake, Tex., 10; Daisetta 11; Livingston 14; Groveton 15.
- Cole & Walters: Bastrop, Tex., 9.
- Davenport, Orrin: Wichita, Kan., 6-11.
- Hamid-Morton: Atlanta, Ga., 11-20.
- Kelly, Al G., & Miller Bros.: Jeanerette, La., 7; Abbeville 8; Rayne 9; Lake Arthur 10; De Quincy 11; Newton, Tex., 12.
- King Bros.: Marlin, Tex., 7; Bryan 8; Crockett 9; Huntville 10; Conroe 11; Galveston 13.
- Mills Bros.: Walterboro, S. C., 7; Charleston 8; Augusta, Ga., 9; Hartsville, S. C., 10; Camden 11; Sumter 13; season ends.
- Page Bros.: Jasper, Tenn., 7; Stevenson, Ala., 8; New Hope 9; Arab 10; Cleveland 11.
- Polack Bros. (Eastern): (Armory) Baltimore, Md., 10-18.
- Polack Bros. (Western): (Auditorium) Oklahoma City, Okla., 7-11; (Armory) Springfield, Ill., 14-18.
- Ringling Bros. and Barnum & Bailey: Greenville, S. C., 7; Atlanta, Ga., 8; Columbus 9; Birmingham, Ala., 10; Montgomery 11; Albany, Ga., 13; Waycross 14; Jacksonville, Fla., 15; Orlando 16; West Palm Beach 17; Miami 18-19; season ends.

Misc. 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.)

- Ameri-Congo Animal Expo.: Goshen, Ala., 7; Hayneville 8-9; Fort Deposit 10-11; Thomaston 13.
- Ice Capades of 1951 (Memorial Auditorium) Buffalo, N. Y., 7-12; (Maple Leaf Gardens) Toronto, Can., 13-17.
- Ingham's Wild Life Exhibit: Blackstone, Va., 6-11.
- Skating Vanities of 1951 (Auditorium) Chattanooga, Tenn., 7-12; (Shrine Mosque) Springfield, Mo., 14-19.

ary first week in August date in 1951 and will go to the second week, starting on August 8 and continuing for five days. Harness racing, long the pillar attraction of the fair, will be discontinued, Buri said, following his recommendation to the operating committee. Decreasing grandstand revenues plus the lack of suitable competition were cited as reasons for the move.

Buri said grandstand attractions next year probably will consist of a rodeo, thrill show, motorcycle and stock car racing and horse pulling.

Hollywood Troupe In Nine-Day Stand For Honolulu VFW

HONOLULU, Nov. 4. — The Hollywood Cavalcade of Stars, brought here by E. K. Fernandez, opened a nine-day run near Waikiki Beach Friday (27) under Veterans of Foreign Wars auspices.

Two performances are being given each night, with matinees on Saturday and Sundays. Gate is pegged at 50 cents for adults and 25 cents for children.

Talent line-up includes Nancy Haynes, singer-emcee; Dell O'Dell, magician; Dude Kimball, comedy; Rima Rudina, violin; Charles Carner, juggler; Marian Gay, dancer; Dr. Giovanni, pick pocket; Shirley, Sharon and Wanda, acro-dance, and the Arwoods, dogs.

Pete Kortess' Side Show also is here and includes Don C. McIver, magician and inside lecturer; Barney Nelson, armless artist; W. E. Alexander, flea circus; Zandu, quarter-boy; Lorenzo, crystal; Zara, leopard girl; Athelia, monkey girl; Gloria Regan, iron girl; Albert, rubber skin; Eko and Iko, sheep-headed men; Zombi, torture, King Eco, swords; Oke Doke, human pincushion; Bob Matthews, and his chimp; Whitey Johnson, Monkey Show; Doc Garfield, man without a skull.

Duina Zacchini To Marry Lawyer

TAMPA, Nov. 4.—Duina Maria Zacchini, a member of the human cannonball family, and Jack Norman Jr., son of Mr. and Mrs. Jack Norman, Nashville, are to be wed here today.

The wedding of the daughter of Mr. and Mrs. Edmondo Zacchini, 2603 Fountain Boulevard, Tampa, is set for 5 p.m. at the First Methodist Church.

The bride-elect will be given in marriage by her father. Attending her sister as maid of honor will be Egle Zacchini. Bridesmaids will be Carolyn Norman, Flora Zacchini, Delia Zacchini and Tosca Canestrelli. Pia Mangi will be flower girl.

Robert S. Norman will serve his brother as best man. Grooms will include Carl J. Sedlmayr Jr., of the Royal American Shows; Eddie Zacchini, Hugo Zacchini, and Rene Zacchini.

Following the ceremony a reception will be given in the Palm Room of the Tampa Terrace Hotel here.

Miss Zacchini was born in Alexandria, Egypt. She is a graduate of Plant High School in Tampa, also attended schools in France and Spain, and has traveled extensively.

Harness Races Out At Jefferson, Wis.

JEFFERSON, Wis., Nov. 4.—Horace L. Buri, manager of Jefferson County Fair here, has announced changes in format of the fair, one of the oldest in the Badger State, following a meeting with the County Board of Supervisors' fair committee.

The annual will drop its custom-

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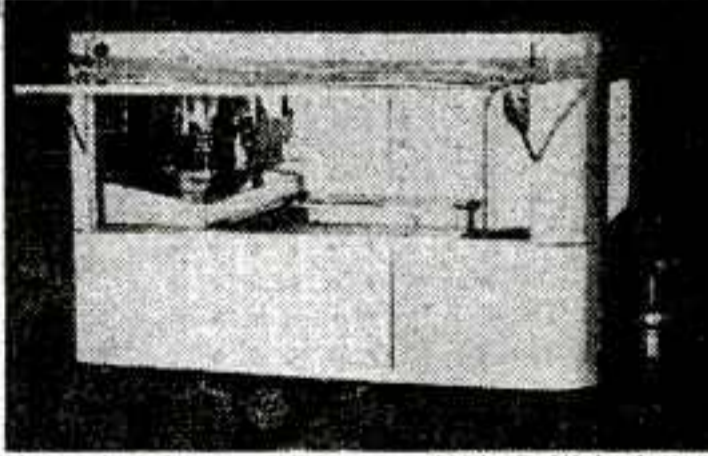
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Occupation or Business

'51 Outlook Rosy for Showbiz

• Continued from page 51

come may rise as much as 15 per cent. This agency prediction is made with due allowance given to the possibility that general price controls may be imposed sometime in 1951. Agriculture economists point out that price controls on farm goods are hinged by law to parity prices and so almost every farm commodity can still advance 5-20 per cent before price controls would be effective.

With both farm and industrial economic activity due for steady increases, the business of service and wholesale-retail centers will be pulled upward in proportion, according to federal economists.

Armed Forces

Not to be overlooked in evaluating 1951 show prospects is the expansion of the armed forces. By late next year, Uncle Sam figures on having 3,000,000 men in uniform, approximately double the present size of the armed forces. That means an increase in size for present military training centers and a probable reactivation of others closed down since the end of the last war. Because of a military pay raise granted by Congress

a year ago, servicemen are getting some 15 per cent more than during World War II days.

The possibility of travel curbs is at present no more than a dim cloud on the distant horizon. They may come, but no responsible federal officials are forecasting stiff restrictions as yet.

The perennial freight car shortage is wofrying the Interstate Commerce Commission (ICC), which has absorbed the functions of the old Office of Defense Transportation (ODT). ICC is now working to get freight car production boosted thru metals priorities but may later have to limit freight car use. If such a step is taken it is more apt to take the form of telling railroads to give priority to defense transportation rather than by ordering a halt to "non-essential" types.

Cut-back allocations and priorities will affect the 1951 output of trucks and parts but how seriously cannot be determined. However, National Production Authority (NPA) officials have stated flatly that no rationing of tires or gasoline is in prospect.

Mil \$ Pier Revival Pays Off

• Continued from page 51

club, started this year, will be expanded since it proved a money maker. The net haul drew 30,000 persons at 40 cents each, but Tubis said the gross only equaled the cost of the attraction. It will be continued, but a regular presentation schedule will be avoided since it is not always possible to guarantee exciting action.

Season's End Best

Late season grosses were the best, Tubis said. The Miss America pageant kept action lucrative until two weeks after Labor Day. Fun-spot, which juts out into the ocean, has a 285 frontage on the Boardwalk. No units are placed directly on the Boardwalk, with the result that most strollers take advantage of the free-admission and inviting atmosphere, Tubis said.

A \$15,000 miniature golf course is one of the most popular attractions. High cost resulted from the unusual problems encountered in constructing the unit, which features real turf, on the Boardwalk. Unit, which will continue to operate as long as the weather is

favorable, is capable of handling 1,000 patrons a day, Tubis said. The charge is 50 cents.

Beyond the theater there is available 58,000 square feet of space. Tubis said he would concentrate on filling this area with strong attractions that will guarantee an increased flow of traffic thru the fun zone. Renovations will be limited only by government bans.

With the opening this year delayed until the last week in June, some of the best potential business at the resort was lost. Next season the spot will probably operate weekends from Easter on, with full-time operation beginning Decoration Day. The 1,200 bath lockers on the pier are slated for refurbishing.

Definitely set to be added are a Skooter and a new miniature train. They will supplement the spot's Merry-Go-Round, Ferris Wheel, Looper, Caterpillar, Tilt-a-Whirl, major Merry-Go-Round, boat, Chairplane, Sky Fighter, Whip and auto.

Talent Reaps Television \$\$

• Continued from page 51

for Big Top is a big job. In all, Grund must find over 360 acts a year for this show. Just as important, there is the problem of balancing each show properly and the ever-present need of equaling or surpassing each preceding program still fresh in the audience's mind. In addition, Grund also is supplying an average of six alfresco-type acts a week for other TV offerings, mostly thru agencies faced with the demand, but unfamiliar with and lacking connections in the outdoor field.

Super Circus, well into its second year, to date has screened about 400 acts. Seg is sponsored by Canada Dry, M. & M. Candies and International Shoe Company. Addition of sponsors undoubtedly has meant a bigger talent purse for the seg, but ABC reps decline to say how much the budget has increased over the previous \$800 or \$900 weekly. Booking is handled by Vic Brown, Chicago, where the Sunday show originates.

Novelty Turns Stressed

Bowing August 19, Acrobat Ranch is a Ruthrauff & Ryan Agency package show and Biggie Levin, Chicago, sets its two acts per week. Seg plays up a Western theme to keep it different from Super Circus, and talent is mostly of the acro-comedy type. It is a half-hour Saturday morning show.

In contrast to radio, which rarely had use for alfresco presentations, and then only for the interview type of presentation, video offers a near-perfect showcase for the action group. Animal acts are by far the most popular, with the domestic and wild variety equally acceptable. Realism of presenting the jungle groups can pose some problems, as was evidenced recently when Big Top's cameras were focused between the cage bars for a close-up of roaring lions. Audience reaction indicated

that the moppet crowd was largely frightened by the resulting pictures.

Just about every kind of outdoor turn, ground and aerial novelty, is adaptable for TV. Big riding acts and similar offerings have heretofore been largely limited to abbreviated routines amounting to little more than a walk on and off because of limited studio space. However, the recent acquisition of Center Theater, New York, by NBC provides at least one TV stage that can accommodate any type of offering, including a herd of elephants.

Sacramento Dips

• Continued from page 51

son, fair accountant, disclosed that the pari-mutuel handle was off \$61,314, this year's receipts totaling \$2,579,148 against \$2,640,462 a year ago.

Day grandstand receipts also dropped while revenue from night attractions showed an increase. Total receipts from matinee performances were \$52,711.68 against \$61,450.72, while night events took in \$49,667 this year, compared with \$45,104.50 in '49. Smaller attendance at the fair's horse show paid a total of \$22,739.50 while last year's events grossed \$26,411.50.

One of the few departments to show an increase this year, automobile parking lots took in \$22,690 against \$21,000 a year ago.

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SOCIAL SIDE

Carroll Sets NAAPPB Plan For Banquet

CHICAGO, Nov. 4.—Early reservations for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) banquet in connection with the 32d annual convention and trade show here November 26-29, are being received at the NAAPPB office.

Banquet will be in the ballroom of the Hotel Sherman Tuesday (28), it was announced by Edward J. Carroll, Agawam, Mass., banquet chairman.

Schedule for social events at the hotel's House on the Roof will include dancing, entertainment and refreshments from 10 p.m. to 2 a.m. daily except Tuesday, when activities will be moved to the ballroom for banquet.

Entertainment will be arranged by Freddie Williamson of Associated Booking Corporation, with assistance from Music Corporation of America and General Artists Corporation.

A. C. Exec Asks New Beach Rules

ATLANTIC CITY, Nov. 4.—Recommendation that beach chair lines here be held 75 feet from the high water mark and that beach umbrellas be prohibited in front of the chairs was made by Richard W. Hughes, chief of the resort's beach patrol, in his annual report.

With the bathing season officially ended, Hughes reported that about 7,000,000 persons used the beaches. He urged that with much of the beach being cut away in the mid-town section by erosion that the beach chair situation be controlled in tighter fashion next year.

While the beaches below Million Dollar Pier continued to build up, uptown beaches, especially from Central to Garden Pier, continued to erode rapidly despite preventive measures. He said that the area between Steel and Garden Piers also is losing sand rapidly.

Beach officials reported that a 17-ton mechanical beach cleaner which worked satisfactorily elsewhere would be shipped back to the factory for adjustments to meet local demands.

Building Ban, Tax Talks Top NAAPPB's Convention Agenda

Muar Outlines Plans for Annual; Youths To Air Operation Ideas

CHICAGO, Nov. 4.—Legislative and tax discussions loom large in the scheduled sessions of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention at the Hotel Sherman here November 26-29.

W. W. Muar, Canandaigua, N. Y., general convention chairman, announced program plans following a conference with Paul H. Huedepohl, Chicago, NAAPPB secretary.

Up for study at the Monday (27) session will be (1) legislative matters including new government restrictions on amusement building and (2) tax problems centering around the cabaret tax and the current federal court case in which it was ruled that admission taxes do not apply on amusement rides. Tom Roberts, legal advisor to the National Ballroom Operators Association, will lead the discussion after C. Melvin Sharpe, Washington and others have submitted committee reports.

Reports from the nominating, resolutions, insurance and music royalty committees and from the New England and Pennsylvania park associations and the American Recreational Equipment Association (AREA) also will be received.

The Harry J. Batt Award for outstanding promotion will be presented Tuesday (28). Charles L. Beares Jr. is chairman of the promotions committee. "What's on Your Mind" is the tag for Muar's town-hall discussion of amusement park biz, another Tuesday event.

Feature of the final day will be a youth forum, with second generation park men sounding off with their ideas for park operation. Junior speakers will be Harry J. Batt Jr., New Orleans; George K. Whitney Jr., Los Angeles; Robert Howard, Canton, O., and Donald Colvin, Canandaigua, N. Y. Harold

K. Barr is chairman.

Colored film slides of new park and show fronts as well as landscaping and other features will be shown Wednesday afternoon and will be followed by a general park maintenance session directed by Fred W. Pearce Jr., Detroit.

In addition to the general sessions, the convention will include the beach and pool program, of which Vernon D. Platt, Somerton Springs, Somerton, Pa., is chairman, and the AREA annual meeting Sunday (26). Ben O. Roodhouse, of Eli Bridge Company; W. St. C. Jones of William B. Berry Company; William de L'horbe Jr., of National Amusement Device Company; William J. Wendler, of Allan Herschell Company, and Norman Bartlett will discuss effects of war economy

on business plans and policies at the AREA meeting.

NAAPPB convention committee working with Muar includes E. E. Foehl, of Willow Grove Park, Willow Grove, Pa., vice-chairman, and Members Harold K. Barr, of Washington Park, Michigan City, Ind.; C. L. Beares Jr., of Conneaut Lake Park, Pa.; F. L. Hall, of Crystal Beach, Buffalo; Julian Norton, of Lake Compounce, Bristol, Conn.; H. J. Terrill, of Silver Beach, St. Joseph, Mich., and Huedepohl.

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Oceanside Kiddie Biz Pleases Vet Al McKee

NEW YORK, Nov. 4.—Operating a funspot exclusively for kiddies was a new departure for Al McKee after a quarter of a century in the major park and carnival field. Al tackled the job the past spring at Oceanside, L. I., where he opened the Oceanside Amusement Park, a moppet spot. With a season behind him and a steady week-end grind continuing in good weather, Al is well pleased with his venture.

Grosses haven't quite added up to expectations, but the build-up has been accomplished. The spot is known and continuing increases are looked for in the future. Spot is well located, about four miles from Long Beach, a mecca for thousands of shore patrons, and in a thickly settled area which promises a large measure of stable patronage.

Park Covers Block

Park is equal to about a city block, and includes a four-abreast Herschell Merry-Go-Round, a major unit; Herschell-made Kiddie Boat and Auto, a Mangel's Kiddie Whip, Schiff's Circle Swing and a Miniature Train. Line-up is about right, Al says, to handle the contemplated business. The operation is favored by ample free parking in the area.

Price policy of three-for-a-quarter, six-for-a-half is maintained seven days a week, including the peak hours. Al says that the juggling of prices to take advantage of peak crowds would hurt the operation in the long run. He figures that a parent with two children can be counted on to spend

\$1. He aims to boost the per capita spending average as close to a buck as possible.

Novelties Excluded

Unlike many other moppet spot operators, Al has turned thumbs down on all other units designed to build the gross. Novelties, among other products and diversions, are excluded. Rides are sold exclusively. In that way, Al explains, every dollar registered is his. On the other hand, if a housewife and mother is sold a kitchen gadget for a quarter, Al says the park op-

(Continued on page 76)

Crystal Beach Up 10% at Final Tally

Bargain Rates, Sunday Biz Aid As Spot Overcomes Early Drop

CRYSTAL BEACH, Ont., Nov. 4.—Bargain price promotions and the first Sunday operation in 60 years combined to help Crystal Beach Park here overcome a drop from the 1949 gross and move 10 per cent ahead of last year for the final 1950 tally.

F. L. Hall, general manager, said that at one point the spot's business was off more than 25 per cent because of adverse weather. But Nickel Days and a change in Canadian law which permitted operations on Sundays, together with a mid-season change in weather, brought the grosses from behind and capped the season with the increase.

Despite the park's over-all gain, the steamer, Canadiana, which runs between here and Buffalo, as one of the main feeders for the park, carried 80,000 fewer passengers this season.

Ralph Flanagan's orchestra set a new record for a one-night stand at the park and other name bands did well. Huge ventilating fans in the ballroom were among the spot's 1950 improvements. Also new were two major rides, Moon Rocket and Rock-o-Plane, and two kiddie rides.

The Midway Restaurant was re-modeled for 1950 and in 1951 will be enlarged thru addition of a

screened-in separate table service section. All food and drink stands are to be modernized and a new shooting gallery is scheduled for next season.

Topping the project list for '51 is construction of a new entrance to include two 40-foot towers of glass brick with neon lighting effects. Large neon sign and flag poles will be atop the twin towers.

Atlantic City Autumn Biz Ahead of 1949

ATLANTIC CITY, Nov. 4.—Despite a spell of bad weather during late September, fall business continued ahead of 1949 in this resort, with Indian summer bidding to keep the take high thru autumn.

Franz Amstutz, executive director of the Chamber of Commerce and secretary of the Hotel Association, said talks with interests here indicated business was topping that of a year ago. A cool July threw biz off about 8 to 10 per cent, but September and October figures were up the same amount, according to Amstutz. The convention schedule was heavy, and the majority of groups meeting here reported their registrations above expectations, he said.

With an expected attendance above 30,000, 22 organizations will meet here this month. The big Thanksgiving holiday week-end also is expected to swell business.

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New Beatty Finale Set; Arcaris Subs

Org Moves to Shreveport Quarters After Nov. 6 Shows; Funeral Held

JACKSON, Miss., Nov. 4.—Clyde Beatty Circus will go into winter quarters at Shreveport, La., after its final performances of the season Monday (6) at Monroe, La. Meanwhile Joe Arcaris, animal trainer from Nashua, N. H., has been working the Beatty animal act. Clyde Beatty has been out of the show since the death of his

wife, Mrs. Harriet Beatty, at Kosciusko, Miss., (25).

Funeral services were conducted Monday (30) at Fort Lauderdale, Fla., where the Beattys formerly had an animal compound. Her husband and daughter, Albina, went to Fort Lauderdale and were accompanied by Fred Ringler, of Detroit, and Frank Walter of Houston, family friends. Masses for Mrs. Beatty were said in Kosciusko Wednesday (27) and Thursday (28), with personnel of the circus attending the latter.

The show's stand at Grenada, Miss. (26), was canceled. At Greenwood, Miss. (27), the circus drew a full house, and at Greenville, Miss. (28), it played to a half matinee and full night house. Yazoo City, Miss. Monday (31), gave half and three-quarter houses.

Beatty and his daughter have returned to the show here but he has not yet resumed his act.

ADVANCE OFF

Davenport's KC Date Bows To Fair Biz

KANSAS CITY, Nov. 4.—Orrin Davenport's Shrine Circus opened to fair business here Monday (30), and moved up to the full-house level for the children's matinee Tuesday (31).

Advance sale for the indoor stand was off slightly from that of last year. Davenport and Ernie Young, Chicago, booked acts for the strong program. George Pughe handled advance promotion work.

Wichita Notes

WICHITA, Kan., Nov. 4.—Wichita troupers are beginning the trek back home. Mike and Mary Demko have returned after a season with the World of Pleasure Shows. Jack Harrison is home between Hamid-Morton Circus dates. West Bros.' Circus opened November 1 at Parsons, Kan. Howard Suesz, of Clyde Bros.' Circus, is having trappings made here for a new Liberty horse act being broken by Bert Pettis. The Max Craigs stopped here en route to the Blackwell, Okla. Fair and will be with West Bros. C. Cruthers will winter at Oklahoma City.

Harry Martin and Bert Hurd, stagehands, were injured recently in a fall from a ladder and are being treated here. The Rudynoffs suffered a heart breaker at Toronto recently when their horse, Ahoma, died. A Palomino stallion that has been in training will be added to the act. Helen and Jerry Hartley are working theaters in Southern Arkansas. Dr. and Mrs. E. L. Cooper and daughter, Sharon, attended the American Royal Horse Show in Kansas City, Mo. Ice Cycles of 1951 opened here November 1 and will be followed by the Orrin Davenport Shrine Circus November 6-12.

Biller Reports Brisk Gotham Advance Sale

NEW YORK, Nov. 4.—Advance sale of 110,000 tickets by Knights of Pythias, group sponsoring a two-week stand of Biller Bros.' Circus here starting December 26, is going well. Co-Owner Hy Sturmak reported Thursday (2).

With tickets ranging from \$1.50 to \$3 and kids slated for half-price admission at matinees, Sturmak said reserve ticket sales would start soon at the armory that will house the show for its local date.

Sturmak expects to make his first score in Gotham newspapers during the first week of December. Billing of busses and subway and elevated trains starts December 5. Sturmak said that nothing satisfactory had been accomplished in a deal to present the show on television. A local TV station offered a reciprocal deal which Sturmak nixed. Despite efforts to date, he said there still remains a strong possibility that an arrangement for video presentation of the show can be made.

King Biz Okay In Tex. Towns

STAMFORD, Tex., Nov. 4.—King Bros.' Circus played to a half-house matinee and three-quarter night house here October 28. The stand followed Paducah, Tex., where the org scored a full night house and three-quarter matinee. Plainville, Tex. (26), duplicated the Paducah business. A leopard killed a bear cub in the show's menagerie at Plainview.

MILLER-BILLER CLASH

Louisiana Spots Prove Strong For K-M; Opposition at Minden

COUSHATTA, La., Nov. 4.—Al G. Kelly & Miller Bros.' Circus topped off a week of good business, lot problems and opposition with a full house for the matinee-only stand here Sunday (29).

Opposition flared at Minden, La., where Kelly-Miller played to a full matinee and straw night house Thursday (26), and Biller Bros.' Circus played to a fair matinee and three-quarter night house Saturday (28).

Biller played under auspices of the local fire department and distributed rat sheets which "warned"

against "traveling zoos that call themselves 'circuses,'" stressed its big-city dates and described itself as "the only show in the world endorsed and supported by General Motors Corporation."

Kelly-Miller and Biller also were expected to clash again next week in Southern Louisiana.

Paper mill workers turned out at Springhill, La., to give Kelly-Miller a full matinee and straw night house (24). The next day at Homer, La., also gave good business.

At Arcadia, La., Friday (27),

WILDCATS TO SUNSHINE

Ameri-Congo Moves Fast To Flee 28-Day Dousing

CHILDERSBURG, Ala., Nov. 4.—Howard Ingram, owner of the Ameri-Congo Animal Expedition, used the direct action approach to get out of the mud after his org had sogged thru 28 consecutive days of rain in Tennessee and Missouri.

From Coster, Mo., he looked

CLEMENS CATS TURN FLACKERS

CINCINNATI, Nov. 4.—The roaring of 15 lions in suburban Avondale Wednesday (1) night brought out police and photographers from two local papers who gave the beasts and their owner-trainer, Dick Clemens, generous publicity in the following day's editions.

The cats, transported on a cage truck and trailer, sounded off when the caravan became stalled because of a broken truck axle. The vehicle was taken to a near-by garage for repairs. Clemens was en route from Columbus, O., to Atlanta for the Hamid-Morton Shrine Circus there.

southeastward and saw light breaking thru the clouds. Estimating the brighter life to be in Alabama, he ordered everyone with the show to head that way at once in an all-out safari for sunshine.

Superintendent Wingy Sanders was directed to pick up instructions at the "first town across the

(Continued on page 59)

Davies Bows Indoor Org; Tent Trek Rough

ROCKFORD, Ill., Nov. 4.—Ayres & Kathryn Davies Circus opened its indoor season here Friday (3) after what Ayres Davies described as a hectic outdoor season of 26 weeks. Weather was the worst of the show's three years, he said.

The show lost two full days plus six half-days. At Medford, Wis., a storm ripped the front end of the top, and the same portion was demolished in a storm at Saybrook, Ill., in late September. Thereafter, the show used the re-

RINGLING PREPS FOR ARMY CROWDS

Fayetteville Deal Promises Big Biz; Norfolk Gives Straw, Full Houses

FAYETTEVILLE, N. C., Nov. 4.—Ringling Bros. and Barnum & Bailey Circus moved in here today for what promised to be a strong two-day stand, with a Fort Bragg army organization and the Chamber of Commerce buying all seats. Circus lot will be on the military reservation.

Anticipated big business here will follow other strong houses in this area. At Goldsboro, N. C. (31), the show played to two three-quarter houses, and at Richmond, Va. (26), Ringling drew a three-quarter matinee and a full night house.

Norfolk Winner

Norfolk was a two-day winner, with a straw matinee Saturday (28) and a full house that night

and on Friday (27), a half matinee and three-quarter night turnout.

Meanwhile, city officials at Lynchburg, Va., where the show played recently, said they were seeking the city tax money Ringling collected. The show collected the levy in the belief that the lot was inside the city, it was reported, but discovered later the grounds were outside. The city claimed the funds on ground that handling circus traffic had cost it money.

Ringling's bill car is scheduled to close this week-end (4-5) at Miami, where the circus ends its season November 19.

NEW STAFF

Gainesville Skeds Nine 1951 Stands

GAINESVILLE, Tex., Nov. 4.—Gainesville Community Circus will open its 1951 season here April 18, 19 and 20, and will play nine engagements. Roy A. Stamps, president, told the board of directors at the annual budget meeting Thursday night (2).

He also announced the signing of the first out-of-town contract by the Abilene, Tex., Junior Service League, which will sponsor a two-day appearance there May 11-12.

The board approved purchase of two large vans to carry wardrobe, props and seats, and a jeep to be fitted with a stake driver, stake puller and canvas hoist. New uniforms will be purchased for the band and rigging will be built for a double flying act.

Stamps announced appointment of these department heads: C. B. Stringer and F. E. Schmitz, assistant general managers; J. B. Saylor, secretary-treasurer; Dr. A. A. Davenport, equestrian director; C. B. Stringer, assistant equestrian director; A. Morton Smith, program director; Emmett F. Curtis, legal adjuster; Roy P. Wilson, front door superintendent; Mrs. Rita Stamps, superintendent of personnel; William Hill, musical director; Vern Brewer, general superintendent.

W. Alex Murrell, chief electrician; Portis M. Sims, ring stock superintendent; Mrs. Hallie Hatfield and Mrs. W. W. Welborn, wardrobe mistresses; Dr. S. M. Yarbrough and Thelma Bowles, R. N., medical department; F. E. Schmitz, principal clown; Leon O'Neal, assistant principal clown; Paul McGehee, boss property man; A. B. Garvin, backyard superintendent; Foster Renfro, chief mechanic; Henry Skaggs, boss hostler; Joe M. Leonard Sr., superintendent of transportation; Cecil H. Tinsley, ticket superintendent, and C. C. Patterson, head usher.

Mills Scores At Two Spots, Blows Another

GAFFNEY, S. C. Nov. 4.—Mills Bros.' Circus drew a straw night house and half matinee here Monday (30). At Gastonia, N. C., Saturday (28), the org played to two three-quarter houses under Kiwanis auspices. Rock Hill, S. C., gave Mills a pair of half houses, explained by numerous conflicting events in the town on the show day (27).

At Thomasville, N. C. (25), Mills blew both shows and moved to Mooresville because of a disagreement with auspices.

the middle of December, when it will close for the holidays, Davies reported.

Macon Moose Show Clicks

MACON, Ga., Nov. 4.—Macon's first large-scale indoor circus, given as a free Halloween treat for children by the Moose Lodge, drew about 7,000 here Tuesday (31). Kid's admission was a pledge to refrain from Halloween vandalism and police reported damage at a new low.

Talent on the three-hour bill included Chickie O'Donnell's Dogs, Harry Villeponteaux, Starlette Troupe, Hi-Lo Merk and clowns, Jimmy Troy, Singer's Midgets, Rapp Troupe, Reckless Recklows, Zoppe Troupe, the Kirk Adams ponies, O'Donnell Trio and Sensational Ortons. Paul M. Conaway was general chairman.

JUMP COSTS JEOPARDIZE RAIL SHOWS

Carnivals Amend Routes; Rates Up 72% Since 1947

• Continued from page 51

still uncertain, railroad rates may cut the number of circus railroad cars on the road from 150 in 1950 to 75 in 1951.

At least one carnival probably will reduce the size of its train next season, and all of them have given more careful attention to routing this season. Imperial Shows, which normally winters in the South, closed early and went into quarters at Des Moines to save the cost of long jumps southward. Presumably, it will open later than usual next season.

The nine railroad carnivals which travel in more than one State have formed the Railroad Show Owners Association with a view to seeking rate reductions. They have retained Herbert W. Bye, Chicago attorney, as secretary. The association has been active in hearings before regional rate-fixing groups.

Increases Since 1947

Most of the increases in rates came since 1947. Actual amounts of increases and the effective dates varied from railroad to railroad. But in general, a 25 per cent increase went into effect in January, 1947. This boosted a \$1,000 move to \$1,250. A second raise of 25 per cent in most places was made in May, 1948, taking the sample cost to \$1,562.50. In September and October, 1948, the carriers added another 10 per cent, boosting the price to \$1,718.75.

A federal transportation tax also must be paid by the shows.

Wide variation prevails among railroads in arriving at the price tags they tie to show moves, according to showmen. While some lines assess rates directly from tariff tables, others frequently amend basic rates with extra charges for switching, extra sections and other services. Some are notable for holding their charges as low as possible, but others, in the eyes of certain rail show agents, interpret rules so as to shove already high rates to even more lofty levels.

Freight rates for all shippers increased in about the same proportion as those for show trains; they, too, have complained and railroads have answered that upped costs, especially for labor, make the rates necessary. Showmen state that theirs is a special case, that unlike merchants they cannot pass the added cost on to patrons in the form of increased ticket prices.

Talent, Staff Set for Packs Winter Dates

• Continued from page 51

mar, juggling; Clyde Beatty ponies and elephants; June Cristiani, principal riding; Bobo Barnett and Company, miniature car; Beatty's high school horses, with John Cline; aerial ballet with LaLouise; Jack Meyand and Jeanette, Lott and Anders, unicycle juggling; Harold Voise and Freddie Valentine, flying acts; Beatty's Liberty horses; Antaleks, Davises, perch acts; Morales's dogs; Beatty's ponies; Bob Barnett dogs; Five Maschinos, Seven Ortans and Seven Boginos, acros; Beatty's elephants, with Dick Shipley; Huestreis and Skylarks, high acts, and Cristiani Family, bareback.

Baton Rouge program will be made up largely of the New Orleans unit except that the Wallenda acts will replace the Cristiani acts.

Clown alley at St. Louis will include Bill Bentlage, producing; Jackie LeClair, Augie Augustad, Hopp Green, Lew Hershey, Paul Raushe, Hal Griffin, Charlie Heberle, Happy Kellams, Jack Harrison, Brownie Gudath, Billy O'Dell and Henry Boers.

Clowns for New Orleans and

Dressing Room Gossip

Clyde Bros.

Our 5 semi-vans and 12 house trailers made the recent 250-mile run from Rockford, Ill., to Ottumwa, Ia., in good time. Howard W. Suesz Liberty horses are now working in the show, under direction of Capt. Bert Pettus. Jimmy Colleanos' leg injury is improving rapidly and Gladys Gillem's hand is out of bandage and improving. Sugar Carlton has been on the sick list.

Julie Villenave was selected to direct the ballet numbers, all new wardrobe being previewed last week in swinging ladders and cloud swing under her supervision. John Toy and the writer made three hospital shows in Rockford. Recent visitors were Freddie Wolfe; Mr. Albright, of the Jay Gould Circus; Roy Duke, agent for the Davies circus; Joe McMahon, advance agent for Hagen Bros.' Circus; Jack Hagen, former agent of Clyde Bros.' Circus; Jack Crippen, clown; Laurence Cross, en route to his annual Santa Claus role in Des Moines.—FRANK CAIN.

Billers Bros.

Sunday in Leesville, La., was the first Sunday we have worked since spring. Attendance was good. Grace McIntosh, injured while doing the wire number, is again performing. Jerry Pressly fell in the same act, but kept on working. Prince Ki-Gore was scratched by a lion. Being only a few miles from the Kelly-Miller Circus, we had several visitors. Among them were Marvin Dean, Evelyn Rossi, Fred Logan, Red Rumbel, Charles Cuthbert, Tige Hale, Mr. and Mrs. (Tiger), Bill Snyder, Mr. and Mrs. Clarence Miller, Billie Burke, Captain Pingtale, Tex Hoyes; Kelly, Obert and Dores Miller. Other visitors were Walter Jennier, Eddie Harris, James E. Douglas, Bozo Harrell, Lillian Avalon and Bill Blomberg. Pete Pierce and Company is a new act in the big show. Rita Biller has returned to the org.—IRA GASKILL.

Jay Gould Yule Parade, Circus To Run 28 Days

OTTAWA, Ill., Nov. 4.—Jay Gould's Christmas parade and Santa Claus unit will open Thanksgiving Day (23) and make 28 one-day stands, Agent Elmer Brown reported this week.

Parade line-up will include Christmas floats plus cages, chariots and bandwagon used in the org's summer circus marches. A Christmas Circus will be staged on the streets after each parade.

The Christmas unit is now being overhauled in quarters here.

Ingham Wild Life Exhibit Reopens

LYNCHBURG, Va., Nov. 4.—Rex M. Ingham, animal dealer, returned to the store show game with Ingham's Wild Life Exhibit after a four-year absence from the road, with an opening here recently. Co-owners are Ingham and Dr. George D. Barrett. Mrs. Fannie Ingham is cashier and M. S. (Sonny) Harris is unit manager. Outfit moves on two trucks.

Visitors here included Soapy Austin, former tab comedian; John and Norman Roberson, black-face comics; Gene Vaughn, straight man and producer, and Warren Buck, animal importer.

Ameri-Congo

• Continued from page 58

Alabama line," and Ingram jumped ahead for two weeks of wildcatting. In the ensuing race, General Manager Clarence Auskings lost the show for two days.

The org opened in Moulton, Ala., and has enjoyed good weather and business since. Ingram figures Alabama is good for considerable more sunshine. When it gives out, he'll take the show to Florida.

Baton Rouge dates will be Jimmy Davison, Gabby DeKoe, Jerry Lewis, Jeff Murphree, Roy Allan, Charles Ed Lewis, Bernie Griggs, Jo-Jo Lewis, Karl Gebhart and Bagonghi.

Cole & Walters

The best comedy act of the season was furnished by Wayne Newman when ants got in his pants during the time he was swinging Phyllis Lee in her cloud swing. She fell out of the swing; no injuries. Melvin and Brady, Tex., gave poor houses owing to polio scare, but San Saba gave us straw house. Rosa and Joe Wright and son Bill Cole have left. A birthday was celebrated by Ted Godsell. Visitors were Mr. and Mrs. Tom McLaughlin, Mr. and Mrs. J. B. Redwine, Leland Antes Jr., Mr. and Mrs. Curley Bolton, Mrs. Gladys Wigland and Don Franklin. Mr. and Mrs. Ted Milligan and daughter, Pat, have joined to take charge of the Side Show. Mr. and Mrs. M. M. Staar also joined the kid show.

Tom and Tiny Twist have returned with a new Ford station wagon instead of their bus. Aden Elmore, butcher, suffered head and face injuries when he fell on rocks. Dean Godsell left for home and school at Hankinson, N. D. Since the Joe Wrights have left, changes have been made in the concert—Stanley, chimp of the Twists, also their bird act, and the writer on piano accordion. The Ted Milligans bought a snake at New Braunfels. —MILDRED WELBES.

Under the Marquee

C. E. Duple, Louisville, veteran circus musician and composer, authored an article on the old George W. Sipe Show for The Kokomo (Ind.) Tribune of October 6. . . . John Truss Jr., Odessa, Tex., recently visited J. C. Rosenheim on King Bros.' Circus. The pair met in the army during World War II. . . . Al Alfredo renewed acquaintances with friends on the Biller circus at Pascagoula, Miss., recently.

High winds cause managers to blow their tops.

Karlo, clown, has started his Santa Claus work for Charles Seiberg. He will play at Santa Monica, Fresno, and Bakersfield, Calif., and then go to Los Angeles, where he will remain until December 24.

Attending the wedding and reception of Richard Lunsford and Betty Schroeder at the home of the bridegroom's parents in Greencastle, Ind., recently, were Mr. and Mrs. Frank Schroeder, parents of the bride; Dolores Schroeder, bride's sister; Verna O'Neill, Mr. and Mrs. Red Lunsford, Richard's parents; Harley and Lelia Monnett, James and Mabel Brothers and their daughter, Peggy. Newlyweds were the West Bros. and All-American circuses the past season.

Ballet gals don't make a circus great, but they make it look better.

Dick and Frances Soter are working fairs with their Wild Life Show. They were at the Pasadena, Tex., Fair recently. . . . Clyde (Duke) Patterson will present several clown numbers at the Christmas balloon parade at Nippert Stadium, Cincinnati, November 19.

C. E. Duple advises from Louisville that he noticed in a recent issue the fact that "The Billboard March" was written by John Klohr over 25 years ago. He said that he played the number in 1903, 47 years ago, and that it is a great old standard march air. Duple was with circus bands for a quarter of a century, having joined his first one in 1909. . . . Al Osborn Sr., veteran circus trouper, is living in retirement with his son in Louisville, where

he celebrated his 86th birthday recently.

In a piece titled "Saints and Sinners" in Coronet magazine for November, Martin Abramson unfolds the story of the noted Circus Saints and Sinners Club. According to the writer, the organization was founded by F. Darius Benham, New York newsman and publicist, in 1928. The need for a group to provide for the aged among circus folk came to Benham when he met Jim Thomas, one of the last of the long-string drivers, who is still active at 83.

Invisible wounds are the kind that are left by a big show that covered a small one's paper.

The Wallendas will play Orrin Davenport's Wichita, Kan., Shrine show, November 6-12 and then move to St. Louis for Tom Packs' Firemen's Circus. The troupe will take part in firemen's publicity stunts prior to the latter opening. . . . Terrell Jacobs, wild animal act remained in St. Louis when Cole Bros.' Circus moved to Peru, Ind., and railed to Kansas City, Mo., Friday (26) for the Orrin Davenport date there.

Flying LaForms, who recently concluded seven weeks of fairs in Texas, will open a nine weeks' run in and around New York, opening in December. . . . Lew A. (Bozo) Ward, who was with Hunt Bros.' Circus as producing clown, is playing night spots in Connecticut, New Jersey and New York. . . . When the Kelly-Miller show played Benton, Ark., Thomas Arenz, vet trouper, visited Mr. and Mrs. Eddie Hendricks.

Clowns Roy Barrett, Earl Shipley and Mickey McDonald confabbed in Chicago last week. Barrett has been made an honorary member of the Circus Clown Club. Ray Griffin recently presented Barrett with a pair of

(Continued on page 75)

Warren Tabs Light Gross

NATCHEZ, Miss., Nov. 4.—Warren Bros.' Indoor Circus, operated by Frank B. Hildebrand, of Birmingham and Mobile, Ala., played to two days of light business here recently, following a promotion campaign which created poor feeling in the town. Opposition with Biller Bros.' Circus also affected business.

Staff of the show includes Hildebrand and Theo Berg, general agents; Janet Hildebrand, promotion director; Bob Norman and Ray Felix, advertising managers; Ray Parks and Frank DeRizkie, press and radio; Jack Parks and Ellen Barnes, tickets; Omar Hill, props, and Hoskins Deterly, band.

Talent line-up included De Rizkie family; La Blonde Troupe (3), bar act; Bob and Betty Waters, wire and perch; De Wayne Troupe (4), teeterboard and trampoline; Harrison Duo, unicycle; Matt Laurish, ponies; Billy Irwin, table rock; Flying Valesitinos, high wire, and Snell Brothers and Chick Dale, clowns. Because of low ceiling in auditorium, the high wire act was given as a free attraction outside. Show ran about 2 hours and 20 minutes.

Sponsoring org here was the Elks Club. The show also played Jackson, Miss., for the Junior Chamber of Commerce.

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Florida Annuals Make Preparations For Big Winter Biz

Tampa Embraces 15 Counties, Preps for Record Exhibition

TAMPA, Nov. 4.—Citing the banner summer tourist season and the current stepped-up business activity resulting from the Korean War, Florida fair execs this week expressed confidence that the State's 1951 winter fairs will eclipse those of last year in attendance and spending.

The Korean War has caused little shift in plans. Only one fair, Central Exposition, Orlando, postponed planned new construction, deferring the erection of one building because of a possible material shortage.

The Florida State Fair here January 31-February 10 will have 15 counties exhibiting. This represents an increase of two over last year, P. T. (Pa) Strieder, veteran manager, pointed out. A new livestock judging pavilion will be dedicated during the fair, Strieder disclosed. J. C. Huskisson, assistant to Strieder, said that several innovations are planned. The swine show, he predicted, will be the largest in the event's history.

The Central Florida Exposition, which is skedded for February 19-24, has booked the Ice Vogues for

the third straight year, with the skating unit to show in the Municipal Auditorium on the fairgrounds. Part of the Florida State University Circus has been engaged to perform in front of the grandstand, said Crawford Bickford, manager of the Orlando event.

Royal American Shows will be on the midway at the local fair, while James E. Strates Shows provide Orlando's midway. No carnival has as yet been signed for Pinellas County Fair, Largo. Since last year's fair, another horse track has been built and the fair currently is enlarging its present horse stabling facilities. The Largo event is skedded for January 22-27.

200,000 Gate Sets Record At Anderson

ANDERSON, S. C., Nov. 4.—General Manager I. V. Hulme termed the 30th annual Anderson Fair, concluded here October 28, the most successful ever staged. Admissions, paid and free, were estimated at close to the 200,000 mark.

President J. H. Saylor, in commenting on the success of the annual, pointed out that the weather was perfect. He said that over \$7,000 was paid in premiums.

New features included a livestock and farm machinery cavalcade staged daily in front of the grandstand. Grandstand shows drew peak crowds thruout the week.

Attendance on the final day approached the saturation mark. World of Mirth Shows were still doing business at midnight. on the midway.

So. Boston Tabs Peak 100,000 Gate

SOUTH BOSTON, Va., Nov. 4.—Despite threatening weather thruout the run, the six-day Halifax County Fair here, which ended October 21, set a new gate mark of 100,000, according to Secretary W. W. Wilkins.

Biggest single day of the event was Friday (20), when 27,000 crowded the fairgrounds. Grandstand talent was supplied by the George A. Hamid office, with fireworks being provided by Tony Vitale.

Former Governor Todd, of Virginia, was present at ceremonies during which the United Nations flag was presented to the city and accepted by the mayor.

Nashua Stand Burns

NASHUA, Ia., Nov. 4.—The grandstand and ticket office of the Big Four Fair here were destroyed in a recent fire when leaf bonfires got out of control and spread to the structure. The stand seated 2,000.

FLORIDA EXPO WINTER DATES

Pinellas County Fair, Largo, January 22-28.
Florida State Fair, Tampa, January 31-February 10.
Florida Citrus Exposition, Winter Haven, February 12-17.
Central Florida Exposition, Orlando, February 19-24.

LONGER, 8-DAY RUN RE-SKEDDED BY CEDAR RAPIDS

CEDAR RAPIDS, Ia., Nov. 4.—The All-Iowa Fair here will return to an eight-day run next year, with dates of August 12-19, the board's executive committee announced. The fair this year was pared to seven days with all exhibits on the grounds thruout the entire run. Next year annual will revert to the plan used in 1948 when the livestock show was divided into two sections, with dairy cattle and hogs shown the first four days and beef cattle and 4-H Club livestock the last four days.

SHREVEPORT GETS WEATHER, HUGE CROWDS

Royal American Up 40% on Midway Over Rain-Hit '49

SHREVEPORT, La., Nov. 4.—The Louisiana State Fair, whacked by rain and cold a year ago, came up with nine days of almost perfect weather and closed Sunday (29) after an estimated 500,000 had come thru its front gate. Final day's count was given to newspapers as 110,000 while Saturday's (28) crowd was estimated at 65,000.

Midway grosses by the Royal American Shows were up about 40 per cent from last year when weather kept crowds away. Grandstand night show, booked in thru Barnes-Carruthers Theatrical Enterprises, Chicago, was well received and pulled good crowds.

AMA-sponsored motorcycle races the final afternoon, drew 3,000. Two motorcyclists, Fred Belliveau, Baton Rouge, La., and Bud Moye, Beaumont, Tex., were slightly injured in the consolation event.

Big car auto races, staged by National Speedways, Inc., (Al Sweeney-Gaylord White) the first two days of the fair, were run to fair crowds.

Alberta Annuals Seek Restoration Of Cut R.R. Rates

EDMONTON, Alta., Nov. 4.—Restoration of special railroad rates for livestock being shipped to fairs will be asked by Alberta fairs as the result of a recent meeting here of representatives of five Class A annuals.

Managers from Saskatoon, Regina, Brandon, Calgary and Edmonton, blamed the cancellation of the special rates for the drop in livestock entries at their respective fairs.

The execs also decided to tighten regulations on the operation of midway concessions.

Western Fairs Assn. Fresno Meeting Plans Near Wind-Up

SACRAMENTO, Nov. 4.—Completion of plans for the 28th annual Western Fairs Association, Inc. (WFA), meeting to be held in Fresno for three days starting November 14, was awaiting final acceptance of engagements by three speakers. Louis S. Merrill, WFA general manager, said that the speakers had tentatively accepted invitations.

Speakers, yet to be announced, are to address the Wednesday (15) breakfast meeting of State, county and district fair directors in the Hotel Fresno ballroom, the luncheon of all fairs, Service Associates and guests in the Hotel Californian ballroom, and the Thursday luncheon session in the Fresno District Fair's cafeteria.

Registration of delegates is

IAFE Convention Program Is Set

Wide Range of Subjects Scheduled; State Provincial Reps To Convene

CHICAGO, Nov. 4.—Speakers at the 60th annual meeting of the International Association of Fairs and Expositions (IAFE) in the Hotel Sherman here November 27-29 will deal with a wide variety of management subjects, the program, announced by Frank H. Kingman, association secretary, disclosed.

Regular IAFE sessions will begin Tuesday (28), with L. R. Huckstead, Hubert H. McElroy, Lloyd B. Cunningham, F. L. Hafner and Hubert W. Elliott skedded to speak on special events. Harry J. Frost will conduct an open forum on concession space, and Max Cohen will discuss fair-carnival relationship.

That afternoon's session will be devoted to grandstand shows and will include addresses by Hubert W. Elliott, James D. Friel, V. Ben Williams, Edward P. Green, Robert G. Finke, Gaylord White, Don R. Miller, L. Orville Miller, Harold Creal and Lloyd B. Cunningham.

Final day's program will embrace youth activities, women's departments, agriculture merchandising and special features. Speaking on these subjects will be James Stewart, V. Ben Williams,

Harold Creal, Paul F. Jones, Thomas H. McLeod, Carl Tyner, George Emmett, Jack Reynolds, Virgil C. Miller, Howard S. Foust, George Pounder, James Watson, Edward P. Green and M. E. Tweddell.

The State and Provincial Association of Fairs will hold its second annual meeting preliminary to the opening of the IAFE sessions, with speakers to include Pete J. Holand, Hans Kardel, Nat Cohen and Paul C. Johnson.

Social activities will include the second annual luncheon meeting of the IAFE Ladies' Auxiliary, Monday (27), and the annual fairmen's banquet that night.

SOLDIERS HELP

Gate Builds To Top '49 At Augusta

AUGUSTA, Ga., Nov. 4.—Attendance at the Augusta Exchange Club Fair, which shutters here tonight after a six-day run, is considerably ahead of last year. Ideal weather and increased activity at army installations in the area were factors in building crowds.

One of the most interesting features was a free television show containing thousands of dollars worth of RCA equipment. One unit made it possible for visitors to see themselves on a video screen and thousands of patrons participated. A number of free acts were presented and these proved popular.

The convenient in-town location of the grounds makes it possible for nearly all city dwellers to reach the annual on foot. Schools closed at noon on Children's days and the small fry were on the grounds within a half hour.

Heading up the sponsoring Exchange Club fair committee this year were Glen Henderson, Sam McGuire, J. B. Fuqua and Ed Mertens.

Six Days Lost At Savannah

SAVANNAH, Ga., Nov. 4.—With all of the originally scheduled six days of its run rained out, the Coastal Empire Fair was extended a week at the Savannah Speedway. Fair, sponsored by the Exchange Club, ended Sunday (29).

Weather was fair and business good with the result that the sponsoring group has an excellent chance of recouping its reported \$30,000 investment.

Annual reopened Monday (23) after the grounds were given a chance to dry out Sunday (22). County and city employees pitched in over the week-end to get the grounds in shape. The rainfall Saturday (21) alone amounted to 1.18 inches.

Despite the adversity, President Hunter Leaf said that the fair would be turned into an annual event. He said the patronage on clear days indicated a highly successful event when good conditions prevailed.

PEORIA'S FIRST HITS A C-NOTE

PEORIA, Ill., Nov. 4.—Despite four days and nights of rain, and cold weather on all seven days, the initial run of the Heart of Illinois Fair here, August 29-September 4, wound up with a net profit of slightly over \$100, L. R. Huckstead, executive secretary, announced. Annual was the first here in 20 years.

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Marks Chalks Up New High At Va. Fair

South Boston, Va., Record Shattered By Peak Turnout

SOUTH BOSTON, Va., Nov. 4.—With attendance at Halifax County Fair, October 16-21, reaching a new high of 100,000, John H. Marks Shows scored a record-breaking midway gross to top the mark they registered earlier in the season at Hickory, N. C.

A single-day high was reached Thursday, when 27,000 were on the grounds. Midway take was boosted by a free-spending crowd. A second Children's Day was staged Friday, after the first one failed to handle the traffic. Shows played host to the underprivileged children of the county during the stand.

General Agent Allan A. Travers announced that the shows had been signed to repeat here next year, in addition to again playing fairs at Fredericksburg, Va., and Hickory, N. C.

NSA Schedules Pre-Ball Events

NEW YORK, Nov. 4.—Meetings of the National Showmen's Association (NSA) have been scheduled for each Wednesday preceding the annual banquet and ball, which will be held November 22 in the Hotel Commodore. The meetings scheduled have been doubled to take care of the many details which annually precede the banquet, Ethel Weinberg, executive secretary, announced.

A special meeting pertaining to the banquet will be held November 15. A regular meeting is scheduled for November 8. Memorial services in the clubrooms and at the cemetery are set for November 19. Open house and a president's party will be held November 21.

MOORE'S MODERN SETS LAREDO WQ

Loses Only Five Nights to Rain In Nine-Month, Six-State Tour

LAREDO, Tex., Nov. 4.—Moore's Modern Shows will establish temporary winter quarters here this year instead of in Searcy, Ark., in order to be on hand for the February opening of the city's International Exposition.

Org, which will be out for another seven weeks, is nearing the end of a successful season financially. Weather was with it, with only five nights lost to rain during the show's nine-month, 8,826-mile trek in Texas, Oklahoma, Missouri, Kansas, Arkansas and Illinois.

Jimmy Baker's Snake Show made its debut at the recent Searcy, Ark., Fair and did excellent business. Jack Smith, George Isenbower and Bill Rease joined recently. Harvey Moore added a new train ride to his Kiddieland set-up for a total of five units.

Dyer's Greater Snaps Back After Poor Spring Biz

EARLE, Ark., Nov. 4.—After meager early-season grosses Dyer's Greater Shows ran into a series of healthy spots the past four months and will end its tour in a good position. Org is here this week.

For the fifth straight year the shows will winter at West Helena, Ark., occupying a building that has been remodeled for that purpose. Org is carrying 7 major rides, 2 kiddie rides, 6 shows and 46 concessions.

TOPS 50 IN '50 IN 50TH YEAR

JACKSONVILLE, Ill., Nov. 4.—In commemoration of its 50 years in the Ferris Wheel business, the Eli Bridge Company here set its sights on producing 50 units this season. This goal was topped by one, according to Ben O. Roodhouse, sales manager, who announced the firm had shipped out 51 new wheels during the recently closed season.

Kellie Grady Dies in Ala.

FLORENCE, Ala., Nov. 4.—Kellie Grady, operator of the shows bearing his name, died in Eliza Coffee Memorial Hospital here October 29 after an illness of eight weeks.

Survived by his widow, Fern; his parents, Mr. and Mrs. L. C. McRae, Miami; three sisters, Lucille, Miami, and Mrs. C. R. Rogers and Mrs. Nolan Fowler, Birmingham, and three brothers, Photus, Birmingham, and Tom and John, Miami.

Services and burial in Florence October 31.

WOM SHUTTERS WITH 13 ANNUALS SIGNED FOR '51

All Fairs Played in 1950 Award Bergen New Pacts

AUGUSTA, Ga., Nov. 4.—Frank Bergen's World of Mirth Shows will train from here to its Richmond, Va., winter quarters tomorrow night with 1951 midway contracts for each of the 13 annuals it played this year already signed. In addition, Bergen announced that all but two of the unit's still dates are definitely set for next year.

Seldom, if ever, has a major org playing highly competitive dates ended a season in a more formidable position. The astute Bergen, who took over the generalship of the org after the death of his partner, Max Linderman, six years ago, from the beginning made it a practice to sign future pacts whenever possible while playing an event. Bernard (Bucky) Allen, concessions manager, has been invaluable.

Bergen reasoned that what he had to offer was then available

for close inspection. Also, he was in better position to speak of contemplated changes and improvements since the actual units involved could be used for illustrative purposes. Obviously, the system has paid big dividends. Last year the org returned to quarters lacking a contract for only one of the annuals played, the Allentown (Pa.) Fair. It received this in due time and added another, Anderson, S. C.

Augusta Biz Up

The 1951 midway pact for the Augusta Exchange Club Fair was awarded to the org yesterday. By then it was obvious that the fun zone take was sure to run ahead of last year's figures. Shirt-sleeve weather has boosted the gate and all units have benefited from the increased crowds. A big soldier trade is drawn from army installations in this area. Bergen said that he has been

approached by several fair execs and that there is a possibility that he might add another annual to stretch out the season. He also said that a number of major changes are definitely slated for next season. These will be announced as soon as all details are completed, Bergen said.

Bergen and Allen gave a luncheon here Thursday (2) for the Exchange Club group, sponsors of the fair. Event, established by the World of Mirth, has turned into an annual affair.

Last week, with the ideal weather prevailing, the org reeled up a big gross at the Anderson (S. C.) Fair. Anderson execs awarded the show the 1951 midway contract.

Bergen said the show train is scheduled to depart from here at 8 tomorrow night. A continuation of the clear, warm weather now prevailing will make it possible for all canvas to be packed in the best of condition.

Fairs set for 1951 include those at Presque Isle and Bangor, Me.; Ottawa, Burlington and Rutland, Vt.; Brockton, Mass.; Allentown, Pa.; Trenton, N. J.; Greensboro and Winston-Salem, N. C.; Columbia and Anderson, S. C., and Augusta, Ga.

Curly Migrothy's Org Plays Miss. Delta Area

MER ROUGE, La., Nov. 4.—Curly Migrothy's Park Amusements moved into Louisiana this week from Mississippi cotton areas.

Organized five years ago, show has two rides and 14 concessions. Moving on six trucks, Park Amusements carries its own electric plant.

According to Migrothy, show plays approximately 52 weeks. Odessa Migrothy is the show's secretary-treasurer.

ELEMENTS, STRIKE HURT

E. J. Casey '50 Biz Dips 28% As Result of Flood and Rain

WINNIPEG, Nov. 4.—Harassed by floods, abnormal doses of rain and the Canadian railroad strike, E. J. Casey Shows closed this year's three-unit operation 28 per cent below 1949 business, E. J. Casey, owner-manager, announced at local winter quarters.

As a result, only two units will go out in 1951, Casey said, but they will be strengthened by new attractions. A Motordrome has been signed for next year and other attractions are pending. Contracts with 40 fairs and celebrations already are signed, and the itinerary is expected to be completed at the annual meeting of

the Western Canadian Fairs.

Lose 21 Spots

The 1950 season started out with a strong route including 118 fairs and celebrations, but 21 of these were lost to floods in and around Winnipeg. Persistent rains followed, and the railroad strike, hitting at the height of the fair season, forced the No. 1 unit to cancel its trip to the Atikokan iron mines and also shut off the flow of supplies to all three units.

In addition to the bad luck experienced by the traveling units, the Casey-operated amusement park in near-by Lockport was struck by high winds August 6 and due to the inavailability of necessary supplies was forced to remain closed after only one month's operation.

Rebuild WQ

First task of the staff upon reaching quarters here was to clean up and rebuild the St. Mary's Road offices and working quarters which were partly flooded this spring. At the St. Annes Road storage quarters, a new residence has been

erected for the caretaker, and 40 loads of gravel were brought in to replace the driveways washed out by the high waters. The storage quarters had been under several feet of water and total loss amounted to \$3,000, which was covered by insurance.

During the spring inundation, shows' personnel served nearly 12,000 hot dogs per day along with coffee to dike workers. Shows' light plants were put in operation to provide electrical power, and the trucks traveled thousands of miles hauling sandbags to the danger areas. Two trucks are at present. (Continued on page 63)

John Morrison, Loray Hogan and Alvin Smith have purchased house trailers, and Bruce Seitz, Harvey Moore and Jimmy Baker are driving new trucks. George Ammonds, Fred Nicola and Buddy Buck recently blossomed out with new cars.

Recent visitors included Jimmy and Grace Byers, Lucille Sutton Norwood, Pauline and Cotton Ellis, Bill and Fronie Career, Buddy and Lois Larsen, Marion and Alice Thompson and Bruce Barhum. Raydell Hollingsworth spent two weeks with the show.

Hottle La., Finale Okay; Org in Barn

COVINGTON, La., Nov. 4.—Buff Hottle Shows wound up the season at the Sulphur (La.) Fair and, with the exception of a small unit which will remain out for a while, moved into winter quarters here.

Excellent weather prevailed at all the Louisiana fairs played by the org and grosses were called satisfactory. Shows' 1950 tour also took it into Illinois, Missouri and Mississippi.

Owner Buff Hottle is skedded to leave quarters soon on a booking tour. Word was received here that Bufford Hottle Jr., had passed his bar examination and had joined a Champaign, Ill., law firm. Org has signed nine new members for the International Association of Showmen—Sam Martin, Curley Walters, James George, Walter Parrish, John Davis, Duke Sorrell, Phillip Serrano, Sam Spanglo and Fred Russell.

Brandon, Levitt Switch Shows As Gen. Agts.

LOS ANGELES, Nov. 4.—In a switch of general agents W. Lee Brandon returned to Crafts 20 Big Shows, Inc., from the California Shows and Ted Levitt became the g.a. of that organization.

Brandon, who was general agent of the O. N. Crafts' shows 10 years ago, resigned two years ago to join the Bob Schoonover California org. He succeeded Levitt, who moved over to the West Coast Shows but resigned a year ago to become associated with the Superior Shows. Before Superior opened, Levitt had resigned and became associated in another business.

In becoming associated with California Shows, Brandon owned several rides in addition to handling the booking. These rides were sold to Schoonover when the general agent returned to the Crafts' staff.

Levitt, on his return to the Schoonover show, has acquired an interest in that organization. He will resume the post that he held from 1943 until 1948. Schoonover plans to take active charge of the California No. 2 unit, which played Alaska this year for the first time. The show plans to play the frigid area again in 1951.

Wagner, Hickey Into Mobile WQ's

Cavalcade Winds Up at Beaumont, Gem City Shuttles at Biloxi

MOBILE, Ala., Nov. 4.—For the first time in history two carnivals will winter in Mobile County, with both Al Wagner's Cavalcade of Amusements and Tom Hickey's Gem City Shows installed at bases near here.

The Wagner org railed into its near-by Prichard base Monday (30) after its season finale at Beaumont, Tex., where satisfactory grosses were racked up. Owner Wagner preceded the show in here Saturday (28) and on doctor's orders entered a local hospital for two days.

Gem City Shows wound up its season Monday (30) at Biloxi, Miss., and moved into its quarters at Theodore, 12 miles outside this city.

Gem City's mid-October Prichard stand, under auspices of the Lions Club, did not pan out as profitably as expected, but owner Hickey made many friends by entertaining a large group of crippled children from the Mobile In-

firmary. The kids were brought onto the lot by 25 flyers from the Airmen's Service Club at Brookley Air Force base here. They also bought them popcorn, candy and favors. A special Side Show performance was given for the children.

Bombshell Org Winds Up Okay

LENNOX, S. D., Nov. 4.—Art B. Thomas Bombshell Shows will add six new kiddie rides to their 1951 line-up to bring the total of office-owned rides to 16. Bernard Thomas, co-manager, announced at org's winter quarters here. Two-unit operation will continue next year, one with eight major rides and the other with six.

Shows closed at Mitchell, S. D., Corn Palace and despite a bit of cold and rainy weather, the season ended on the right side. The two units, which opened the season May 22, traveled over 9,000 miles in Iowa, Minnesota and the Dakotas.

Quarters work has been started. New show fronts are being built and all rides and rolling stock are being painted and overhauled.

Mr. and Mrs. Art Thomas and Mr. and Mrs. Bernard Thomas will attend the Chicago outdoor convention, after which the Art Thomases leave for their Long Beach, Calif., home and the Bernard Thomases return here to arrange bookings for the coming year.

Rates Blue Grass Tour "Gratifying"

PANAMA CITY, Fla., Nov. 4.—The Blue Grass Shows, here this week with several additional stands before it closes at Marianna, Fla., has been getting "gratifying grosses," according to C. C. (Specs) Groscurth.

Org will be overhauled and repainted before it goes into its Owensboro, Ky., quarters, Groscurth said.

Recent visitors included Horace Golden, Bernie Mendelson, Ned Torti, Bill Snyder, Floyd Sammon and Eddie Lewis.

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Midway Confab

W. H. (Bill) Lambert, general representative of W. R. Geren's Mighty Hoosier State Shows since August 4, has been re-engaged in that capacity for 1951, Geren announced from shows' Greensburg, Ind., quarters last week.

Prior to his connection with the org, Lambert had been general agent for three years with Rogers Greater Shows and in 1949 held the same position with the J. A. Gentsch Shows. . . . Billie-Lou Timberlake, annex attraction with Glen Gibson's Side Show for the past three seasons, closed in Alexandria City, Ala., and returned to Noel, Md. . . . Jackie Dale is en route to Cleveland for a visit with friends before heading for New York for a 10-day vacation after which he returns to Baxter Springs, Kan., where he is wintering.

Among the interesting cookhouse conversationalists are the women who sit at tables and talk to their dogs.

Stan Reed, press agent and advance man of Vivona Bros. Amusements of America, closed the season at Bishopville, S. C., and left for his home in Newark, N. J. Reed reported the Vivona show had a good season, altho Southern fairs were off from 1949. He is slated to pilot a one-nighter out of New York about November 15.

E. J. Casey, owner of the shows bearing his name, was honored recently by the Riverside Lions Club of Winnipeg. He was presented with a gold shield "in appreciation of his valuable services rendered to the community during the flood crisis of 1950." . . . Robert Mansfield, veteran director and manager of carnival girl shows, is paralyzed from his waist down and is confined to Garden Convalescent Home, 2199 N. W. 14th Street, Miami. Mansfield would like to hear from friends.

Gate & Banner Shows went into their barns before playing their three pending fairs they weren't holding.

Peggy Holmes is back on Endy Bros. Shows after a month in the hospital. . . . Lillian Russell has completed a tour of army camps in Alaska. With her was Birdie LaPage, feature singer. . . . Ray Rayette, who closed recently with the Endy org, was honor guest at a party given by Mona Lisa in Jacksonville, Fla. Guests included Mr. and Mrs. Holmes, Irma and Esther Holmes, Dr. and Mrs. LaZora, Percy Woods, Steven Russell and Marie Dottie. . . . Jack Kellow and Bob McGregor are on the Prell show operating a long range gallery. Steven Russell, of the Prell org, is back from a trip to Mexico.

Eddie Elkins, who worked at a New York kiddie park, has closed his season. . . . Mose Kalin went to Sinia Hospital, Baltimore, for a November 6 hernia operation. He would like to hear from friends.

On winter tours the midway kiddies learn subtraction by taking 50 degrees from last summer's temperature.

Mr. and Mrs. Elmer F. Cote, owners of the Cote Amusement Company, are remaining at the org's Pontiac, Mich., quarters for a couple of weeks to finish supervising refurbishing before returning to their Detroit home. . . . Joe Frederick arrived at his Detroit home Wednesday (1) after closing his Motor State Shows Saturday (28) at Greenville, Miss. Org is in quarters at Montpelier (O.) Fairgrounds. . . . Severin Hilo has moved the Downriver Amusement Company into its River Rouge, Mich., winter base. . . . Roscoe T. Wade, owner of Joyland Midway Shows, is com-

muting between his Detroit home and Tipton, Mich., quarters.

Mrs. Eli N. Lagasse, president of the Lagasse Amusement Company, and her daughter, Alice, plan to spend the Christmas holidays with a second daughter, Marie, who is studying art in Florence, Italy. . . . Phyllis Mary Duffy, daughter of Mr. and Mrs. Earl O. Douglas, of the Douglas Greater Shows, was married September 30 to George M. Anderson in Seattle. The bride was given away by her father, and her sister, Mourine, was maid of honor. Following a reception attended by 200, the newlyweds left for a two-week California honeymoon.

Showmen still do foolhardy things, but they no longer assert that a woman's place is in her home.

Buster and Renee Morgan, of the John Marks Shows, entertained at a buffet supper October 26 celebrating their 24th wedding anniversary and the latter's birthday. The following attended: John Marks, Mr. and Mrs. George Gleeman, Mr. and Mrs. Michael Roman, Mr. and Mrs. Harry Schreiber, Mr. and Mrs. Fred Di-Aido, Zela Newman, Mary Anne and Johnny Morgan and Guy Mackley.

Wag explained the frequent rains that fell on a winter-trouping midway with, "They're defrosting the lot."

A book of photographs of the James E. Strates Shows, edited by publicist Starr De Belle, is being circulated among fair execs and friends of the show. It's a doozey, too. . . . Louie King is back in New York after a stage doings promoted by Bill Muldoon and Pat Hanlon, of the Granite State Shows, folded in Cape Charles, Va. . . . Gerald Snellens, World of Mirth agent, rated an unbelievable accolade last week in Augusta, Ga., when a local paper captioned his photo "Is Modest."

Fundamentally, show gals are show equipment. But there's more to it than that.

Jack Gallagher, owner of Playland Shows, is still confined to his Detroit hotel as the result of a back injury suffered in mid-summer. Gallagher recently had part of the cast removed from his body and is able to get around his room with the aid of crutches. . . . Al Davis, artist, has started painting operations on Playland Shows at their Monroe, Mich., quarters. . . . William Muldoon is ill in St. Luke's Hospital, San Francisco. Margaret Weingarten, of that city, was injured recently in an auto accident on San Francisco Bay Bridge.

Leonard Farley, secretary, King Reid Shows, is wintering in New York, where he's again connected with the Grammercy Boys' Club. . . . Mrs. Hilda Bergen is readying her Richmond, Va., home, while hubby, Frank, finishes out the season with World of Mirth Shows.

James Thompson and daughter, Edith, mentalists and Side Show operators on the King Reid Shows, are playing night club dates around San Francisco with their mental act. Thompsons closed with the Reid org at the South Paris, Me., Fair. . . . Sally Hand was a visitor to the Royal American Shows midway at the recent Louisiana State Fair, Shreveport.

I. W. (Happy) Atwood, Cheboygan, Mich., sign man, who has been off the road for the past seven years due to his mother's ill health, is contemplating joining a show this spring. Atwood's mother, Nellie Belle Atwood, died recently in Clawson, Mich.

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20TH CENTURY GETS 25% HIKE OVER '49 BIZ

Bolstered Fair Route, Additional Rides Get Credit

ELDORADO, Ark., Nov. 4.—The 20th Century Shows, owned and operated by Albert Martin and E. D. McCrary, wound up its season at the Tallulah, La., Fair, and has established winter quarters at the fairgrounds here. Org's tour was rated "very satisfactory," by the co-owners, who said grosses topped '49 by approximately 25 per cent.

Increased revenue was attributed to the addition of three rides and a stronger list of fairs and still dates.

Shows traveled 9,680 miles in Kansas, Arkansas, Oklahoma, Louisiana, Missouri, North and South Dakota and Minnesota and played 20 fairs. Closing fair at Tallulah came up with good biz and the org was re-signed for the '51 event.

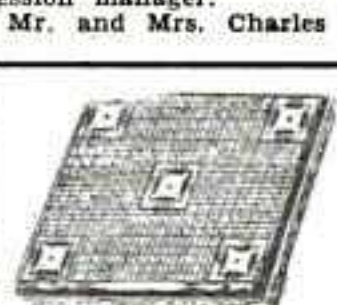
Exec staff remained the same thruout the season. In addition to Martin and McCrary, Mrs. Albert Martin was secretary; Mrs. E. D. McCrary, treasurer; E. K. Booth, business manager; Frank Gaskins, general agent; George Gallo, special agent; Bill Clark, chief electrician; Delmus Jester, assistant electrician; Fred Hamilton, chief mechanic, and R. Tandy, assistant mechanic.

RAS Personnel Heads for Home As Org Closes

SHREVEPORT, La., Nov. 4.—Destinations of personnel on the Royal American Shows, which closed its '50 season at the State Fair of Louisiana here Sunday (29) were as follows:

Tampa

Erik Eriksen, Pretzel; Hall Hall, Fun-house; Blackie Mitchell, Merry-Go-Round; Charley Cohen, Kiddie autos; Harry Walker, grab joint; Frank Stubblefield, Kiddie coaster; Tommy Thomas; Robert and Joy Brown, concession office; Mr. and Mrs. Leo Carroll, Monkey Show; James (Murphy) Moller, concessions; Sparty and Erle Belew, concessions; Edward (Pop) Daily, lot superintendent; Ivan and Lola Curven, head carpenter and concessions; Robert Webber, Rolloplane; Robert Wright, Octopus; Troy Scruggs, Screwball; Ruth Winters; Charles and Clover Fogle; Swede Erickson, rides; Jack Stutz, Caterpillar; Harry Julius, Penny Arcade; Mr. and Mrs. Sam Gordon, concession manager.



PENNY PITCH GAMES

Size 46x46", Price \$42.50.
Size 48x48", Price \$50.00.
With 1 Jack Pot, \$55.00.

PARK SPECIAL WHEELS

30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price\$27.50

BINGO GAMES

75-Player Bingo, Complete\$6.00
100-Player Bingo, Complete 8.00

SLACK MFG. CO.

1/3 Deposit on All Orders.
116-122 W. Illinois St. CHICAGO, ILL.

EXHIBIT TOURS BOOKED ON STREETS

RECOGNIZED AUSPICES

I. W. PARKER
1680 NO. VINE ST.
HOLLYWOOD 28, CALIF.
HEMPSTEAD 4425
SINCE 1940

HARRY CRAIG WANTS

Ferris Wheel Foreman. Book Long or Short Range Gallery and Glass Pitch.
HEART OF TEXAS SHOWS
Haskell, Tex., this week

BALLYHOO BROS.

Staff Posted (a la Emily) For Winter Fair Meetings

By Starr De Belle

RED SCHOOL, Ga., Nov. 4.—On this turkey, etiquette is mostly a showman's conscience—not necessarily his custom. This year our staff will attend the fair meetings as the refined and cultured. The staff is being groomed for the occasions. The boss issued books entitled *Conventional Rules for Correct Behavior*—not that he wants us to be oily and bland, but to be suave and soothing to the ladies at the annual ball. A dancing teacher arrived to break Agent Lem Trucklow from doing the Charleston and his press agent from the hoedown that includes grinds and bumps.

An authority on etiquette, one of our better bedroom show talkers, who has lived on both sides of the main line, in show coaches and across the tracks, is sandpapering our rough edges. During his first refining period he advised his scholars, "Altho you may be fired with ambition, the expert of the regalia company will suspect the holes in its rented tuxedos were made by cigarettes, and when dining with a guest, don't argue that the deuce-a-copy chef's beef entree is a 35-cent cookhouse beefstew."

Beat Him to Punch

We weren't interested in acquiring a broad-A, so we located an old-time canvas mushfucker who was hep to midwayites' convention ethics. The dittybag awning repairer told us point-blank that he could simplify our courses by switching from etiquette to the following rules:

Altho an agent is already checked into a cheaper hostelry, he should first come to the convention hotel in a cab and unload not less than 12 bags and two dogs which should be hustled into the lobby by two bellhops and a big "hurrah!" However, eating shoe-box lunches in the lobby is considered unmannerly, as there is always a bus station waiting room near by.

It is unethical to ask a showman, "Did you have a good season?" Instead, one should wait until the showman is thru blustering at the desk at not being able to get a room, then let him jack-pot you at his own convenience.

If one of your shows' agents resigned to join another show, beat him to the punch by announcing it first with "That guy won't

Mrs. Sam-Delaney, Leon Claxton, Harlem show; Earl and Hazel Maddox, concessions; Mr. and Mrs. Eddie Hunter, concessions; Paul and Evelyn Klieger, concessions; Nat and Betty Rodgers, Atomic and Posing Shows; Bill Clain, concessions; Johnnie Johnson, fiddlesticks; Mr. and Mrs. R. L. (Bob) Lehmar; Billy Cooper, popcorn; Dickie Cooper, Midget Show, Mr. and Mrs. Freddie Cooper, concessions and mitt camp; Mr. and Mrs. Fred Howe; Mr. and Mrs. Joe Pontico, cookhouse, and Guy Gardner, office.

Miami

Wenzel Kellar, Adventure - in - Space; George Gorwin, talker on the Midget Show; William and Ann Tara, concessions; Bob Parker, diggers; Murray Cohen, Jig show candy; Andy Markham; Sam Brody, Baker show candy; Mush Wunder, Side Show talker and wife, Jean, Girl Show; George Rich and Morris Blumberg; Frances Deemer, mitt camp; Al Rossman; Carl Hanson; Max Schaffer, derby, and wife, Patsy, Posing Show; Mattie Donehue, diggers; Gene Hutchison, diggers; Lorows, Side Show.

Miscellaneous

Jack Jones, Looper, Los Angeles; Archie Peathers, Rocket, Gibsonton, Fla.; Bill Kemp and Lolita, Molordrome, Dallas; Tom Adams, electrician, Shreveport; Mr. and Mrs. C. L. Ramsey, concessions, Leaksville, N. C.; Bill Oren, grab joint, Versailles, Ky.; Matt Herman, derby, Los Angeles; Leon Miller, Atlanta; Mary Singleton, concessions, Birmingham; Vera Hancock, concessions, Little Rock; Charley Hughes, operating engineer, Rock Island, Ill.; Duke Wilson, talker, Venice, Fla.; Murray Bert, talker, Sarasota, Fla.; Kenny Revling, talker, Texas; Ray Buck, Bradenton, Fla.; Tommy Arger, corn game, Clearwater, Fla.; Meyer Cohen, concessions, Pittsburgh; Duncan McKensie, concessions, Duluth, Minn. Harry Moore, hats, New York; Sam Aldrich, concessions, San Antonio; Anthony Burke, Boston; Izzy Brodsky, Detroit; Myron Prystawski, Detroit; Joseph Westloski, Riviera Beach, Fla.; Virginia Callari, mitt camp, Port Wayne, Ind.; Jena Davis, mitt camp, Louisville; Tom Miles, Skooter, Gibsonton, Fla.; Jimmy George, concessions, Detroit; Lou Leonard, Hot Springs and Chicago; Carl Binde Jr., Plymouth, Wis.; C. R. Payne Jr., Panama City, Fla.; Leo Whitman, Dixon, Ill.; Archie L. Gilbert, Missouri; S. R. Rickey, Chattanooga; Norman S. Johns, Murfreesboro, Tenn.; Jimmie Harrison, Los Angeles; C. R. Warren, Shreveport; Bonnie Baker, Billie Rogers, Princess Chio, Harold Boys, Claude Mathis, comic, and Clauden, dancer, and Chick Schloss, posing show talker, all to Chicago.

starve this show in '51." At meetings always arrange to speak first. That gives you the opportunity to take the fence before you have to listen to the other guy. Furthermore, he might contradict you. Remember, if interested, you can read his talk in the minutes.

You have the privilege of beefing about your last year's table. However, nobody will be interested. It comes under the heading of water over the lot. You also have the right to beef about your table not being in last year's photos of the banquet and how the loss of its publicity hurt your show in getting a good fair route. It is also permissible for your wife to horn in with, "I know at least 25 people who were in the picture, but didn't buy photos." When checking out don't beef about the heavy bill—maybe you checked in single.

Macon Yields Good Grosses For Two Orgs

MACON, Ga., Nov. 4.—Royal Exposition Shows, playing first Georgia State Colored Fair at Central City Park here, reports good grosses for first part of week.

Org is located inside mile-track somewhat like lay-out of the Cetlin & Wilson Shows playing the regular State fair here two weeks ago.

Show Owner J. P. Bolt was visited on opening night by Mrs. Myrtle McSpadden, one of the owners of the Lone Star Shows, playing a competitive colored fair across town.

F. E. (Red) Kelley, legal adjuster, and Splinter Royal, concessions operator, were visited by an old friend, Charles Drill, former carnival concession and ride operator who has been in business here for several years. Next week Drill will open one of the newest tourists courts in this section, located on U. S. Highway 80.

Martin and Martin, featuring JayDee the Great, were added as a free act this week.

Lone Star Holds Over

MACON, Ga., Nov. 4. — Lone Star Shows, playing holdover engagement, found biz so good first half of week that they decided on another week or two on local lots.

Mrs. Myrtle McSpadden said org will move next week to Broadway and Concord streets in South Macon, same lot where show opened the season last March.

Grosses at present lot, a new one at Pio Nono and Dempsey avenues, are above expectations and almost on par with the previous week at the Catholic Playgrounds, Mrs. McSpadden said.

Jimmy Troy, who works trapeze, Roman rings and slack wire, was added as a free act this week.

Casey Biz Dips

Continued from page 61

ent working night and day on the government's multi-million-dollar flood-control program here.

Rides Indoors
Work in the refurbished winter base is under way. Kiddie rides are being overhauled and will be set up in the Hudson's Bay store here for the Christmas holidays. Indoor units have been booked into the Winnipeg Auditorium for the season and will be managed by Jack Baillie and William (Bill) Sorochan. Present staff includes Art Curtis, shop foreman; Ronie Goodison and John (Geez) Bodnar, assistants; Ray Jewsbury, truck driver; George and Richard Philippon, mechanics and machinists, and Charlie Farrell in charge of the office.

Mr. and Mrs. E. J. Casey will plane to the Chicago convention, while Bill Sorochan and Micky Perpeluk will drive.

LAREDO, TEXAS, TRIPLE EVENTS

J. GEORGE LOOS

GREATER UNITED SHOWS

FURNISH EXCLUSIVELY ALL SHOWS, RIDES AND CONCESSIONS

ANNUAL FALL CARNIVAL NOV. 27 TO DEC. 3

WASHINGTON BIRTHDAY CELE. 16-DAYS-16 FEB. 17 TO MARCH 4 3 SATS. AND SUN.

INTERNATIONAL FAIR AND EXPOSITION EXTENSIVELY ADVERTISED THROUGHOUT THE UNITED STATES AND MEXICO MARCH 5TH TO 18TH

SHOWS	Can place Side Show (Linda Lopez, write), Motordrome, Big Snake, Mechanical Show (Mr. Teska, write), Monkey Show, Fun in the Dark, and Single Pit Attractions. Also Glass House.
RIDES	Want Caterpillar, Flyplanes, Scooter, C-Cruise, Baby Whip (Mr. Steinbeck, write), also Pony and Cart Ride. Mr. Culver, let me hear from you regarding Little Dipper.
CONCESSIONS	Can place Custard, Photos, Long and Short Range Galleries, Novelties, Hanky Panks, Ball Games, Glass and Jewelry Pitch, etc. POSITIVELY NO RACKETS—NO GYPSIES—NO FOOLIN'.

NOTE: A solid month of Celebrations while most other Shows are still in winter quarters.

WRITE OR WIRE J. GEORGE LOOS BOX 455 LAREDO, TEXAS

Complete Carnival For Sale

BARGAIN FOR IMMEDIATE PURCHASE

Eli Ferris Wheel, Herschel Merry-Go-Round, Spitfire, 5 Semi Tractors and Trailers, Search Light, Transformer Truck, complete; Sound and Electrical Equipment with plenty of Cable; Gasoline Generators, Tools galore. Everything in good operating condition. Show just closed after playing the West Coast for several years.

BOX 113, care Western Showowners' Association Suite 911-917 625 Market Street, San Francisco, California

FLASH FLASH FLASH

OPENING G. I. PLAYLAND PARK

AT KILLEEN, TEXAS—HOME OF FT. HOOD—THE LARGEST ARMY CAMP IN U.S.A. Open all winter & have 3 year lease.

WANTED
CONCESSIONS
Arcade, Photos, Ball Game, Fish Pond, Dig-pens, Dart Game, Glass Pitch, Basketball, Penny Pitch and String.
Other Concessions or Rides not conflicting. No Flatfies, please. Consider booking whole show. Johnny Ward, George & Joe Stanley, please contact. WRITE, WIRE, CALL. G. J. MUSGROVE Ph. 5-8148, Austin, Texas

SHOWS & RIDES
Girl Show, Motordrome, Monkey Show, 10-in-1, Merry-Go-Round, Ferris Wheel, Roll-o-Plane, Spitfire, Octopus and Kiddie Rides.

FOR SALE—COMPLETE CARNIVAL—FOR SALE

OR ANY PART—DIRT CHEAP—MUST SELL

3 Abreast 40 ft. Merry-Go-Round, beautiful outfit; #5 Eli Wheel, Smith & Smith Chairplane, 10 Car Auto Ride, 50 ft. Entrance Arch, 3 Show Fronts, new Tents, 1600 ft. best Cable in the business; 2 60 Kw. Light Plants, built on special Aluminum Trailer; 110-220 3 Phase, finest set of Plants on the road. Cost \$17,000.00, will take \$5,000.00, looks like new. Will guarantee to be perfect. This stuff must sell, come see it. One House Car as Office, with Safe and all complete for office. 8 Semi Trucks, 1 Straight Job, 1 Panel Sound Truck, 1 Lunch Stand on Trailer.

F. M. SUTTON SR. OSCEOLA, ARK.

PALMETTO EXPOSITION SHOWS

Want for Aims, Ga., Legion Fair and Festival Week Nov. 13; Douglas, Ga., Moose Charity Carnival, week Nov. 20, and other good ones to follow. We positively stay out all winter.
Want legitimate Concessions of all kinds; exclusive on Diggers, Bingo, Derby Race, Custard. No Glass Pitches. Want Rat or Pan Game. Can place two or three Grind Stores and Wheels; must be sober and work as told. Winter rates on all. Want Concession Help and Agents of all kinds. Hugh J. Henry, answer. Want Merry-Go-Round, Tilt, Octopus, Rolloplane for all winter. Good ride spots. Why lay idle when you can make something. Want Shows with own equipment and transportation, especially Monkey, Wild Life, Big Snake (Congo), answer, Side Shows, Fun House. Want free Act and Sound Truck. All winter's work to Act that wants sensible winter salary. All address: MILTON N. McNEACE, Owner; JOE BAXTER, Business Manager. Summit, Ga., this week.

CAPITAL CITY SHOWS

WANT FOR LEGION STREET FAIR, CAMILLA, GA., NOV. 13-18; FOLLOWED BY CAIRO, GA., FAIR

Legitimate Stock Concessions of all kinds. All Hanky Panks open. No flats or gypsies. Shows not conflicting, with own equipment. Funhouse or Glass House. Lee Houston, contact. No Rides needed, we have ten. All replies to J. L. KEEF, CUTHBERT, GA., THIS WEEK.

WANTED FOR MICHIGAN RED FLANNEL DAY

Cedar Springs, Mich., Friday Night, Nov. 10, and ALL DAY SATURDAY, Nov. 11
This is Michigan's last and biggest Celebration. Written up in Life Magazine last year. Can book Concessions of all kinds. Can use 1 or 2 more Major Rides. 5,000 attended in the rain last year.

All replies to JOHNSON La Salle Hotel, Battle Creek, Mich. Phones: Daytime—7517. Night—2-5427

WANT FOR SHRINE CLUB FALL FESTIVAL

WAYCROSS, GA., WEEK OF NOV. 13

Rides not conflicting. Motordrome, Jig Show with own top, Shows of all kinds and Concessions. No grift or percentage. Wire this week, Brunswick, Ga.
BARNEY TASSELL UNIT SHOWS

STOCK TICKETS	Gossip is like muddy water. Let it stand and it will settle in a hurry.	SPECIAL PRINTED Cash With Order Prices:
One Roll \$ 1.50		2,000 \$ 6.90
Five Rolls 6.00		4,000 7.80
Ten Rolls 12.00		6,000 8.70
Fifty Rolls 60.00		8,000 9.60
100 Rolls 120.00		10,000 10.50
ROLLS 2,000 EACH		30,000 20.50
Double Coupons		100,000 33.00
Double Coupons		500,000 133.00
Double Coupons		1,000,000 258.00

THE TOLEDO TICKET COMPANY
114-16 Erie St. Toledo (Ticket City) 2, O.

Club Activities

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Nov. 4.—Extra plans and arrangements are required to prepare for open house and installation of officers. With President Mae Oakes still out of town, an unscheduled meeting was held October 31 to meet these needs. Bessie Mossman, first vice-president, conducted the meeting. Also on the roster were Edna Stenson and Pearl McGlynn, past presidents, serving as first and second vice-presidents respectively; Josephine Glickman, third vice-president; Irene Coffey, financial secretary, and Lillian Lawrence, treasurer.

Correspondence was read from Agnes Barnes, Irene Coffey, Anna Graebert, Bess Hamid, Lillian Lawrence, Mae Oakes, and Ann Roth. Edna Stenson and Pearl McGlynn spent a day collecting rummage and will find a location for the sale to be held soon. Edith Streibich reports the new by-laws will be received from the printer soon. Eva Leroy read thank-you letters from Trixie Clark and Sophia Gleason. Clara Etta Barker is in a Colorado Springs hospital. Sympathy was extended to Anna Graebert, whose husband passed away following an operation. Ann plans to undergo a cataract operation.

Daisy O'Donnell was proposed for membership by Eva Shine, Billie Billiken and Eva LeRoy were appointed to take charge of refreshments during open house and are asking for table donations. Veronica Potenza is chairman of entertainment for the installation. A generous cash donation will be sent to the American Hospital. Night's award, donated by Lillian Lawrence, went to Mae Taylor. Mollie Foster, Madeline Ragan and Dorothy Blakely will be hostesses at the November 14 social.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Nov. 4.—In the absence of Goldie Fisher, Jeanette Hart acting as president at the October 26 meeting. Verna Schantz substituted for Secretary Sally Prevost.

Members received news that Marguerite Lohmar gave birth to an 8½-pound girl October 25 in St. Anthony Hospital. Mrs. Gertrude Donnelly gave a baby shower for Mrs. Lohmar October 29. Mrs. Lotis Francis and Mrs. Leva Vilios were reported ill.

Three applicants were elected to membership, Mary Russo, sponsored by Mrs. Verna Schantz, and Arlene Sidenberg and Mrs. Madelyn Beckman, sponsored by Mrs. Minnie Quillian and Mrs. Rose Brown.

Thank you cards were received from the husband of the late Honey Vaughn; the family of Sid Sidenberg, who passed away October 18, and Mrs. Virdia Aschenko. Letters were read from Mrs. Sally Prevost, who is still working the South; Mrs. Leva Vellios, who recently moved to Jonesboro, Ark., and Heart of America Show Women's Club, Kansas City, Mo. Mrs. Clara Campbell served buffet lunch.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Nov. 4.—Banquet and year book meeting was held Wednesday (1), and the general chairman of the banquet committee, Joseph A. McKee, gave his report on progress of preparations for the affair. President Jack J. Perry attended and presided at both the board of governors and regular gatherings.

Those holding tickets and books for the awarding of the new car should send in their returns before Monday (20). On the sick list is Sidney Herbert, who will be discharged shortly from Union Hospital, Bronx, N. Y. William (Bibs) Malang was admitted to Veterans' Hospital, Augusta, Ga., but is expected out soon.

Generous contribution was received from Cetlin & Wilson Shows, representing proceeds from a recent jamboree. Membership applications have been received from Saul Muchnick and Lewis Myers, both sponsored by Irving Sherman. Recent visitors included Max Tubis, Louis Peregoff, H. W. Jones, Charles Buckbaum, Harry Weinraub, Morris Saul, Harry Nelson, Jack Greenspoon and Larry Neumann.

Congratulations to William Lish, who was recently married and is honeymooning in the South. Next regular meeting will be held Wednesday (8).

Arizona Showmen's Association

Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Nov. 4.—Clubrooms have been reopened under direction of custodian Hollywood Towers. P. W. Siebrand, co-owner, Siebrand Bros.' Circus and Carnival, arrived recently to prepare org's winter quarters. Larry Nolan, manager of shows bearing his name, info that he will keep his org out until mid-December.

Don Hanna, treasurer, says response on donation books is good. Twelve gifts, donated by members, will be given away at the December 5 meeting. Mrs. M. Stone again has been named banquet and ball committee chairman.

Floyd King, Butch Cohn and Jean Allen visited the clubrooms when King Bros.' Circus played here. Ed and Sue Lundgren, owners, Midwest Shows, spent a few days here recently.

Lone Star Show Women's Club of Texas

Campbell Hotel, Dallas

DALLAS, Nov. 4.—Club activities have resumed following the summer lull, first function being a dinner and entertainment for out-of-town visitors the week preceding the local fair. During the summer meals have been served every two weeks for members and guests, under the direction of Grace Tindler, and the activity has been profitable for the club. Improvements such as a steam table, floor furnaces and new lighting fixtures are to be added to the clubrooms.

The October 18 club benefit show staged in the Diamond Garter during the fair drew heavy attendance. Charlie Meeker introduced James Stewart, vice-president and general manager of the fair, who welcomed guests. Acts included talent from the Diamond Garter, midway acts and an orchestra. Katie Little, Trixie Clark and Louis Zamolik won the drawings. Among guests were Ray Marsh Brydon, A. Koss, Jack Duffield, Ned Torti and Noble Fairly.

Greater Tampa Showmen's Assn.

Tampa, Fla.

TAMPA, Nov. 4.—Executive Secretary Gean Jerni announced that regular Saturday night parties would start again. Already plans have been made for the club's New Year's jubilee celebration and the annual banquet and ball during Florida State Fair week.

Berni also announced that the men's bronze plaque—listing those who contributed at least \$100 toward financing construction of the clubhouse—had arrived from the manufacturer.

The plaque carries the names of 102 contributors.

Tidwell Back In Texas, Biz In West Okay

KILLEEN, Tex., Nov. 4.—T. J. Tidwell Shows, here this week, are nearing the season's end after a tour of Western States that proved not only profitable but was a semi-vacation for many of the org's personnel who visited the scenic spots, including Yellowstone Park.

Gertie, the chimp, and Queenie, the elephant, have been featured attractions all year and are principals in a daily parade which includes the org's sound car.

Line-up here includes 10 rides and 6 shows, which are moved on 21 trucks. A Little Dipper, added this summer, has proved a money-winner.

Staff is unchanged, with T. J. Tidwell, owner-manager; R. M. Decker, assistant manager; Mrs. T. J. Tidwell, secretary; B. B. Snow, general agent, and Mrs. Robert Decker and Mrs. Rex Sullivan, front-gate tickets.

Other personnel includes:

Rides

Merry-Go-Round, A. Hall and C. Hall; Tilt-a-Whirl, Robert Smith; Octopus, James Gallighugh; Ferris Wheel, Jimmie Dunn; Roll-a-Whirl, Rae; Kiddie Rides, Harold Keeran; Dipper, R. Barker, and Queenie, Red Killeen.

Shows

Girl Show No. 1, Kitty McCanness; Girl Show No. 2, Hillbilly Tunnell; Snake Show and Jungle Rat, Ike Powers; Monkey Show, Mattie Alexander; Punhouse, Mr. and Mrs. Bill Fisher.

Concessions

Slim Anderson is manager of all office-owned concessions; Billie Burke and Boots Stokes, percentage; Herman Swartz, Rex Sullivan, Ted Burke, Morgan Brantly, Joe Kirk and Jack Knight.

Weather Hits Va. Greater At N. C. Date

WASHINGTON, N. C., Nov. 4.—Week stand here under American Legion auspices, ended last Saturday (28), produced below-par business because of inclement weather. Tuesday night was lost entirely to rain. Two children's days, Thursday and Friday, brought only fair returns, as did the closing day and night.

Manager Rocco Masucci and the Legion members were hosts to more than 70 underprivileged children Wednesday. Johnny Ciaburri joined here with three concessions, and Marty Smith came on with two. Both Albert (Dummy) Rivers and M. Prevost have closed with the show.

Williamston, N. C., will be the last stand of the season next week before the show starts for quarters at Suffolk, Va. William C. Murray will have charge of quarters, while Mr. and Mrs. Masucci will leave for their New Jersey home after the show is stored and remain there until March. A skeleton crew will be kept at quarters until February, when all personnel will start refurbishing the org for next season.

Line-up of rides next year will include two Ferris Wheels. A new front gate entrance is planned, plus new light towers to augment the six already on the show. Leo and Mike and Ike Matina of the show's midget troupe will reside at winter quarters, where Leo will be chef and have charge of the commissary.

Frankie Carleo will leave for his Burlington, N. C., home when the show closes, and Arthur Gibson, chief electrician, will head for his Charlottesville, Va., residence.

Drew Closes Okay Season

CINCINNATI, Ga., Nov. 4.—Except where attendance was curtailed by rain, grosses outpaced 1949 figures at this year's fairs played by the James H. Drew Shows, while the over-all tour was satisfactory, said Owner-Manager James H. Drew. Closing stand of the 28-week tour, in which the show traveled 5,417 miles, was the fair to Toccoa, Ga. During closing week Mr. and Mrs. Drew gave a barbecue for all personnel.

The show has placed an order with the Allan Herschell Company for a new ride to be added next

Dallas Concess Head Broke Into Showbiz as Ball Player

• Continued from page 52

Getting tired of the early-day movies, Fred went on the road as salesman for an automotive company.

His connection with State Fair of Texas began as a father-and-son team. Fred Tennant Sr., the "grand old man" of the Dallas fair for more than a decade, had retired as an executive of Armour & Company and had been asked to accept the post of exhibits manager for the Texas Centennial and Pan-American expositions in Dallas in 1936 and 1937. When the annual resumed operations in 1938, Tennant Sr. was put in charge of both exhibits and concessions and called on his son to help him. The two worked together from that point until the death of the elder Tennant in 1949, with Fred Jr. in charge of concessions mainly.

Now Fred is head man for concessions, midway rides, shows and games, the grandstand, etc. In addition to his duties connected directly with the 16-day fair, he directs the summer midway operation and concessions operations in the Cotton Bowl Stadium in football season.

Midway Ride Biz

His permanent midway of around 30 rides, 14 concession games and 15 or 20 food concessions is open from the first part of April thru late September. This year it opened April 8 and closed September 17, just in time to get ready for the fair. During the summer he estimates that some 4,000,000 persons visited the midway, including an estimated 76,000 June 19 (a Texas Negro holiday) and about 250,000 on five days of an ambitious July Fourth week-end, when three outstanding high acts and a Thearle-Duffield pyro display was presented in the Cotton Bowl at a nominal charge.

Gentsch Pulls Okay 11th Year At Miss. Fair

MEADVILLE, Miss., Nov. 4.—Playing the Franklin County Fair here for the 11th straight year, the J. A. Gentsch Shows turned in satisfactory business. Moving out after the close of the event Saturday (28) the org plays Cleveland, Miss., and then Winona, where it closes the season.

Gentsch brought the show in Monday (23) and opened it two days before the 21st annual fair opened Wednesday (25). Monday night's business was light but Tuesday's was reported one of the biggest pre-annual dates in the decade the org has been here.

Following the Winona date, Gentsch will send some of the equipment to Natchez, where winter quarters will also be maintained. The show owner said that painting will be done in Winona with ride repairing being centered in Natchez because of the availability of machine shops.

To play the free fair here, Gentsch brought in 10 rides and about 45 concessions. Altho four to six shows are carried, they were omitted from this date because of the lack of space.

Personnel of the show, in addition to Gentsch, who is owner-manager, includes Date Curtis, assistant manager; Frank Owens, general agent; Lois Gentsch, secretary-treasurer; Frank Owens, billposter; Russell Cooper, ride superintendent and electrician; Frank Crews and Louis Burke, mechanics, and Claude Gentsch, concession manager.

Other personnel includes: L. J. Kelly, Ralph Hill, Charlie Schmidt, Mrs. W. J. Williams, rides; Harry Newbury, cookhouse; Bruce McLaughlin, diggers and concessions; L. K. Neill, concessions; Sammy O'Hara, photos, and Al Herrmann, concessions.

Sport Matthews and his Aristocrats of the Air are featured as a free attraction.

spring.

This year's staff remained unchanged, with Frank T. Griffith as business representative; Mrs. Eula Drew, secretary-treasurer; Wesley Harvey, head electrician; Nelson Brown, advertising agent, and Bill Hughes, concession manager.

During the summer midway operation, as well as during the fair, Tennant works closely with such outdoor show business luminaries as Joe Murphy, Margaret Pugh (carrying on for Denny), Ed Meeks and Sammy Burt.

Tennant handles his big job alone, whereas many fairs and amusement parks have three or four individuals for such supervisory work. The reason he is able to do this is due partly to his own infinite capacity for work (he loses 30 pounds regularly between March and November) and partly to the teamwork he gets from his associates, the concessionaires and ride operators on the midway.

He exercises definite censorship over the selection of concessionaires, picks out the kind who can be depended on to deal fairly with the public, refuses to permit any who don't come up to standard. Most have worked on the midway or at the fair for from 5 to 30 years and "feel like part of the fair." Obviously everybody, who Fred thinks would make a good man for the fair, can't play it th, he explains, "because there simply isn't enough space." He has applications stacked up a foot high for concessions of various types and emphasizes that, while many would be welcome if there were room for them, the fair is loaded to the gills.

Fred hasn't missed a State Fair of Texas since 1938, except for three war years when he was in the army and the fair was suspended. Fred was a master sergeant and spent two years overseas. He frequently met old circus and carnie buddies touring the USO circuit and helped set up shows for his unit.

Started Booking Policy

Tennant started the fair's policy of booking outstanding free acts, sponsored by the Pepsi-Cola Company during the summer midway operation and by the Magnolia Petroleum Company during the fair. Such high-powered sponsorship enables him to obtain top-notch bookings and the best talent available.

As an ardent devotee of show business, Fred is frequently the most enthusiastic spectator for the free acts he books. Often he helps them obtain additional bookings following their stint on the summer midway or at the fair.

Fred even works during his infrequent vacations. Last February in Florida he booked two portable cookhouses and the Loos Rios, Danish high act, for the fair. He's already started booking for the 1951 fair. Each year he makes a trip to the Chicago outdoor showbiz convention, but he knows his field so thoroly that he is able to do most of his actual booking by telephone.

"The best acts all want to play Dallas anyway," he maintains. Last year he was hot to book Capt. Leo (Suicide) Simon, the fellow who climbs in a box and blows himself up with dynamite, as an added attraction for the Joie Chitwood Thrill Show during the fair. Only by advertising in *The Billboard* was he able to locate him. *The Billboard* ad brought a response in short order. Newspapers still thought it was a publicity stunt but gave it play anyway. Simon proved to be a mild sensation.

Realizes Ambition

Tennant feels he has realized his childhood ambition to be connected with show business "at its best." State Fair of Texas with a 2,176,519 attendance in 1950 far exceeded any State or county fair or other annual exposition ever held in this country. Midway grosses were proportionately large. Fred feels that "the Dallas fair is to fairs what Ringling Bros. and Barnum & Bailey is to circuses."

He thinks the State Fair of Texas has shown a continued growth because:

"The State Fair of Texas adopted a policy, years back, of giving the people a show for their money, including free attractions which alone would be well worth the price of admission.

"We protect our people. All our games are merchandise wheels, playing at 10 cents. This policy gives people confidence in the fair and its midway. Everybody gets fair play for his money . . . and the good will of the public is the main reason for the fair midway's growth and healthy condition."

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD
CHICAGO ILLINOIS

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 interests require my personal attention.

ANDY ALLEN, 2446 W. Grove St., Blue Island, Illinois. Phone: 1958.

P. S.: Will consider Ride or House Trailer in trade.

FILL ALL SACKS

One more big week. Champion sneak spot. Come, wire or call. Nothing follows. Woodchuck Chucks, Short Range, Hanky Panks, Photos, Drome, Shows. What have you? Address:

Dyer's Greater Shows

MARKS, MISS.

CHRISTMAS SPECIALS

Get Your Share of the Take With These Proven Repeaters IDEAL XMAS GIFTS



THE BIG 4 3 PC. PEN SET WITH PEE WEE PISTOL LIGHTER

Better grade pen set and new style black handled quality lighter Top item for everyone \$12.00 DOZ.

FULLY AUTOMATIC PENCIL LIGHTER... FULLY AUTOMATIC PISTOL LIGHTER... FULLY AUTOMATIC PISTOL LIGHTER... FULLY AUTOMATIC PISTOL LIGHTER... FULLY AUTOMATIC PISTOL LIGHTER...

ALL LATEST MECHANICAL TOYS - LOWEST PRICES

Attractive Prices for Case Lot Users.

Specials This Week! LARGE CLEVER BEAR... ROLL-OVER CATS... WALKING CHIMPANZEE...

WALKING CHIMPANZEE... SPARKLING LOOP-O-PLANE... RUSH SAMPLE ORDER FOR 10 LATEST NUMBERS - \$8.00

GET OUR LOW QUANTITY PRICES HOUSE OF 1001 ITEMS

MINIMUM ORDER \$10.00 25% Deposit, Balance C.O.D., Plus Postage.

WE PREPAY WITH FULL REMITTANCE Wholesalers and Jobbers, Write for Current Price List.

UNITED ENTERPRISES 175 Fifth Ave. New York, N. Y. ORegon 3-2419 Suite 1810

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.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1951 catalog free. Kleinman, 11202 Onard, North Hollywood, Calif. noll ANOTHER BEST BUY! TEN SOLID PARODIES of current hit songs for discriminating singing comics. \$2. Springer, 58B Wilklow Hempstead, N. Y. noll ARRANGING FOR BAND ORCHESTRAS - Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, P. O. Box 2165, Daytona Beach, Fla. de3 COMICS' EMCEES! "HOW TO LEARN THE ART of Double Talk!" Full instructions; rush \$2. Writers Mart, Box 575, Hollywood, Calif. noll "EMCEE" MAGAZINE - CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee-B, P.O. Box 983, Chicago 90. noll HUMOR FOR ENTERTAINERS - READY prepared or specially written; list available. Erwin Currie, 155 30th, Seattle 22, Wash. np QUICK WIT - HOW TO GET LAUGHS every four seconds, includes 108 sparkling remarks; money-back guarantee. \$1. Star Scenic Co., 1712 Boston Rd., Texarkana, Tex. no25 20 SPICY HILLBILLY PARODIES ON RECENT hits and standards. \$5. Mel Butler Publications, Dept. 2-B, Clinton, N. C.

AGENTS & DISTRIBUTORS

AAA-BEST XMAS DEAL; TALKING Cards, now 15¢ retail, \$1.20 dozen; \$8.50 100 Columbia, 7250 Melrose, Los Angeles. de2 AAA SENSATIONAL TALKING XMAS Cards. Full tape and card clearly says "Merry Christmas"; fascinating money-maker; sell on sight for 25¢; send 25¢ right now today, for sample and prices; representatives wanted everywhere. Minas Mfg., P. O. Box 421, Santa Monica, Calif. no25 AAA ATTRACTIVE NEW SKILL SENSATION, "Wishing Well"; greatest low priced counter game in years! It's locked; requires only 6"x6" counter space; collects in coins galore; start route; cafes and taverns everywhere waiting; gigantic profits; samples available now! Price: \$7.50 each, \$59.40 dozen; shipping prepaid; cash with order or 25% deposit, balance c.o.d. Order direct from Legalshare Industries, P.O. Box 86-H, Huntington Beach, Calif. 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. no18 ADVERTISING BARGAINS - ADVERTISE in 100 newspapers for total cost of \$6; Many other bargains; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E Investment Bldg., Pittsburgh 22, Pa. noll AGENTS, DEALERS - EXCELLENT HOLIDAY number; fine billfolds, genuine lamb-skin and Morocco leathers; removable pass case, zipper bill compartment; assorted colors; in flat individual boxes; \$3 retail price tag; \$15 dozen postpaid, special delivery; sample \$1.50. Crescent Sales Co., 150 Broadway, N. Y. C.

AGENTS, DISTRIBUTORS, SALESMEN

wanted for Watches, Jewelry, Diamonds, etc. Catalog and details free. W. Chapman, 418 W. 222, Cleveland 26, 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, \$1.50; gross, \$12, postpaid. Allied Sales, Dept. BB, 311 North Desplaines, Chicago 6. de8 AMERICA'S MOST BEAUTIFUL CHRISTMAS display line; selling like hot cakes; 300% profit; act quick. Adpro, Box 592-B, Springfield, Ill. noll AMAZING! NEW! - PLASTIC LETTERS; stick to glass; no glue, changeable, last indefinitely; big commissions. liberal bonuses; postal gets free sample. Victor Signs, 1170 W. Jefferson, Los Angeles 7, Calif. ARTISTS' CARTOON COMIC CARDS - Two dozen snappy samples, all different. 25¢. K. Harris, Box 550, Palm Springs, Calif. noll BUSINESS CARDS - RAISED LETTERS, black or blue ink; guaranteed; 1,000, \$2.80 postpaid. LACO, Atlantic Building, Washington 4, D. C. BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors. Write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. no25 BUXOM BEAUTIES WEARING ONLY A smile; twenty poses in color, \$1; 50, \$2. MerVine Studios, 362 S. Broad, Trenton, N. J. noll BUY NYLONS DIRECT FROM MILL - Write for Jobbers' prices. Joy Hosier Mills, Delawarean B. N. J. de8 CARDED MDSE HEADQUARTERS - ASpirin, Combs, Handkerchiefs, Pocket Knives, Pipes, Shoe Laces, Razor Blades, etc.; over 1000 items; write for price lists. Maloney & Sons, 1063 W. Broad St., Columbus 8, O. de1f CAMERAS - BOX TYPE, all metal, takes twelve six 620 roll; size 3 1/2 x 3 1/2 x 2 1/2 inches. Built to sell, \$3.95; 5000 available; Case (36), \$23.50; dozen, \$10; Airforce garbarding aviators helmets w/chin strap and ear muffs; War Surplus; kids go wild for them; individual boxed (5,000 available), dozen, \$3.95; six dozen, per dozen, \$3. Aero Parts Supply, 6102 Lockwood, Houston, Tex. noll COMIC CARTOON CARDS - 100 SAMPLES \$1; list free to dealers. Chesshires Fun House, 739 Poydras, New Orleans 2, La de2 COMPLETE LINE OF PLASTICS - SCALloped Table Cloths, Aprons, Drapes, Curtains, Quilted Spreads and other novelties; lowest prices; free literature. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y. CONCESSIONAIRES - SELL RAIN CAPES at football games; \$7.50 per 100; samples, 3 for \$1. Charlie White, Fort Ogilthorpe, Ga. noll EAGER BUYERS WAITING - AMAZING Pencil; writes four colors, red, blue, green, orange; sample, 25¢; 20 year guarantee given with beautiful \$1 size Ball Point Pen, brilliant metal cap; sample, 25¢, or eight samples, four pencils, four pens, \$1, prepaid. Louis Balogh, 1703B Roosevelt, Valparaiso, Ind. noll DRESSES, 18¢; COATS, \$1; BLOUSES, 35¢; free catalog. Send name on postcard. Crown, 164-BL Monroe St., New York 2 de2 (Continued on page 66)

"SEASON" YOUR SALES WITH THIS POPULAR PAIR!

SALT & PEPPER SHAKERS Authentic miniature made of porcelain and attractively trimmed in 22 carat gold. Ceramic decals in many attractive designs. Write on your letterhead for complete catalogue and prices. Suggested retail price \$1.39 Per Pr. BILL'S SPECIALTY MFG. CO. 433 N. 2nd ST. MILWAUKEE, WIS.

DISTRIBUTORS • SALESMEN • PITCHMEN • AUCTIONEERS

Sell Rebuilt Vacuum Cleaners! HOTTTEST ITEM ON MARKET! \$9.00 UP REBUILT LIKE NEW 1 Year Guarantee. Nationally Known Makes Only • All New Parts Immediate Delivery • Write for Free Catalog RE-NEW SWEEPER CO. Dept. 205 9591 Grand River Detroit 4, Mich. Phone: WE 3-1400

ARTIFICIAL FLOWERS Best Quality - All Colors. Large Waxed Georgines, Dahlias, Roses. \$50.00 per 1,000; per 100, \$5.50. MOUNTAIN LAUREL, 100 lbs., \$20.00 50 lb Carton, \$12.00. Send for Complete List. 50% Deposit, balance C.O.D. FRANK GALLO Importer and Manufacturer 1429 Locust St. St. Louis 3, Mo.

GEM'S HOT IDEAS MEAN Cold Cash For You! Breaking Sales Records PISTOL LIGHTER \$8.00 doz. Original "Continental" model. Black plastic handle grips, heavy chrome. WRITE FOR OUR FREE CATALOG 3-Pc. Lighter Set \$15.00 Duz. Sets. HOTTTEST MECHANICAL TOYS IN AMERICA Lge. Walking Bears \$6.75 Duz. Begging Poodle Dog 5.75 Duz. Lge. Walking Elephants 6.75 Duz. Jumping Fur Dog 5.75 Duz. Itchy Dog 1.80 Duz. Singing Canary 2.40 Duz. Dancing Couple 3.00 Duz. 25% Deposit With Order, Balance C. O. D. Prices F. O. B. Detroit. GEM Sales Co. 533 Woodward Av. Detroit 26, Mich.

EXCLUSIVE JUMPING BARKING (Actual Voice) FUR DOG Most Sensational of all Mechanical Toys Immediate Shipment IT BARKS (ACTUAL VOICE) LONG WINDUP BARKS EVERY JUMP FUR (RABBIT) TRIM \$7.50 per dozen \$6.50 dozen gross lots 5% freight allowance. Shipped anywhere in U. S. A. LARGE CLEVER BEAR \$6.25 dozen gross lots SMALL BEAR \$4.85 dozen gross lots PERFORMING SEAL \$6.75 dozen gross lots SANTA CLAUS ON SLEIGH \$6.75 dozen gross lots 25% Deposit with order, balance C.O.D. CHICAGO NOVELTY SALES CO. Since 1938 1221 S. W. Washington Atwater 4920 PORTLAND, OREGON

NEW GIFT CATALOG NOW READY WRITE FOR COPY - BE SURE TO STATE BUSINESS Mechanical Toys Special Ring Values MA 401 - Itchy Dog Doz. \$2.00 MA 402 - Promenade Duck Doz. 2.25 MA 403 - Pecking Bird Doz. 2.25 MA 404 - Dancing Couple Doz. 2.35 MA 405 - Rodeo Cowboy Doz. 2.85 MA 406 - Crawling Baby Doz. 3.25 MA 407 - Comical Ape Doz. 4.00 MA 408 - Hula Dancers Doz. 4.25 MA 409 - Lge. Crawl. Baby Doz. 6.50 MA 410 - Crazy Car Doz. 6.75 MA 411 - Reluctant Bear Doz. 7.20 MA 412 - Man's Yellow Metal Signet Ring Doz. \$7.20 MA 413 - Man's Yellow Metal Birthstone Ring Doz. 10.80 MA 414 - Lady's Yellow Metal Birthstone Ring Doz. 6.75 MA 415 - Lady's White Metal Birthstone Ring Doz. 4.20 MA 416 - Lady's White Stone Tiffany Ring Doz. 2.75 MA 417 - Misses Yellow Metal Friendship Ring Doz. 1.30 25% DEPOSIT WITH C. O. D. ORDERS. POSTAGE EXTRA. When requested, a change apron will be sent FREE with each order for \$25.00 or more.

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CARNIVAL, NOVELTY SHOPS, PITCHMEN When In TEXAS Visit Us Large stock always on hand. Novelties, Premiums, Glassware, Feather Dolls, Parasols, Batons, Balloons, Horse Clocks, Spiders, Monkeys, Toys, Rodeo Souvenirs, Slum and hundreds of other items. M. NOWOTNY & CO. 907 ROOSEVELT SAN ANTONIO 2, TEX.

COMPLETE CATALOG NOW BEING MAILED OUT YOU MUST STATE LINE OF BUSINESS OR CATALOG WILL NOT BE MAILED OUT MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

GIVEAWAY SPECIAL! 2,500,000 COMIC BOOKS FOR CHILDREN Size 1 3/4" x 3 1/2". Full color comic books suitable for prize packages, giveaways, Xmas stockings, etc. Twelve different titles. \$2.50 Per Thousand in 69,000 Lots (Packed 5,750 to Carton) \$3.00 Per Thousand in 12,000 Lots (1,000 of each number) Sample Thousand, \$5.00

LUCKY NOVELTY PRIZE BOXES ASSORTED 5¢ ITEMS, \$4.50 gr. NOVELTIES 10¢ ITEMS, \$7.50 gr. OF ALL 25¢ ITEMS, \$12.50 gr. KINDS 50¢ ITEMS, \$24.00 gr. \$1 ITEMS, \$40.00 gr.

GIVEAWAYS (SLUM) This deal good for Grab Bags, Xmas stocking fillers, giveaways for all kinds of occasions. All Usable Items - Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea. 3000 PCS., \$25.00 Lot Also special lot, 1000 pcs., \$4.75; 3000, \$18. Satisfaction guaranteed or money refunded. 25% Deposit, Balance C.O.D. Mdse. Distributing Co. 19 E. 14th St., Dept. BB, N. Y. City 3

Identification Bracelets! Aluminum, nickel and nickel silver. Ladies' and Men's Nickel Silver Signet Rings, Opal Rings, Opal Earrings, Neck Sets and 50 other items that are not mentioned in this ad. Close-out on Grab-Bag Rings. Everything we have ever given can use, as everything we have sells on sight. Send \$2.00 for samples; money refunded if not satisfied. MILWAUKEE NOVELTY CO., 1012 N. 3rd St., Milwaukee 3, Wis.

17 Jewel Waterproof Wrist Watch
INCABLOC MOVEMENT
Radium Dial
Sweep Second Hand

Chrome plate case with stainless steel back. Stainless steel expansion band. Each in gift box.

No. BB5W161 **\$13.50**
EACH ONLY



SPECIAL BUY!!

Imported Expansion Bracelet

For men's watches. Heavy duty flexible bracelet in chrome or gilt finish.

Chrome Gilt Finish
No. BB27W105 NO. BB27W108
Per Dozen **\$3.50** Per Dozen **\$4.50**

SPORT—OPERA GLASSES

Celluloid white pearl body. Black japanned metal trimming. Nickel finish metal tubes. Polished ground lenses. Length closed 2 inches; extended 2 3/4 inches; width 3 3/4 inches. A small, compact, attractive glass.

No. BB200J467 **\$3.00**
DOZEN



Popular Styled LIGHTERS

CAMERA STYLE LIGHTER
Camera style lighter. Black plastic with polished metal trim. Metal tripod. Complete with plunger. Each in box.

No. **BB83J853**
Dozen **\$7.20**



PISTOL LIGHTERS

Smaller size. Highly polished chrome plated with black trim on handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J832 **\$6.75**
Dozen

Larger size. Highly polished, chrome plated with black trim on handle. 3 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J852 **\$9.00**
Dozen



PEARL HANDLE PISTOL LIGHTER

Highly polished chrome plate with mother-of-pearl handle. 2 1/4 x 2 1/4 inches overall. Individually boxed.

No. BB83J851 **\$12.00**
Dozen

BOOT TABLE LIGHTER

Western style boot in silver finish. 3 1/2 x 3 1/4 inches. Each in box.

No. BB83J858 **\$7.20**
Dozen

TABLE LIGHTER SETS

Silver plated automatic lighter, cigarette urn and tray. Tray 9 x 4 1/2 inches over all. Each in carton.

No. BB83J859 **\$1.90**
PER SET

Matching Aladdin's lamp a 1 1/2 inch lighter, cigarette urn and tray in silver plate. Tray 9 x 4 1/2 inches overall. Each in carton.

No. BB83J837 **\$2.50**
PER SET

N. SHURE CO. 200 W. ADAMS STREET
CHICAGO 6, ILLINOIS

The laugh Gag of the Year!

"McTavish Springs"
"For Small Kidneys"
"Reducing Civilian Spending"
"Ain't I Tight?"
"The House Buys"
"The Rabbi Cut the Mug, Too"
And Many More.

Four brilliant, assorted colors, each with a different gag.

HALF BEER MUGS

FULL 5-INCH PORCELAIN BEER MUG CUT EXACTLY IN HALF!

Packed 2 dozen to shipping case. 25% Deposit—Balance C. O. D.

\$7.20 PER DOZ.



ALLYN DISTRIBUTING CO.
415 W. MARKET ST. • AKRON, OHIO
Exclusive National Distributors

JOBBERS WANTED: Write, wire or phone for full details. We also distribute "Butts Only" 1/2 Pot's Ash Trays, \$3.00 Doz., and "Smiley Gag" Ash Trays, \$3.60 Per Doz.

SEND FOR Free COPY TODAY!

New 1950 Catalog

IS NOW AVAILABLE ATTENTION CONCESSIONAIRES AND NOVELTY WORKERS

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamp, Toys, Dolls and hundreds of other popular items suitable for Sales Board Operators, Premium Users etc.

GELLMAN BROS. Inc. 118 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.



AGENTS & DISTRIBUTORS

Continued from page 65

ENORMOUS PROFITS MADE SELLING live, wide awake, comical, Christmas Greeting Cards; complete with envelopes; sample dozen, \$1; \$7 hundred; fast. 15c seller. United Novelty Co., 49 Hanover St., Boston 13, Mass. no11

FAST XMAS SELLER—PERFUME NECK-lace Sets; sensation; low jobbers prices. Mission, 2328-BB West Pico, Los Angeles 7, Calif. no25

FULL-FASHIONED NYLONS — MILL RE-jects, \$3.50 per doz.; select grade, \$6.50 per doz.; no checks; 25% cash on all c.o.d.'s; satisfaction guaranteed. Dixie Hosiery Sales, Box 661, Chattanooga, Tenn. no18

FREE FOLIO — 700 MONEY MAKING deals; Plans, Formulas, Supply Sources, Unusual Items. Kalamite-A, Box 572, Dayton 1, O. no18

GET UNSEEN, UNBELIEVABLE, THRILL-ing Eastern Greeting Cards; artistically hand painted on skeleton wigs; tree leaf; sample by airmail, \$1.50. Motiwala, Third Bhowada, 38BB, Bombay 2, India. no25

GIRL PHOTOS—GET THE BEST; THESE top quality photos will sell; send \$1 for sample assortment and wholesale prices. Arthur Sellers, Box 338, Crete, Ill. de2

GIRL PICTURES—BEAUTIFUL POSES; 25 assorted, \$1. Fred W. Hin, 1314 Douglas St., Dept. AB, Omaha, Neb. no18

HOLIDAY BUSINESS JUST STARTING—Produce and distribute food flavors to home, church societies, stores; your own label; big profits; free details. Ohio Chemical Products Co., 1111 Dougherty N. W., Canton 3, O. no25

LADIES' FULL FASHIONED NYLON HOSK Our select grade, \$6.50 per dozen; \$2's, \$3.50, 51 gauge, 15 Denier, new fall shades, packaged in cellophane envelopes and packed 3 pairs to the box. No \$3's available at this time. Lookout Hosiery Co., Box 1221, Chattanooga, Tenn. no18

LET "PORT OF OPPORTUNITIES" SHOW you the most profitable things to sell! Hundreds new products monthly. Publishers, Garuerville 12, N. Y. no11

MAGIC BEER BOTTLE PRODUCTION —Produce a beer bottle from friend's pocket, packs in palm; one dollar prepaid; order one etc.; real looking rubber beer bottle that now. Jack Eastwood, 69 1/2 Jefferson, Chillicothe, O. no18

MAKE YOUR OWN SIGNS OR MAKE and sell to others; Moulded (raised) Plastic Letters and Numbers now available; we supply adhesive (easily applied) for putting them on most any surface, including glass, autos, etc.; sizes 1/4" to 2"; samples, 25c; information free. Plastic Exchange, Box 302, Bradenton 6, Fla. no11

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6. de30

MAKE PERFUMES AT HOME—INFORMA-tion free; men, women. Write "Carey Laboratories," 1914 Chouteau BB, St. Louis 3, Mo. no18

NEW, NEW, NEW—EXCLUSIVE MASS appeal holiday item; millions will be sold before Christmas; tremendous profits; no competition; no turn-downs; it's a natural; literature and sample, \$1. Wm. Callaghan, Box 1493, Great Falls, Mont. de2

NEWEST MONEY MAKING SENSATION—Sea Personal Initialed Belts, Buckles, Cap and Breast Badges, Tie Holders, etc. Choice 2,000 emblems. Write, special outfit offer today. Hook-Fast, Box 1428BB, Providence, R. I. no18

POCKET COMBS—100 CARDS 12'S, \$20; Clip Combs, 100 cards 12's, \$25; assorted colors; sample card, 25c. Carleton House Distributors, Texas City, Tex. no11

OVER 100% PROFIT SELLING CLEANING Crystals; free details. Turner's Service, Route 8-BB, Box 428A, Decatur, Ill. no25

PAINT—OUTSIDE, SNOW-WHITE TITANI-um, lead and oil; money-back guarantee not to peel, rub or wash off; \$2.25 gallon in 5-gal. cans; over a million gallons sold; sample can, 50c. Snow-White Paint Co., 2515-B2 Parkwood, Toledo, O. no25

PROFITS—BUY DIRECT FROM JAPAN—35 firms and what they sell list, \$1. C. Bleier, 1022 Main, Neenah, Wis. de2

REAL GIRL PHOTOS — TREMENDOUS profits; sell on sight; 20 different, and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Phila., 33, Pa. (Also Midget Bibles, \$4 100.)

REAL GIRL PHOTOS — TREMENDOUS profits; sell on sight; 20 different and wholesale price list, \$1; (also midget Bibles, \$4 100). M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa.

REALLY COMIC XMAS CARDS — FAST \$1.00 per 100; bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind. no18

RFD SALESMEN—MAKE EASY EARN-ings with America's leading fastest selling poultry magazine; maximum commission plus bonus; unlimited opportunities. Poultry Tribune, Box 100, Mount Morris, Ill. de30

RUBBER FRIED EGG — SUNNY-SIDE UP; have fun; fool your friends; real looking; dozen, \$2.50; single sample, 25c prepaid. Jack Eastwood, 69 1/2 Jefferson, Chillicothe, Ohio. no18

SALESMEN, DISTRIBUTORS—FAST SELL-ing Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. no18

SELL GREATEST INVENTION SINCE fountain pen; sensational \$3.95 Check Protector; untouched market; big profits, repeat. Prochector, 627-B Grove, Evanston, Ill. no18

SELL CAMERAS, TYPEWRITERS, Wa-tches, Film Cameras, Revolvers, Binova, Bouey, Remington; high commissions. Diamond Co., 17 E. 42d St., New York 17, N. Y.

SENSATIONAL TALKING GREETING Cards saying, "Merry Xmas," "Hello Sweetheart," etc., \$14.40 gross; \$1.80 doz.; sample, 25c. Hansen Sales, 2851 Madison, Dept. B, Chicago 12.

SENSATIONAL — GIANT TOY MODEL Electric Steam Engine; salesmen, dealers, wagon jobbers demonstrators, etc.; ideal Xmas gift; sample, \$7.98 prepaid; catalogue, 10c. Stanley Co., 1613 South Orange Grove Ave., Los Angeles 35, Calif.

SERVES YOU TWICE — FASKOMELO Drink, also Spice! Theohyme adds zest and delight; flavor in every bite! Imported! Both 25c postpaid. Sofpos Syrups, Spices, Specialties, 58 Washington, Hoboken, N. J. no25

SPECIALTY JOBBERS-WAGON JOBBERS—We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, O. no18

THEATER CHAIRS, SCREENS, 1,500 FOLD-ing Chairs, Projectors, Tents, Film Benches. Lone Star Film Co., Box 1734, Dallas, Tex.

WAGONMEN, FITCH MEN, JOBBERS, Agents, Salesmen; Get our price list for Liniments, Salves, Tonics, Herbs, Flavorings, Face Creams, Perfumes and Toilettries; quality products with big margin for you. Beck Chemical Co., P.O. Box 1581, Cincinnati 1, O.

WANTED IMMEDIATELY — SOBER, RELI-able agent with car who can spot book, promote and produce in this territory and Midwest. Contact Sylira's Silly Symphonies, Union Hotel, De Pere, Wis.

XMAS MONEY QUICK—SELL TINSELED Christmas Signs; order now; 100, \$10; 10 samples, \$1; set started now. Byron Co., Clinton, N. C.

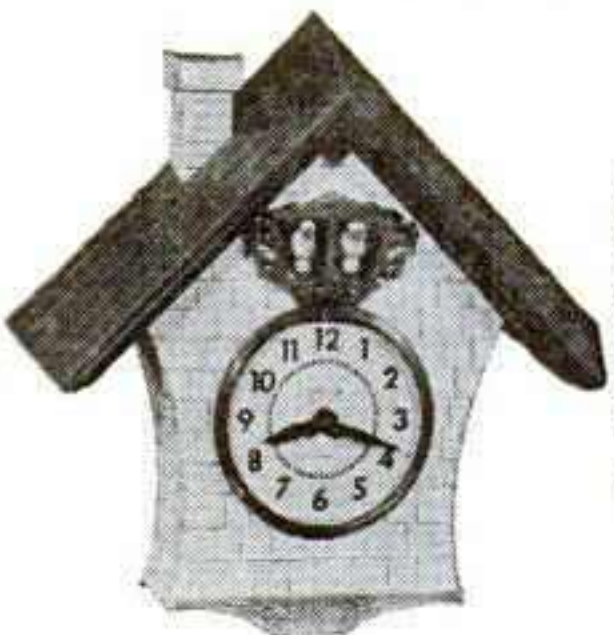
\$5 HOUR EASY! SELL NAME PLATES for houses, free sample, order blanks. Write National, 214-22 Summer, Boston, Mass. ja13

NEW—CANARY COTTAGE CLOCK—NEW

Rich Looking • Bright
• Dependable
CONTINUOUS ACTION

All plastic, house-like body has white "shingled" roof and red or green house with matching chimney. Twin yellow birds always are in motion bobbing in and out of decorated attic window. Dependable United self-starting electric clock manufactured under Westinghouse license. A clean and smart-looking sales winner!

#105-B—10 1/2" High, 10 1/2" Wide
\$4.05 Ea. in Doz. Lots
Samples, \$5.00 Each



ANIMATED MAJORETTE MARGE

Leads the Parade to Increased Profits and Sales.

Majorette Marge is mounted on a beautiful embossed metal base. Animated baton revolves constantly. Dependable United self-starting electric clock manufactured under Westinghouse license.

#126—24 Karat Gold Plate \$6.55 Ea. in Doz. Lots
#125—Highly Polished Bronze Finish \$5.95 Ea. in Doz. Lots
Samples, \$7.50 Ea. Samples, \$7.00 Each

25% Deposit, Balance C.O.D. If not for resale, add Federal Exrse Tax.



CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

IT'S TERRIFIC!
The Perfect Christmas Premium Gift.
Newest Imperial Creation!

MUSICAL JEWEL CHEST

Size 11 1/2 x 7 x 4 1/2
List Price **\$37.50**

Made of Genuine Walnut, Lined in Velvet with Elevator Gray. Complete with Latest Paris Style, Fine Quality.

Rhinestone Necklace, Bracelet and Earrings To Match..... **\$8.50** Each

When ordering sample include \$1.00 extra for postage.
25% deposit must accompany all orders, balance C. O. D. No merchandise will be shipped in less than dozen lots. Write for Pre-Korea Price List.

IMPERIAL MERCHANDISE COMPANY
893 BROADWAY, NEW YORK 3, N. Y.



\$6.00 PROFIT IN JUST 30 MINUTES

Make this your biggest Christmas by selling the Biggest Little \$1.00 item in history. Our Personal Charm Creme Sachet Ensemble — an exquisite Creme Sachet, a romantic fragrance Perfume and a lovely miniature Corsage. Think of it all for \$1.00 plus tax — it looks and smells like many times that value.

Everybody who sees it wants to buy it for themselves or for gifts. Let people see them in restaurants, shops, office buildings. They'll ask for them on sight. You'll be amazed and pleased at how fast they go. Many sell a whole dozen in just a few minutes. Get ready now for your biggest Christmas ever. Send \$6.00 deposit for your first dozen, packed in beautiful lithographed carton. We guarantee your money back if you fail to sell them.

Don't delay. Write for information on this Ensemble and hundreds of other fast selling items.

GOODIER COMPANY 400 North Bishop
Division of Universal Laboratories Dallas 8, Texas



DIRECT FROM IMPORTER

LOWEST PRICE EVER OFFERED **\$8.00** CPDS

\$5.75 Dozen
IMMEDIATE DELIVERY
25% DEPOSIT, BALANCE C.O.D.
Send for FREE CATALOG.

Large Pew 1 Handled Pistol Lighter..... \$9.00 Doz., While They Last

STANLEY'S DISTRIBUTORS
4108 Rollins Ave., Baltimore 7, Md.

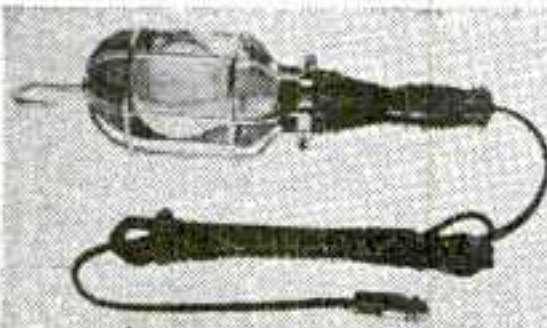


**• DISTRIBUTORS
• WAGON MEN
• AUCTIONEERS
• SALESMEN**

STOP

YOU CAN'T MISS

with



AUTO SAFETY LITE

- Fits Any Cigar Lighter
- 50 Watt-Six Volt Bulb
- 15 Ft. Rubber Cord
- Non-Glare Reflector
- Safety Grip Handle
- 1000 Hr. Bulb
- Standard Easy Open Guard
- Push Thru Socket
- A Full Size Light—Not a Toy
- Individually Boxed

CORRECTION!

Prices in our ad in Oct. 28 Billboard were incorrect. They should have read:

\$1.30	\$1.40	Sample
ea. in gross lots	ea. in dozen lots	\$2.00

Terms: 25% with order, balance C.O.D.
NEMCO ELECTRICAL PRODUCTS
New England Merchandise Co.
15 THORNDIKE ST. • LOWELL, MASS.

#195 CRYSTAL HURRICANE LAMP

\$1.30 Ea.
\$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantel, 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.

Packed 2 to Carton (no less sold)

TERMS: 25% deposit required on all orders—balance C. O. D. Our new 44-page 1950 catalog just off the press. Send for your copy today—it is free.

Serving the carnival trade for over 34 years

M. K. BRODY
1116 S. Halsted St.
Chicago 7, Ill.
All phones: MOncroe 6-9520

LOWILL

THE FINEST WATCH OF ALL

TERRIFIC PROFIT ITEM FOR XMAS

This NEW & ULTRA-MODERN watch will sell on sight!

No. MB5—Men's, No. LBB—Ladies'.

Modernistic Numerals

19 K Yellow R.G.P. Case with Black Dial.

17 Jewel Steel Back.

Rich looking Black Suede Band, Guaranteed 1 year!

This Watch is really different, an excellent time piece. Retailers for \$49.50.

25% With Order—Balance C. O. D.

FREE: 56 PAGE XMAS CATALOG!
LOUIS PERLOFF, Wholesale Jeweler
737 Walnut St., Dept. 88, Phila. 4, Pa.

"FLASH" OFFICIAL U. N. LAPEL FLAG

Doz. \$2.00
Gross \$23.00

Deposit 25%; Balance C.O.D.

MANHATTAN GLOVE & NOTION CO.
27 Orchard St. New York 2, N. Y.

Send for Free Catalog

Costume Jewelry, Wrist Watches, Lighters, Novelties, etc.

CASH SALES COMPANY
608 Fifth Ave. Pittsburgh 19, Pa.
ATlantic 1-1346

ANIMALS, BIRDS, PETS

ABSOLUTELY A-1 WILD LIVE STOCK Specials: Laughing Hyenas, \$250; Tame Honey Bears, \$65; set six large illustrated books covering hole animal kingdom, \$45; send for general price list. Meems Bros. & Ward, Sparkill, N. Y.

A-1 SEA LIONS—TRAINED OR WILD, ready now. Animals trained on order for dry or water act. Trapper-trainer Homer F. Snow, Snow's Sealorium, 1538 Golden Ave., Hermosa Beach, Calif.

AROMATIC CEDAR SHAVINGS, Cabinet Lumber, Giant Frogs, Wild Rabbits; book on raising frogs, \$3. Vol. Brashers, Berryville, Ark.

ATTENTION, WILD LIFE MEN—ADULT Cinnamon or White Face Ringtails, \$22.50; Red Tailed Boas, \$3 per ft.; Iguanas or Tegus Lizards, \$17.50 each; also Pacas, Agouti, Cabybara, Giant Anteaters and all other South American Birds, Animals or Reptiles; 1/2 cash, bal. c.o.d.; write for complete list. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. no18

BOA CONSTRUCTORS, UP TO 7 FT. \$3 per ft., over 7 ft., \$5 per ft.; Baby Ocelots, \$60; Monkeys, Cinnamon Ringtails, cage type, \$22.50; very young for pets, \$27.50 each, 4 for \$100. Terms: 1/2 cash, balance c.o.d.; dealers, write for quantity discount. The Peaky Pet Shop, 1113 Franklin St., Tampa, Fla. no18

FALL SPECIAL—SMALL, YOUNG, CINNAMON Ringtail Monkeys, money name, each or 5 for \$100. Rare Bird Farm, Kendall, Florida. no18

FOR SALE—MALE AND FEMALE YEAR-old Lions; two Spotted Hyenas, four years old, Julie Allen, Benson's Animal Farm, Hudson, N. H.

KEEP YOUR REPTILES ALIVE! NEW Book just published gives complete instructions and information. Send \$1 "Keep Them Alive!" Book will be sent postpaid. Ross Allen's Reptile Institute, Silver Springs, Fla. de16

SEA LIONS—TWO PREGNANT FEMALES, one male; excellent condition, \$600 for lot o.b. Hartford, Conn. Ralph Emerson, 232 Asylum St. no18

SPECIAL SURPLUS SALE—SOUTH American Red-Tailed Boas to 7 ft. \$2 per ft.; Tegus Lizards, \$15 each. Mono Trading Co., 1980 Curtiss Dr., Hialeah, Fla. no18

TAME BABY RINGTAIL MONKEYS, GIANT Anteaters, Brush Tail Porcupine, tame Mangabeys, Hippos, Elephants, Elephants, Python, Black Leopards, Chase Wild Animal Farm, Egypt, Mass. no18

BUSINESS OPPORTUNITIES

A FORTUNE RIGHT HERE—FINEST Hamburger Spread in the world; you'll eat it by the ton. Secret, \$1 bill. Ed's Sales, Box 207, Timmins, Ontario, Can. no11

A \$100-A-MONTH HOBBY AT HOME! NO soliciting, no mail order, no meeting people. Easy enjoyable pastime. Details 25¢ (refundable). Laura Diehn, 1006-Bl. Elizabeth St., Anderson, S. C.

ADVERTISE IN 40 WEEKLY HOME-TOWN newspapers; 24 words, \$3.50; Texas or elsewhere. M. Pennebaker, Kerrville, Tex.

AMUSEMENT ROAD TO RICHES—AUTOMATIC Miniature Bowling Alleys (13 1/2 ft., 17 1/2 ft., 23 1/2 ft.); can earn \$10,000-\$100,000 yearly; from \$2,500-\$25,000 investment; \$95-\$500 starts you. Kinkpin, 128 North Court Square, Memphis 3, Tenn.

AUTHORITATIVE 113 PAGE ON STARTING Mail Order Business, only \$1. Vinoco Publishers, 362 S. Broad, Trenton, N. J.

BUY WHOLESALE—BIG-NAME ITEMS 40% and more below retail; folks eagerly patronize you for big savings; details free. Young's Kent 1, O. no11

ARN MONEY IN A BUSINESS OF YOUR own! Our folios tells how: "25 One. 85¢ and 90 Three Ingredient Formulas." "5: How to Make Money Selling Collection Letters." "25: Spare Time Money Makers." "5: Milton Millins, P.O. Box 5516, Chicago 7, Ill. no18

REE FOLIO—700 MONEY MAKING deals; plans, formulas, supply sources; unusual items. Kolomite, E. Box 572, Dawson I, O. no18

REE NATION-WIDE ADVERTISING, PUBLICITY! Advertise your products to 5 million readers thru 77 national magazines, free of charge! Broadcast on 400 radio stations without risking a penny! Send 25¢ details today! Lee's Treasury, 149 1/2 W. 90th St., New Rochelle 14, N. Y.

NDIAN BEAD WORK, BUCKSKIN BEADS, Feathered, Moccasins, Wigs. Supplies, buy direct from Indians; prices reasonable; see list Pawnee Bill's Indian Trading Post, Box 35-B, Pawnee, Okla. de16

JUST OUT—NEW MAGIC CATALOG SEND 25 cents for our new catalog and we will include a fine 25 cent trick free as a souvenir. Enrok Magic Shop, Somerville, N. J., P. O. Box 345. no18

LIFETIME SECURITY IN OKLAHOMA City. Dance pavilion, swimming pool, cottages; one of Okla. City's largest and leading dance pavilions; modernistic in every way; 25 ft. glass bar; 300 ft. frontage on Highway 77; close in; private public swimming pool plus 32 rental cottages and trailer park; 5-rm. home for owner; about 4 acres of land; potential net income of \$25,000 or more; price complete only \$125,000; \$20,000 cash down, balance long term. Details call, write or wire Earl Gentry 78-2687, S-1978, 226 Okla. Natural Bldg., Okla. City, Okla. Knanton Business Brokers, Inc. no18

MAIL CIRCULARS—STARTING OUTFIT. \$50 profit possible. E. Joyner, Box 3143, Charlotte 3, N. C.

MORE MONEY IN CLOSETOUTS—RUSH name; free price list; new merchandise only. Metro, 60 South St., Boston 11, Mass.

NAME AND ADDRESS OF ALMOST ANY manufacturers, wholesaler, distributor, jobber, etc., 50¢ each. Donald Kelly, A-8544 Whitecomb, Detroit 27, Mich. no25

NEW ELECTRIC MACHINE BAKES greaseless doughnuts. Attracts crowds. You'll coin money serving hot doughnuts. Wholesale sixty complete, instructional, free recipes. N. Ray Co., 3605 S. Fifteenth, Minneapolis 7, Minn. np

OPEN A THEATRE—COMPLETE EQUIPMENT, \$500; 300 cushioned theatre chairs, Powers Projectors with lamps and sound heads screen; come and get it. Holly Theatre, Mt. Holly Springs, Pa. no11

ONE OF FLORIDA'S LEADING ATTRactions for sale or lease; fabulous aquatic gardens; internationally known and very profitable. Box 1294, Clearwater, Fla.

QUICK SIGN PAINTING—USE LETTER Patterns; avoid sloppy work and wasted time; write for sample, John Rahn, A-1332 Central Ave., Chicago 51. no18

RACING AND AMUSEMENT PARK, \$10,000 drive in service, partial Zoo, etc. Only place in miles at which beer can be sold. Owner has no many other interests; he feels he is compelled to sell by a sacrifice; a promoter of such will find this a money-maker; \$125,000 investment offered for less than half price. Cash or 30% down, balance 10 years at 6%. Seay's Realty Co., Augusta, Ga.

ROLLER RINK—BEST BUY OF THE YEAR in Illinois; \$9000 down, balance monthly. Write Box #C-255, C/O Billboard, Cinti., O.

JOBBER-DISTRIBUTORS

Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Christmas Season.



#252
"252 30" REAL FUR Bear, \$36.00 rayon plush trim, asstd. colors
#18 11" asstd. Plush Bears & \$7.50 Scotties \$3.50
Send \$12.00 and receive one dozen asstd. Plush Animals and the 30" Real FUR Bear POSTPAID!

SENSATIONAL PRICE SLASHES
#127—19x21" Rayon Plush Black and White Terrier.
#451—19x23" Rayon Plush Donkey. Open mouth.
#515—26x34" Rayon Plush Elephant. Assorted colors.
#420—14 1/2x25" Rayon Plush Coll. Open mouth.

All dressed in plastic collars, saddles, blankets, etc.

Each of the Above in six dozen lots) \$36.00 Per dozen \$39.00
Send \$15.50 for ALL 4 above SAMPLES POSTPAID!

Assortment of All Samples in this ad, 17 pieces, for only \$27.50 Postpaid! SPECIAL SET-UP FOR QUANTITY USERS 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. Write today!

ACE TOY MFG. CO.
122 West 27 St. New York 1, N. Y.

Sensational TIE VALUES

Men's, Women's Hose Direct From Mr. GENUINE HAND PRINTED JUMBO SIZE TIES

Formerly 55 Each Retail
\$10.50 \$9.50 In 3 Doz. DOZ. DOZ. more
LATEST STYLE PANEL TIES

(Full Cut) Top Quality My-Value \$7.50 Doz Deluxe Fifth Ave. Panels 9.50 Doz Others from \$4.50 to \$17.50 Dz.

Fall & Winter Special King Size Pure Silk Ties, Double Wool Lining, Doz. \$10.50
MEN'S DRESS HOSE WITH NYLON HELLS AND TOES—GUARANTEE FOR 4 MONTHS, Doz. 3.50
MEN'S ALL NYLON FANCY HOSE, 51 GAUGE 15 DENIER LADIES' NYLON HOSE, Doz. 11.75
45 GAUGE 30 DENIER, Doz. 10.25

ORDER NOW—Immediate Delivery, TERMS: Net 30 days to rated firms; unrated firms 25% deposit, balance C.O.D. ALL ORDERS SHIPPED PREPAID. Order now for fast sales—BIG profits.

I. WOLFFMARK
431 Roosevelt Rd., Dept. B, Chicago 8, Ill.

JEWELRY! IS OUR BUSINESS

VALUE! IS OUR MOTTO

We Have Everything For: Jewelers • Engravers • Demonstrators

CATALOG No. 55 BF
Contains most everything in merchant line for the jeweler.

CATALOG No. 105
Contains complete selection of engraving jewelry especially for the engraver and the demonstrator

(STATE YOUR BUSINESS)

All Orders Shipped Same Day Received
BIELER-LEVINE
5 No. Wash Ave. Chicago 2, Ill.
All PHONES Central 6-7966

500 ITEMS that guarantee a PROFITABLE XMAS TOYS NOTIONS HOUSEHOLD STAPLES FREE WHOLESALE CATALOG

GORDON MFG. CO.
East 23 St. 110-X N. Y. 10

STEEL OR WOOD CHAIRS

Folding or Non-Folding Prompt delivery if desired. Minimum order, 4 doz. State quantity needed.
ADIRONACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 6. MU 3-1385

FIREWORKS

ATTENTION, DEALERS AND JOBBERS For Lowest Prices write Today for complete Price List.
Mid-West Fireworks
114 W. SECOND ST. SEDALIA, MO.

\$2,000 PROFIT 3 WEEKS! NO INVESTMENT! Rare, choice bit of advertising "Know How"; guaranteed legitimate; instructions, \$1; new car? Debt? Grasp the opportunity now! Melvin P. Hawkins, Box 780-B, Wilson, N. C. (GHT included may be key to your fortune.) no11

2000 AUCTIONS AND COMMUNITY SALES listed in new 1950 Directory, \$1. Will Simpson, 2705 Jules, St. Joseph, Mo. de9

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains will be found on p. 76 in this issue.

COSTUMES, UNIFORMS WARDROBES

DROP CURTAINS AND DRAPES—DIRECT from stock of Lester, Ltd.; must see! appreciate; new list sent on request. The Costume Mart, 87 E. Lake St., Chicago, 3rd floor, Open Tues., Wed., Fri., Sat., noon 'til 5 p.m.

SINCE 1869—COSTUME BARGAINS: Choruz, dollar up; Principals, three up; no catalog; state wants, Gumberts, 8 W. 18th St., New York 11, N. Y. ja6-51

FORMULAS & PLANS

MAGIC DRY CLEANING—FORMULA AND label copy, 25¢; make money fast. E. Joyner, Box 3143, Charlotte 3, N. C.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE, 50 complete Candy Corn Machines and Cookers, \$225; complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de9

BALLROOM AND RINK LIGHTING, NEW—Crystal Showers, Spotlights, Color Wheels, Newton, 253 W. 14th, New York City.

EXCEL CORN POPPER—TABLE MODEL, electric, with partial bag of corn, gallon oil; hardly used; cost nearly \$100; w/transit; \$50. Aero, Paris Supply, 8102 Lockhead, Houston, Tex. no11

POPCORN MACHINES, PEANUT ROASTERS, candy floss, geared popping, copper caramelcorn candy kettles, Northside Co., 509 E. 4th, Indianola, Iowa. de16

6850 TAKES TWO 35MM. SUPERIOR Sound Projectors with equipment and features. A. Kollmar, 364 Dewey Ave., Buffalo 14, N. Y. no11

FOR SALE—SECOND-HAND SHOW PROPERTY

A STEAL—AFRICAN DIP COMPLETE: counter, new nets, light strings; \$70. R. Bowers, Midway Expo., Forman, Ark.

BARGAINS GALORE—THEATER AND Sound Projectors, 8, 16 and 35mm.; Rectifiers, Chairs, Drapes, Screens, S. O. S. Cinema Supply Corp., Dept. L., 802 W. 52nd St., New York 19. no25

BOTH A LONG AND SHORT RANGE Shooting Gallery; guns, ammunition, tubes and loaders; everything ready to operate. D. J. Reithoffer, Astor, N. Y.

CHAIRS SCENERY, POLES, MASKING, Ticket Boxes, Wiring, Costumes, Trunks, Spotlights, Signs, Tents, Show Equipment. Ludwig, Carroll, Iowa. no11

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 S. Wash Ave., Chicago. no25

ELEC. DONUT GREASELESS MACHINE #38; Caramel and Popcorn Unit, Formulas, Candy Floss Machine, Drum, 735 22d St., Denver, Colo. no18

FOR SALE—DOUBLE LOOP-O-PLANE; excellent condition, new electric motor; beautifully illuminated, including fence, ticket box and \$300 extra new parts; two wheel trailer to carry tubs; price, \$1,000 Max Gruber Kiddleland, Long Beach, N. Y. no18

FOR SALE—FOUR 20x30 TENTS, NOT NEW but in excellent condition, thoroughly overhauled; will sacrifice at \$125 each. If interested write or wire immediately. Post Office Box 265, Rome, N. Y.

FOR SALE—NEW 9x9 KHAKI TENT, Swivel four sides \$100; also 30x50, 20x30, 40x80; 40x100 used tents at bottom prices. Write or wire Milvo A. Wing & Tent Works, 132 West Front St., Rome, N. Y.

FOR SALE—KIDDIE RIDES, CONCESSIONS and other Show Property, Star Amusement Co., Norfolk, Neb.

FOR SALE—BREAKS, ODDITIES, MONSTROSITIES; real; also Wax Papier Mache Death Masks, Shrunken Heads, Anatomy Models, Wood Carvings. Write: A. E. Beasley, 14820 Euclid, Cleveland, O.

FOR SALE—3 KIDDIE AUTO RIDES, partly finished; all material; 1 6-Plane Kiddie Airplane Ride with tower; lots of pipe and fittings and plenty of iron and sheet metal and tools. Reason for selling: Other business. Write for date to see same. H. H. Picklesimer, R.R. 2, North Vernon, Ind.

FOR SALE—CONCESSION TRAILER WITH Donut Machine and equipment, Fluorescent and neon lights. Write P.O. Box 484, Russels Point, O. Phone 4-3823.

RUBBER TANK BARGAIN—NEW 30"x60", complete with supports; sell or rent. W. L. Seaks, 439 Houseman Bldg., Grand Rapids, Mich. de2

SINGLE LOOP-O-PLANE, OK BUT MOTOR needs rewinding, \$290. G. Manly, Rolling Rd. and Edmondson Ave., Baltimore 28, Md. no11

SIX RIDES—HERSCHELL, MERRY-GO-Round, Wurritzer Organ, Mangle Chair-plane, Double Loop, Kiddie Kara, Pony Cart, Rocket Plane, Ticket Cox, Cable, Fences; priced right for cash. Edw. Marks, Erie, Mich. no11

SMITH & SMITH KIDDIE AEROPLANE Ride, very good shape; 8 Jeep Rides, almost new; G.M.C. Truck and Loud-Speaker, built to haul rides; will sell Rides and Truck for \$1500. Lucille Ogden, 2501 Lowery Ave., Minneapolis, Minn.

MECHANICAL TOYS

(Occupied Japan)



No. 3067
LARGE CLEVER WALKING BEAR
\$7.20 Doz.

- | NO | ITEM | DOZEN |
|------|-----------------------|--------|
| 3090 | CLEVER WALKING BEAR | |
| | WITH FISH (NEW) LARGE | \$7.20 |
| 3068 | BEGGING FUR DOG | 6.00 |
| 3050 | BABY TURTLE | 3.60 |
| 3053 | AUTO | 3.60 |
| 3054 | AUTO | 3.60 |
| 3055 | TUMBLING JOCKO | 6.00 |
| 3056 | MOUSE | 1.85 |
| 3057 | AUTO | 3.60 |
| 3059 | DANCING COUPLE | 2.30 |
| 3062 | WADING DUCK | 2.30 |
| 3063 | PECKING BIRD | 2.00 |
| 3073 | WALKING PEACOCK | 7.20 |
| 3075 | TUMBLING FIDO | 4.25 |
| 3076 | COVERED WAGON | 6.50 |
| 3077 | HARLEM SPORT | 6.50 |
| 3084 | MUSICAL MONKEY | 5.00 |
| 3085 | YEARLING | 6.75 |
| 3089 | SINGING BIRD | 2.00 |

All Numbers in Stock for Immediate Shipping. First Come—First Served. 25% Deposit, Bal. C. O. D.
WISCONSIN DELUXE CO.
1902 No. Third St. Milwaukee 12, Wis.
Phone: Locust 25431



PEEP-PIKS

Six Appealing Black and White Snapshots of Fully Clothed Dream Girls (Bride, Graduate, Outdoor girl, etc.) Hold to Light—there they are in Full Color Photography—but MINUS COSTUME! Each picture framed in smart pocket-size photo-holder—can also be placed on desk or mantel piece. 'c Fools and Delights Everyone!

\$20.00 Per Gross
Sample Dozen \$2.00

Free DISPLAY BASEL with every gross order. Suggested retail price 50¢ per Peep Pic.
25% Deposit—Balance C. O. D.
F. O. B. Chicago

COOK BROS.

816 W. Maxwell St. Chicago 8, Illinois
WHOLESALE ONLY

Step Up Christmas Sales! LIVING PICTURES

IN A NEW CHRISTMAS SERIES

Three gay subjects that'll bag more profits for you. Available in full color or black and white in 8 1/2 inch size or 3 1/2x5 inch pocket size. Large size in beautiful crystal frame with easel back. Small size mounted in flat frame with colored border, is unbreakable. Priced to sell in volume. Order by number.

LARGE SIZE	POCKET SIZE
JOLLY SANTA #900 (Full Color) .. \$7.20 Dz. #901 (Bl. & Wh.) .. 5.75 Dz.	JOLLY SANTA #901 (Full Color) .. \$5.75 Dz. #911 (Bl. & Wh.) .. 5.40 Dz.
CHRISTMAS BELL #902 (Full Color) .. \$7.20 Dz. #903 (Bl. & Wh.) .. 5.75 Dz.	CHRISTMAS BELL #921 (Full Color) .. \$5.75 Dz. #921 (Bl. & Wh.) .. 5.40 Dz.
ANGEL CHOIR #904 (Full Color) .. \$7.20 Dz. #905 (Bl. & Wh.) .. 5.75 Dz.	ANGEL CHOIR #94 (Full Color) .. \$5.75 Dz. #95 (Bl. & Wh.) .. 5.40 Dz.

A gay Christmas envelope is supplied with each full color Pocket Size picture. Packed in standard cartons of 2 dozen per number. Large pictures weigh 4 lbs. per std. ctn. Pocket size pictures weigh 2 1/2 lbs. per std. ctn.

ORDER NOW—IMMEDIATE DELIVERY!
Sample \$1.00 Prepaid.
Cash With Order or 25% Dep. Required. Bal. C.O.D.—Dept. M.
405 Spring Garden Street Philadelphia, Pennsylvania

LEADING SELLERS IN FUR COATS

Our Low Prices in Years
JACKETS CAPES • SCARFS
ALL GENUINE FURS
Our new 1951 Sure Fire Line is our greatest variety of best sellers for woad. Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.
H.M.J. FUR CO.
150-B W. 28th St., New York

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
Amusement Industries, Box 2, Dayton 1, O.

The HOTTEST Buy of 1950
NO. 633 OPEN BACK

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.

No. 08
Men's Streamlined Ring—Flashy 1 Ct. center stone in beautiful 14 Kt. Gold Plated mounting. A fast seller!



Only \$3.00 per doz.: \$33.00 per gr.

Minimum order—One dozen Remittance in full or 25% deposit, balance C.O.D. Sample of both rings sent for \$1.00 postpaid. State your business. All mdse. for resale only. New catalog sent free.

STERLING JEWELERS
44 East Long St. Columbus 15, Ohio

Beautiful 3 pc. Costume Jewelry Sets

All new 1951 numbers in original and exciting creations. All sets preplated with 24K gold followed by a heavy plating of 24K Hamilton gold. Attractive boxes and plenty of eye-appeal.

- Complete with Guarantee printed in Gold and Blue
- Each set has \$29.50 Gold embossed price tag
- Beautifully arranged in 5 1/2 x 7 1/2 satin lined Gift Box

SPECIAL LOW PRICE! \$1.75 per set
For a limited time... 6 or more

Money refunded if you are not completely satisfied!

MIDWEST PRODUCTS
1231 W. Third St. Dayton 7, O.

HIGHEST PRICES ALLOWED FOR Your OLD Watches

Your old watches and movements are as good as money if you send them to Emos. We offer highest prices in trade on the many wonderful values in our big catalog. Send for your free copy today and see how you can benefit.

SEND FOR FREE CATALOG



WATCHES
New • Reconditioned • Gov't Surplus
Hamilton • Elgin • Waltham • Benrus • Bulova • Green and Swits

Full Line of DIAMONDS and RINGS

EMOS WATCH CO. Wholesale Jewelers
JEWELRY TRADES BLDG., PHILA. 4, PA.

HAWAIIAN NUDE DOLL

Made of soft flesh-like plastic rubber—life-like, over 7 1/2" high. She wiggles, she shimmys, she bounces, she grinds without any mechanical device.

\$13.80 Doz. Without Sample, \$1.25
\$12.00 Doz.

3 for \$3.50, Blonde, Brunette & Redhead. Send \$6.00 for assorted samples of our complete merchandise.

Jobbers, write, 1/3 deposit, balance C. O. D.
PARISIAN ART PRODUCTS
141 Fulton St., Dept. 1, New York 7, N. Y.

LAUGHS GALORE!
NEW **DOGGONIT** SOFT IMPROVED RUBBER
LOOKS REAL — FEELS REAL

1st Time—Made of Soft Rubber Plastic. Sells on sight—\$2.00 per doz.

ERNIE'S ENTERPRISES, MANUFACTURERS
725 Pine St. St. Louis 1, Mo.

LADIES' FULL FASHIONED 51 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Each pair in beautiful cellophane envelope. Packed 3 pair to a box. Latest shades. Terms: 25% with order, balance C.O.D.

GAINOR SALES CO.
P. O. Box 53 Detroit 6, Mich.
Phone: Townsend 4-1321

FOR SALE—SECOND-HAND SHOW PROPERTY

• Continued from page 67

16MM. SOUND—1000 FEATURES, 2000 Shorts, Serials, \$5 reel; 50 DeVry, Natco Projectors, \$150 each. Roshon, North Court Square, Memphis, Tenn.

\$100 STILL BUILDS 12 PASSENGER KID-DIE Chairplane; Tested Plans, \$5; Portable Miniature Golf (loads in truck), \$7; free plan catalog. Brill, Box 875, Peoria, Ill.

1948 CHEVROLET COE—2 SP. DELUXE Cab. SWB., perfect; terms, Rogers Chevrolet Co., "Where Travelers Trade," Rantoul, Ill. "Home of Chanute Air Base."

1950 WILLYS-OVERLAND 10' WALK-IN Van Heater, 5,000 miles, a wonderful buy. Rogers Chevrolet Co., "Where Travelers Trade," Rantoul, Ill. "Home of Chanute Air Base."

INSTRUCTIONS BOOKS & CARTOONS

A BRAND NEW #23 CATALOG—Mind-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144 page illustrated catalog, Buyer's Guide, both 50¢; wholesale, Nelson Enterprises, 336-B S. High, Columbus, O.

1950 WEEK REPORTED—BOOK "505 ODD Successful Businessmen" free; work home; expect something odd. Pacific 1, Oceanside, Calif.

MAGICIAN APPARATUS

BE A MAGICIAN—LARGE PROFESSIONAL Magic Catalog of latest tricks, 35¢. Ireland, B-109, N. Dearborn, Chicago 2.

MONEY MAKER MACHINE—FEED IT blank paper out comes genuine bills. Baffling! Mysterious! Clever! Guaranteed, insured, prepaid; \$2.50. POP. 8710 Sierra, St. Louis, Mo.

PUNCH AND JUDY FIGURES (ELEVEN), \$125; complete Figures and Theatre, etc., \$175. Hackman, 315 West Seymour, Philadelphia.

YOU CAN ENTERTAIN WITH TRICK Chalk Stunts and Rag Pictures; catalog 1¢. Backs The Lightning Cartoonist, Oshkosh, Wis.

512-PAGE CATALOGUE OF 2500 TRICKS—Pocket, perfor, stages; World's Finest Magic; send \$1.50 for catalogue (refund first 46 orders). Kanter's, B-1311 Walnut, Philadelphia 7.

MISCELLANEOUS

BASEBALL MACHINES—ELECTRICK Airpuff for Batem Ball; terms, Write Moe and Moe, 2330 Sacramento St., San Francisco, Calif.

BELLY TANKS, \$9.95; STEEL, SIX OR ten foot size; free picture, Buck's Auto Wrecking, 1625 "T", Merced, Calif. no25

CARTOON DRAWN TO YOUR IDEA—up to 8x10 inches, \$2; 10x12, \$3; postpaid. Verrel, Raceland, La.

CONSULTING SERVICE ON BUSINESS problems, sales, organization and leadership. Each problem specifically dealt with. Write for details. Robert L. McCoy, Business Counselor, Box B 149, Fairmount, W. Va. no11

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with ornaments and rope; Green or Khaki, approximately \$100. \$212.50, \$227.50, \$242.50, \$257.50, \$272.50, \$287.50; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Canvas Products, 417 W. Jefferson, Detroit 26, Mich. Phone: CADillac 5691. de9

MUSICAL INSTRUMENTS, ACCESSORIES.

CALLIOPES BOUGHT SOLD REPAIRED, rebuilt, Coin Room Pianos, Music Rolls Lee Co., 934 N. Lancaster, Dallas, Tex. de30

HAMMOND ORGANS WANTED FOR rental agency; best prices paid; pickup anywhere. For sale, a few used Leslie Vibrators; big savings. Glenn Davis, 5355 Madison St., Chicago 44, Ill. no25

WANTED—CALLIOPES; MUST BE IN GOOD condition (compressor and air type only); describe and state price in letter. Phone or write Arnold J. Wyss, Capac, Mich. Phone 91P14. no18

PERSONALS

CHICAGO ADDRESS FOR YOUR MAIL—Business or personal; information free. Schultz House 3116 N. Seminary, Chicago. no25

DO! DO YOU REMEMBER WHEN I used to worry over audition flops, poor timing, stage fright? Well, all that's over now; I've found a new science which tells me when I can give my very best performance; how I can plan ahead to overcome those unsavory effects on our success; it's wonderfully simple and it really works! Salesmen, businessmen and housewives benefit by it, too; you'd better write for the fascinating details right away! Beyer Institute, Room 1001, Dept. B, 333 N. Michigan Ave., Chicago, Ill.

JOE BRAMHAM—GET IN TOUCH WITH me at once. Have good proposition for you; write me. Ray Garrison, Richmond, Va., Gen. Del.

LONELY? WANT BETTER HEALTH? MORE money? Hurry, 48 interesting pages, starring Straley, Box 67P, Soap Lake, Wash.

NANCY PECK PLEASE CONTACT ME your mother is very worried. Anthony who knows whereabouts of Nancy Peck contact Marion Peck, 107 Weldon St., Rochester, N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds; Photo Mounts, Chemicals, paper Rinses and Comic Cards for small photos. Miller Supplies, 1535 Franklin, St. Louis 5, Mo. no25

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need: reasonable prices; Eastman DP Paper, Chemicals, Frames, Backdrops, Comic Foreground Cards; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago 29, Ill. de30

DIME PHOTO OUTFITS CHEAP—All sizes; develop in and see them latest improvement; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. de30

FOR SALE—PDQ CHAMPION PHOTO-master Camera; used 1 season; excellent condition. Mrs. Raymond C. Moore, Route 1, Box 203, Coahocken, O. no25

LOW-COST FOLDERS—3x5, \$2.80, 100; write free samples, other sizes. Penn Photomounts, 335 Woodland, Glenolden, Pa. no25

REELS—1600', \$1.35; STORAGE CANS, hold 2 1600' reels, 95¢; 3 5-reel vulcanized shipping cases, \$1.90; same type "as is," 89¢; lists free. Mozul's, 112 W. 48th, New York 19, N. Y.

THE NEW EASTMAN IMPROVED TYPE Direct Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. no25



Magnificent lady's wrist watch. Brand new, guaranteed 7 jewel 8 3/4 Swiss precision movement . . . simulated diamonds.

Only \$9.95

Minimum order 3 watches—\$1.00 extra for sample. 25% with order, balance C.O.D.

Delivered complete with velvet satin lined watch box containing gold embossed \$49.75 price tag.

\$10.95

Complete line of watches to meet your requirements.

WILLIAM TAPPER CO.
1740 Alton Rd. Miami Beach, Fla.

WILLIAM TAPPER CO.
1740 Alton Rd. Miami Beach, Fla.

LIGHT UP YOUR BUSINESS WITH FAST MOVING PIN UP LAMP CLOCK

A sure eye-catcher is this sensational self-starting ELECTRIC clock lamp. Comes with attractive Parchment Shade hand-rubber polished Wood Base and Chrome Wheel with gilt-spokes. Overall height 13 1/2".



Write us for other great money-making values.

ROBEL SALES CORP.
264 Canal St., Dept. Q New York, N. Y.

\$4.25 each
20% with order
Sample—\$5.00 ea.
Cash with order.

20 New Art Studies FULL COLOR



MILD CIGARETTE VIEWER

Send \$2 for 3 samples prepaid. This NEW precision viewer looks like a "MILD" pack of Cigarettes in every detail. Every smoker will want one or more. RUSH your order and see for yourself! Send \$1 for prepaid sample, \$6 for display (carton) of 10. 25% deposit, balance plus delivery charges C.O.D. or send full amount and we prepay in the U.S.A.

AL HAWKINS AND COMPANY
BOX 1285 SIOUX CITY, IOWA

Profit Making SPECIAL SENSATIONALLY PRICED

PRECISION MADE ELECTRIC SHAVERS

Individually wrapped with \$22.50 price tag, including simulated pockin pouch.

SINGLEHEAD DOUBLEHEAD
GROSS LOTS \$1.75 ea. . . . \$2.50 ea.
LOTS OF 60 1.85 ea. . . . 2.60 ea.
LOTS OF 12 1.95 ea. . . . 2.75 ea.

Full Line of Watches Available. Sample, \$1.00 Extra. 25% Deposit, Balance C. O. D.

NATIONAL DISTRIBUTING CO.
CALUMET BLDG. MIAMI, FLA.

SALESMEN with established followings:
Premium and Punchboard Trade
WATCHES & WATCH ENSEMBLES
Protected Territories! Exceptional Deal. Write fully, specify territory covered.
BOX 875, 50 E. Fordham Rd. New York City 58

PRINTING

ALWAYS LOWEST PRICES FOR QUALITY Window Cards; attractive 2-color 14x22 non-bending cards, \$6.50 per 100; also 17x26 illustrated cards, three to five colors, \$10 hundred. Tribune Press, Earl Park, 34, Hyattsville, Md. no25

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 64 Envelopes; Hammermill Bond, five lines copy, \$2.25 postpaid; no c.o.d.'s; samples, Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. no18

ATTRACTIVE PRINTING AT REASONABLE prices; 1,000 Business Cards, \$2.50; 1,000 Letterheads, \$5. Modern Print, Box 34, Hyattsville, Md. no18

BUSINESS CARDS (RAISED PRINTING), \$3.75 per thousand; seven lines of 27x15 blue or black ink; fast service. Speedmail Press, 299 Broadway, N. Y. 7. no11

CARTOONS DRAWN TO ORDER, \$2 EACH; samples suitable publication, 50¢; lightning service. Ross, 111-14 76th Ave., Forest Hills, N. Y.

DRAWINGS AND CUTS MADE TO ORDER—40 years' experience; sample, prices. Lee Cresman, Washington, N. J. no25

ILLUSTRATED MIMOGRAPHY—LETTERS with Letterhead Display, Post Cards, Folders, Booklets; samples, prices, write Direct Advertising, Rochdale, Mass. no25

QUALITY PRINTING AT LOWEST COST—Circulars, catalogs, publications, stationery; free price list. Adams Printing, Dept. BB 30 West Washington, Chicago 2, Ill. no25

RUBBER STAMPS, 3 OR 4 LINES, \$1 postpaid; Stamp Pads, 50¢; 1,000 Business Cards, \$2.75. Smallwood Printery, 2715 Vine, Cincinnati, O. de2

WINDOW CARDS, PROGRAMS, HERALDS. Photo-Offset Printing, Cato Show Printing Co., Cato, N. Y. no11

\$1 POSTPAID—50 8 1/2 x 11 HAMMERMILL Letterheads with 50 6 1/2 Envelopes. Bennelville Printing Service, Box 1931, Pittsburgh 30, Pa. no25

1,000 6x9 NEWSPRINT CIRCULARS, 200 words, \$4.50 postpaid; 5,000, \$20. What else L & K Press, Crawfordsville, Ind. no11

5,000 3x6 CIRCULARS, PRINTED ONE side, \$8; both sides, \$12. Farley Printery, Box 15, Evans, Ky.

SALESMEN WANTED

AD MATCHES—SELL AMAZING DESIGNS; 20, 30, 40 and 50-light book matches; big spot cash commissions; every business a prospect; repeats; start without experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-43, Chicago 32, Ill.

HAVE GOOD PROPOSITION FOR DEPEND-able, sober radio phone salesman and managers. Write Box 971, Des Moines, Iowa. no11

PHONE SALESMEN—"BEST TELEPHONE deal yet"; salary and commission. Write National Sales, 215 Benton St., Boone, Iowa. no11

SALESMEN—JUST 3 SUBSTANTIAL orders a week pays over \$100 commission selling Wrightman Records, Albums and Sheet Music to juke box operators and dealers. Wrightman Music, Inc., 6811B Hollywood Blvd., Hollywood, Calif.

SCENERY & BANNERS

NIEMAN CARNIVAL-CIRCUS BANNERS the best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. no18

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. no18

EVERYTHING YOU NEED FOR TATTOO-ing—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mitt Zeis, 728 Lesley, Rockport, Ill. de30

WANTED TO BUY

CASH FOR MILLS PANORAMS—STATE best price and condition; also used Burlesque Shorts, 16mm. Newhouse Electric, Fond du Lac, Wis. no18

KIDDIE RIDES—C. KRING, R. #1, Box 263, Toledo 5, O.

MINIATURE STEAM TRAIN AND TRACK. ASEA approved; send picture. J. B. Ashlee, 231 E. Troy, Ferrandale 20, Mich.

USED PHONOGRAPH RECORDS, 1929 TO 1949 periods; any quantity, any label. Jacob Schneider, 128 West 66th St., N. Y. C. de2

WANTED—KIDDIE RIDES, ESPECIALLY Buggy Ride; must be good; no junk. Chas. Tennant, Argolis Park, Iowa.

WANTED TO BUY—KIDDIE COASTER. Max Seskin, 1834 E. 14th St., Brooklyn, N. Y.

WANTED—DANCING SAMBO OR DANCING Fool; without music; old-time Miniature Stationary Steam Engine with boiler complete as used on popcorn trailer. Whitey Noite, Billboard, St. Louis, Mo.

WANTED—USED AUTO SCOOTERS; GIVE price, make and model. D. E. Ward, Box 1055, Salina, Kan.

Simulated PEARLS

DOZ.
1 STRAND . . . \$2.00
2 STRAND . . . 4.00
3 STRAND . . . 6.00
DROP EARRINGS (Asstd.) . . . 2.00

25% Deposit, Balance C. O. D.

ELVEE MANUFACTURING CO.
866 SIXTH AVE. NEW YORK 1
Murray Hill 6-4177-8

Genuine Latest Styles Brand New **FUR COATS**
Jackets and Scarfs
FUR COATS—\$19.50 EA.

Send \$2.00, bal. \$17.50 C.o.d. Be in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1951 style Fur Coats! All sizes and colors. If not satisfied money refunded within 3 days! Wire or write today for free price list and catalog! Agents wanted! ROSE FUR CO., Dept. P-23 20 W. 27th St. New York 1

Sell DUNHALL WATCHES For BIGGEST PROFITS

• Send for FREE Catalog •

14K Gold Plated Chronograph \$4.15



- Jewel Movement
- Copy of \$75 Watch
- Brand New
- Asstd. Radium Dials
- 1 Yr. Service Guarantee
- Individually Gift Boxed
- Genuine Leather Strap (With Matching Gold Plated Link Expansion Band, \$1.00 Add'l)

Men's RHINESTONE DIAL WATCH \$5.75



- Brand new
- Hand set, genuine rhinestone and simulated ruby dial
- Imported Swiss Movement
- Square Tourneau Case
- Copy of a \$75 Watch
- Individually Gift Boxed

• 1-year service guarantee

Ladies' WATCH \$5.40 COMPLETE UNIT



- Looks and performs like \$50 watch
- Precision Jewel Swiss Movement
- Beautiful 3-tone dial with small second
- Individually gift boxed
- Brand new—not rebuilt
- One-year service guarantee (with rhinestone dial 60¢ add'l.)

Above prices for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C.O.D.

DUNHALL IMPORTS Co.
101 CEDAR ST., N. Y. 6, N. Y.

ARMY FOOTBALL SUPPLIES

Any College, Any Team! FOOTBALL BADGE, Illinois, Per 100 . . . \$8.00
GOLD FOOTBALLS, American Made, Beautiful Finish, Gr. . . . \$4.50
We carry full line of Sporting Goods PLASTIC FOOTBALLS, Per Gr. . . . \$2.25
PENNANTS, Heavy Felt With Tie-Backs, 12x20", Stock of 100 Leading Colleges, PENNANT CANS, Per 100 . . . \$1.50

RIBBONS, Any Color . . . 2 1/2" Per Yd. in 50 Yd. Roll
RABBITS FEET, With Key Chains (Extra Large), Per 100 . . . \$5.00
CELLULOID ANIMALS—Tigers, Bull-dogs, Donkeys, Rams, Gross . . . 9.50
CELLULOID FOOTBALL DOLLS, 6", Asst. Colors, Gross . . . 10.00
CELLULOID FOOTBALL DOLLS, 6", Asst. Colors, Gross . . . 20.00
We carry full line of St. Patrick's Day Merchandise.
1/4 Deposit, Balance C.O.D., F.O.B.

R. Wornton Novelty
909-902 Gerard Ave., New York 52, N. Y.
Phone: JERome 8-6713

IDENTS

\$12.00 GROSS UP
CUFF BRACELETS \$2.00 GROSS \$12.00 GROSS
SPORT PENDANTS \$3.00 GROSS \$2.75 GROSS
HOLY NAME CROSS \$1.00 GROSS \$1.25 GROSS
MOUNTED CHERRY STICKS EACH IN A GIFT BOX
\$675 doz.

SAMPLE ASSORTMENT \$6.00 — STATE YOUR BUSINESS 25% DEPOSIT ON ALL C.O.D. ORDERS

Princess Date 400 WEST LIME STREET PHONE FRANKLIN 2-2569 CHICAGO 5, ILLINOIS

Quick Photo Invention!

PDQ CHAMPION PHOTOMASTER

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO.
1151 N. Cleveland Ave. Chicago 10, Ill.

COIN BIG MONEY with HOTTEST New Shoe Ideal

Earn big profits full or spare time showing friends and others. AMAZING NEW FLEXICLOGS for play, work, sportswear. Sensational wadded sandals are double-lined so they flex with your foot! Thousands are cashing in on this terrific gift item. They sell on sight to women, men and children. Big, quick profits for you, your church, or club. Write for FREE sample offer TODAY.

FLEXICLOGS
Dept. F-11, NEW HOLSTEIN, WIS.

CLOSEOUT
Prices Cut for Quick Sale

Walking Elephants, 5 in. . . \$4.80 dz.
Walking Bear, Panda . . . 4.40 dz.
VALLEY, 339 Holt St., Dayton 7, O.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AERIALISTS—MALE AND FEMALE: LONG season in established high acts; state all, photo. Xcellos, 102 Gold, New Britain, Conn. no25

BOY AND GIRL CONTESTANTS—ENTER Walkathon Contests: \$1,500 prizes. Wire Al Zukerman, Rosedale Roller Rink, Covington, Ky.

LEAD TRUMPET AND PIANIST—FOR commercial hotel band. Only above average musicians apply. State previous bands; age, draft, Room 2059, Hotel Cleveland, Cleveland, O. no11

MALE DANCING PARTNER WANTED TO teach me his routines. Karla Knight, 2876 West Ninth St., Los Angeles.

NEED GOOD COMMERCIAL PIANO, GUITAR, accordion for combo replacements; must be sober, congenial, co-operative and free to travel; plenty work, excellent salary; booked by top agency; entertaining unit requiring vocals and skill ability. Write full information to Grant Jackson, 1 Lyford St., Worcester 5, Mass.

SAX MAN, DOUBLING CLARINET AND baritone; modern, headquartering band; weekly salary; others write. Box 593, Sioux Falls, S. D. Phone 8-1295. no11

STRING BASS AND TROMBONE MAN— Steady work with reliable organization; wire immediately. Bandleader, 301 South 45th, Lincoln, Neb. no11

TRUMPET MAN FOR STEADY, SALARIED commercial band locating Des Moines, Ia.; Other write Jack Cole, 1125 68th St., Des Moines, Ia. no18

WANTED—EXPERIENCED PIANO AND tenor; must read; society-jazz location. Bobby D' Rae, Whitney Hotel, Montgomery, Ala.

WANTED—BRASS BASS MAN; PREFER double string; for polka band; wire immediately. Viking Accordion Band, Albert Lea, Minn.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

ELECTRICIAN WITH OWN LIGHT PLANT for small circus, tent show or small carnival for 1951. Box 580, care Billboard, St. Louis, Mo. no18

MISCELLANEOUS

THE COSMIC RAY HEALER—KNOWN AS The Divine Healer or Holy Man. Prof. Erwin Spies, 202 Lyell, Rochester, N. Y.

MUSICIANS

ALTO MAN, DOUBLING TENOR AND clarinet; draft exempt; territory bands need not answer; play on cut or no notice basis; transpose. Musician, Box 178, Industrial City, Mo. Phone 29305.

ARRANGER, TENOR, ALTO, DOUBLING flute; single, soloist and reliable; no character; any chair, read and fake; some jazz. Musician, Milner Hotel, Houston, Tex.

AT LIBERTY—ELECTRIC TAKE-OFF guitar, fiddle, Western swing or hood-down, double bass fiddle; sing harmony in trio; nearly 15 years' radio, stage experience; good wardrobe, transportation; married; no drinker, steady and dependable; interested in good paying job with future; state all in first letter; union. Call, write or wire Jimmie Johnson, Clayton, Ind. RFD #1. no18

BASSMAN—AVAILABLE NOV. 20; AGE 21, union, read, fake, cut or no notice; travel anywhere. Write M. Marquee, Gen. Del., Omaha, Neb.

DRAFT EXEMPT TENOR SAX, CLARINET, Flute; conservatory and eight years' experience semi-names; age twenty-eight. Fred Wilson, 333 W. Lockwood, Webster Groves, Mo.

DRUMMER—802; SOCIETY, COMMERCIAL; read, cut shows; car, new set, long experience; don't misrepresent; neither will I; thus reason now for my ad. Drummer, Box C-256, Billboard, Cincinnati, O. no18

1ST CLASS CLARINETIST WANTS TO hear from concert, municipal, industrial bands. George A. Law, Rockland, Me.

HAMMOND ORGANIST WITH \$5,000 OR- gan; chimes; reasonable; congenial; draft interview or recordings; photos. Year contract only. P. O. Box 208, Chicago. no18

BARITONE SAX, CLARINET, TENOR Drummer desire work together or separately; cut shows; will travel, have car. Musician, 811 Market St., Williamsport, Pa. no18

LEAD ALTO, CLARINET AND FLUTE— available immediately; name experience; cut or no notice; union. Rudy Fischer, Waterloo, Ill. Telephone 95.

PIANO MAN—10 YEARS' EXPERIENCE in two-beat jazz, combo; married, dependable; join immediately. Tex Catron, Woonsocket, South Dakota.

PIANO AND SOLOVOX—MODERN AR- rangements; plenty of variety; good wardrobe; travel anywhere. Kathy O'Neil, 849 Colburn St., Toledo 9, O.

TENOR, CLARINET, VOCALS—TRANS- pose, arrange, combo or section; draft exempt; available immediately. Harry Stewart, 2820 N. Drake Ave., Chicago, Ill. Phone Belmont 5-9028.

TENOR SAXOPHONIST AND VOCALIST wife available; double clarinet, flute, ballad vocals; also duets; wife doubles combo drums. Name experience; young, have '48 Mercury; prefer Southern location; cut or no notice. Contact Sonny Morgan, Conway, N. C., care J. H. Draper.

TROMBONE—DOUBLE TRUMPET AND vocals; prefer Southern location job with Dixie combo but all offers considered. Art Witte, 609 Lansing Ave., Austin, Minn. no18

PARKS & FAIRS

AT LIBERTY—DOUBLE TRAPEZE ACT and Comedy Trampoline Act for indoor circuses, theaters, clubs, celebrations, sport shows. Contact Eugene Snyder, Billboard Office, Cincinnati, O. de9

BALLOON ASCENSIONS, PARACHUTE jumping; modern equipment for parks, celebrations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 11, Ind. de2

"GREAT CALVERT"—BOOKED SOLID; thanks to managers; now booking year 1951; price, \$350. Great Calvert, 164 Averill Ave., Rochester, N. Y. no11

PIANIST—COMMERCIAL; SOBER AND RE- liable; location only. Contact Pianist, Box 5467, North Birmingham, Ala.

PRODUCING CLOWN AVAILABLE— Children parties, indoor circus, anything needing first-class clown; plenty funny clown numbers. Roy Barrett, Billboard, Chicago. no18

SENSATIONAL HIGH DIVE ACT—25 years of impressive results; available parks, fairs, celebrations. Capt. Earl MacDonald, 456 Lamphier Place, Warren, O. no11

WESTERN SWING FIDDLE—PLAY ANY style and girl, rhythm guitar, bass and singer; man-wife team; or fiddle player will go as single; young, union, sober, travel anywhere; salary guarantee; state all in first; best references. Freddie Stone, care Gen. Del., Cedar Rapids, Ia. no11

WILSON'S COMEDY DOG CIRCUS—6 dogs worked by lady and clown; lots comedy; for anything in South after Macon Shrine Circus date. G. E. Wilson, 878 Rutherford Ave., Macon, Ga. no25

VAUDEVILLE ARTISTS

NELLIE TAYLOR—MUSICAL ACT. Chimes, Sleigh Bells, Trick Violin, Paper Tearing, Home address, 268 East Church St., Homer City, Pa. de9

VOCALISTS

BOB TOMLINSON, ONE-MAN VAUDE- ville show; juggling, roving, magic, Punch Judy, accordion, ventriloquism; all occasions. 162 North State, Chicago, Ill. Dearborn 2-2734.

EXPERIENCED VOCALIST, TENOR SAX for combo or team up electric organist who sings; location preferred; will travel; joins at once. Box C-251, care Billboard, Cincinnati, O. no11



MAGNIFICENT WATCH BRACELET AMAZINGLY PRICED!

Authentic reproduction of \$1750 lady's diamond bracelet watch. Simulated diamonds cover entire bracelet and watch cover. A flick of the cover spring discloses timepiece . . . a brand new guaranteed 17 jewel 6x8 Swiss precision movement.

Delivered complete with velvet satin lined watch box containing gold embossed \$120 price tag.

Minimum order 3 watches—\$1.50 extra for sample. 25% with order—balance C. O. D. Complete line of watches to meet your requirements.

ONLY

\$19.50

WILLIAM TAPPER CO.

1740 Alton Road

Miami Beach, Fla.

WHOLESALE PRICES



MARVEL XMAS SPECIALS!

In stock for immediate delivery at these special low prices to increase your Xmas volume.

No. 8—MEN'S RHINESTONE AND RUBY DIAL WRIST WATCH. ES. Precision 7-jewel movement, leather band, plastic box, \$65.00 retail price tag, each . . . \$9.95

No. 16—LADIES' RHINESTONE AND RUBY DIAL WATCH. Precision 17-jewel movement, rolled gold plate case, black cord, gift boxed, \$125 retail, each . . . \$14.50

No. 9—SAME WATCH with 17-jewel movement and \$100.00 retail price tag, each, \$12.95. Stretch band, \$1.50 extra

WRITE FOR OUR NEW CHRISTMAS WHOLESALE CATALOG

No. 17—LADIES' TINY SOLID-GOLD WATCH. 17-jewel with matching gold expansion band, beautiful box, each, \$20.00. In lots of 3, each . . . \$18.00

No. 18—COPY OF LADIES' \$6,500 DIAMOND WATCH. 215 carats of selected rhinestones cover the entire face of watch and entire bracelet. Fine 17-jewel movement, lifetime platinum finish, gorgeous presentation chest, each, \$22.00. In lots of 3, each . . . \$20.00

No. 19—LADIES' COCKTAIL RHINESTONE WATCH. Copy of \$1,000 original, platinum finish, 17 jewels, beautifully boxed, \$125.00 retail price tag, each, \$18.00. In lots of 3, each, \$16.00

MAY PRICES FOR XMAS GIFTS—WE REFUSE TO RAISE PRICES

No. 20—MATCHED PEARL SET. Exclusive 4-piece set of beautiful pearls with sparkling rhinestone clasp. Luxurious satin-lined jewel box. Each, \$4.25. In lots of 3, each . . . \$3.75

No. 21—MATCHED JEWELRY SET. Beautiful 5-piece set in choice of imported multicolored aqua, ruby or rose colored stones, hand-set in 24 karat gold plate. Each, \$4.50. In lots of 3, each, \$4.00

No. 1—LOW PRICED MEN'S WATCH. Shock and water resistant, chrome case, sweep second hand, radium dial and hands, metal stretch band. Each, \$3.25. In lots of 6, each . . . \$2.00

No. 2—SWISS CHRONOGRAPH IN 24 KT. GOLD FINISH. A timekeeper and a stopwatch, 2 buttons, sweep second hand. Each, \$5.25. In lots of 6, each . . . \$4.95

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No. 4—7-JEWEL MILITARY watches are hot and this is an exceptionally fine watch at a really low price. Sweep second hand, radium dial, gift boxed, each . . . \$4.95

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

Parcel Post

Drouillon, Frank (License Plates), 15c	Harris, Mrs. Madeline	Hendry, M. W.	Lynn, John J.
Douglas, Ehrich, 25c	Harris, Mrs. Tom	Henry, Glen	McDonald, Janet
Frye, H. L., 27c	Hart, Nancy J.	Hennessey, Philip	McAninch, Mrs. Olive
	Holt, Mrs. Victoria	Herman, Chas	McArthur, Jack
	Holmes, Mrs. Peggy	Herman, Eddie	McCabe, Mar
	Holmes, Mrs. Victoria	Hill, J. E.	McCormick, Bob
	Holmes, Mrs. Peggy	Hilton, Joe E.	McDaniels, Mrs. Bertha
	Holmes, Mrs. Peggy	Hinkle, Mill	McDonald, Frank
	Holmes, Mrs. Peggy	Holmes, J. H.	McElrath, Louise or Lee
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	McFarland, Jack
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	McKay, George
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	McLean, A. O.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	McManus, Billy
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	McNair, Mrs. Josephine
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mace, Herb
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mack, Bubber L.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mack, Robert L.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mackey, Mike
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Macolly, Billie
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Maddux, Mrs. Mildred Kelly
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mallins, B.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Malone, John Joseph
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Manner, Cecil
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mansfield, Frank
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Marlow, Jack
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Marsh, J. E.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Marsh, J. B.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Marsh, J. J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Martel, J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Martell, Jimmy (Spotail)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Martin, Carl G.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Martins, Jack
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mattis, Mr. & Mrs. Bill
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mayo, Skeets
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	McLore, Frank
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Merced, Ned
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Merritt, Margo
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Messell, Jr., William J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Meyers, Leo
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Meyers, Robert S.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Millet, Michael J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Millette, Penny
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mills, Gene
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mintzer, George
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mintun, Mrs. Ruth
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mitchell, Geo.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mitchell, John & Joe
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mitchell, Mark
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mitchell, Pete
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Monroe, Richard
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mooney, Tommy
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Moore, Alfred
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Moore, Blue H. J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Moore, Donald Edwin
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Moore, Harvey (Frenchy)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Moore, (Moongrel Review)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Moore, Jim C.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Morgan, T. R. (Grab Joint)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Morgan, Terri
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mort, Joseph
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mounts, D. R.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Murphy, Robert J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Murray, Robert & Maxine L.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Murray, T. E.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Myers, Earl & Doris
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Myers, Mrs. Harvey E.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Mutini, A. B. (Tony)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Nash, Channak
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Neill, Lonnard K.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Nelson, Hambone
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Newcomb, H. W.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Newcomer, Lewis E. & Corene
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Newton, J. T.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Newton, Harold
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Nicholas, Steve
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Nichols, Mrs. Bobbie
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Niles, Norma
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Nolan, Jacob Francis
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Noll, Blackie
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	O'Brien, Michael
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	O'Connor, John J.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	O'Keller, John C.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	O'Neil, Bill
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Ole, Joe N.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Olson, C. J. Ollie
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Ornellias, Jr., John G.
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	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Paquin, Mr. & Mrs. William
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Parler, E. C.
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	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Parker, Harry A.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Parker, Peo Wee & Ethel
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pasnakker, Jeraldo G. (Rogers Bros. Circus)
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	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Patchin, Charles
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	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Patterson, Mrs. Mary
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Payne, Jimmy
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Payson, William
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pease, Lonnard D.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pease, Terry
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Peelky, Christopher
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Perry, Robert (Bob)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Peterson, T. A.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Phillips, Charles E.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Phillips, James
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pierson, E. L.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pike, Mrs. Esteline
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pile, W. D.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Plant, Granville
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pinkleton, Earl B.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pitzer, Billy
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Plunkett Shows (Book Agent)
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pompanoni, Tony
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pool, Mr. & Mrs. Forest
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pool, Bob
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pool, Robert Dow
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Power, Charles
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Power, Jimmy
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pravel, Peter E.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Pravo, Mrs. Frank P.
	Holmes, Mrs. Peggy	Holmes, Mrs. Peggy	Puller, William
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Richards, Earl B.
Ried, Albert
Riley, Herbert
Ringo, Blackey
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Sherken, Frank Victor
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Kader, Zahra
Klippel, Jack
Kohl, Arthur
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Mack, Cuba
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Bryer, Robert Clarence
Bunnett, W. L.
Burce, Lloyd
Burt, Dennis G.
Burto, L. H.
Caloian, Mildred
Canipe, Miss AnnLee
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Claybrook, Miss Marie
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Coleman, Richard
Coleman, Donald
Coleman, Clarence
Collier, Les
Conner, Ray D.
Corbett, John M.
Cowboy Mac & His Gang
Cox, Dolores Ann
Cox, Mr. & Mrs. William I.
Cramer, Albert
Cros, Lawrence
Culbertson, Royal
Engelhart, Royal
Ellis, Mrs. Georgia
Eskildsen, Betty
Esline, Emmett D.
Ferguson, Mrs. Lollie
Fotner, Don
Gaffney, Robert Louis
Glowacki, Stan
Goodrich, Harold R. (Babe)
Griffin, Lloyd
Grott, Lora
Greedy, R. W.
Gresley, Albert J.
Gruel, Alfred E.
Hall, Edw. L.
Hall, Louis
Hankins, Carl
Harts, Howard D.
Hartman, Bill
Heth, Robert L.
Hill, Bob
Holgini, Ted
Hopper, Frank
Humphrey, H. H.
Hyland, R. C.
Hysell, Bill
Impeduglia, Vito
Jackson, J. G.
Johnson, William Mack
Joyce, James E.
Keith, Kenneth R.
Keller, A. M.
Kennedy, Chas.

- Sickle, Willard
Silcox, Joseph W.
Simmons, Mrs. Eunice
Simon, Jack
Sisler, Mr. & Mrs. R. H.
Sivak, Joseph M.
Smiley, Zina
Smith, Dorothy
Smith, K. R.
Smith, Mr. & Mrs. Marty
Smith, Sammy
Smith, William E.
Somers, Lawrence E. T.
Somers, Chester Wilfred
Sorelet, H. J. Jr.
Sorenson, Mrs. Robert
Southern, A. Rose
Sparks, Robert W.
Spouse, Victor
Stanley, Chas.
Stanley, Edward
Stevens, Bill J.
Stevenson, Louie
Steen, Carl

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

- "Alexis"
Barbaric, Gladys
Bittle, Frank E.
Burke, Roger Hererstock
Ceylon, Joe
Clayton, Dale
Cooper, E. B.
Cory, Ralph
Darnell, Chick
Delaney, John D.
Dely, Bill
Deunis, Cherie
DeHrow, Art
Dutton, V. C.
Ertaline, Sisters
Gold, Joseph
Goodman, Ivan
Goodwin, Robert
Hensley, George Davis
Hutchins, William
Koeh, Lottie J.
Laird, Horace
Lane, Curly
Landon, Kay
Leder, Bernice O.
Marino, George
Marshall, Irving
McNair, Josephine
Mikolajek, Mr. & Mrs. Joseph
Mitarik, Stephen
Miles, Frank E.
Mitchell, Clifford
Mitchell, John
Monte & Nina (Novelty Act)
Monticello, Steve
Mooley, Barbara
Morales, Pedro
Nonette "Gypsy Violinist"
Raff, Tommy
Real, Betty
Rivard, Bernard
Smith, E. H.
Stangweiler, Irwin
Vitova, John Joseph
Winfield, Stanley
Young, William J.

All Extra Heavy Mountings 10 days money-back guarantee if rings not as represented. Merchandise for resale only. Only Genuine Rolled Gold Plate Sold



#B2256 Genuine 1/30 14K R.C.P. 2 White Stones. Per Doz. \$15.75



#B2172 Genuine 1/30 14K R.C.P. Medium Size Center. 4 Ruby Color Sides. Per Doz. \$15.75



#B2200 1/30 14K R.C.P. Cluster, white trim. Choice any color center - ruby, amethyst, emerald, sapphire, aquamarine, opal, white, fire opal. Per Doz. \$6.00

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C.O.D. Orders. Immediate Delivery—Any Quantity. DES MOINES RING CO. 1155 26th Street Des Moines, Iowa

CORRECTION NOTICE

Due to an error in composing the Clarion Sales, Inc. advertisement that appeared in the Nov. 4, 1950, issue, page 72 the wrong illustration appeared. THE CORRECT AD MAY BE SEEN IN THIS ISSUE.

CAMERA OFFER!



Look at These Prices Then Act—Right Now! CAMERAS—\$6.00 per dozen FILM—\$1.80 per dozen rolls CARRYING CASES—\$1.50 per dozen Deposit of \$5 required on camera orders.

STOCK UP SUPPLY will be SHORT! MARNE SALES CO. Dept. B.C. 4 4024 22nd St., Long Island City 1, N. Y.

1000 PIECES OF SLUM ONLY \$675 ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN SEND FOR NEW 1951 FREE CATALOG Satisfaction Guaranteed or Money Refunded

OPTICAN BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

INTERCITY MUSIC & ENTERPRISES Is getting into the wholesale jobbing and distributing business of Novelties, Dolls & Misc. Merchandise All factory representatives and manufacturers please send samples and information to 1022 Central Ave., Kansas City, Kansas

ORIENTAL DESIGN RUGS \$16.50 Per Doz.

Attn. Merchants, Auction Sales. Buy DIRECT from Reliable Importer. Glowing Oriental reproduction extra-heavy 6x9 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of wear. Greatest Money-Maker today! All SIZES, COLORS, Ext. to 2x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. if not rated.

LO-US TRADING CO. Dept. B-23, 1627 Locust St., St. Louis 3, Mo.

NU-NAK NOVELTIES Slum Glass Waycross, Ga. Airbase



New chrome case Service Watch with radium dial and moveable legs. Leather strap. Lots \$3.25 of 50, Ea... \$3.25 (Sample, \$4.25) New genuine Swiss 2-Button Chronograph Watches with strap. Lots of 50, Ea. \$3.95 (Sample, \$4.75)

FLASH!! DIRECT FROM MANUFACTURER

Exquisitely designed, dainty, filigree necklace and earring sets in 24 kt. gold-plate, beautifully studded with imported colored jewels and diamond-like crystal rhinestones in new type attractive clearview plastic satin-lined gift box with embossed \$9.95 price tag. ONLY \$24.00 PER DOZ.



6 different sets: \$13.50 including 3 boxes. 3 different sets: \$7.00 including 3 boxes. CLARION SALES, Inc. Manufacturers of Fine Novelty Jewelry 180 FORSYTH STREET NEW YORK 2, N. Y.

BENGOR MECHANICALS ... year-long whirlwind sellers ... still going strong ... READY FOR IMMEDIATE DELIVERY!

clever, hesitating LG. WALKING BEAR New Low Price In Gr. Lots. \$6.50 Dz. 6 Dozen Lots... 6.75 Dz. 1 Dozen Lots... 7.20 Dz. LG. JUMPING FUR DOG Doz. Gr. \$4.80 \$54.00 BEGGING POODLE 4.80 54.00 SMALL WALKING PANDA 4.25 48.00 SMALL MECH. ELEPHANT 4.75 54.00 LARGE MECH. ELEPHANT 7.20 81.00 SMALL WALKING CAT 4.50 51.00 SANTA CLAUS ON SLED 7.20 81.00 CAMEL AND RIDER 7.20 81.00 PERFORMING SEAL 7.20 81.00 SAMBO, MINSTREL MAN 8.00 90.00 LG. HOPPING SQUIRREL 7.20 81.00 25% Deposit With All C.O.D. Orders.



ENGRAVERS WITH IT SINCE 1907 MILLER CREATIONS (Phone: BAyport 1-5338) 7739 Avalon Ave. Chicago, Ill.

NOTICE, ENGRAVERS 50 DIFFERENT IDENT. SEND FOR FOLDER.

DEXECO, INC. Formerly Dexter Engraving Jewelry Co. 191 SOUTH STREET, cor. Plain St. PROVIDENCE 3, R. I.

Merchandise You Have Been Looking For Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassoeks, Plaster Sium, 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 Invested In. ACME PREMIUM SUPPLY CORP. 1711 South 12th. St. Louis 4, Mo.

BIG RINGS SEND YOUR SIZE \$1.00 each Money back guarantee. TEEPEE TRADERS Tax Paid Postpaid 104 East Platte Ave. Colorado Springs, Colo. DEALER INQUIRY INVITED

ELGIN • BENRUS GRUEN • BULOVA WALTHAM

For men and women new model watches with radium dial and moveable legs. Re-conditioned like new. Complete with leather straps. 15-J, \$11.95; 17-J, \$14.95; 21-J, \$18.95 Gold Plated Expansion Band, 95¢ add. NEW! DIFFERENT! Beautiful watch, gold plated band, tie holder and cuff links; beautifully boxed. Watches rebuilt in ELGIN, WALTHAM, BULOVA, BENRUS, GRUEN. Real profit \$12.95 makers. Complete Set \$14.95. Wholesale only — 6 Watches minimum (\$1 additional for samples). 25% with order, balance C. O. D. 5-day money-back guarantee if not satisfied. JOSEPH BROS. 5 S. Wabash Ave. Dept. B-11, Chicago 3, Ill.

BARGAIN HUNTERS ALWAYS "SEE FAUST FIRST" Leather Goods Gifts Jokets Items Toys Premiums Novelties Jewelry Trick Goods Comb. Pocket Knives Carded Goods Razor Blades Kitchen Gadgets Notions Wallets Get on our mailing list now. Send for our free catalog today. O. FAUST 223 N. 8th Street Philadelphia 6-29 Dept. B-1150 Wholesale Distributors Since 1932

OUR MOTTO A SQUARE DEAL TO EVERY CUSTOMER Since 1890 — Fast Sales and Big Profits —Part or full time, selling original Koehler ready-made signs, 1500 varieties, sell all places, sizes 4 1/2x11", 7x11". Also religious mottoes, changeable and Christmas signs introductory offer, \$4 per 100 or \$1 for 20 7x11 best sellers U.S. only, or for free catalog write: KOEHLER, 335 Goetz Ave., Lemay 23, Missouri.

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.

EVERYONE AGREES . . .

The Billboard Is Better Than Ever!

. . . AND NOW, BECAUSE THE NEW FORMAT MAKES IT POSSIBLE TO BRING MORE BILLBOARDS TO MORE READERS . . .



8 BIG 25¢ ISSUES for only \$1.00

You pay for 4 - You get 4 FREE

Here's where your dollar buys some old-time value. Think of it—8 big issues, including such "specials" as Cavalcade of Fairs, Christmas and other special numbers—at half the single copy cost. You save \$1.

Why this special offer? To introduce the first really NEW Billboard in 56 years. EVERYONE whose time, talent or money is invested in the amusement business should use the NEW Billboard.

The NEW Billboard is NEW from cover to cover. Try it. Buy it. Save 50%. Mail coupon with \$1 cash.

The NEW Billboard Subscription Order Form

The Billboard 11-11
2160 Patterson St.
Cincinnati 22, Ohio

Yes, I want to try the NEW Billboard on subscription at the Special Introductory HALF-PRICE rates . . . 8 IMPORTANT ISSUES ONLY \$1.

Name

Address

City Zone State

Occupation or Business

Merchandise Topics

New York:

For 2 cents a card, **Magic Race Company** is selling a racing game. Light the star on the racing card and away go the entries down the track. . . . A classy Christmas stocking is being shown by **George E. Mousley**. The stocking has a wide ankle and toe for easy stuffing with gifts. White plush, two jingle bells and embossed Christmas wreath trim the red duvetyne stocking. The 50-cent seller can be personalized if desired. . . . **Loroman Company** has a magnetic bottle opener that's said to remove bottle caps without injury to the cap grooves, thereby allowing them to be replaced on the bottles air tight—\$2 number. . . . Another kitchen tool has been brought out for a dollar. It's a 5-in-1 can opener that's also reported to tighten caps for canning. The five components in the item are a cap-turn, cap lift, bottle opener, pot scraper and can opener.

For the auto accessory market, **Uniproducts Corporation** has announced a Wyd-Vue auto mirror. The inside-the-car mirror cuts out the blind spots and offers full 160-degree rear vision. Complete with attachments, the long, thin mirror sells for about \$8.50. . . . For cleaning the interior of autos, etc., **Domar Sales** has a miniature vacuum cleaner at \$3.98 retail. It's said to operate on the principle of the car windshield wiper and is reported easy to install. . . . **Samuel Gabriel Sons** feature a new book for youngsters, "Flags of the United Nations." Each page of the \$1.50 item has a national scene with a space left blank for the country's flag. The child pastes the accompanying colored flags to the page which also may be colored by the moppet. . . . **Tropical Biological Supply** has key chains with real baby sea horses, starfish and crabs embedded in clear plastic fobs.

Kay Sales Company has Champion Bull Thrower, a \$3.95 item. The plastic, colored ash tray, finished in high-gloss enamel, portrays a cowboy pinning down a bull. The novelty gag is a panel, which may be inscribed with any name, awarding the title of Champion Bull Thrower to the selected person. . . . **Dreifus & Company** is offering authentic military insignia and buttons from the Civil War period. Twenty buttons and five insignia sell for \$1. . . . Another military item is a hand-carved service pipe sold by **J. S. Sales**. There's a choice of army, navy, air force and Marine insignia on the pipe bowl—a \$4.95 seller. . . . Attention, manufacturers! Please register yourself with The Billboard as a source of supply for the following: Give-away metal keys with a winning key that will open a "treasure premium" chest; stage money with a space left blank (or filled in) for an advertising message. . . . Upped from assistant sales manager, **Edward Bilek** is now sales manager of **Lux Clock Company**. . . . **Brocker Manufacturing Company** is producing, for \$3.95 retail, an automatic lighter for lighting cigarettes while driving an automobile. The device, reported easy to install, holds a full pack of cigarettes and serves them lighted—one at a time. . . . **J. Prager** is marketing an imported pearlized pocket knife for 35 cents retail. . . . "Rudolph, the Red-Nosed Reindeer" appears on a weather indicator item. The famous deer swings out of a doorway to indicate bad weather is a day away while Santa Claus is the fair weather indicator. The dollar item is encased in a brightly painted plastic cottage 6 inches high.

Edward Thaler now is director of sales at **Toby Toys**, and is reported to be doing a big job with Toby's plastic play food set that sells for a dollar. . . . **Miami Novelty Company** has announced a new stainless steel watch band which fastens like a leather band with buckle. The dollar retailer is light in weight, adjusts to any wrist, and will not pull on the hair. . . . **Creative Woodcraft** has nursery pin-ups at \$1.50 retail. The inch thick, hand-painted wooden pin-ups are offered in a variety of animal styles. . . . It's reported that pitchmen are having a profitable season handling plastic closet bags. The dust tight, sanitary bags hold multiple garments. . . . At 10 cents retail, gift wrappings (in 3 and 4 sheet folds)

are offered to quantity buyers by **Hano Paper**. . . . **Empire Products** has an electric pants presser for \$2.25. The two nickel-plated sides follow the crease of the trousers. Also, it's claimed to be useful for pressing ties, skirts, lapels, etc. . . . Selling for 15 cents, a magnetic toy offered by **South River Metal Products**. The top is accompanied by metal charms such as a star, aeroplane, fish and snake. As the top is spun close to the charms, the magnetic action moves the shapes rapidly about the top.

Pittsburgh:

Milton D. Myer Company offers a metal Santa Claus and sleigh mechanical toy that runs around the floor plus bears that walk, shake their head. . . . **Incrocci Novelties Company** has a piggy bank that is in demand. It stands on four paws, has one ear straight, one cocked. Another small pig has a light in back. A third sits on haunches. . . . **Max Vanderveen**, of **Barker Greeting Card Company**, offers a Christmas greeting card that plays "Jingle Bells" or "Happy Birthday" when a crank is turned. . . . **J. Spokane & Company, Inc.** is offering miniature houses, horses, skylines, churches and reindeer made of plastic. . . . **Harry A. Vinton Company** has a napkin line in "Rudolph, the Red-Nosed Reindeer," wedding, Santa, cane, giraffe, "Enjoy Yourself" and cowboys on horses lines. . . . **United Merchandise Company, Inc.** has a United Nations flag emblem for the lapel. . . . **Penn Sales Company** offers a green and red Christmas tree fence that folds into sections. . . . **Mullen Bros.** has a line of dolls which wholesale from \$4 a dozen to \$16 apiece. Latter the "New Look" stands 30 inches and carries a parasol. It is one of 50 numbers in dolls, including twins in blankets.

Los Angeles:

J. & H. Manufacturing is now featuring the Talking Toy Machine, with Bugs Bunny and Porky the Pig. Item is slated for the Christmas trade and stands approximately a foot high. Machine entertains both young and old. . . . **J. M. Berg, Beaumont Brokerage**, reports excellent response to the stereo-viewer and slides. There is wide selection of stereo slides, composed of 100 different Hollywood models, in color. . . . **Columbia Wholesale** will be able to give immediate delivery on Talking Cards in response to large Christmas demand, according to the firm's **Jim Horn**. . . . **Satisfactory Sales Company** will be out with its No. 2 series of the mild cigarette-viewer. Gadget contains 20 art models in full color and comes the same size as a package of cigarettes. . . . **St. Pierre's Hollywood Magic Company** is receiving quantity orders for its new item, "Goofy Teeth," says **George St. Pierre**.

Here and There:

Gem Sales Company, Detroit, is adding a supplement, advertising mechanical toys, to its 1950 special merchandise catalog. . . . The latest in cigarette lighters, produced by **Authentic Miniatures, Inc.**, Chicago, is the Flying Saucer. The lighter is round and slightly thicker and larger than a silver dollar. Made of non-breakable plastiglass, one side has a built-in V-shaped flint over which the striker pin is drawn. On the other side is a choice of four celestial subjects imbedded in transparent material. Retail price is 89 cents. . . . **Sidney-Williams Company**, Los Angeles, announces a variety of novelty items made of vitaplast, a soft, rubber-like plastic in realistic detail. Items such as reptiles and insects are handled, plus a skeleton item called Mr. Bones, which retails in a 25 to 29-cent price range.

BINGO PROMPT SHIPMENTS

SPECIALS
LAPBOARDS
FLASH BOARDS
BINGO BLOWERS

Write for Free Catalog

H. A. SULLIVAN
104-22 BLVD., DEPT. 9
ROCKAWAY BEACH, N. Y.

loaded with profits
you can hit \$40 a day!

THE GORDONS

with Mitchell's exclusive
PERSONALIZED RUBBER DOOR MAT

Pocket \$40 profit every day! Useful, attractive year-round fast seller. Every door step, dwelling or business, a sure-fire prospect. Jumbo-size 18"x28" mat, any name (up to 13 letters), choice of all red, all blue, all black or all green.

\$4.95

NO INVESTMENT—NO STOCK—NO DELIVERIES. You keep \$1.95 cash deposit on every \$4.95 sale. We deliver and collect balance. Send only \$2 for stock name mat (we select name and color), and you're in business... or \$3 for mat in name and color of your choice... FREE order book and sales plan!

R. L. MITCHELL RUBBER CO. Dept. 11
2120 SAN FERNANDO RD., LOS ANGELES 65, CALIF.
QUALITY RUBBER PRODUCTS SINCE 1925

FLYING SAUCER
FLYING SAUCER BALLOON

.. Red Hot Pitch Item
Action! Noise! order from your jobber

The OAK RUBBER CO
RAVENNA, OHIO.

Oak Balloons
For Immediate Shipment
Write for FREE Catalog

STATE NOVELTY CO.
618 W. St. Clair Cleveland 13, Ohio

SILVER PLATED
32-Pc. Service for Six



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

\$4.25 10 SETS **SAMPLE \$4.40**
SET or more Display Chest, \$1.00 extra.

ROHDE SPENCER CO.
223-225 W. Madison St. Chicago 6, Ill.

A MILLION SALES
with
CIRCLINE
Fluorescent Fixtures
The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.
LOWEST PRICES
Good Profits to Distributors. Write for Catalogue

BELNORD PRODUCTS CORP.
DESIGNERS - MANUFACTURERS - DISTRIBUTORS
FLUORESCENT FIXTURES
145 N. 7th St., Phila. 6, Pa. Lombard 3-7789

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WAR MAPS

These maps are going great guns. Have you tried them? We can ship anywhere in the United States and can give you authority on a good farm publication. Write for prices.

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Openings in all States at high commissions, for bondable salespeople only.

TRADE PRESS BUREAU
1406 Main St. Kansas City 8, Mo.

Pipes for Pitchmen

by Bill Baker

THEY TELL US... that a number of old-time pitchers of note are working as hankypanks on the C. A. Stephens Shows.

A good and respected pitch is an asset that will bring cash into your pockets.

TOM O'CONNOR... has been chalking up fair sales counts working paper in Georgia towns.

Pitchdom's definition of boomerang: To turn against those who have befriended you in distress.

WESLEY BRENZEL... and Dave Dunlop are working the tobacco markets of North Carolina out of Raleigh with sheet to good takes.

The hustlers are the fellow who have been looking forward to the next six weeks.

SHEET WORKERS... reported to have picked up a good portion of the spending money in sight at North Carolina State Fair, Raleigh, October 17-21, were Al Delesille, Bob Lewiston and Jimmy Walls. Walls is Raleigh manager for Southern Farmer.

There is always a big demand for good spots. There also is a heavy demand for good pitchmen.

BUDDIE LOVELL... is reported to be getting some geedus working sheet around Macon, Ga.

Remember, a summer bankroll can always be converted into a winter one if it has not been too sensitive to warm, lazy days.

HEAVY FAULKNER... is reported to be reaping good returns working sheet down yonder.

We wonder if the clothes affected by some pitchmen are the cause of the inception of Noise Abatement Week.

JUNE MARIE SMITH... graphology pitch expert, writes from Chicago that she'd like to read pipes here from Mr. and Mrs. Lee Randolph and Cecil Erwin.

If some of the boys' fair tours were on the average side their won't be much bellhop mitting this winter.

HENRY H. VARNER... who closed his season early in September, reports from Akron that the Rubber City is booming again.

Wintering in Florida oftimes means that a pitchman knows his season is over.

FOLLOWING... lucrative season in Virginia, Maryland and Delaware, Jack (Bottles) Stover has returned to his favorite Harrisonburg, Va., where he's exchanging dukes on the leaf.

The quality of a pitchman's service to his tip in the future is indicated by the quality of his past performance.

HARRY CANTER... pipes from Stockton, Calif., that he has been working the Kress store there to good returns with cleaner. "Visited the J. J. Newberry store here and to my surprise there was Jack (Powderpuff) Beard, of needle note, on a choice location," Canter writes. "Jack had a big window display with his rugs and French embroidery work and he seemed to be doing good business. I believe Jack is one of the cleanest and best needle workers I've ever seen."

The successful pitchman, in many instances, is an average person who either had a chance or took a chance.

"I LIKED THE RECENT... pipe on the Early '20s sent thru by Ray Herbers," letters Harry Greenfield from New York. "After reading it, I closed my eyes, relaxed and concentrated on the past about pitchmen. Some of them are gone and some are still around. These were the happenings in the early '20s around New York. The first pitch in this locale on health books was made by Eddy Ross. He set up on Park Row opposite the City Hall on a cold day and worked in his undershirt. Frank Urban pitched health books on Wall Street, Doc Griffiths and Sol Addis worked from the back of an old Ford pitching books and herbs on 38th Street. Bill Boyce, Joe Carroll, Joe McCarthy and Sam

Kramer worked at Sgt. Frank Poulos' pitch store on Times Square. Doc Perry had his chain of pitch stores operating on Sixth Avenue, where the Mighty Atom made his first pitch. Madaline Ragan made her pitch on sex books for Ike and Mike on 14th Street. Jack Dorsey, Bill Schultz and Doc Small pitched in a store on Eighth Avenue and five pitch stores were operating to good business on the Boardwalk at Coney Island. I remember seeing the following working there: Louis Weitz, Jack Kahn, Sammy Friedman, Jerry Francherine, Sailor Jim White, Bob Brann, Bill Vreeland, Frankie Brown, Jack Wilson, Dave Garb, Doc Reynolds, Murry Harlan, Larry Velour, Doc Andrews, Jack Dillion, Doc Williams, Harry Balkin and Doc Reid. And I always miss Doc Miller's weekly contribution to the pipes column."

Many of those who spent so much time jackpot-cutting in hotel lobbies will beef about how tough the season was when they find themselves tapped out this winter.

THE BELTS... Henry and Henrietta, are in Augusta, Ga., after working numerous Eastern fair dates, which, they report, all seemed a bit off from other years. They add that the weather in Georgia has been good but not good enough to help loosen up the natives' purse strings to any great extent. The Belts also report that Bert Glauner, old-time pitch ace, passed away recently in Veterans' Hospital, Dearborn, Mich. They had visited Bert about a week before his death.

One stubborn little fact sometimes measures up to a whole bushel full of notions.

VAN HELMAN... is reported to have worked novelty hats to good returns at the Marlboro Fair, Seat Pleasant, Md.

"IT WON'T BE LONG... now until many knights of the tribes and keister return to their winter destinations, and New Orleans, as always, will get its share of them," Dave Rose pens from the Crescent City. "Most of the fairs are over and Old Man Winter soon will make his annual appearance. I never wait around long enough to see what he looks like. It's been many years since I last saw him. At present, conditions here are not as good as I thought they would be, but I am certain business will pick up. There are certain times of the year when tourists flock here by the thousands. On Thanksgiving Day the race track opens and draws a multitude of out-of-towners. After that the Christmas season gets under way and there are plenty of shoppers with cash ready to buy anything that appeals to them. Of course, toys like the Itchy Dog will be out. Last year thousands were sold in New Orleans and they caused plenty of heat because the people who bought them were under the impression that the dog barks. I sold them also but never again. We must sell toys to the public to take home to their children that they can operate and will enjoy. Toys that will not give the purchasers the impression that they were clipped. Usually, a couple of weeks before December 25 one can get by selling novelties on Canal Street, the main drag. Thus far, I haven't heard what the restrictions will be and how much the State reader will be, but as soon as I am able to find out I'll gladly pass the information on via the pipes column. On New Year's Eve here almost anything goes, that is, in the line of noise makers. Then on January 1 the Sugar Bowl football game is staged and anyone who desires to work can do so, provided he gets a special reader for that day. After that things get quiet around here for about a month. Then the Mardi Gras arrives and everyone makes a good piece of money. Why doesn't Henry H. Varner pay us a visit?"

Big Profits
Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25c.

Bart Mfg. Co.
303 DeGrau St. Brooklyn 2, N. Y.

Sensations of the Doll World!

WALKING DOLL

Cleverest Doll Ever
Designed —
Sells on Sight!



She walks by herself, swinging her head and arms! Any child can make her walk. Simple to operate.

Walking Doll is dressed in designed organdy — pink, blue or maize—with lace trimmed petticoat and panties. She also sleeps, and has attractive like-like eyes and lashes. Head and body are made of durable plastic.

Size— \$120.00 Samples,
19 Inches Tall Per Doz. \$12.00 Each



Honey of a Doll! SHE TALKS!

NOW... A Doll That's Guaranteed to Talk! Her prayer, "Now I Lay Me Down To Sleep," delights every youngster!

Cuddly and adorable! "Miracle Skin," practically unbreakable composition head. Blonds or brunette hair, sleeping eyes and lashes. Attractively dressed in blue or pink nixon, lace and ribbon trimmed. Yes... and removable rubber pants, stockings and shoes.

#7/121 \$66.00 #7/124 \$75.00
21" Size Doz. 24" Size Doz.

Same as above, but without talking unit:

#7/10—21" Size..... \$36.00 Doz.

#7/11—24" Size..... 46.50 Doz.

#7/12—27" Size..... 60.00 Doz.



BROTHER & SISTER DOLLS

Rubber Skin — Dressed in assorted corduroy skirt and trousers
Moving Eyes. with Jersey sweaters and beret hats. Costume has
They cry and matching brass star trimming. White shoes and
sleep! stockings.

Jumbo Size \$54.00 Medium Size \$48.00 Small Size \$30.00
27" High Doz. 24" High Doz. 18" High Doz.

ROCK-A-BYE-BABY

• Cries • Sucks Thumb
• Moves Arms and Legs

Doll is costumed in baby's dress with
diapers and undershirt. Like a new-born
infant, she's wrapped in a baby blanket
with a big bow!

Giant 21" \$45.00
Life Size Doz.

As Above \$32.00
but 18" Size Doz.

OUR NEW XMAS CATALOG NOW
IS READY. WRITE FOR YOURS.



Each sample, \$1.00 extra.

25% Deposit, Balance C.O.D., f.o.b. New York City.

JOE END & COMPANY, Inc.

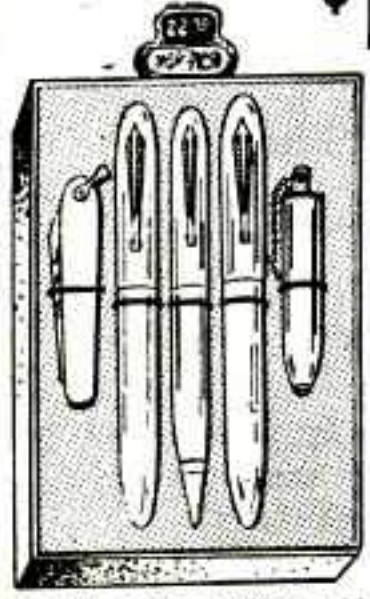
435 WEST BROADWAY WALKER 5-8280 NEW YORK 12, N. Y.

COMPARE OUR PRICES BEFORE YOU BUY
ALL FIRST QUALITY MERCHANDISE
PRE-INVENTORY SALE—BARGAINS GALORE



\$4.00 DOZ.
\$42.00 GR.

Original 3 - Pc. Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.



\$13.20 DOZ.

Five Piece Gold Plated Travel Set

Consists of beautiful gold plated PEN, PENCIL, BALL PEN, FLASHLIGHT and PEN KNIFE in plush box with \$22.50 Gold Embossed price tag. **DON'T BE FOOLED BY IMITATIONS!** WE ALSO HAVE THE PLASTIC FINISH SET AT \$10.50 DOZ.

ATTENTION SALESBOARD OPERATORS!

Here's the year's prize winning doll.

"WANDA" THE WALKING DOLL

18" Tall, she actually walks, stops, turns. Has "stop" and "go" switch. Gorgeously dressed in Neven material. Adults as well as children love this doll.

Individually boxed and guaranteed!

SPECIAL PRICE \$114.00 Doz.
SAMPLE DOLL \$11.50



IMITATION CORDE' WALLETS

With Patented Expansion Flap. Sensational PLASTONE finish makes these wallets look like the real thing. We've had terrific response to this number all year—it's a sure winner for Christmas. Individually boxed.

MINIMUM ORDER \$8.00 Doz.
ONE DOZEN

WE HAVE A LARGE SELECTION OF BOTH MEN'S AND LADIES' WALLETS IN ALL PRICE RANGES. WRITE FOR COMPLETE LINE OF SAMPLES!

25 DIFFERENT STYLES FROM THE ORIGINATORS OF EXQUISITELY DESIGNED COSTUME JEWELRY SETS

Write for Complete Illustrated Catalog!

SET PICTURED - - NO. 304

\$42.00 DOZ.
 Sample Set \$4.00

Necklace, Brooch, Earring Set, 2 4 K Gold Plated, Linked Chain, Silk Lined Gift Box.

ALL SETS FOR RESALE ONLY!

- #3902 CONTINENTAL BLACK HANDLE LIGHTER\$8.00 DOZ.;
- "DREAM GIRL" LITE-UP PENCIL\$4.00 DOZ.; \$45.00 GR.
- SMALL BLACK HANDLE PISTOL LIGHTER\$6.00 DOZ.; \$66.00 GR.
- LARGE PEARL HANDLE LIGHTER\$12.00 DOZ.;
- AUTOMATIC TYPE PISTOL LIGHTER\$6.00 DOZ.;
- 4 PC. PEN & KNIFE SET\$5.75 DOZ.; \$63.00 GR.
- 3 PC. ALL GOLD PLATE PEN SET\$5.75 DOZ.; \$63.00 GR.
- WORLD'S SMALLEST COCKTAIL LIGHTER, CHROME FINISH \$5.40 DOZ.
- SMALL MESH POCKET LIGHTER, IDEAL GIFT\$5.40 DOZ.;

MECHANICAL TOYS—IMMEDIATE DELIVERY!

- LARGE WALKING BEAR\$6.75 DOZ.; \$72.00 GR.
- SAMBO THE MINSTREL MAN\$7.80 DOZ.; \$90.00 GR.
- MECHANICAL WALKING SEAL\$6.75 DOZ.; \$78.00 GR.
- LARGE WALKING ELEPHANT\$6.75 DOZ.; \$72.00 GR.
- SMALL WALKING BEAR\$4.25 DOZ.; \$48.00 GR.
- BEGGING FUR POODLE DOG\$5.00 DOZ.; \$57.00 GR.
- HOPPING FUR POODLE DOG\$5.00 DOZ.; \$57.00 GR.
- ITCHY DOGS\$1.75 DOZ.; \$19.80 GR.
- SANTA ON SLED (MECH.)\$6.75 DOZ.; \$78.00 GR.
- STRUTTIN' PUPPY\$4.50 DOZ.; \$52.50 GR.
- LARGE CRAWLING BABY\$5.50 DOZ.; \$63.00 GR.

25% Deposit Required With All Orders; Balance C. O. D.

Write for Football and Novelty Catalog!

KIM & CIOFFI 912 Arch Street Philadelphia, Pa. Market 7-2283

Kind Words From Friends

Continued from page 55

and best wishes. . . **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. . . **D. K. Baldwin, Minnesota State Fair:** Contents, not cover, count. Congratulations. **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. . . **Ned Torti, 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. For your continued success. . . **Jack Reynolds, manager, Wisconsin State Fair:** Congratulations Billboard for a superb job of face-lifting. . . **Boyle Woolfolk Agency, Chicago:** Congratulations on the new format of your wonderful publication. **Eli Bridge Company, Jackson-**

ville, 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. . . **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. . . **Aut Swenson, manager and operator Bill Brown, 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. . . **Charles Zemater:** Congratulations on the new issue of The Billboard. It's newsy, it's swell.

Harry J. Batt, 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 stand-out in the amusement world as The New York Times and The Chicago Tribune are in the daily field. Their slogans, "All the news that is fit to print" and "The world's greatest newspaper," may well be paraphrased to fit your accomplishment. Best wishes for continued success. . . **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.

ORIGINAL WOLF PACK!
\$9.25 DOZ.
\$108.00 Gross

The only original pack in the country. See the difference! Regulation size playing cards with 52 gorgeous Hollywood beauties.

MECHANICAL TOYS
 (occupied Japan)
 4 Doz. Deal **\$37.50** per Deal Assortment

Walking Bears, Walking Elephants, Hopping Dogs, Camels, Begging Dogs, Groggy Cars, Walking Robot Men

(We reserve the right to substitute) 25% Deposit, Balance C. O. D. F. O. B. Chicago—OPEN SUNDAYS. 100 Lbs. or More Shipped Prepaid.

ADLER SALES
 Sub. of W.S.L. Dist. Co.
 847 W. Roosevelt Rd., Chicago, Ill.

Imported Swiss Stop CHRONOGRAPH
 with 2 Push Buttons
\$2.98 Gross Lots

Lots of 12\$3.25
 Lots of 63.35
 Watch Band, \$1.60 Doz.
 Boxed, watch b a n d, guarantee slip, instructions, 40¢ per watch addit.

Special Supply Limited! Men's and Ladies' Watches, 7 JEWEL, RGP case, stainless steel back, \$4.98 Gross, \$7.25 Doz. Ea.

with 4 Sim. Rubies, 8 Sim. Diamonds, 75¢ extra

C. O. D. orders from non-rated concerns, 10% with order. On orders under 6 watches, add \$1.50 ea.

SARO WATCH, AV-1674 B'way, N.Y. 19, N.Y.

COMPARE and SAVE!

WESTERN HORSE CLOCK \$5.15
 Overall Size 17"x5"x11 1/2"

BOWLING BALL BAR 4.95

KIT KAT CLOCK 6.90

TELEVISION CLOCK Model WHJ With Western Horse 5.25

Terms: 25% dep., bal. C.O.D., F.O.B. Chicago.

SAMPLES: \$1 Extra—Cash With Order—Shipped Prepaid.

WRITE FOR FREE CATALOG

ARCADE SALES 1123 S. Pulaski Chicago 24, Ill.

CANDY FILLED CEDAR CHEST

Filled with two pounds of assorted choice chocolates.

\$3.00 IN DOZEN LOTS EACH

Write for Free Circular on Other Premium Items. Terms: F. O. B. Chicago—1/3 Deposit With Order, Balance C. O. D.

LAKEVIEW SALES COMPANY
 1012 West Belmont Avenue Chicago 13, Illinois

Merchandisers, Agents

Do you have merchandise you want to move fast? New, sure-fire sales plan will do it for you. No item too large or too small in any quantities. Call or write

ED. SNYDER
 1513 S. Wabash, Chicago, Ph.: WAbash 2-5862

CHINA Giftware

WESTERN BEER STEIN
 Attractive, assorted designs
SET OF 6 . . . \$3.25

5 INCH MAMMY and CHEF SALT and PEPPERS,
\$4.00 doz. pair

5 PC. ELEPHANT ASH TRAY SET
 New and Novel
\$6.50 Doz. Sets

Prices F. O. B. Indianapolis. Include postage with order. 25% deposit with C. O. D.'s.

KIPP BROTHERS
 Wholesale Distributors Since 1880
 240-43 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

SWISS WATCHES
 From IMPORTER All Brand NEW and Guaranteed

Men's sweep radium pushpins . . . \$ 2.95
 BASIS 2 pushbut- ton chrono's . . . 3.35

7 Jewel MEN'S sweep radium pushpin case . . . 3.65
 7 Jewel LADIES' (NURSES) sweep radium pushpin . . . 4.35
 15 Jewel MEN'S WATERPROOF radium, stainless steelback . . . 8.25
 17 Jewel MEN'S or LADIES' in RGP steelback case, dome crystal . . . 9.90
 17 Jewel WATERPROOF incabloc sweep rad. stainless steelback—ladies' or men's . . . 12.25
 17 Jewel AUTOMATIC & WATER-PROOF incabloc, stainless steel-back sweep, radium—men's . . . 16.75
 17 Jewel CHRONOGRAPH, sweep radium s. steelback . . . 15.75
 17 Jewel MEN'S or LADIES' in basket weave GOLD FILLED BRACELET, Case RGP, back . . . 16.75
 Genuine LEATHER Straps 15¢ each in doz. lots. Minimum Order, one doz.

SPECIAL PRICES in quantities. Catalog upon request.

TRANSWORLD TRADING CO.
 565 Fifth Avenue New York City

BLINKING SANTA CLAUS

Red and White SANTA with a REAL BEARD

Complete with FLASHER and CORD

26" HIGH

A PROVEN SELLER!

Just plug in and lights go on and off! Easy to operate—no complicated mechanism.

\$69.00 Doz. Sample \$6.75 ea.

MESHED FILLED STOCKINGS LOADED WITH TOYS
 59¢ Retailer, \$3.60 Doz.
 \$1.49 Retailer, \$7.20 Doz.

Enclose 50¢ postage for ea. doz. Stockings & also 50¢ on Santa Claus sample.

CASEY CO., INC.
 Headquarters for Premium Merchandise
 1132 So. Wabash Ave. Chicago 5, Ill.

EVERYBODY WANTS BOZO

THE CLOWN BALLOONS!
 by PIONEER

Cash in on the popularity of Bozo the Clown! Records by the Million, a radio-TV hit, terrific personal appearances! You can't miss with Pioneer Qualatex Bozo Balloons. Kids yell for these two big blue and red Bozo Balloons—No. 11-B, 11" round and No. 817-B, 17" Toss-Up doll with feet. Pitch Bozo Balloons and clean up fast! Write The Pioneer Rubber Company, 107 Tiffin Road, Willard, Ohio.

WRIST WATCH \$3.00 EA.

BRAND NEW—NOT RECONDITIONED

With Stainless Steel Expansion Band. Radium dial and hands. Red sweep second hand. Chrome case. Removable pins. Biggest value on the market! Only (6 or more)

10% Deposit—Balance C. O. D.

BURTON SALES CO.
 Dept. M-27
 843 W. Madison St. Chicago 7, Ill.

BINGO SUPPLIES and EQUIPMENT

IMMEDIATE DELIVERY!

Electric Flash Boards
 Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO., INC.
 817-823 Broadway, Newark 4, N. J.

Stereo VIEWER and Art Slides

12 \$1.25 Viewers
 100 25¢ Stereo Slides (all different Art Models)
\$25.00 per deal

Sample VIEWER & 3 SLIDES, \$2.00 (No C. O. D.)
 Jobbers and Distributors. WRITE FOR PRICES.

BEAUMONT BROKERAGE
 Box 8535, Cole Sta., Los Angeles 46, Calif.

MAGIC SIGN LETTERS

X CHRISTMAS SIGNS and signs for every day or holiday can be made with the amazing new CHANGEABLE Sign Letters that STICK TO GLASS without glue. Merchants buy on sight!

A Write today for free sample and MONEY-MAKING details.

S **GARY ENTERPRISES, Dept. 12**
 1319 N. Highland, Hollywood 28, Calif.

**● CANVASSERS
● WAGON JOBBERS
● PREMIUM USERS**

✓ AUTOMATIC PUSH-BUTTON KNIVES

Mirror polished, swaged blades in four different sizes. Assorted colors, some with candy stripes.

\$6.00 per doz.

✓ "PIN-KING" SHEARS

Will not rust or corrode. Guaranteed against mechanical defects.

\$12.00 per doz.

✓ 3 PC. PEN SET

Consisting of ball pen, pencil and fountain pen. With gold caps. Attractively boxed with gold embossed price tag.

\$45.00 per gross

✓ EVERSHPAR CAPILLARY ACTION PEN

Excellent mechanical movement. List price, \$9.95 ea.

\$15.00 doz.

✓ EVERSHPAR SET

With solid gold point pen & repeating pencil. \$10.50 list price.

\$3.25 per set

✓ EVERSHPAR ENVOY SET

Gold pen & repeater pencil, pen with 14K gold point. In leatherette display case. \$25.00 list price.

\$7.50 ea.

✓ FOUNTAIN PEN

With 26 point. In ass't'd colors. 98¢ seller.

\$18.00 gross

✓ ENGLISH LIGHTER

Never miss action. Made in England to retail for \$10.50 each.

\$15.00 doz.

Same as above, smaller in size.

\$12.00 doz.

Strictly Dealers Only

Terms: C.O.D., F.O.B. New York.

LOUIS BENGAL

27 East 20th St. New York City

Under the Marquee

Continued from page 59

comedy clown shoes. McDonald opened Tuesday (24) at a Tulsa, Okla., department store for his 24th season.

Maybe canvassers would get more supervision if they'd move around more slowly so the big top pushers could keep up with them.

Fred Bradna, former equestrian director for Ringling-Barnum, and his wife, Ella, caught Polack Bros.' Eastern unit recently in Tampa. They renewed acquaintances with the Montes de Ocas, Flying Wards, Natal, Cheerful Gardner, Ernie Wiswell, Alex Konyot, Sidneys, Billy Barton, Arturos, Henry Kyes, Kris Krinkel, Victorio and Georgetti. The latter two, clowns, came to America nearly 50 years ago. In the Bradna party were Col and Mrs. Melvin Asp; Reverend Allison and John L. Sullivan, curator of the circus museum at Sarasota, Fla.

Then there was the old-time manager who forbid circus gals and boys to meet because they marry off too fast.

Willard J. Oakley caught Polack Bros.' Eastern unit while on a tour that took him to Pittsburgh, Akron, Toledo and Kalamazoo, Mich., recently. . . . John C. Fulghum, Richmond, Va., caught Mills Bros. recently, the eighth org he has seen this season.

Managers object to giving supposed-to-be showmen any fancy experience tests partly on the grounds that they can tell at a glance.

Emmett Kelly, clown-turned-movie actor, was feted in Hollywood recently at a dinner attended by Allen Mowbray, Dick Powers, Frank Whitbeck, Herbert Ryan, Pepito Perez, Hank Mann, Chester Conklin, Jimmy Finlayson, Snub Pollard, Heinie Conklin, Everett Hart, Roy Roberts, Mitchell Lewis, Robert Armstrong, Henry Willson, Abe Goldstein and Jack Sheehan. Entertainment was staged by Riese Williams and included Phil Tully, Russ Clark, Marlyn Hare, Boyce and Evans, Johnson and Johnson, Paul Gordon and Black Brothers. A clown band also participated.

Laying out on paper a heavy grossing route for 1951 would be a great protection for any show—providing the paper doesn't tear.

Jim Stutz, show agent, and Orville Speer, formerly with many circuses, recently enjoyed an exchange of letters recalling the old days on Baron's European Circus. . . . Hazel King, with Dailley Bros.' Circus for nine years as ring stock trainer, has moved to the Gil Gray indoor org with her horse and dog acts.

Swinging ladder gal thinks the real enemy of the circus is the fat around one's hips.

With the Gil Gray Shrine org at Hugo, Okla., are Mr. and Mrs. George King, Mr. and Mrs. Marvin Wickes, Dolly Jacobs, Bob Grubbs, and Hazel King, reports Jack Bennett. Clark McDermott has the Jacobs bulls in Holly-

wood for movie work. . . . Enrique DeMell, clown, reports plenty of work in Central and South America, where he has been playing after closing with the Spiller seal act. He's at a kiddie park at Isle Verde, Puerto Rico, for the winter. . . . Leo McKenzie, builder of miniature clown cars, and his wife left Wichita, Kan., recently for a tour of shows in the South.

Pee Jay Ringens, hospitalized since an accident with his high act some time ago in New Orleans, recently received a gift subscription to The Billboard from Kurt Oranto, trouper of Park Ridge, Ill. . . . Emmett Kelly was topic of the Hedda Hopper movie gossip column in many papers including The Chicago Tribune Sunday (22). Piece traces Kelly's rise to clown stardom and his recent success as an actor in his first movie, "The Fat Man." . . . The Trib also carried a feature story Thursday (19) about Cliff Becker, former circus trouper and now a Chicagoan, who learned his leatherwork hobby from Cossacks on a Wild West Show 25 years ago.

Veteran circus troupers recalled last week that Al Jolson, who died in San Francisco recently, once was with the old Walter L. Main Circus. . . . Eddie Sola, vaude acro, ran into an old friend, Eddie Nye, once with the Ringling Bros.' Circus while playing the State Theater, Hartford, Conn., last week. Nye is now a member of the house' backstage staff.

Prof. George J. Keller, cat trainer, was the subject of a feature article with pix layout in a recent magazine section of The Houston Chronicle. . . . George Orth, who was with the Ringling and Barnum shows years ago as billposter, recently suffered a heart attack and is recuperating at his home in Kenosha, Wis.

Imported GLASS MINIATURES

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, chicks, camels, rabbits, pelicans, fish, etc.

Packed solid for shipping, one dozen (ass'd.) to box, each miniature individually wrapped.

Large Size (approx. 2" high)
\$15.00 Gr. in 5 Gr. Lots
Sample Gr. \$16.50

Small Size (approx. 1" high)
\$7.20 Gr. in 5 Gr. Lots
Sample Gr. \$9.00

25% Dep., Bal. C. O. D.
Satisfaction guaranteed or money refunded.

MDSE. DIST. CO.
19 E. 16th St. New York 3

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

\$ Make More Money \$

● Demonstrators
● Punchboard Operators
● Auctioneers
● Dealers

A. Beautifully boxed 2-pc. and 3-pc. sets from \$1 to \$6. Sells on sight!
B. Identification Bracelets—\$1.85 to \$12 doz. Massive! Gleaming finish!

Send \$10 for samples of A or B. Many hundreds of other fast-selling items. Write for 1950 catalog.

Call WA 2-3250; wire or write

SUPERIOR JEWELRY CO.
740 SANSON ST., PHILA. 6, PA.

OH! BOY! \$50 A DAY

Easy! Safest! Easy Money!
That's what you'll be shouting . . . when you line up with our sensational, fast selling item in your territory on a full time or spare time basis. Saves money for restaurants, lunch rooms, taverns, meat markets, food-beverage stores. Enormous field. No experience needed. WRITE QUICK for big money starting plan.

HARRY UTILITY CO., 53 W. Jackson Blvd., Dept. BB-111, Chicago 4, Ill.

SPOT DELIVERY

SHARP-SHOOTER . . . \$3.25 Doz.
FUR JUMPING RABBIT . . . 3.85 Doz.

IN CASE LOTS

25% deposit with orders, f.o.b., N. Y. net

B. R. WORDEN—IMPORTER
235 W. 29th St., New York 1, N.Y.
PE 6-1638

COMPARE THESE VALUES!



5-PC. MEN'S ENSEMBLE WATCH AND JEWELRY SET

Consists of 1-pc. Gold Filled Mesh 1" wide Bracelet. Watch fitted with guaranteed BRAND NEW 17-jewel movement. Dial set with 3 ruby baguettes and 8 perfectly matched round stones. Non-slip double safety catch on band; matching cuff links, keychain, tie clip and collar stay. Beautiful Jewel Gift Box with \$125.00 price tag.

Watches equipped with the famous Pierce 17-jewel movement, established since 1883, recognized the world over. Pre-timed by electronics to assure accuracy. Original Factory Written Guarantee with each set.

3 Sets or More Ass't Men's or Ladies' Sets . . . **\$24.75**
Sample \$26.50.

3-PC. WOMEN'S WATCH AND JEWELRY SET

An exact replica of watch costing \$2,550.00. A rare beauty of craftsmanship. BRAND NEW precision 17-jewel timepiece with all hand set pronged with 89 beautiful matching round stones and 14 baguettes. Necklace with 80 round stones and one emerald cut. Earrings consisting of 16 round stones and 2 emerald cuts, per pair. Packed in attractive plush, satin lined Gift Box, with \$125.00 price tag.

25% DEPOSIT, BALANCE C. O. D., F. O. B. CHICAGO
WHOLESALE ONLY

COOK BROS. 816 W. Maxwell St. Chicago, Ill.

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case

\$3.30 EACH IN CASE LOTS OF 30
\$3.40 Each in Less Than Case Lots
\$4.00 for Sample Postpaid

Case lots of 30
No. 140 TOBAS . . . \$3.00
No. 144 Midway . . . 3.00
No. 145 Magnet . . . 3.85
No. 146 Mingo . . . 3.85
Less Than Case Lots. Add 10¢ Per Blanket
For Sample Add 50¢ Per Blanket

Do you have our No. 60 Catalog? If not, write. State nature of your business in first letter.

NOTICE: PRICE CORRECTION

Thru error the incorrect prices were quoted in the November 4 issue of The Billboard. Prices quoted in the above ad are correct.

WISCONSIN DELUXE CO.
1902 N. THIRD STREET MILWAUKEE, WISCONSIN

HOTTEST SALES SENSATION!

BE FIRST IN YOUR TERRITORY

MAKE UP IN THE DARK . . .

5 in 1 GLAMOUR KIT!!

Beautifully designed light-weight case, in assorted colors. Ideal for gifts . . . loaded with sales appeal.

BUILT-IN FLASHLIGHT—STURDY COMPACT LIPSTICK BRUSH—CIGARETTE CASE—CIGARETTE LIGHTER

BIG PROFITS—retails \$4.95 each. Send \$2.95 for prepaid sample. Price Per Doz., \$32.00. Gross, \$325.00.

A NATURAL MONEY-MAKER FOR: SALESMEN, CONCESSIONAIRES, WAGON JOBBERS, PITCHMEN AND STORES . . . JOBBERS' INQUIRIES INVITED . . . GOOD PREMIUM ITEM FOR PUNCHBOARDS. 1/3 With Order, Balance C. O. D.

816 PINES CO., 5831 W. 3rd St., Los Angeles 36, Calif.

PISTOL LIGHTERS, JEWELRY & RINGS

SEND FOR CATALOGUE

We have 81 Exclusive Styles in Expensive Looking, Flashy 14K Gold Plate and Silver Plate **MEN'S** and **LADIES'** SOLITAIRE—BRIDAL SETS—CAMEOS—SIGNETS—BIRTHSTONES—COCKTAIL RINGS. They are just what you need for Department and Drug Store Dollar Ring Sales.

Prices from \$1.00 to \$72.00 Per Doz. Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts.

State Your Business.

HARRY MAHREN RING CO. Red and White Stone Combination. \$3.00 Doz. Plus Postage.
303 5th Ave., N. Y. 16, N. Y.

POCKETFUL OF \$\$\$ EVERY DAY

SALESMEN JOBBERS DISTRIBUTORS

New Sales Tested Self-Glowing 3 dimensional 116 piece pricing set. Sells on sight. Mail \$1.00 for sample set or write for information.

PLASTIC-AD MFG. CO.
South Bend, Indiana
Dept. B

Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen

In DeLuxe Velour Platform Gift Box. Write for New Low Prices. Sample 75¢.

ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

NEW CHINESE MODERN 4 PC. ENSEMBLE

(Really 2 Sets in One)

- Snap Bracelet
- Brooch
- Necklace
- Earrings
- Rings

FX9—All the mystic beauty of the Orient is captured in this elegant replica of a lavish carved green jade and heavy yellow gold link-motif, four-piece ensemble. Each piece so faithfully reproduced, so exquisitely made, so realistically heavy in weight that even on close inspection you'd guess it was the "real McCoy." We've priced all four pieces at less than you'd expect to pay for the bracelet alone.

Sample in gorgeous presentation box—\$5.00. **\$3.50**

6 sets unboxed set
6 sets gift boxed \$4.00 set

Order by number.

BURKE BREAKS THE MARKET PISTOL LIGHTERS

Big 3 1/4" by 2 1/4" size. **\$5.40**

Realistic corrugated handle. Retail \$2.00.

SPECIAL—MINIATURE LIGHTER. Jeweler chrome, leather covered. Really works. Tiny enough to be worn on ladies' bracelet. Retail \$2.00.

TED BURKE INDUSTRIES
Dept. B-20, 10 W. 27 St., N. Y. 1
MU 4-6756

IMMEDIATE DELIVERY

STYLE 3CC

3 Pc. Plastic Pen Set
LEVER Fountain Pen

Propel and Repeel Mech. Pencil
Ball Point Pen

\$40.00 GROSS
\$4.00 DOZEN

Samples \$7.00 Ea.

25% deposit with order, M.O. or Cash—F.O.B. N. Y.



STYLE 4PK
4 Pc. Plastic Pen Set With Knife
\$60.00 GROSS—\$5.75 DOZ.

STYLE 4FF
4 Pc. Plastic Pen Set With Flashlight
\$64.75 GROSS—\$5.75 DOZ.

STYLE 3M
3 Pc. All Gold Tone Metal Set
\$59.00 GROSS—\$5.75 DOZ.

STYLE 4MF
4 Pc. All Gold Metal Set With Flashlight
\$82.00 GROSS—\$7.25 DOZ.

All sets incl. Gold Embossed Price Tags.

INTERNATIONAL PEN CORP.
7 West 22nd St. New York 10, N. Y.
CHelsea 3-5097

GUNS—H & R—RIFLES—H & R—GUNS

AT LESS THAN FACTORY PRICES

#765 "Pioneer" Bolt Action Single Shot .22 Rifle \$10.95
#865 "Plainsman" Bolt Action Repeater .22 Rifle 15.45
48 "Topper" Single Barrel Shotgun, .410, 20, 16 or 12 Ga. 17.45
#348 "Gamester" Bolt Action Repeating Shotgun, 12 Gauge 24.35
CHROME FINISHED—DELUXE MODELS—ESPECIALLY FOR PREMIUM USERS

#766 "Pioneer" Deluxe, Bolt Action Single Shot .22 Rifle \$12.95
#488 "Topper" Black Deluxe Shotgun, .410, 20, 16 or 12 Ga. 18.45

HURRY—QUANTITY DEFINITELY LIMITED AT THESE PRICES.

Terms: \$5.00 deposit for each gun ordered. (M.O. or certified check), balance C.O.D. All guns shipped Railway Express only F.O.B. Columbus, Ohio.

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H & R DISTRIBUTOR
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Anything in the Line of TICKETS for
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UNIVERSAL JAR-O-DO**

No Order Too Large

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**JAR DEALS—PAD DEALS
R W B—LUCKY SEVEN
MATCH PAKS**

Orders shipped same day as received. We
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delivery. WRITE, PHONE or COME IN.

WRITE FOR CIRCULAR

CAROL SALES CO.

312 E. Market St. Elmira, N. Y.

SALESBOARDS

1000 25¢ Charley	Prof. \$50.00	\$.69
1400 5¢ Barrel	Prof. 18.00	.79
1000 25¢ J.P. Charley, X Tk. Prof.	\$52.00	\$.98
1200 25¢ Tex. Charley, Seal Prof.	102.00	1.10
1000 to 1200 5¢ J.P. Boards Prof.	28.00	1.10
1000 to 1200 5¢ J.P. Girlie	Prof. 28.00	1.24
1500 Hole Blank Boards	@	.98
2000 Hole Blank Boards	@	1.25
DELUXE SALES CO., Blue Earth, Minn.		

Salesboard Sidelights

Bernard Kite, manager of the Bee-Jay-Universal Chicago branch office and supply depot, is all enthused over the new twin bingo line just put out by Joseph Berkowitz's Universal Manufacturing Company, Kansas City, Mo. It's the new Basketball Bingo, a die-cut card, and the four-color Football Bingo. Both are garnering good operator response, Bernie says. He's also cheering the new line of 14 salesboards to be put out by Bee-Jay Products, Chicago. It's a new presentation of novelty boards, according to Kite, with the first of the numbers due for release last week. Just back from a one-week tour thru Indiana, he adds that business is on the upswing, with holiday orders hyping the totals. While Bernie is away from his Windy City office, mail and in-person business is ably handled by his two assistants.

H. M. Shoemaker, Muncie Novelty Company, Inc., Muncie, Ind., reports the recent price increase on firm's lines of tickets and various deals has been well received, proof being in the steady high level of orders. Company continues to work its staff overtime to keep up with demand. . . . Irv and Fred Webb, Webb Distributing Company, Chicago, continue to put in cheerful comments on the acceptance of their initial offering, the Television Punchboard deal.

Harlich Corporation, Chicago, is booming along with board production, according to sales manager Sam Feldman. While the materials picture is tightening up, particularly with regard to the

prime product, paper, Sam says supplies still permit a continuation of top production. There is a demand for all types of boards, with firm's coin numbers pulling plenty of attention, he states. The new pull-out coin compartments on Harlich coin boards are seen as being responsible for much of the increased buying of this line, Sam figures. All shipments continue to be immediate, he adds.

Galentine Novelty Company, South Bend, Ind., is another firm to announce overtime employment of its workers to keep up with the new trend in buying. Roy Galentine states firm's staff is busy working "night and day" to supply enough Blackhawk boards and jar deals.

Nate Rake, of Rake Coin Machine Exchange, Philadelphia, is supervising a crew of carpenters who are constructing a balcony running the full length of the company building. Balcony will be used as display area for Rake's expanding line of salesboards and premiums.

T & C Sales Company, Jacksonville, Ill., does a repeat on its good business report of several weeks

ago. Partners J. M. Trotter and H. K. Cade say the triple line of boards, tickets and premiums are "going great guns," but that the policy of "same day shipment of orders" continues in spite of the greater over-all volume of activity.

Oceanside Kiddie

erator can count on most of the fee being lost to him. For one thing, the cost of the merchandise is involved as the commission or salary that goes to the seller.

Park is open from 10 a.m. to 10 p.m. daily during the season and on week-ends as long as the weather is favorable. Peak operation is on week-ends.

Repeat Biz a Factor

According to Al, there is little difference between operating a moppet spot, a full-scale park or carnival rides. With a set location and dealing exclusively with small fry it is, however, necessary to show more concern for patrons. With a repeat patronage it is often necessary to get on a friendly, neighborhood basis with the patrons, many of whom apparently like the personal attention.

A principal reward for Al in the operation of his funspot, is the fact that he is no longer faced with the innumerable carnival tear-downs and set-ups. The headaches with the miniature units are few and far between, he says.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postal, 6416 N. Newgaard Ave., Chicago, Ill. no25

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; prices f.o.b. factory; 1/3 deposit, bal. c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE VENDORS — 1950 MODELS, Rowe and National Electric at bargain prices. Keiner Vendors, 3730 Division St., Chicago 51. no18

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.

CLEAN, USED CIGARETTE, CANDY AND other vendors; some like new; all makes and models at bargain prices. Keiner Vendors, 3730 Division St., Chicago 51. no19

ERIE DIGGERS REPAIRED—PARTS AND new Oak Cabinets for sale. Also 20 good used Erie Diggers and 12x12 top and frame for sale. Frank Evans, Route 6, Box 719, Pine Bluff, Ark. no11

EXCELLENT ONE BALLS—SPECIAL Entry and Jockey Special, in good condition and ready to set on location. \$50 each, f.o.b. Stillwater, Okla. Ace Amusement Co., 309 West St., Unit 5, Stillwater, Okla.

FOR SALE—100 USED 10¢ POP CORN SEZ Vending Machines, \$22.50 each; f.o.b. Gaylord; just off location; 200 5¢ Atari Bantam Tray Vendors, excellent condition, \$3.50 each. Resort Distributing Co., Box 527, Gaylord, Mich.

FOR SALE—100 NORTHWESTERN #33 1¢ Gum Ball Vendors, \$4 each; 100 Silver King 1¢ Gum Ball Vendors, \$3 each; 20 Victor Universal Deluxes 5¢ Ball Vendors, nine makes old #2 each; all machines are in good condition; prices quoted are f.o.b. Miami. Tropical Vendors, 141 S.W. 53rd Ct., Miami 34, Fla.

FOR SALE—4 WILCOX-GAY RECORDIOS, \$150 ea.; 1 Mutoscope Voice-o-Graph (like new); 1 Flying Saucer, like new, \$190; Mitz Jewels Bell, \$2 or \$150; 1 Jennings Super Deluxe Sun Chief 5¢, like new, \$300. Milner Novelty Co., 900 North Ninth, La Fayette, Ind.

FOR SALE—ONE 1949 DELUXE PHOTO-matic Picture Machine with 25¢ coin slot; used one week; cost \$63.50; will sell for seven hundred and fifty dollars. Cecil Guy, Crystal Springs, Miss.

FOR SALE—HIGH DIAL TEN STRIKES, \$29.50; also Low Dials, \$23.50; in first class condition; these Ten Strikes will make you just as much money as the expensive games; why not try a few? Reliable Skee-ball Co., 2512 Irving Park, Chicago, Ill.

MERCURY ATHLETIC SCALES, DELUXE floor models, \$45 each; Mercury Athletic Deluxe Counter Grip, \$12 each; A-1 reconditioned, money-back guarantee; hurry, only limited supply available. C. Rosinski, 4796 Grand Ave., Detroit 13, Mich. no11

MILLS AUTOMATIC FOUNTAINS, ALL ON location, in perfect operating condition and recently repainted for excellent appearance; \$400 each with changemakers, \$365 without. Vendomatic, 2623 N. Campbell, Tucson, Ariz.

ROWE CIGARETTE MACHINES—FIRST class operating; finished; thoroughly overhauled; standard or quarter ejector; 10 col. Royals with 2 king size col., \$60; 8 col. Royals, \$50; also 64 bar Selecteria Candy Machine, \$20; 1/3 deposit, Walter's Vending, Old Crompond Rd., Peekskill, N. Y.

SILVER BULLETS, LIKE NEW, \$100; Genco Shuffle League, \$55; A.B.T. 1¢ Gun, A-1, \$30; United Supper Shuffle, \$95. Ace Amusement, 27 Stroud St., Wilmington, Del.

TWENTY YU-CHU PENNY BALL GUM Machines, nickel plated base, 3¢ each, perfect shape; 10 Penny combs, \$3 each, perfect shape; 20 Columbus Penny Peanut Vending Machines, \$4 each, many extra parts free with this sale. Joe Koretz, 39 1/2 Division St., Troy, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. no2

UNEEDA CANDY MACHINES, \$40; POP-corn Machine, \$25; Funut, Gum Machine, \$6.95; Stamp Machines, \$2.95. U.S.P., Waterbury 5, Conn. de9

WANTED — BAKER "LUCKY STRIKE" Cigarette Counter Games; any quantity; must have all parts; state price expected. Equitable Vending Co., 1600 Park Ave., Baltimore 17, Md. no18

WILL BUY SILVER KING TARGETS AND The Hunter; also Esco Penny Picture Card Machines; state number and price. Capitol Coin, 540 N. 20 St., Milwaukee, Wis. no18

WILL TRADE EXHIBIT SHUFFLE-BOWL Conversions that fit on a shuffleboard for games, or what have you? Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.

8 ELECTRO-HOIST (CRANES) — GOOD condition; will sell all or part. Box 589, Billboard, 1564 Broadway, N.Y.C.

22 SCALES—4 AMERICAN, 2 MILLS, 1 Toledo, 2 Watling, 1 Peerless, 7 Frantz and 5 Camco; \$995 takes them all! Also Northwestern #33 Panuts, \$6 ea.; Northwestern Deluxes, \$10 ea.; Stands, all kinds, \$2 and \$3. Cox, 859 Edison Dr., San Antonio, Tex.

24 LOTION VENDING MACHINES, BALL-o-Matic type; all in excellent condition; cost \$42 each new; yours for \$15 each; 1/3 with order, balance c.o.d. Delbert Warner, 317 W. 14th Ave., Denver 4, Colo.

1947 EVANS 10 STRIKE, POOLETTE Table; Evans Jungle Camp, free play, excellent condition; 3¢ Pinball Transformers; would trade. Horace Ferguson, 1005 Gurney St., Oskaloosa, Ia.

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; Boloscore, \$85; many others; can equip complete Arcade; my services available to assist installing your Arcade. Baldridge, 6678 Academy, Brighton, Mich.

HOLIDAY SPECIAL

Save Money!

- 3 Doz.—28 Tip Cards
- 3 Doz.—36 Tip Cards
- 3 Doz.—45 Tip Cards
- 3 Doz.—66 Tip Cards

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.

Gam Sales Company
Manufactures Only
1319-21 So. Adams Peoria, Ill.

LET EMPIRE PAY YOUR RENT

WE ARE NOT
HIGH in PRICE
WE ARE NOT
TOO LOW

WE ARE
JUST RIGHT!

WRITE TO EMPIRE FOR
AMERICA'S MOST
COMPLETE LINE
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We can give you fast delivery from stock. Save you money and time. We stock one of the largest selections of Salesboards. Complete display in our showroom.

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Distributors of Coin-Operated
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WHOLESALE JOBBERS

SALESMEN WANTED TO SELL JAR & BOX TICKET GAMES

IN EVERY TOWN AND COMMUNITY, CLUBS, CIGAR STORES, POOL HALLS, TAVERN, ETC., ARE BEST PROSPECTS, OR START A ROUTE OF YOUR OWN! NO EXPERIENCE NECESSARY. 40% ADVANCE COMMISSION

WORTHMORE TICKET GAMES
1825 S. MICHIGAN AVE. B-11. CHICAGO 16, ILL.

TURKEY PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

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OUTSTANDING BOARDS

DEFINITE PROFIT BDS. (D) PELLET BDS. JACKPOT BOARDS (JP) COIN STYLE BDS.

Amt. Wtd.	Size & Type	Profit Price
1000	104 Ten-Cent Charley	D 30 \$1.39
1000	5¢ Cutie Pies, Girlie Bd.	D 28 2.23
1000	10¢ Beat the "7"	D 51 2.24
1200	5¢ Ride-a-Winner	D 30 2.74
1216	5¢ Pistol-Totin-Mama	JP 33 2.89
1989	10¢ Hit & Win, XX Thick	D 55 3.49
1200	5¢ Wampus	JP 37 2.95
1200 25¢	Play Over "7" X Thk.	D 116 3.37
200 6/25¢	Comet, Giant Holes	JP 32 3.39
1200 5¢	Diamond Bell, 6 Jackpots	JP 32 3.45
200 6/25¢	Dixie, Giant Holes	JP 33 3.48
1989 10¢	Hit & Win, XX Thick	D 55 3.49
340 25¢	Pellets, Fins, Sawbs.	JP 63 3.95
2160 10¢	Jackpot King	JP 84 4.25
1080 25¢	Pellets, Club Bell Slot	JP 70 4.95
1200 10¢	Little Flower, Coin Bd.	JP 57 4.98

Simply check amount each board wtd. & return ad. We'll ship immediately.
Cash with order. 25% Dep., Bal. C. O. D.
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FINAL LAP

Immediate DELIVERY
ACTION... APPEAL... FAST

600 Holes * 25¢ PLAY * DEF. PROFIT \$62.50 Board of the week!

SUPERIOR PRODUCTS, INC. ORDER NOW
2133-59 W. FULTON STREET CHICAGO, ILLINOIS

**SALESBOARDS—JAR TICKETS
NEW LOW PRICE ALL ORDERS SHIPPED
SAME DAY RECEIVED**

Holes	Play	Description	Profit	Net
300	25¢	QUARTER KOLORS, THICK	Def. \$15.00	\$.40
400	5¢	LUCKY BUCKS, THICK	Def. 7.00	.75
1000	5¢	5¢ CHARLEY, THIN	Def. 17.00	.90
1000	25¢	J.P. CHARLEY, THIN	Avg. 52.00	1.10
1200	25¢	TEXAS CHARLEY, THICK	Avg. 102.90	1.95
1000	5¢	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	1.75
1000	5¢	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	1.75
1000	5¢	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75
1000	10¢	TEN CENT SAW BUCKS	Avg. 45.00	1.75
1000	25¢	SIX TWO BITS	Avg. 114.28	1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C.O.D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, IND.

USE BLACKHAWK BOARDS
IMMEDIATE DELIVERY in any quantity of the below boards. You will find them the finest that money can buy, i.e., none better.

Holes	Play	Description	Profit	Net Price
650	5¢	LIFE BOOK	AVG. \$15.18	\$1.95
1000	5¢	CHERRY BOOK	AVG. 27.15	3.15
1020	5¢	POKER FACE	AVG. 25.37	2.65
780	5¢	RED KING	AVG. 17.28	1.95
2500	5¢	HOLES OF DOUGH	DEF. 55.49	6.95
3000	10¢	TREASURE SHIP	AVG. 153.00	6.70
3024	10¢	INDIAN HUNT	AVG. 136.00	9.50
420	25¢	POKER HANDS	AVG. 52.50	2.95
1000	25¢	DERBY DAY	AVG. 83.20	3.25
1020	25¢	JACKPOT CHARLEY DINO	AVG. 57.00	2.45
3078	25¢	YOUR CHOICE	AVG. 263.00	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.
GALENTINE NOVELTY COMPANY 322 East Colfax Avenue South Bend, Ind. 24

**TURKEY
PUSH CARDS**

Now ready for immediate shipment, our 1950 line of attractive and unusual Turkey Push Cards—

WRITE FOR FREE CATALOG
W. H. BRADY CO., Mrs.
Established 1914
CHIPPEWA FALLS, WISC.

BALLY INTRODUCES HOOK-BOWLER SHUFFLE GAME

Permits Players To Make Straight Or Hooked Shots

CHICAGO, Nov. 4.—A shuffle game designed to catch the realism of regulation bowling has been placed in production at the Bally Manufacturing Company plant. Called Hook-Bowler, the game permits players to shoot hook as well as straight shots.

Designed with a 9½-foot playfield, Hook-Bowler is equipped with disappearing pins which automatically reset after each frame and uses a standard shuffle-bowling puck as its center of activity. A feature of the game is the hook-lane on the pin-field panel. When puck is shot accurately thru the hook-lane at a certain speed, puck hooks and goes thru pin scoring area, usually resulting in a strike. The pull of a field magnet causes the hook action the puck must be shot at a certain speed for desired results.

Power-rebound is another feature of Hook-Bowler. With this Bally innovation even the pucks shot at slow speed rebound for the succeeding play. Power-rebound. (Continued on page 95)

ASLI Staffers Ink Shufflers At Quick Pace

UNION CITY, N. J., Nov. 4.—Despite unseasonable warm weather, the registration flow thru American Shuffleboard Leagues, Inc. (ASLI), headquarters here is proceeding at a rate that should enable the organization to reach its goal of 30,000 player members before the December 20 deadline. Peter Olmsted, executive director, predicted this week.

"We have been receiving an average of about two complete league registrations a day since mid-September," he stated. With league composed of from 6 to 14 teams and each team comprising 6 to 20 players, he said the ASLI office has been processing about 20 teams a day, or about 200 individual members.

The rate is expected to double to four league registrations daily (Continued on page 93)

More Coin Products Getting UL Approval

CHICAGO, Nov. 4.—Proof of the engineering advances made by the coin machine industry in the past few years is pointed out practically every week by equipment under scrutiny at Underwriters' Laboratories (UL) testing stations in Chicago, New York and San Francisco. While this non-profit org was founded in 1894, it has only been in the past 15 years that coin machine manufacturers began using its services.

Zachary Named Sales Manager

CHICAGO, Nov. 4.—Seymour Golden, president of the Coin Machine Service Company, this week announced the appointment of Gerald Zachary as sales manager of the firm. Zachary has been associated with premium and novelty firms for many years, Golden stated.

At the same time it was announced that Coin Machine Service has been named exclusive distributor for the Bubble-Garden lamp products for the coin machine trade. Firm makes lamps which can be used by operators as premiums.

SERVICE TIPS ON NEW GAME

CHICAGO, Nov. 4.—With the installation of a new blueprint machine, Universal Industries now offers a service feature for operators which will describe the best methods of trouble shooting when making service calls on new games.

Designed mainly for speedy blueprinting of schematics for games, the machine also can duplicate printed matter. The device not only reprints but is equipped for high speed drying. Universal, beginning with its new High Score Bowler, is issuing a four-page manual called Service Hints handled thru its blueprint machine.

RE NEW BILLBOARD

Kind Words From Some Good Friends

CHICAGO, Nov. 4.—While no actual count was taken, The Billboard received more than 1,000 phone calls, letters and telegrams within 24 hours after the first issue of the publication in the new format reached newsstands and subscribers. Some of these telegrams are printed here. Many more will be found in other departments of this issue.

Dave Simon, Simon Sales: Congratulations on the new Billboard format. I think it's swell. . . . 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 (Continued on page 93)

TICKETS, GUNS AND DRINKS

Austrian Designer Comes Out With New Equipment

LONDON, England, Nov. 4.—Altho hampered by shortages and trading restrictions, I. Benkoe—a pioneer coin machine engineer and designer who currently divides his time between London and Vienna—has recently completed three new automatic merchandising machines and a target pistol.

Benkoe's venders include a cup

Primary purpose of the rigorous tests subjected to any piece of equipment, coin machine or otherwise, by the UL engineers is to check it for safety factors especially on the fire prevention level. However, in making a multitude of safety tests under all conditions, especially abnormal ones, the performance of the equipment is brought out. Actually, most coin machines on location will never work under such extreme conditions, UL staffers point out. They stress it is comforting for the manufacturer of a coin machine to know that when Underwriters Laboratories has approved the product, its safe performance is assured.

Music Tests

Music machine manufacturers who have used UL service in the past include the Rudolph Wurlitzer Company, J. P. Seeburg Corporation and Rock-Ola Manufacturing Corporation. One of the newcomers to the UL list is AMI, Inc. In each case the products of these four producers were tested for reliability of switches, changer mechanism and general freedom from fire hazard. To complete these and other tests, it was necessary to keep the machines five or more hours in continuous play (Continued on page 93)

PREMIUM BIZ CONTINUES STRONG; PREP FOR XMAS

Distributors Expand Personnel, Space To Handle Lines; Availability OK

CHICAGO, Nov. 4.—While the coin machine field in general was reflecting current conditions, the premium phase of the industry was going ahead full-steam, and distributors in this area reported they were now prepping for the Christmas season by adding heavily to their stocks. For the next month or so, firms will concentrate on gift items which ops can, in turn, be offered as yule giveaways for high scores.

Still comparatively new to the complexities of the premium biz, the coin machine distributors are now in the process of weeding out items which have flopped as play promoters. Too, they are, thru experience gained in the past few months, now able to offer ops sounder advice on purchases than was possible in the past.

Stock a Problem

Offering one of the major prob-

lems has been the purchasing of products by distributors. During the late summer and early fall most firms were well-stocked with stuffed toys and dolls. However, it has been learned that these items appeal to only a segment of the public playing shuffleboards and games, while prizes of a more general nature, such as lamps, clocks, blankets, heating pads, silverware, kitchenware and other household items, attract more attention.

At the present time, distributors report, the demand for cheaper lamps and many of the clocks, is dropping off, with items of a seasonal nature, such as the blankets, heating pads, football blankets, etc., taking up the slack.

Firms Optimistic

Generally speaking, distributors have been outspoken in recent weeks on the important role their

premium lines are playing in their over-all picture. World Wide, one of the firms to pioneer premiums for ops, thru Al Stern and Len Micon, report premium business has continued to show increases weekly since the late summer. Additional space, both for display and for warehousing, has been (Continued on page 93)

SHIP ARCADE

New Steamer In Maritimes To Hilite CM

ST. JOHN, N. B., Nov. 4.—It has been proposed that a coin machine arcade be established on a new steamer which will ferry between Nova Scotia and Maine to provide diversion for passengers during the three and a half hour trip. The Nova Scotia and Canadian governments are to finance the steamer construction at a cost of about \$3,000,000. It will carry 1,000 passengers and 200 cars. The ferry is to make a round trip daily between Yarmouth, N. S., and Ear Harbor, Me.

Nova Scotia Churches To Push Shuffle

DARTMOUTH, N. S., Nov. 4.—Church congregations in this community of 13,000 have started a shuffleboard program designed to provide recreation thru the long winter months. From present indications, all churches here, as well as many in Halifax, across the river, have formed shuffleboard teams and shortly will have leagues in operation.

The first Dartmouth church to put in shuffleboard is Grace Anglican Church, where boards have been laid out in the parish recreational center. The sponsor is the men's club of this congregation, altho the play has not been limited to males. Girls and women have joined the men and boys in the game. The aim now is to develop talent that can represent this church in competition with other churches of Dartmouth and vicinity.

The second church to introduce (Continued on page 95)

\$50 Mil Govt. Airport Prgm. To Hypo Biz

WASHINGTON, Nov. 4.—Additional first-class locations for coin machines are seen in the \$50,000,000 airport construction program announced this week for 1951 by the Civil Aeronautics Administration (CAA). The 186 projects include 113 in the class 4 or larger fields where traffic can support a number of machines.

What can be done with machines at an airport is being demonstrated at the Washington National Airport. Three years ago only a couple of venders were in use. Today, more than a dozen drink venders are in service along with cigarette machines, coin-operated binoculars and insurance dispensers. Under construction is a complete room to be loaded with amusement devices.

Since the Federal-Airports (Continued on page 95)

CM Biz Pendulum Starts To Swing Up After Low Ebb

Reactivation of Military, Upped Defense Output Ups Receipts, Sales

CHICAGO, Nov. 4.—With a sudden turn in the Korean war once again bringing adverse results, operators in most sections of the country this week were taking the realistic attitude that

the country would gradually be bristling with newly activated and enlarged army and navy installations. Because of this they were making plans to adapt their routes to satisfy the demand for more venders, music boxes and games in such locations.

The trend toward larger military forces to date has been on a graduated basis. But this growing number of new tops has had a stimulating effect because business has been at a low ebb. Part of the reason is that operators wish to build up their inventories of new and late-model used equipment in case key materials needed for their manufacture get in short supply.

Plants Hum

Still another reason leading to the growing demand for coin ma- (Continued on page 93)

High Scoring Shuffle Game At Universal

CHICAGO, Nov. 4.—High Score Bowler, Universal Industries' new shuffle rebound game for one or two players is now being delivered. Vice-President Bill Ryan announced this week. A new departure in bowling games, High Score Bowler has 15 disappearing pins and offers extra points to players who knock out all pins with a minimum number of shots.

Built with a 9-foot playfield, the new Universal product takes approximately a minute to play, has a drop chute, wax residue holes and player designation lights on the fore part of table as well as on backglass. Its mechanism is easily accessible for servicing thru a door at the rear of the backboard.

Play Incentive

Scoring on he game has been devised so that expert players can get 100 points by knocking out all 15 pins with a single shot, 70 points for two shots, 50 for three and 30 for doing on the fourth or final shot in a frame. Players not making all pins with the four allotted shots receive no points for the frame. There are 10 frames to a game. Maximum score is (Continued on page 95)

Units Get Big Play at Port In Maritimes

ST. JOHN, N. B., Nov. 4.—Re-opening of winter port traffic at the docks of St. John and Halifax is bringing increased receipts for coin machines of all kinds at both centers. The advance guard of the winter season has started at both ports, but the heavy business will not develop until late November. It will prevail until next April. Crews of steamers using the two Atlantic ports are consistent patrons of the coin machines and arcades. Because of the large number of seamen from England, Wales, Scotland and Ireland, there has been a penetration of British records in the juke boxes, or at least U. S. and Canadian-made records with British talent.

Representatives of a melting pot of nations favor juke, pinballs, shooting games, diggers, venders. Photo machines are getting plenty of play for framed shots to distribute among friends and relatives on both sides of the ocean.

MOA EXEC SESSION OKAYS '51 CONVENTION IN CHI

Vote To Incorporate Committee, Push PR, Get Legislation Report

CHICAGO, Nov. 4.—Twenty-four members of the Music Operators of America (MOA) executive board met at the Palmer House here Monday, Tuesday and Wednesday, and before adjourning, had laid the ground work for the second annual MOA Convention and Exhibit to be held at the same hotel March 19-21, 1951; approved the incorporation of the executive committee, and agreed to foster a program of improved public relations and to effect closer

relations with other segments of the coin machine industry.

The sessions, with George A. Miller, president and treasurer presiding, were held in the afternoons and evenings during the three-day period. Much of the meeting was devoted first to the endorsement of the '51 convention—then to the planning for the convention. As was the case at the first convention held this year, the MOA committee members agreed to maintain its policy of confining

its activities to the music industry during the second national conclave.

Air Legislation

On the legislative front, committee members agreed that MOA should and would continue to combat legislation which would repeal that part of the copyright law which now exempts juke boxes from payment of performance fees. Too, it was agreed that the national org would join forces with other branches of the coin machine field to strengthen the industry's position. Sidney H. Levine, national counsel for MOA, was on hand to advise the meeting on legislative activities undertaken by the organization in recent months.

Incorporate Committee

A move to incorporate the executive board at the last convention, which was dropped temporarily so that it could be given further study, was brought to a conclusion this week when the committee approved such a move.

Prior to the final session Wednesday afternoon, officers of

(Continued on page 80)

3 House Tunes Build Off-Season Grosses

PANAMA CITY, Fla., Nov. 4.—Contrary to the opinion of many operators who believe that "putting the bartender's favorites" on the phonograph is a mistake, Robert L. Johnson, Panama City Music Company, feels the major portion of his off-season profits are due

to "putting three house records on the box" at every change.

Johnson, who took over Panama City Music Company two years ago and transformed it from a sheet music house into a phonograph and vending machine center, operates 140 phonographs and 100 pin-ball machines, thru the Northwest Florida Gulf Coast resort area. His heavy collection season, of course, is from May 1 until the end of August, when something like 75,000 tourists flock to the area.

Off-Season Play

After September 1, however, instead of accepting the usual slump in sales, Johnson begins going after the "house owner." It is an automatic rule with the firm to allot three records on every machine, whether it is a 100-record or 24-record model, to "the house." "We do not even care whether the public likes the number which the location owner chooses," Johnson said. "We have found that thru putting on the owner's favorites, he is likely to spend a lot of his

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AMOA Shindig Attracts 600

NEW YORK, Nov. 4.—Automatic Music Operator's Association (AMOA) celebrated 13 years of service to the automatic phonograph industry here Saturday (28) with almost 600 well-wishers crowded into the Waldorf-Astoria's Starlight Roof. As has become the custom, no speeches were made, and the evening affair was given over to dinner, dancing and entertainment.

Operators were joined by equip-

(Continued on page 81)

Dime Play Tests Still Hit-or-Miss

Results Run Gamut From Failure To Success Depending on Locale

CHICAGO, Nov. 4.—The subject of dime play on phonos came in for an airing in unofficial talks between operators in attendance at the Music Operators of America (MOA) meeting here this week with the resultant consensus that dime play, on new phonographs placed in top locations, might pay out, but local factors would have much to do with the final outcome of such a test.

Rising costs of doing business, from the employee level to the cost of merchandise, has sliced operator net income steadily, until, more from desperation than an attempt to test dime play, some new pieces have been equipped with 10-cent chutes and placed on location.

Results, as reported by those operators who tested the higher-priced play, run the complete

gamut from total failure to increasing a \$60 a week stop to \$128 per week, and maintaining the latter level over a period of several months.

Net Return Drops

Major concern of the operators now is the diminishing return on their investment. One said it was costing him 83 cents of every dollar to keep his operation running. While this was higher than most,

(Continued on page 80)

Rock-Ola Sets New Ohio Rep

CHICAGO, Nov. 4.—The Rock-Ola Manufacturing Company, thru Art Weinand, vice-president in charge of sales, this week announced the appointment of Leo Dixon as distributor in the Youngstown, O., territory. Dixon, together with his four sons, will handle the complete Rock-Ola line, including the new Rocket 51-"50" phonograph.

Appointment of Dixon, according to Weinand, "is in line with our policy of strengthening our distributor organization thruout the nation preparatory to the introduction of the Rocket 51."

CHICAGO, Nov. 4.—Resumption of the Five-States Convention in 1951 appeared virtually certain this week, with only the date still to be determined. An early meeting of executives of the Iowa, South Dakota, Wisconsin and Minnesota associations, who co-sponsor the event, will be held to work out the final details of the conclave.

Renewal of the Five-States Convention has been urged by operator-members of the associations, and has been backed by distributors and manufacturers who have offered assurances that they will exhibit at the 1951 get-together.

Feeling in the Northwest regarding cancellation of the regional convention this year has been expressed at State association meets, with most operators urging the continuation of their own convention so they can combine a visit to

the meet with their regular buying trip into the Twin Cities. It has been recommended that the Five-States Convention be held in the late spring, probably several months after the national Music Operators of America conclave scheduled for Chicago in March, 1951.

Regional Problems

The need for the discussion of operating problems in the five States was illustrated this year when no meeting was held. The summer season, one of the most important of the year for operators, was below normal. Rain and cold weather plagued ops during most of the summer—when the tourist and vacation traffic is at its peak. Many operators, who have gone on record at their State meets for the resumption of the regional convention, did so because they felt promotional programs could

be worked out for their territories that would help to overcome such hazards in the future.

Too, ops stated while each State association would have a representation at the national meeting in Chicago, these groups would be comparatively small compared to the near 100 per cent turnout which would be assured at the Minneapolis meet.

To Name Committee

While no individual has been designated to be in charge of a 1951 meet (Ken Ferguson, who handled the 1948-'49 meets has resigned) it is believed that a committee will be set up by the execs at their get-together to handle the show. Tom Crosby, head of the Minnesota Amusement Games Association, who has hosted previous meets, will act in a similar capacity, his health permitting, at the 1951 meet.

Merchandising Music

RELIGIOUS DISKS. . . . Operators can get extra plays with religious records reports John P. Scott, Meigs Music Company, Pomeroy, O. Scott says religious records in his area have been very much in demand since Red Foley's "Closer Walk With Thee" made a hit with the juke patrons. Scott believes operators, by carefully selecting several such disks and placing them in their boxes, will find their grosses on the increase.

officials say "follow up on requests, as it shows interest on the part of the juke box customers. It costs just as much to put on a request as it does a number of your own choice. The results on a request are far superior to that of your own choice. It further puts you and your location owner on a firmer business basis."

TOO LITTLE TOO LATE. . . . Once again the subject of distribution comes up, this time from Max E. Rust, Muskogee, Okla., operator. Rust points to poor distribution of records in his territory as the cause for holding up the growth in popularity of some

(Continued on page 81)

FOLLOW REQUESTS. . . . There is varied thinking on the subject of request numbers, but the Gilbert Music Company, Detroit, has definite ideas on the subject. Firm

So. California Ops Plan New Music Org

Wallach Spearheading Move To Form SCMG; Seek Fair Trade Act Coverage

LOS ANGELES, Nov. 4.—Plans for the organization of music machine operators into an association, to be known as Southern California Music Guild (SCMG), have been launched here under the direction of D. A. Wallach. Altho the title is similar to the George Miller organization, California Music Guild, Wallach said there was no connection between the two.

of the Miller association, Wallach said. He added that he had been encouraged in his task here by Al Denver and Sid Levine, of the Mu-

(Continued on page 81)

Wallach said a similarity of interest tied the two associations together, but that was as far as it went. Before taking up his work of organizing here, Wallach said that he had conferred with Miller in Oakland, Calif. Miller's association comes south to Bakersfield, and SCMG will cover eight counties from Kern County, of which Bakersfield is the county seat, southward. The counties are Imperial, Los Angeles, Orange, Santa Barbara, Riverside, San Bernardino, San Diego and Ventura. SCMG has received the support

Balk Named to Brandt Post

DES MOINES, Nov. 4.—John Balk this week was named manager of the Brandt Distributing Company office here. Balk formerly was sales manager for the International Phonograph Company, New Orleans, and later served as manager of the F. A. B. Distributing Company in Alabama. Brandt Distributing is the Wur-litzer distributor in four Western Missouri, two Illinois and 73 Iowa counties.

FORMULA FOR PROFIT

Record Supplier Has Special Op Program

By Carol Hutter

WASHINGTON, Nov. 4.—Offering bargain prices isn't necessarily the best way to win customers, declares Max Silverman, who relies on a very varied selection and special services to keep juke box operators coming to his record shop. Silverman operates the Quality Music Company store—an outlet which reaps 98 per cent of its sales from popular records.

Silverman numbers 57 opera-

tors among his regular customers. Here are the reasons why they do business with him: First, he features an unusually comprehensive stock consisting of about 400 labels. An operator who has a varied clientele can easily get something here to suit all tastes; secondly, Silverman keeps a sharp lookout on the record business in all parts of the country. He has contacts in several large cities who keep him posted on what numbers are going over well and in what type of localities they do best. Nor is this information at all dated, for Silverman's up-to-the-minute communications come to him via long-distance telephone. He watches trends in other cities and if he sees some sleeper coming to the fore in Chicago, for example, he feels that a little pushing will probably

(Continued on page 82)

NORTHWEST OPS URGE CONCLAVE

Five-States Regional Convention Seen Certain To Resume in 1951

CHICAGO, Nov. 4.—Resumption of the Five-States Convention in 1951 appeared virtually certain this week, with only the date still to be determined. An early meeting of executives of the Iowa, South Dakota, Wisconsin and Minnesota associations, who co-sponsor the event, will be held to work out the final details of the conclave.

Renewal of the Five-States Convention has been urged by operator-members of the associations, and has been backed by distributors and manufacturers who have offered assurances that they will exhibit at the 1951 get-together.

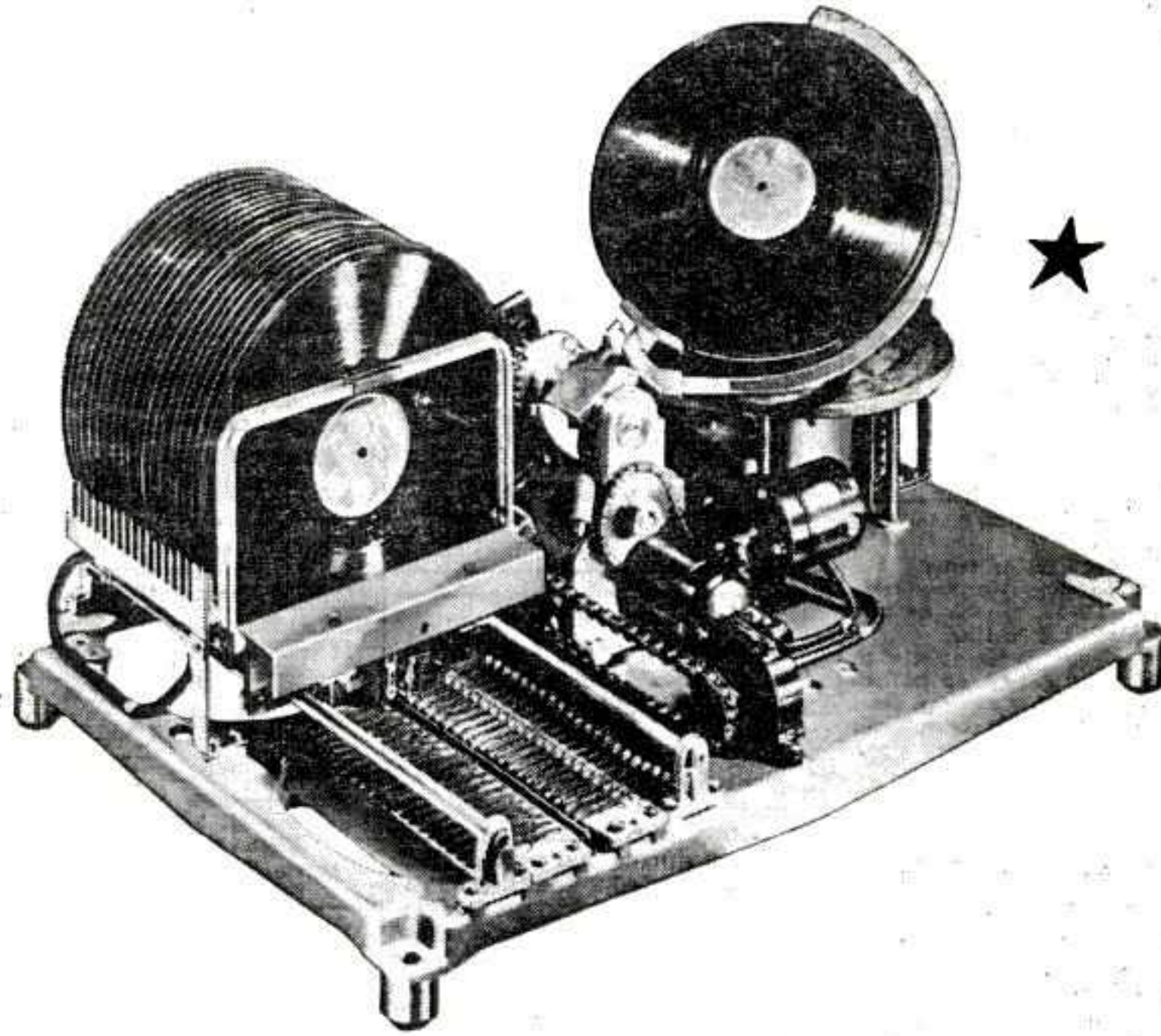
Feeling in the Northwest regarding cancellation of the regional convention this year has been expressed at State association meets, with most operators urging the continuation of their own convention so they can combine a visit to

Offer 45 R.P.M. Disk Programs

HARTFORD, Conn., Nov. 4.—First of a projected series of 25 sets of records for the non-pop slots in the recently introduced 45 r.p.m. Seeburg phonograph was released this week by Ralph Colucci, head of the Record Shop and Seaboard Distributors here.

The sets will be promoted to operators thru Seeburg distributors, he said, who will receive mimeographed lists of the sets as they are readied. Each set includes 40 disks and their title strips. If tunes are duplicated in subsequent sets, the plan is to fea-

(Continued on page 80)



PEACE

through Trouble-free Performance

Peace just doesn't *happen*—it always has a *cause*! Peace isn't luck, it isn't nature, it isn't a gift. It is an earned treasure, bought with hard work and skill and unswerving fidelity to ideals. Strip any music machine of its external covering and you come directly to its heart—the mechanism!

Here is the main source of peace on one hand or trouble on the other. The sturdy, precise, time-proven engine of the AMI juke box is its record changer. Here at last is peace for the music operator, the precious peace which means joy for his work, profit for his invested dollars.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

THE BILLBOARD Music Popularity Charts

Album 37

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

68 **ABONE—George**
(1-10")
FL-20,008
Gonna Sit Right and Write Myself
the Shade of the Old Apple Tree;
win' Man; That Da Da Strain; I Used to
You But It's All Over Now; D. D. T. Blues;
Lang Wang Blues.

Brunis, one of the masters of the two-beat school thru the years, is the focal point of this collection of some of the finest Dixieland recordings of the modern era. Their magnificent drive and relaxed feeling is enhanced considerably by the clarity and surface-free LP medium. Brunis's most recently uncovered talent, his vocalizing, is spotted on six of the eight selections while his tailgate tramping is featured thruout. Brunis is assisted by an assortment of combinations which include such stand-out toolers as Wild Bill Davison, Pee Wee Russell, Eddie Condon, George Wettling, Johnny Minco, Max Kaminsky, Joe Bushkin, Gene Schroeder, Tony Parenti, Danny Alvin and Jack Lesberg.

JUKES Not suitable.
JOCKS For hot and pop whirlers, particularly for those where two-beat has been reincarnated.

66 **EDDIE EDWARDS AND ORIGINAL DIXIELAND JAZZ BAND** (1-10")
Commodore (33) FL-20,003
Tiger Rag; Barnyard Blues; Skeleton Jangle; Mournin' Blues; Ostrich Walk; Lazy Daddy; Shake It and Break It; When You and I Were Young, Maggie.
Reincarnation of the original ODJB featuring two of the original five, tramist Eddie Edwards and drummer and kazoo soloist Tony Sparbaro, here is accomplished in a set of transfers to LP. Tunes are all from the original ODJB book and the readings glue to the original ODJB renditions despite added instrumentation and the interceding 30 years have introduced some modern element. Edwards' potent two-beat tramping and Sparbaro's kazoo blowing are heavily featured, with Brad Gowans re-creating Larry Shields' clary parts. Strong collectors' fare here, especially Dixielanders.

JUKES Not suitable.
JOCKS Fine two-beat stuff for historic shows.

78 **I CAN HEAR IT NOW, VOL. 3—Edward R. Murrow, Narrator** (1-12")
Columbia (33) ML-4340
Third in the Columbia disk history series written by Murrow and Fred Friendly ends where Volume 1 begins, the appearance of FDR and the New Deal. The current volume begins with Wilson and his trials with the League, proceeds with the Teapot Dome scandal, Babe Ruth, Dempsey vs. Tunney, Jimmy Walker, the beginnings of radio, on thru the Roaring Twenties, culminating with the market crash. Unlike the preceding editions, No. 3 has to resort in many instances to actors simulating

the era's personalities, reading out the speeches and addresses. However, the production is skilled and true-seeming, and maintains the authenticity and authoritativeness of Nos. 1 and 2. The editors show the same fine sense of history and period flair as they did with the preceding volumes—owners of which will want this to complete the collection.

74 **BILLIE HOLIDAY, VOL. 1** (1-10")
Commodore FL-20,005
I Cover the Waterfront; I'll Be Seeing You; She's Funny That Way; Yesterday; Lover, Come Back to Me; I'll Get By; How Am I To Know; I Gotta Right To Sing the Blues.
Even if these weren't some of lady's best of all time, the superb cover illustration, our candidate for the most striking pop album cover ever, should sell a raft of this LP. Feature is the well-known picture of a young Billie Holiday, eyes closed, head back, all intensity and music. As to the contents, they are fine standards suited to Billie, the accompaniment is top small-group stuff, and the thrush was in her greatest form when she cut these. A must for her fans and jazz collectors.

JUKES Not suitable.
JOCKS Can't miss spinning these.

50 **EDMOND HALL QUARTET AND TEDDY WILSON**
Commodore FL-20,004
Night and Day; Where or When; Show Piece; I Want to Be Happy; Sleepy Time Gal; It Had to Be You.
Not much here; apparently the precise, thoughtful Wilson piano style didn't jell with the free-wheeling Hall clarinet. Result is a kind of slow-moving, spiritless, too-polite chamber music which doesn't move. Too, Hall's tone, which is much admired in many quarters, emerges strident and forced.

JUKES Not suitable.
JOCKS Rather dull for jox.

70 **EDDIE HEYWOOD — Eddie Heywood,**
piano, and ork (1-10")
Commodore (33) FL-20,007
Begin the Beguine; Carry Me Back to Old Virginny; Save Your Sorrow; I Can't Believe That You're in Love With Me; Lover Man; I Cover the Waterfront; Love Me or Leave Me; Blue Lou.
Some of Heywood's early and best known recordings with the tasty little band he led at the Cafe Society niteries some years ago are here packaged together on the better surfaces and clearer reproduction of LP. Included is Heywood's best noted effort, his rendition of "Begin the Beguine." For collectors, pianistically-minded and dancers, this LP should prove enticing. Some fine tram bits are contributed by Vic Dickenson and Doc Cheatham has some soulful trumpet licks.

JUKES Not suitable.
JOCKS Tasty jazz should be worth whirrs on hot and pop shows.

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DEMO JUKE IN GOP MEETING

UNIONTOWN, Pa., Nov. 4. —A juke box, possibly a Democratic music machine, moved in on the Republican political campaign here. Edward L. Sittle Jr., mayor, who is a GOP candidate for Congress, was making a speech when it happened.

The mayor was praising Republicans and Governor Duff, Republican candidate for the U. S. Senate, at a rally in the Veterans of Foreign Wars Hall when he was interrupted by the strains of juke box music.

"Where is that Democratic musician?" asked the mayor. "Somebody put an unwarranted nickel in the juke box, I bet."

The tune was *The Object of My Affections* played by Sammy Kaye.

Dime Play Tests

Continued from page 78

the general average cost of operation has risen steadily since the outbreak of the Korean war.

On the income side of the ledger, operators reported a definite drop in income during the period since the war started, and especially since the increased income tax deduction schedule went into effect October 1. An operator with an investment (book value) of more than \$100,000, reported he would receive slightly less than 7 per cent on his investment this year.

Promotion Programs

Promoting juke box play by building good will thru civic promotions was quoted as one way of maintaining grosses at a profitable level. The dime play tests remain strictly tests. In one area some 40 new machines are on location with dime chutes, a combined test being made by three operators simultaneously. However in most areas, operators agreed, a myriad of factors peculiar to that section would have to be overcome before the dime play tests could even be started.

Juke Orgs Plan

Continued from page 78

who has gained for the association and its individual members, front-page newspaper publicity thru the charity drives, juke and record giveaways which the association has undertaken.

Dick Steinberg, MOA secretary and official of the Music Guild of America (MGA), New Jersey; Hirsh De La Viez, who heads the Washington Music Guild; Les Montooth, Central States Phonograph Operators' Association (CSPOA), Peoria, Ill.; Ray Cunliffe, head of the Chi org; Charles Hannum, representing the Philadelphia association, and C. Pierce, head of the Wisconsin Phonograph Operators' Association, all indicated they not only will go along with the MOA program, but will step up their promotion of the industry in their own balliwicks.

MOA Exec Session

Continued from page 78

MOA were guests of the Phonograph Manufacturers Association at an informal luncheon.

Les Montooth, president, and Chet Johnson, secretary of the Central States Phonograph Operators' Association, Peoria, Ill., presented Miller with a gavel prior to the adjournment.

Officers present during the three-day meet, in addition to Miller, were Al Denver, first vice-chairman; Ray Cunliffe, second vice-chairman; Charles Hannum, third vice-chairman, and D. L. Steinberg, secretary. Clem Stetson, sergeant at arms, was the only officer unable to attend. Sidney Levine, counsel, also attended all sessions.

Offer 45 R.P.M.

Continued from page 78

ture recordings of different arrangements or artists.

Colucci declared his purpose is to aid operators who are still feeling their way in tune selection out of the current pop-hit category. Thus, each package will include a program of 10 classics, 10 old favorites and 5 records each of polkas, rumbas, waltzes and instrumental fox trots, to make up a total of 80 sides.

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO. TUNES COMMENT

Continued from page 41

SEMI-CLASSICAL

Lauritz Melchior
Vesti La Giubba 76--75--77--76

MGM 30264—The erstwhile Met tenor, best-known for his Wagnerian roles, is in good voice for the pathos-laden "Pagliacci," but hardly likely to make anyone forget Caruso.

No. Pagliaccio Non Son 74--73--75--NS
Melchior movie fans are unlikely to criticize his application of Wagnerian style to the Italian aria.

Donald Dame
The Virgin's Slumber Song 69--68--70--NS

MGM 30265—Beautiful Reger lullaby is sung warmly by the radio tenor. Should do fair with middlebrow 45 r.p.m. buyers.

Cradle Song 72--70--73--NS
More familiar piece should pull steady sales.

Macklin Morrow, Cond. MGM ORK
Rosenkavalier Waltzes 75--82--80--64

MGM 30266—Abbreviated, high-fidelity waxing of the beautiful, lilting R. Strauss music could go in class locations, and with 45 r.p.m. buyers.

Danse Espagnole 75--82--80--64
De Falla piece, equally familiar, has similar potential.

LATIN AMERICAN

Ricky Gardel ORK
Oriental Hour (Afro-Cuban) 79--80--78--78

L' ECHO E 1309-10—Rumba instrumental, featuring brilliant trumpet-ing by Gardel should register heavily with Yankee rumbagers and deejays. Could be another "Rhumba Rhapsody" if pushed.

Yankee Doodle Samba 72--74--72--70
(Don Costello)

Novelty vocal samba is brilliantly recorded, with fine, firm rhythm. Instrumental portions are best.

Alberto Iznaga ORK
Infamia (bolero) 73--73--74--72

DECCA 21323—Typical tropical ballad is preferred with a strong slow-rumba beat, the appeal is likely to be with true Latins.

Que Hay De'so Men (guaracha-mambo) 80--82--80--78
Bright mambo side, with spirited shouting by Morales, should hit hard with dancers on both sides of the border.

Perez Prado ORK
Cuban Mambo 82--84--82--80

VICTOR 23-5225—"Cugat's Nugats" is offered in modern dress by the new Latin idol. Crisp-sounding rhythm and brilliant brass—as usual. Very danceable.

Mambo Del Papelero 82--84--82--80
Prado dips into Kenton harmonies and voicings for a highly danceable screamer.

INTERNATIONAL

Six Fat Dutchmen (Bill Kelsey)
Hurray for Charlie (polka) 69--68--68--72

VICTOR (45) 51-1177—Fair-enough brass band polka, with plenty of oompah. Vocal is aimed at tavern juke jockeys.

Rustic Waltz 71--70--70--73
Danceable, lilting oompah waltz for Midwestern buyers.

HOT JAZZ

Bud Powell Trio
Everything Happens to Me 64--70--63--60

ROYAL ROOST 518—This lovely is treated prettily in the superb modern 88-ing of Powell.

Indiana 67--73--67--60
This secondary bop anthem serves as a fly vehicle for some speedy, imaginative improvisations by Powell. For boppers mainly.

Kenny Mann
Deep Purple 55--55--55--55

SEYMOUR 98—Mann affects a tenor styling set between Coleman Hawkins and Charlie Parker as he doodles the lovely Peter De Rose oldie.

These Foolish Things 55--55--55--55
Another tasteful tenor sax effort by Mann displaying the same influences on this standard. Brief piano interludes on sides are neatly executed by John Young.

Coleman Hawkins
You've Got Me Crying Again 82--83--82--81

ROYAL ROOST 519—The rich, fat tenor tones of the Hawk spreads a deep soulful mood as he blows out this currently revived ballad gem. Should score with the r & b mart as well as with collectors.

I'll Know 70--70--70--70
Pretty new ballad from the "Guys and Dolls" score is spun out handsomely by the Hawk's tenor sax. Somehow the effort just doesn't convince completely.

Dave Brubeck Octet
Fugue on Bop Themes 70--80--70--60

FANTASY 511—Betcha Johann Sebastian Bach never counted on the boppers to convert one of his fugues into a thoroughly beguiling jazz opus! But here it is and the bop clan should find it appetizing.

Prelude 65--75--65--55
Pretty, melancholy original which appears to be founded on "Yo! Go to My Head," is superbly scored and executed by this very capable San Francisco outfit.

Pete Johnson
Rocket Boogie "88"—Parts 1 & 2 68--68--68--68

SWING TIME 169—Veteran b. w. exponent Johnson tosses up a mess of the stuff spread on two sides while the small accompanying band lets fly some clean-cut "One o'Clock Jump" riffs along the long route. Good beat all the way. Could score up r & b coin as well as attract b. w. fans.

Dave Brubeck Octet
Indiana 65--70--65--60

FANTASY 512—This fine San Francisco group, patterned in sound after the Miles Davis Octet, works up some subtle, delicate figurations and variations around the standard.

Let's Fall in Love 68--75--70--60
This evergreen draws similar subtle bop treatment. Arrangement is one of the Brubeck group's prettiest tries. The jazz legions in the modern school should cotton to this.

Muggsy Spanier-His Dixieland Band
Caution Blues 71--75--71--68

MERCURY 5528—Spanier's pungent, driving horn sparks this pretty two-beat blues instrumental. Good for dancers as well as Dixie connoisseurs.

Alabama Jubilee 75--80--75--70
Muggsy and his two-beat group punch out this happy old standard in a bright, vigorous fashion. Highlight is the leader's hard-driving muted horn. Fine Dixieland fare.

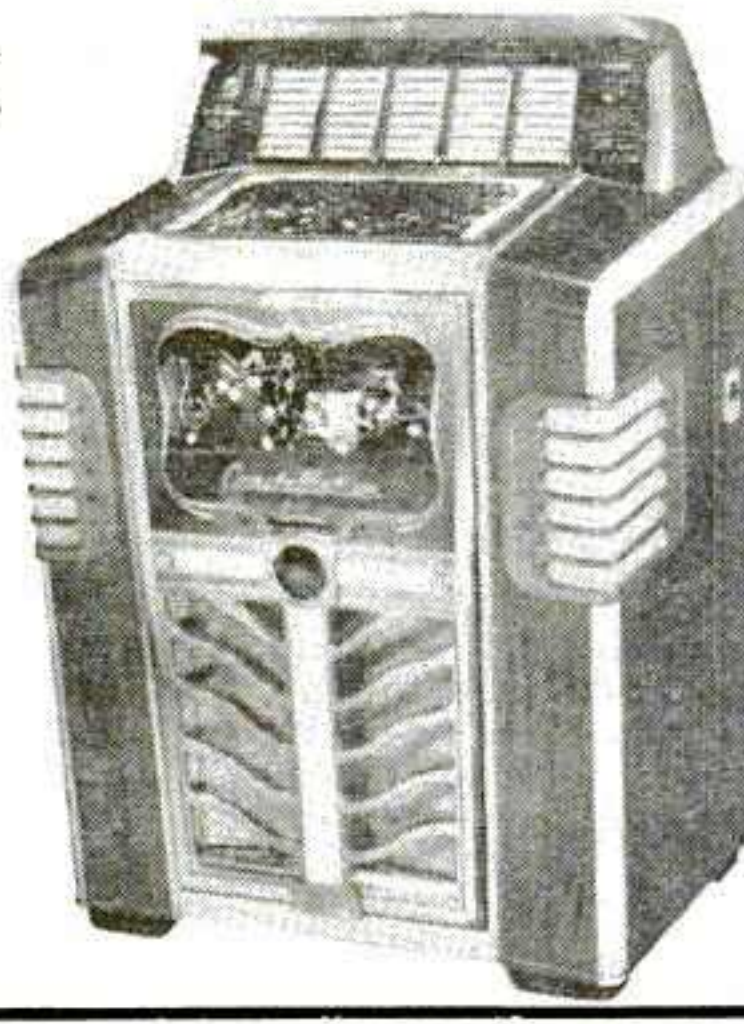
Are Your Children "Emergency Orphans"?

"Aw! Dad's got another service call!" And there goes the afternoon at the game with the kids... an evening with the family at the movies... not to speak of a few more bucks off the profit side of the ledger.

If you are operating unreliable equipment, get a fair shake for yourself—your family—your business. Operate the phonograph that sets the standard for trouble free performance!

EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION

See it at 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.

H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois

ON PAGE 95

AMOA Shindig Draws 600

Continued from page 78

ment manufacturers, distributors and record company executives in applauding a long list of entertainers, emceed by Joey Adams, comic, and highlighted by the appearance of Dinah Shore and George Montgomery. Talent included Bill Graves and Company, Alan (Blackie) Shackner, Tony Canzoneri, Mark Plant, Alan Dale, Yma Sumac, Billy Williams Quartette, Dick Brown, Theresa Brewer, Eddie Fisher, Phil Brito, the Mariners and Don Cherry. Marty Beck fronted the band.

A written statement by Albert S. Denver, AMOA president, printed in the souvenir journal distributed at the event, pegged the success of the association to its ability of tackling and solving problems encountered during the past 13 years. He wrote:

Calls for Action

"Every situation affecting your operation today needs vigilance and security that only an aggres-

sive, wide-awake association can give to a numerically small group of business men. Hoping for things to happen without doing something about it accomplishes nothing. Accomplishments come only thru the laying of careful plans and the practical working out of those plans, step by step, until they are fully completed."

Predicting continued success for the association as it entered its 14th year, Sidney H. Levine, attorney, wrote in the journal:

"You have gained the respect of manufacturers, distributors and operators of phonographs thruout the country. The reason for AMOA's present eminence is attributable to the fact that you have always co-operated with the excellent representatives that you have chosen to guide your destinies. The outlook for the future is indeed bright. The increased costs of equip-

FIRST SEEBURG 45 PHONO HITS CHI LOCATION

CHICAGO, Nov. 4. — The first Seeburg Select-o-Matic 45 r.p.m. phonograph to go on location here was placed Thursday (26) by Charles Wilmoth's Tri-County Music Company. Spotted in a tavern on the North Side, the machine was "out and workin'" within one week after it appeared on local distributor's floor (Atlas Music Company) as a display unit.

ment, labor and general operating expenses, as well as the problems created by television—which were such pressing issues a short time ago—are being taken in stride, and you can look forward to the many profitable years of operation that lie ahead."

So. California Ops Plan

Continued from page 78

music Operators' Association (MOA). Wallach said that one of the first things that he has scheduled for the non-profit organization, SCMG, is to place the music business in the area covered under the California Fair Trade Act. This is similar to work already accomplished by Miller's group.

"I have visited the music operators in San Diego, San Bernardino, Pasadena, Long Beach, Glendale, Burbank and other Southern California cities, and I have been astounded by the reception that has been given to the idea of forming a trade organization," Wallach said. "I have been promised active co-operation and participation by these operators."

Wallach, who has the title of

chairman of the temporary organizing committee, is planning a dinner meeting at the Rodger Young Restaurant, November 14, at which the plan will be discussed before a general group of operators. The chairman said that it was his plan to have Harrison W. Call, San Francisco attorney, and Miller explain to the members the workings of the California Fair Trade Act. Serving on the committee for the session are Robert Bard, Bard Music Company; Frank Navarro, Navarro Phonograph Service, and Sam Ricklin, California Music Company, Los Angeles; J. L. Stephens, Stephens Music Company, and R. E. Boyd, Boyd's Music Company, San Diego; Maurice Pierce, Acme Phono Service, Pasadena; Bud Holloway, Holloway House of Music, San Bernardino, and Harold Tureen, Barton & Tureen, Long Beach.

3 House Tunes

Continued from page 78

own nickels, in addition to those which we leave with the box, to fill it for additional play from customers."

By far the largest source of nickel intake on the phonograph, under the "house record" plan, is the tone-deaf customer who merely "wants to hear the music" while enjoying drinks in the tavern, a meal in a restaurant, etc. "This type of customer is likely to hand a waitress a quarter or half a dollar, and ask her merely to play some music," Johnson said. "Invariably, the records which will be played will be those which the personnel of the location themselves like to hear and, we find, play is invariably better due to this reason."

Meter Checks

Since he started out on his "house record" plan two years ago, Johnson has kept a close meter check on the play on such records, and reports himself invariably surprised, albeit agreeably, to find that the house record play usually exceeds that of even the top-parade number of the week. "One of the best features about allocating these three record positions to the house, is the fact that their requests are usually for good, clean records, such as nostalgic old favorites of a few years back, waltzes, semi-classical music, etc.," Johnson said. "Only once in a while does a location owner ask for hillbilly or similar short-lived tunes."

Location owners are always pleased, says the Northern Florida operator, when the servicemen, arriving at the phonograph to change its "music menu" ask "what three have you chosen this time?" When the serviceman carefully picks out the records which are asked for, the location owner feels that Panama City Music Company has a personal interest in his own entertainment, and will reciprocate by suggesting the phonograph to more customers, and making sure that it goes into operation whenever there is a lull or dull period in the evening.

"You must remember the location owner over and above his split," Johnson summed up. "And this, we have found, is the most profitable way of doing it."

Merchandising

Continued from page 78

platters—and the resultant loss in revenue to the operator. He cites as an example the tune "Remember Me" which, in Rust's opinion, would have hit the No. 1 spot in his area much faster had the record distributors been able to get the platters to him more quickly. Because his orders were so late in being filled, he was only able to get about 60 per cent of his machines to ride the tune thru its run—the balance of the units getting the disk piecemeal as new sides arrived.

NEW COIN? . . . Prices are going up, C. J. Weaver, Beulah, N. D., says, but music still sells at the same stand for the same price—5 cents per rendition. According to Weaver, that nickel he gets in for each play is, according to present standards, worth about 2½ cents. As a solution, the North Dakota op takes the stump for intermediate coinage—saying that what the country needs these days are new coins for 2½ and 7½ cents.

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7 inch

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DESIGNED TO MAKE YOU MONEY

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

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

Continued from page 80

JELLY ROLL MORTON: NEW ORLEANS MEMORIES (1-12") 72

Commodore (33) FL-30,000 Mame's Blues; Original Rags; Michigan Water Blues; The Naked Dance; Buddy Bolden's Blues; The Crave; Winin' Boy Blues; Mister Joe; Don't You Leave Me Here; King Porter Stomp.

The Jelly Roll legend has been growing steadily since his death, and with it an increasing cult of admirers.

This album is a splendid culling of this giant, who didn't, as he claimed, single-handedly invent jazz, but who certainly invented some wonderful music, and whose influences are perpetuated in the jazz and pops of our day.

On one side, he sings and talks along with his superb piano playing; flip he tends strictly to the ivories.

All the flavor and spirit of this unique, proud, gifted, quixotic creator-player are here in capsule. Informative and colorful notes by critic Charles Smith and a wonderful jacket illustration enhance.

JUKES Not suitable. JOCKS Fine historical stuff, make fine programing.

STEPHEN FOSTER FAVORITES—James Melton-RCA Victor Ork-Frank Black, 86

Cond. (4-7") Victor (45) WDM-1412 Beautiful Dreamer; Oh! Susanna; Jeanie; De Camp-town Races; My Old Kentucky Home; Old Folks at Home; Come Where My Love Lies Dreaming; Massa's in De Cold, Cold Ground.

This one doesn't offer too much competition to the other 98 cent LP waltz packages already on the market, tho the title alone will account for some quick sales.

The recording sounds ancient and the ork is pretty thin. Beat is stiff and unrelenting.

JUKES Not suitable. JOCKS Sub-standard stuff.

SOUTH PACIFIC and KISS ME KATE—New Queens Hall Ork-Louis Levy, Cond. 78

(1-10") Decca (33) DL-7009 Two "symphonic" arrangements of show scores by ace orchestrator Robert Russell Bennett, and this time Decca has availed itself of British full-frequency recording.

Levy, who has several strong-selling sets of a similar nature on London, performs them with quality that should satisfy a board range of tastes.

All of the hit tunes are present and well accounted for. Tho these have been done on Columbia, this recording can pick up lots of action.

JUKES Not suitable. JOCKS Fine program fare here.

MUGGSY SPANIER FAVORITES—Muggsy Spanier—(4-7") 73

Victor (45) WP-301 At the Jazz Band Ball; Big Butter and Egg Man; That Da Da Strain; Dipper Mouth Blues; Mandy, Make Up Your Mind; Livery Stable Blues; Relaxin' at the Touro; Eccentric.

Collection of great two-beat jazz sides, originally issued singly on Bluebird in the '30s, have been reissued from time to time due to noisy demand by jazz buyers. Now they're out on 45 and sound fresher and more dynamic than ever.

Spanier's driving trumpet sparks the crew, and there are fine contributions by such veterans as trombonist George Brunies, pianist Joe Bushkin and the late Rod Glass on clarinet. Great standard jazz package.

JUKES Not suitable. JOCKS Strong jazz fare here.

GYPSY MUSIC—Vlasti Krikava and His Continentalaires (1-10") 55

Vega (33) VR-11 Nu M'Abanduna; La Plus Belle; Matilda; Mazurka; Sopbre Dimanche; Page Hongroise.

Fairly acceptable tho not terribly exciting or vigorous collection of familiar gypsy type melodies should find a small market among those budget-minded buyers who go for this stuff and don't care to pay more than the 99-cent tag on this LP, tho there are infinitely superior collections available.

Some titles may strike as unfamiliar but, for example, "Sombre Dimanche" is nothing less than "Gloomy Sunday" in our own language.

JUKES Not suitable. JOCKS Better gypsy music collections are available.

COLLEGE MARCHING SONGS—Russ Morgan Ork (1-10") 75

Decca (33) DL-5278 Stein Song; Notre Dame Victory March; Anchors Away; On, Brave Old Army Team; Rambling Wreck From Georgia Tech; Washington and Lee Swing; The Eyes of Texas Are Upon You; On Wisconsin.

The good taste and fine musicianship of the Morgan band has been extended here to shape a collection of spirited and musical renditions of eight of the most familiar and universally known collegiate songs. There's nothing pretentious about these interpretations, consequently the diskings lend themselves toward attracting the warbles, whistles and hums of the listener.

This collection should stand as a fine catalog item with particular values sure to be derived from it during the football season.

JUKES Not suitable. JOCKS Fine display of the best known school anthems.

DIXIELAND JUBILEE—ART HODES AND HIS BLUE NOTE JAZZMEN (1-10") 70

Blue Note LP-7006 Sugar Foot Stomp, Squeeze Me, Sweet Georgia Brown, Bugle Call Rag, Shake That Thing, Apex Blues.

Most of these sides need no introduction to two-beat fans of any long tenure; the first four listed above are certainly landmarks among the pure jazz output of the decade.

Record Supplier Has Special Program for Operator

Continued from page 78

have the same hypnoic effect for the disk here.

Disk News

Latest news about these record trends is always imparted to the operators, who depend on Silverman as a sort of weather vane. Many of them like to deal with him, rather than with a distributor for a single recording company, because he has access to all the recordings of a particular song.

Whereas the regular distributor would be inclined to plug his own product, Silverman, who was himself an operator for nine years, gives his operator customers his candid opinion as to which version of Molasses—to cite an instance of a song he has decided opinions on—will do best on the jukes.

Since his profit is always the same, they can rely on his advice.

In addition to getting an unbiased opinion, the operators can save time by getting all their records at Quality Music instead of contacting several distributors.

The shop is geared to give extra fast service to operators, as well as boasting adequate facilities for playing the records.

The typical transaction probably takes less time than the operator would have to spend at each of the distributors, Silverman avers.

The average visit, he estimates, takes about 15 or 20 minutes. Of course, Silverman adds, the operators get a discount on their purchases.

As a special service Silverman often types up record strips for operator customers.

The operators dealing with him fall into two categories, Silverman explains—the small operators who buy all their records from

him, and the large operators who come to him for fill-ins. One of his very best customers is in this second group. Altho he does the bulk of his buying from the leading record distributors, he comes into the Quality Music Company every day, buying between 50 and 70 records on each visit.

Promotion

Silverman goes in heavily for promotion of his firm, using several hours of radio time every day. He has two half-hour spots of his own, as well as participation in a 3 1/2-hour record session.

He does the programming of the records for the radio broadcasts and also features his "record of the week" pick. He uses a novel audience-building gimmick in connection with the "record of the week," which is played at a different time each day.

The first 10 persons to write in the exact minute the number was aired get free copies of the disk.

Silverman also features trailer ads on local movie screens. These point out that he supplies the intermission music. The trailer ads feature a cartoon of Silverman and his nickname—Waxie-Maxie.

A recent back-to-school tie-in featured him as a professor admonishing "students" to "learn about records."

HOT JAZZ AT BLUE NOTE—Art Hodes Hot Five (1-10") 66

Blue Note BLP-7005 Darktown Strutters' Ball; Shine; Save It, Pretty Mama; See See Rider; Way Down Yonder in New Orleans; Memphis Blues; Strutting With Some Barbecue; St. James Infirmary.

Two-beat with the authentic New Orleans flavor is dished out here on a collection of some of the most popular of Dixieland tunes. Some of these slicings, all of which are transfers from 78's to LP's finer definition and quiet surfaces, are brilliant samples of two-beat's drive at up tempos and its deep feeling in the delineation of slow blues.

Some of the finer exponents of the style are featured in the collection and include Sidney Bechet, Wild Bill Davison, Pops Foster, Fred Moore as well as Hodes. A fine item for collectors as well as the new two-beat generation.

JUKES Not suitable. JOCKS Spinners favoring Dixieland should have these gems around.

FOLK MUSIC OF RUMANIA (4-10") 52

Ethnic Folkways EFL-1419 The low rating of this one, it must be remarked, has nothing to do with quality, but simply commercial potential. For this is an unique, brilliant composer, Bela Bartok. Like the previously issued Hungarian collection, these are on-the-spot cuttings by native artists—crude, primitive, dynamic, and very weird to these ears.

There are laments, wails, love songs and wild dances by pipes, flutes and fiddles—often sounding close to our own rural dance music. Stuff should be useful to schools, libraries and musicologists.

JUKES Not suitable. JOCKS For educational segs of a very special nature.

THE HEART OF THE SYMPHONY—Boston Pops Ork, Arthur Fiedler, Cond. 84

(1-12") RCA Victor (33) LM-1085 Beethoven 5th, 1st movement; Schubert "Unfinished," 1st movement; Tchaikovsky 4th, 3d movement; Dvorak 5th, 2d movement; Brahms 4th, 4th movement; Franck D Minor, 2d movement; Tchaikovsky, 5th, 2d movement; Rimsky-Korsakoff "Scheherazade," "Festival at Bagdad."

This is a money item, unabashedly aimed at the mass market with rudimentary discriminatory powers but an affinity for an undifferentiated something called "good music." Offering follows a similar potpourri called "The Heart of the Ballet," which is selling very strongly. It probably has no bearing on the sales prospects, but Fiedler and crew play these symphonic nutmeats with devotion and care, not condescending at all. But that's an old story with the good old Pops. Disk should sell now and for years.

GRIEG: HAUGTUSSA—Kirsten Flagstad—Edwin McArthur (1-12") 68

Victor (33) LM-1094 Victor restores to its catalog one of the stand-out vocal albums in the recording literature. We don't know why it was deleted, but would guess that tho a great art work it sold slowly.

Miss Flagstad's singing is superb and McArthur's accompaniment is excellent. The subject matter is Grieg's delightful "Haugtussa" song cycle, eight Norwegian mountain songs in a devoted nationalist spirit.

HINDEMITH: MATTHIAS THE PAINTER HAYDN: SYMPHONY NO. 93, IN D—NBC Symphony Ork-Guido Cantelli, Cond. (1-12") 72

Victor (33) LM-1089 This recording of "Mathis" succeeds an older Victor version by Ormandy and the Philadelphia. It is a worthy replacement. The NBC ork plays

DEBUSSY: EN BLANC ET NOIR: INFANTE: ANDALUSIAN DANCES NO. 1 and 2—Jose and Amparo Iturbi (1-10") 74

V (33) LM-36 The Iturbis, brother and sister, offer a glowing, irresistible duo-piano rendition of a sparkling, perky and witty two-piano composition of Debussy.

Unlike their recent four-hand rendition of the "Rhapsody in Blue," which they arranged for two pianists, this work was originally written for duo piano, and is well worth the attention of Debussyites. Flip offers the team in a flashing, riaroaring performance of two light, colorful Spanish dance suites by Infante. Should prove a popular pairing.

THE HEART OF THE PIANO CONCERTO—Jesus Maria Sanroma, pianist; Boston Pops Ork, Arthur Fiedler, Cond. (1-12") 85

RCA Victor (33) LM-1105 Bach, No. 4, in D Minor; Mozart, No. 20, in D Minor; Schumann, A Minor; Beethoven, No. 3, in C Minor; Grieg, A Minor; Tchaikovsky, No. 4, in C Minor.

(Continued on page 89)

B-Flat Minor; Rachmaninoff, No. 2, in C Minor; Gerstwin, Rhapsody in Blue. Companion to RCA's other "Heart" omnibuses, for the symphony and ballet, the concerto catch-all extracts the kernels of the best-known piano concerti. If anything, this one figures to do even bigger than the symphony and ballet packages. Buyers will find some of their favorite melodies here: Sanroma, Fiedler and the Boston do them in good taste. Figures to be an LP leader.

BACH: ST. JOHN PASSION—Akademie Kammerchor, Vienna Symphony Ork, Prof. Ferdinand Grossman, Cond.—Soloists: Gisela Rathauscher, Elfriede Hofstaetter, Ferry Gruber, Rudolf Kreuzberger, Walter Berry, Leo Hoppe, Harald Buchsbaum, Fritz Uhl. Organist: Karl Walleitner. Vol Polydor (33) 6550

Vox follows its recording of the complete "St. Matthew Passion" with a historic "St. John." This is the first uncut version of "St. John" to be recorded; it is contained here on three 12-inch LPs in an attractive hard cover album, with the libretto inclosed in pamphlet form. The "Passion" was recorded in Vienna in August, and is now on the market in good time for Christmas—and a splendid gift item it will make this or any Yule. The performance is on the heroic scale—a full complement of soloists, full ork, choir and chamber group of concertino players with organ continuo. The effect is grandiose and dramatic. The recording is admirable.

BACH: BRANDENBURG CONCERTOS NO. 2 IN F MAJOR AND NO. 3 IN G MAJOR—The Stuttgart Chamber Ork—Karl Munchinger, Cond. (1-10") 78

London (33) LPS 226 The Stuttgart's recordings of the 2d and 3d Brandenburg's fulfill the high expectations planted by the release of their 4th and 6th several months ago by the London diskery. (See other review for comment on the 1st and 5th Brandenburgs by the same players, completing the six concertos for London.) The 2d, with its fantastic trumpet part, is played with magnificent spirit, technique and accord. The third, featuring strings in the concertant roles, is done with equal grace and devotion. Not all Bach sells well, but these splendid renditions of what is probably his most popular group of works should do handsomely.

TOMORROW... MAY BE TOO LATE!! ORDER TODAY AT OUR PRESENT LOW PRICES

With prices advancing all along the line, it makes good sense to order now! For a limited time only, we are accepting orders on these two popular items at our present low prices.



SOUTH WIND TONE ARM

Especially Designed for Wurlitzer and Seeburg Phonographs. Complete with volume and tone control assembly. No record wear. No scratch, Long Life.

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MORE LIGHT—MORE HEAT than any other instant heat soldering tool. No job too heavy or too delicate for the Phillips Versa-Tool. Compact, 110-115 Volt AC, 310 Watts, the Phillips Versa-Tool was designed for perfect balance and ease of operation.

- Rigid Copper Tips — Four interchangeable tips that absolutely won't sag or bend under pressure.
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Discuss Need For Good Will At Conn. Meet

HARTFORD, Conn., Nov. 4.—“The shortest commodity in the world today is good will,” William E. Mankin, public relations director for the Grapette Company, of Camden, Ark., told the Connecticut Manufacturers of Carbonated Beverages in convention at the Hotel Bond, Hartford, recently.

“Business has just as great an obligation to the community as the individual,” he said. He added the big fault of business is that the employee is not made to feel he is part of the team.

Employee Relations

“Employee relations,” he continued, “are not a matter of wages alone. The worker must have a sense of pride, assurance of a better future and the security of retirement.”

“The whole question of public relations is as simple as the words and tone of voice you use in answering the telephone. It’s the same story, whether a manufacturer is dealing with his own employees, his dealers, the consumer or other manufacturers in the industry.”

The golden rule, he pointed out, is just as well suited to business as to the individual.

Officers Elected

Alfred A. Tomasetti, Meriden, Conn., was elected president for the ensuing year. Others named included Christopher H. Buckley, Hamden, Conn., vice-president; Emil Mascolo, Waterbury, Conn., treasurer; Carl F. Schirmer, Meriden, Conn., secretary, and Carl J. Anderson, Higganum, Conn.; Fred Meyer, Willimantic, Conn.; Albert Cott, New Haven, Conn., and John J. Boyd, New London, Conn., members of the board of directors for two years.

Some 180 members, representing 70 Connecticut bottling concerns, attended the sessions here.

2d U-Serv-U Unit Opened in Boston

Filene’s Eliminates Promosh as New Bank Is Started at City’s Airport

BOSTON, Nov. 4. — William Filene’s Sons Company, first and only New England department store to pioneer the out-of-store automatic vending of merchandise, opened its second U-Serve-U Center at Logan International Airport in East Boston, week of October 3, under wraps.

No announcement, publicity or promosh hailed the second appearance of a battery of Glasco venders. The high voltage preem put on for initial presentation of the venders in the Greyhound bus terminal in the Hub last May 9 was lacking.

Store officials said no details of dollar volume, operational methods, experience gains or trends would be forthcoming for a period of one year. “We are still experimenting with automatic merchandising,” they said.

Includes 8 Units

The airport installation has eight venders, made for Filene’s by Glascock Bros. Manufacturing

Newman Joins Banner Corp.

NEW YORK, Nov. 4.—Ben Newman has joined the Banner Candy Manufacturing Corporation as executive in charge of sales to vending machine operators and theater concessionaires.

Newman was associated with Mason au Magenheimer until recently when he set up his own business as broker to the candy trade.

REGISTRATION HITS TOP FOR NAMA CONFAB

CHICAGO, Nov. 4.—Advance operator registration for the 1950 NAMA convention and exhibit has proven the heaviest yet, show officials announced this week.

With total advance registration (including manufacturers, distributors, suppliers, etc.) hitting the 2,000 mark, it was reported that of the 1,100 rooms reserved for conventioners by the Palmer House, only 225 remained unassigned this week.

Ink Ajax as Shipman Rep

NEWARK, N. J., Nov. 4.—Ajax Distributing has been named exclusive distributor for the recently introduced Shipman gum and Life Saver vender east of the Mississippi, Al Cohen, Ajax chief, announced this week. The two-column machine is fitted for nickel operation.

Cohen also announced appointment of Chaney Enterprises, Los Angeles, as West Coast distributor for his National Hot Nut vender.

KEEPING LID ON CANDY PRICE

Welch, Mason, Beich Roll Back Prices When Buying Slows Down

CHICAGO, Nov. 4.—In the wake of Curtiss Candy’s announcement of a cut in the wholesale price of the nickel Baby Ruth bar (*The Billboard*, November 4), three additional bar manufacturers rolled back prices to keep their 5-cent items in the 3-cent wholesale category—the maximum price vending machine operators maintain they can pay and show a profit.

James O. Welch salesmen informed their vending machine op-

erator customers the price on the Welch line is now \$3 per 100-count pack. Welch prices were \$2.95, then increased to \$3.15 in the flurry of increases which hit the candy

COIN LAUNDRY ADDS RAZORS

ALBANY, N. Y., Nov. 4.—Self-service laundry operator Victor Rosenthal here “diversified” his business last week with the addition of electric razors.

One entire wall of the laundry now features the razors, complete with individual mirrors, and permits the be-whiskered male patron to clean off the stubble for 25 cents, in addition to getting his wash laundered.

industry during August and September.

Stiff Resistance

What Welch encountered was stiff resistance to the \$3.15 price, this despite the fact that its bars have been consistently top sellers for the automatic merchandising business.

Off the record, Welch salesmen reported operators either cut back their orders or dropped the bars

Vend-Ads Firm Shelves Candy Machine Deal

NEW YORK, Nov. 4.—Point-of-sale advertising on candy venders, launched last spring by Vend-Ads, Inc., has been shelved, it became known this week. A casualty of the price squeeze on candy bars and experimentation with dime bars in many areas, the program has been set aside until the price situation becomes more stable, according to Sherman D. Gregory, executive.

He said the agency no longer found it possible to guarantee specific coverage in any territory to candy manufacturers buying poster space. Vend-Ads will “sit tight until the situation straightens itself out,” he said.

The program, set up in association with Automatic Canteen, par-

ent world crisis. The outlook for prices and availability of both machines and merchandise, as well as the need for servicing armed services and defense installations, will carry thru most of the business sessions.

An indication of the growing awareness of automatic merchandising is the Wednesday (15) morning session devoted to truck maintenance. On hand to speak for the automotive industry will be Norman C. Wilson, fleet service manager of the Ford Motor Company; A. F. Martin, regional service manager of the Chrysler Corporation, and H. F. Blankenship, assistant manager of the commercial and truck department of Chevrolet.

During this year’s convention operator-members of NAMA will get first-hand reports on three major projects the association has had under way: Insurance, accounting and sanitation research. Officials of NAMA expect to present a group insurance plan for operator-mem-

bers during the convention. Dr. W. L. Mallmann, Michigan State College, will report on the cup vending division’s research in sanitation.

Martin Candy Mechanism in DuGrenier Unit

HAVERHILL, Mass., Nov. 4. — Arthur H. DuGrenier will introduce a production line model of an eight-column candy vender at the NAMA convention in Chicago next week (12-15), using the cabinet of its manual cigarette machine to house the bar vender mechanism developed by James H. Martin & Company, Chicago.

While price was not announced, it was reported the unit will vend both nickel and dime candy and have a capacity of 160 bars. The candy mechanism, introduced a year ago by James Martin as a conversion for DuGrenier’s seven-column Model 72 cigarette vender, was later built into Martin’s own eight-column candy unit. A hand-built model was displayed during the National Association of Tobacco Distributors (NATD) convention in Chicago last March (*The Billboard*, April 8).

DuGrenier’s move to produce the Martin candy mechanism in its own cigarette unit cabinet followed a year-long test of 500 of the earlier seven-column conversion units. Martin will retain ownership of the candy mechanism patents, and will also act as Midwest distributor for the vender, along with the other DuGrenier units.

5c Price Butt of ABCB Convention

Small Bottlers Blast Leaders—Latter Say Biz Is Fine; Beaman New President

SAN FRANCISCO, Nov. 4.—A current picture of the soft drink industry was given here this week during the American Bottlers of Carbonated Beverages (ABCB) convention—and it wasn’t a good one, particularly to the small bottlers who are finding themselves in a squeeze between rising costs and a fixed price. However, there was no unanimity of opinion among the nearly 3,000 members of the industry who attended the four-day exposition and conference which closed Thursday (2) at the Civic Auditorium.

Alvin Beaman, Nashville, was named president during the election of officers held on the final day. Other officers elected were James C. Lee, Birmingham, vice-president, and Joseph Lapidus, Baltimore, treasurer. New directors named were W. R. Roberson, Washington; Frank Snell, Jack-

sonville; Wilbur H. Glenn, Columbia, Ga., and A. B. Hatcher, Charleston, W. Va.

Large Vs. Small

The nation’s largest bottlers thought business was fine. With large highly mechanical operations and low labor costs, they have been able to maintain substantial earnings. But not so the smaller

(Continued on page 87)

Arctic Adds Two Reps on East Coast

APPLETON, Wis., Nov. 4.—Arctic Vendor Sales, ice cream vending machine manufacturer here, this week announced the appointment of direct-factory sales representatives to cover Pennsylvania and the Southeastern States. The appointments were made by Arctic’s president, Gordon Haase.

Harvey Smith, formerly national theater sales representative for SuperVend of Texas, will handle the Arctic machine in Florida, Georgia, Alabama, North and South Carolina and Eastern Tennessee. Smith, more recently with Dr. Pepper, headquarters in Atlanta.

J. E. Schmitz, who was with Mills Industries, will cover Pennsylvania. Schmitz makes his home in Pine Grove, Pa., near Harrisburg.

Haase added that production of the Arctic ice cream bar machine has been increased this month despite coming cool weather. Deliveries are now being made in three weeks at no change in price.

Cig Ops Hype Calif. Red Feather Program

LOS ANGELES, Nov. 4.—The recent arrival of 5,000,000 Red Feather match books for cigarette operators of Southern California, for special vender promotion in the Community Chest drive, is pointed to as an example of how automatic merchandising is aiding in bringing the fund message to millions of people.

On hand to check in the shipment were representatives of participating industries: Arch Riddell, Harmony Cigarette Service, Inc.; Larry Matre, Diamond Match Company; Arthur Dudley, of NAMA, and Ed Chandler, Cigarette Merchandisers Association (CMA).

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.

CHICAGO, Nov. 4.—When the National Automatic Merchandising Association (NAMA) holds its fourth annual exhibition at Chicago's Palmer House November 12-15, 125 machine manufacturers and suppliers will display their products. All booths are on the fourth floor; exhibit rooms are on seventh floor. Complete list of exhibitors and their products follow:

A
A & A Co., Inc., Plainfield, N. J. (cigarette vending machines); Room 749.
A. B. C. Popcorn Co., Inc., Chicago (popcorn dispensers); Booth 11.
A. B. T. Manufacturing Corp., Chicago (coin chutes, packaged coin units, slug rejectors, coin meters, penny weighing scales, tape recorders, pencil vendors); Booth 20.

Ajax Distributing Co., Newark, N. J. (candy, bulk, food, postage stamp, card vending machines); Booth 90.
Alkuno & Co., New York (candy, cigarette, cracker, cookie vending machines); Booth 8.
The Alink Co., Gallup, N. M. (lighter service kit); Room 797.
Fred W. Amend Co., Chicago (candy bars); Room 745.

American National Dispensing Co., Lansdale, Pa. (coffee and soup vending machines); Booth 16.
Arctic Vendor Sales Co., Inc., Appleton, Wis. (ice cream vending machines); Room 705.
Atlas Tool & Manufacturing Co., St. Louis (ice cream, candy and bottle beverage vending machines); Booth 711.

Austin Packing Co., Inc., Baltimore (peanut butter sandwiches and cookies); Rooms 743, 744.
Automatic Book Vending Machine Corp., New York (pocket book vending machines, pocket books); Booth 89.
Automatic Products Co., New York (cigarette and cup beverage vending machines); Booths 82, 83.

B
Badger Vending Machines, Inc., Milwaukee (ice cream vending machines); Room 713.
Walter Baker Chocolate & Cocoa Division, Dorchester, Mass. (candy bars); Room 703.
Ball Gum, Inc., Chicago (chewing gum products); Room 799.
Paul F. Belch Co., Bloomington, Ill. (candy bars); Room 761.

Belvend Manufacturing Co., Inc., Chicago (candy and 1-cent candy, gum and nut vending machines); Booth 87.
The Billboard Publishing Co., Chicago (Vend. The Billboard); Booths 62, 63.
Blue Jay Food Products Co., Inc., Brooklyn (biscuits, peanut products); Room 747.
Boyer Bros., Inc., Altoona, Pa. (candy bars); Room 787.

Brandt Automatic Cashier Co., Watertown, Wis. (automatic cashiers, coin sorters, counters, packagers, storage trays and wrappers, bill straps); Booth 4.
Brown & Williamson Tobacco Corp., Louisville (cigarettes); Booths 18, 19, Room 724.
Bunte Bros., Chicago (candy bars); Room 736.

C
Cadbury-Fry America, Inc., New York (candy bars); Booth 28.
Canada Dry Ginger Ale, Inc., New York (beverage sirups); Booths 80, 81.
The Cash Box Publishing Co., Inc., New York; Booth 33.
Cedar Hill Farms, Inc., Cincinnati (dairy, food vending machines); Room 718.
Chase Candy Co., St. Louis (candy bars); Room 791.

Chef-Way, Inc., Kansas City, Mo. (coffee and soup vending machines); Booths 74, 75.
Chevrolet Motor Division, Detroit (trucks); Foyer space A-1.
Chicago Lock Co., Chicago (locks); Booth 14.
Citrus Products Co., Chicago (beverage sirups and concentrates); Room 781.
The D. L. Clark Co., Pittsburgh (candy bars); Room 720.

Coan Manufacturing Co., Madison, Wis. (candy, cigarette vending machines); Booth 35.
The Coca-Cola Co., Atlanta (beverages); Booth 36.
Cole Products Corp., Chicago (cup beverage vending machines); Booth 21, 22.
Curtiss Candy Corp., Chicago (candy bars, packaged gum); Booth 28.

D
Delicia Chocolate & Candy Mfg. Co., Inc., New York (candy bars); Room 706.
Deutsch Lock Co., Inc., Hammond, Ind. (locks and keys); Room 775.
The Diamond Match Co., New York (matches); Booth 7, Rooms 784, 785.
Dixie Cup Co., Easton, Pa. (cups, cup vending units); Booths 78, 79.
Dodge Division, Detroit (trucks); Foyer space A-3.

The Double-Cola Co., Chattanooga (beverage sirups); Booth 27.
Dresko Mfg. Co., Chicago (ice cream vending machines); Room 712.
Dr. Pepper Co., Dallas (beverage sirups); Room 713.
Arthur H. DuGreiner, Inc., Haverhill, Mass. (cigarette, candy and gum vending machines); Booth 23, Room 788.

E
The Eagle Lock Co., Chicago (locks); Booth 84.
Eastern Electric, Inc., New York (cigarette vending machines); Booths 31, 32.

F
F. & F. Laboratories, Inc., Chicago (cough drops, packaged candy); Room 742.
Federal Sweets & Biscuit Co., Clifton, N. J. (candy, biscuits); Booth 15.
Ferrara Candy Co., Inc., Chicago (candy bars); Room 707.
Ford Motor Co., Chicago (trucks); Foyer space A-2.
Frigid Fruit Co., Yakima, Wash. (fresh fruit vending machines); Room 700 1/2.
Fruit-O-Matic Manufacturing Co., Los Angeles (fresh fruit vending machines); Room 730.

G
Gordon Foods, Inc., Atlanta (potato sticks, peanut butter sandwiches, cookies, peanuts, cakes); Room 765.
Guardian Electric Manufacturing Co., Chicago (coin changers, vending control systems, relays, switches, solenoids); Booth 44.

H
Hawley & Hoops, Inc., New York (bulk candy and gum); Room 715.
Fred Hebel Corp., Chicago (ice cream vending machines); Room 778.
Henry Heide, Inc., New York (packaged candy); Room 776.
Hershey Chocolate Corp., Hershey, Pa. (candy bars, beverage sirups); Room 740.
The Charles E. Hires Co., Philadelphia (beverage sirups); Booth 60.
Hollywood Candy Co., Centralia, Ill. (candy bars); Room 702.
Honey Bee Co., Chicago (shoestring potatoes); Room 735.

NAMA Exhibitors

Howard Industries, Inc., Racine, Wis. (motors, gear units); Room 764.
Hultz Vendors, Inc., Springfield, Ill. (quarter conversion units for cigarette machines); Room 719.
Hupp Corp., Cleveland (cup beverage vending machines); Room 726.

I
The Illinois Lock Co., Chicago (cabinet locks); Booth 64.
International Mutoscope Corp., Long Island City, N. Y. (photograph, voice recording and post-card vending machines); Booth 71.

J
Johnson Fare Box Co., Chicago (cup vending units, coin changers, sorters, counters and wrappers); Room 709.
Walter H. Johnson Candy Co., Chicago (candy bars); Room 763.

K
Walter Kidde & Co., Inc., Belleville, N. J. (lightweight gas cylinders); Booth 49.

L
Lamont, Corliss & Co., New York (candy bars); Room 777.
Leaf Gum Co., Chicago (bulk candy and gum); Booth 91.

Lehigh Foundries, Inc., Easton, Pa. (cigarette and nylon vending machines); Booths 72, 73.
Lily-Tulip Cup Corp., New York (cups); Booths 56, 57.
Lion Match Co., New York (matches); Room 716.
P. Lorillard Co., New York (cigarettes); Booths 51, 52.

M
Lyon Industries, Inc., New York (cup beverage vending machines); Booths 5, 6.

N
Mars, Inc., Chicago (candy bars); Room 732.
Maryland Cup Co., Baltimore (cups, matches, drinking straws); Booths 47, 48.
Mason, Au & Magenheimer, Mineola, N. Y. (candy bars); Room 734.
Merkle Korff Gear Co., Chicago (geared motors); Booth 50.

The Bert Mills Corp., Lombard, Ill. (coffee, soup vending machines); Booths 29, 30.
Mills Industries, Inc., Chicago (candy, gum, cup beverage and bottle beverage vending machines); Booths 58, 59.
Mission Dry Corp., Los Angeles (beverage sirups); Booth 76.
Montclair, Inc., Springfield, Mass. (electric shaver vending machines); Room 758.

O
National Rejectors, Inc., St. Louis (slug rejectors, coin changers, actuators); Booths 68, 69, 70.
National Vendors, Inc., St. Louis (cigarette, candy vending machines); Booths 33, 54, 55, Rooms 738, 739.
Nehi Corp., Columbus, Ga. (beverage sirups); Room 710.

New England Confectionery Co., Cambridge, Mass. (candy bars); Room 759.
The Northwestern Corp., Morris, Ill. (bulk vending machines); Booth 61, Room 704.

P
Orange-Crush Co., Chicago (beverage sirups); Booth 38.
Pepsi-Cola Co., New York (beverage sirups); Rooms 728, 729.
Peter Paul, Inc., Naugatuck, Conn. (candy bars); Room 725.

Q
Philip Morris & Co., Ltd., Inc., New York (cigarettes); Booths 11, 12.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (packaged nuts, nut bars, peanut butter sandwiches); Room 748.
Pressed Steel Tank Co., Milwaukee (CO2 cylinders, sirup containers); Booth 77.
Purity Pretzel Co., Harrisburg, Pa. (pretzel vending machines, pretzels); Room 762.

R
Quaker City Chocolate & Confectionery Co., Inc., Philadelphia (candy bars); Booth 83.
Queen City Mfg. Co., Cincinnati (popcorn vending machines); Room 755.

S
H. B. Reese Candy Co., Hershey, Pa. (candy bars); Room 760.
R. J. Reynol's Tobacco Co., Winston-Salem, N. C. (cigarettes); Booths 66, 67.
Ridley & The H. L. Hildreth Co., New York (packaged candy); Room 783.
Rowe Manufacturing Co., Inc., New York (cigarette, hosiery, candy and bottle beverage vending machines); Room 782, Booths 1, 2, 3.

T
Sattley Co., Detroit (coin mechanisms); Booth 34.
Sero Syrup Co., Brooklyn (beverage sirups); Booth 65.
The Snively Vending & Sales Co., Inc., Winter Haven, Fla. (cup beverage vending machines); Booths 24, 25.
Spacarb, Inc., New York (cup beverage vending machines); Booth 39.

U
Stalder Manufacturers Corp., New York (biscuit vending machines); Booths 45, 46.
Shepherd, Wm. F., Inc., Memphis (peanut butter sandwiches, sweet sandwiches, peanuts); Room 750.
Stoner Mfg. Corp., Aurora, Ill. (candy, 5-cent gum, 1-cent gum vending machines); Booths 41, 42, 43.

V
The Sweets Co. of America, Inc., Hoboken, N. J. (candy bars); Room 741.
Switzer's Licorice Co., St. Louis (packaged candy); Room 756.

W
Tap Mixers Service, Atlantic Highlands, N. J. (dispenser rental service); Room 787.
Universal Match Corp., St. Louis (candy bars, matches); Room 731.

X
Veeder-Root, Inc., Hartford, Conn. (coin counters); Booth 9.
Vendall Co., Chicago (candy, 1-cent candy, gum, nut vending machines); Booth 86.

Y
The Vendo Co., Kansas City, Mo. (coin changers, bottle beverage vending machines); Booth 37.
Welch Grape Juice Co., New York (fruit juice concentrates); Room 727.
James O. Welch Co., Cambridge, Mass. (candy bars); Room 786.

Z
Wilbur Suchard Chocolate Co., Inc., Littitz, Pa. (candy bars); Booth 10.
Wilcox-Gay Corp., Charlotte, Mich. (phonograph vending machines); Room 745.
Wm. Wrigley Jr. Co., Chicago (5-cent packaged gum, 1-cent packaged gum); Room 779.

Zaug's Modern Vending Service, New London, Wis. (cigar conversion units, triple cigar packs); Room 780.

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LEAF GUM
All sizes—140—170—210 & Jumbo.
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FREE Delivery on 200 pounds.
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Roy Torr, Lansdowne, Pa.

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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
Immediate Delivery in Green Metal Lustre Finish.

VERY LOW PRICE
Immediate Delivery in Green Metal Lustre Finish.

Other ALKUNO Models—460, Silver Quarter, Free Matches—661, Two Dimes, Free Matches—601, T w o Dimes, No Matches.

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SAMUEL EPPY
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Sandy Mac Tight says... "The above Victor is an A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy."



ANOTHER GOOD BUY IS
The TOPPER
TOP VALUE - LOW PRICE

Ask any operator using "Topper" 1c Vendors and you will find that these machines cannot be equated in either performance or low price!

4 or more, \$11.25 each
100 or more, 10.50 each

YES, that includes Plastic Globes. All Victor machines can be bought on 20-week plan from TORR.



SANDY also reminds you he had to buy a truck to haul his money since buying all Victor Machines from TORR.

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NAMA Convention Program

SUNDAY, NOVEMBER 12, 1950

Grand Ballroom—Palmer House

- 9 a.m.—“Rouser” Breakfast—Grand Ballroom
Musical entertainment by Leo Terry, organist
- 9:45 a.m.—Call to Order by the President
- 9:50 a.m.—Invocation
The Rev. Irvin E. Deer, Administrative Assistant. The Church Federation of Greater Chicago.
- 9:55 a.m.—Posting of the Colors
Color Guard 131st Infantry, Illinois National Guard.
- 10 a.m.—Pledge of Allegiance to the Flag
The National Anthem.
- 10:05 a.m.—The President's Address and Welcome
George M. Seedman, Rowe Service Company, Inc., Los Angeles.
- 10:20 a.m.—“Mr. Automatic Merchandiser: Are You Running Your Business—or Is Your Business Running You?”
John W. Mock, management consultant, Chicago.
- 10:50 a.m.—“The Role of Automatic Merchandising in America's System of Retail Distribution—Today and Tomorrow.”
Dr. Delbert J. Duncan, Professor of Marketing and Distribution, School of Business and Public Administration, Cornell University, Ithaca, N. Y.
- 11:30 a.m.—Annual Business Meeting and Election of Directors.
- 12:30 p.m.—Opening of the Fourth Annual Exhibit.
- 12:30-6:30 p.m.—Exhibit Hours, Fourth Floor Exhibit Hall.
Seventh Floor Exhibit Rooms.

MONDAY, NOVEMBER 13, 1950

Beverage Operators' Day Grand Ballroom—Palmer House

- 9 a.m.—Call to Order and Preface to the Day's Discussions.
Edward C. Williams, Beverage Operators' Day Chairman, Spacarb of New England, Inc., Boston.
- 9:15 a.m.—Trends in Sanitation Practices and The Future of Automatic Merchandising.
- 9:45 a.m.—Fundamentals of Food Sanitation in Vending Operations:
Professor William T. Ingram, Associate Professor of Public Health, College of Engineering, New York University, University Heights, N. Y.
Progress Report of the Research Project of the NAMA Cup Vending Division and What It Indicates:
Dr. W. L. Mallmann, Michigan State College, E. Lansing, Mich.
- 10:15 a.m.—The Shrinking Nickel: Problems of maintaining service at a profit in the face of rising costs and under the nickel's limitations.
Cup Operator's Experience:
W. H. Mason III, Mason Automatic Vending Company, Houston.
Bottle Beverage Operator's Experience:
S. Maurice Whitcraft, Automatic Beverage Company, St. Louis.
- 10:45 a.m.—Vending's New Crisis: The Operational Outlook in a period of Transition to a Defense Economy.
Machine Manufacturers' Outlook:
For cup machines:
I. H. Houston, President, Spacarb, Inc., New York.
For bottle beverage machines:
Robert W. Wagstaff, Vice-President, The Vendo Company, Kansas City, Mo.
Supply Manufacturers' Outlook:
For sirups:
George T. Herold, Sero Syrup Company, New York.
For cups:
E. C. Scully, Lily-Tulip Cup Corporation, New York.
- 11:45 a.m.—Discussion Period.
- 5 to 9 p.m.—Exhibit Hours, Fourth Floor Exhibit Hall.
- 1 to 5 p.m.—Exhibit Hours, Seventh Floor Exhibit Hall.

Concurrent Evening Sessions

- 7:30 p.m.—Informal Round Table Discussions—Grand Ballroom.
Candy-Gum-Nut-Biscuit Operations:
Discussion Leader—Nick Novasic, West Allis Vendors, West Allis, Wis.
Cigarette Operations:
Discussion Leader—Harry Rosen, Allegheny Cigarette Service, Wilkesburg, Pa.
Beverage Operations:
Discussion Leader—M. J. Estrem, Cupteen, Minneapolis.
- 7:30 p.m.—New Horizons in Vending: Success in New Fields of Vending; Experiments in Bringing New Products to Vending.
(Room 14—Club Floor)
Chairman—G. R. Schreiber, Editor, Vend. Look-Back and Outlook for Milk Vending by a Pioneer.
Everett J. Newcomer, City Milk Vending Service Corporation, Maspeth, N. Y.
Testing New Vendibles and Their Machines for Practical Operations.
Meyer Gelfand, The G. B. Macke Corp., Washington, D. C.
Launching Into Vending on a Diversified Basis.
Stanley A. Katcher, Vendomatic Corporation, Tucson, Ariz.
The Growth of Ice Cream Machine Manufacturing and Outlook.
Gordon W. Haase, Arctic Vendor Sales Corporation, Appleton, Wis.

TUESDAY, NOVEMBER 14, 1950

Candy, Gum, Nut and Biscuit Operators' Day Grand Ballroom—Palmer House

- 9 a.m.—Call to Order and Preface to the Day's Discussions.
William Fishman, Candy Operators' Day Chairman, Automatic Merchandising Company, Chicago.
- 9:15 a.m.—The Shrinking Nickel: “Is candy vending at the crossroads?”
Continuing to Operate Under the Nickel's Limitation and the Outlook for Conversion to 10-cent Operations: B. W. Scheuer, Vendomat Corporation of America, Baltimore.
- 9:45 a.m.—Diversification: “Making Do With What's Available for Vending.”
Maurice L. Heffer, Johnson Tobacco Co., Chicago.
- 10:10 a.m.—Vending's New Crisis:
Situation and Outlook for Candy Vending as America Prepares for Global Defense in an Atomic Age. Candy Merchandise Outlook: Phil Gott, president, National Confectioners' Association, Chicago.
- 10:30 a.m.—Operating Under Defense Conditions. Defense and Military Establishments: Paul I. Berkley, Vendex, Inc., Newark, N. J. Atomic and New Weapons Installations: D. A. Dayton, Smoky Mountain Canteen Co., Oak Ridge, Tenn.
- 11 a.m.—Per Machine Taxation and Its Effect Upon the Candy Cost Picture.
F. L. Brandstrader, Legislative Counsel, NAMA.
- 11:15 a.m.—Discussion Period.
- 1 to 6 p.m.—Exhibit Hours, Fourth Floor Exhibit Hall; Seventh Floor Exhibit Rooms.

Concurrent Evening Sessions

- 7:30 p.m.—Informal Round Table Discussions—Grand Ballroom.
Candy-Gum-Nut-Biscuit Operations
Discussion Leader—Don W. Huck, Canteen Company of Columbus, O.
Cigarette Operations:
Discussion Leader—Louis Risman, Mystic Automatic Sales Company, Medford, Mass.
Beverage Operations:
Discussion Leader—Raymond H. Lunn, Dispens-O-Matic Co., Inc., Schenectady, N. Y.
- 7:30 p.m.—“Pioneer Vendors” Sessions—Room 14, Club Floor.
Chairman—J. D. Brodsky, Illinois Vending Co., Chicago.
Sanitation Practices and Recommended Machine Construction for Penny-Bulk Operations:
Gustave L. Herman, Acting Chief, Food Inspection Bureau, Chicago Health Dept., Chicago.
“The Shrinking Penny”—How to maintain service and operate profitably under the limitation of the penny:
Ben L. Rauch, Fort Worth, Tex.; J. J. Crosby, Peerless Weighing and Vending Machine Corp., Long Island City, N. Y.; Robert K. Hawthorne, New England District Manager, Ford Gum and Machine Co., Inc. Lockport, N. Y.

WEDNESDAY, NOVEMBER 15, 1950

Cigarette and Cigar Operators' Day Grand Ballroom—Palmer House

- 9 a.m.—Call to Order and Preface to Day's Discussions.
Arch C. Riddell, Cigarette Operators' Day Chairman, Harmony Cigarette Service, Inc., Pasadena, Calif.
- 9:15 a.m.—Public Morals and The Sales-To-Minors Problem:
Operators' experience:
George M. Seedman, president, NAMA, Rowe Service Co., Inc., Los Angeles.
Experience of the Tobacco Industry:
Robert M. Ganger, executive vice-president, P. Lorillard Co., New York.
Summing up, from the point of view of an industry attorney:
D. R. Clarke, general counsel, NAMA, and general counsel, Illinois Manufacturers Association.
- 10 a.m.—Cigar Operations Today—A Natural Adjunct to Cigarette Merchandising.
S. M. Malkin, Malkin-Illion Co., Irvington, N. J.
- 10:20 a.m.—Book Match Distribution and Its Effect Upon Cigarette Sales.
R. B. Barton, Director of National Advertising, Book Match Division, The Diamond Match Company, New York.
- 10:40 a.m.—The Shrinking Quarter—The problem of maintaining service during conversion or price change.
Middle West: William J. Schmidt, Indiana Vendors, Inc., Indianapolis.
South: Sidney J. Kronenberg, The Alamat Co., Birmingham.
Southwest: Herman Schultz, Ace Merchandise Vendors, Houston.
- 11 a.m.—Vending's New Crisis: Top-notch truck maintenance for top-notch service to locations in the face of possible automotive shortages—tires, fuel, trucks, parts.
Presented by leading automotive companies—Chevrolet, Dodge and Ford.
- 11:30 a.m. Discussion Period.
- 12 to 4 p.m.—Exhibit Hours—Fourth Floor Exhibit Hall; Seventh Floor Exhibit Rooms.
- 4 p.m.—Closing of the 4th Annual Exhibit.
- 7:30 p.m.—Annual Banquet and Entertainment.

BLUMENTHAL BROS. TOLD BY YOUTHFUL EXEC

PHILADELPHIA, Nov. 4.—Blumenthal Bros., Inc., a family owned enterprise referred to as one of the top producers of chocolate candies in the U. S., has three reasons for existence, according to 39-year-old Bernard Blumenthal, president.

They are: (1) to support the Blumenthal family; (2) to supply as good a product as possible and still make a normal profit; (3) to provide a living for firm's workers and their families. “Since ours is a family company, we like to hire families to work for us,” Blumenthal states.

The company, which has a 5-cent line especially designed for vending machines, was founded by Joseph Blumenthal, father of the present firm head, 50 years ago. Before then, he and his seven brothers had opened an extract business that could not extract enough profits to feed the family.

Expands Products

Tho its original product was chocolate candy, today 60 per cent of the firm's annual gross of over \$10,000,000 comes from chocolate coatings, powders and liquors. The other 40 per cent is derived from nickel chocolate confections, all of

which are sold extensively to the candy vending trade, according to Blumenthal. The nickel line, however, is kept for consumer good will and “barely breaks even,” he declares.

He explained that some 30 salesmen service about 4,000 accounts thruout the United States.

Company View

The Blumenthals, which include Moses Blumenthal as chairman of the board and two cousins in Vice-President Samuel and Secretary Lawrence, look at the present price situation this way: The industry as a whole cannot finance the inventories it would like to have. With this case, it is expected that at a later date the crucial (price-wise) product, cocoa beans, will assume a level commensurate with other commodities. Tho 25 to 30 cents a pound may be considered a good price, this can change as other commodities continue to rise.

Since firm's inventories are “excellent,” Blumenthal Bros. can afford to sit tight for a while, is the official opinion here. And to Bernard Blumenthal, who went to work for the company in 1933 and became president in 1944, “the future looks good.”

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**THE FIRST REALLY
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CUP DRINK DISPENSER
IN MORE
THAN A DECADE**

featuring
JET CARBO-COOLER

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- 1800 Drink Syrup Capacity
- Easiest To Service
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- Lightest In Weight (Only 530 lbs.)
- Floor Space Only 24" Deep x 27" Wide
- Accepts Nickels, Dimes and Quarters

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CIGARETTE MACHINES

UNEEDA, 8 Cols.	\$ 95.00
UNEEDA, 6 Cols.	85.00
P-X, 10 Col., 425 Pack Cap.	90.00
Uneeda Model "E," 8 Col.	59.50

SALE !!

MODEL W

DuGrenier 9 Col. 308 Pack Cap. \$62.50

UNEEDA MODEL 500

9 col., 350 Pack Cap. . . . \$85.00

CANDY MACHINES

VENDIT, 150 Bar Cap.	\$47.50
UNEEDA, 105 Bar Cap.	75.00

SALE \$55.00

Candyman

SHIPMAN STAMP VENDOR (like new) \$ 16.50
25c CONVERSIONS; PARTS GUARANTEED (like new) 72 bar cap. Enclosed base

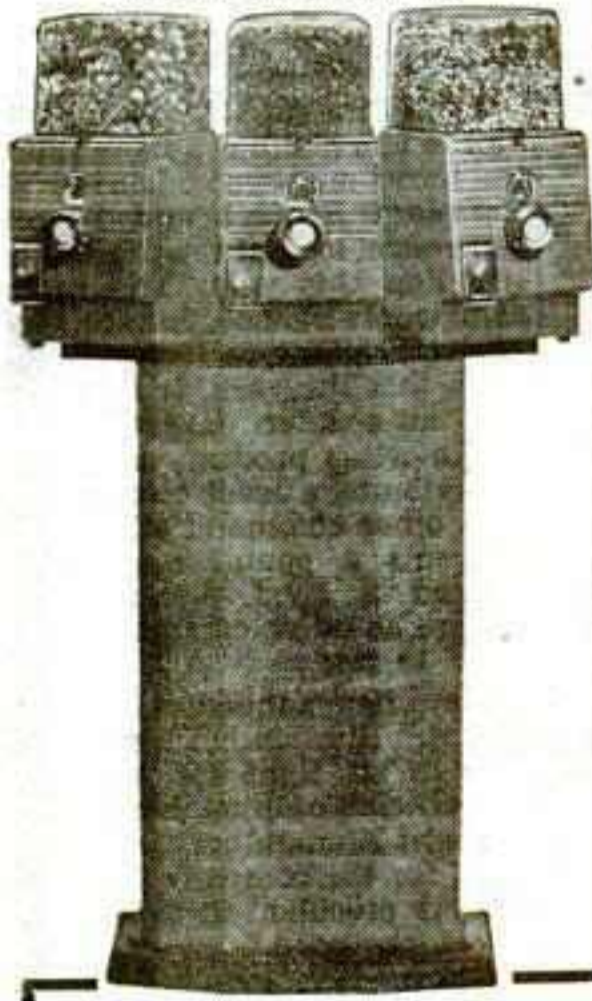
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"THE NATION'S LEADING DISTRIBUTOR OF
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Bigger Profit
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 With the New
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CABINET STAND
 FOR MODEL 49



WRITE FOR DETAILS
 OR SEE YOUR DISTRIBUTOR
 THE NORTHWESTERN CORPORATION
 829A ARMSTRONG STREET, MORRIS, ILL.

2d U-Serv-U Unit in Boston

•Continued from page 83

Price of venders is \$400, altho first custom made ones were slightly higher, Glascock officials said. Working on a nickel, dime and quarter insertion to \$1.50, the eight venders were stocked with the following items for the first week's operation: (Store officials said changes would be made weekly to ascertain air traveler's preference.)

Products Vended

Six-in-one utility tool, 80 cents; pen and pencil set, \$1; men's ties, solid maroon, blue and black, \$1; men's wallets, \$1.20; men's handkerchiefs, three for \$1; men's key case, 30 cents; plastic play chips on chains, 85 cents; plastic pup, 50 cents; four-action toy car, 75 cents; Hoppy toy rabbit, 49 cents; T-shirts, 80 cents; women's gloves, \$1; women's scarfs, \$1; aprons, \$1.50; women's handkerchiefs, \$1; Tweed cologne, \$1; women's glove holder, \$1.20; note paper, \$1; women's wallets, \$1; football charm, \$1.20; cosmetic kits, \$1.20; women's hosiery holder, \$1.20.

This selection differs in many items from the first items offered by Filene's for automatic vending in the Greyhound bus terminal the week of May 9. They were: Women's nylon panties, \$1.65; women's white nylon gloves, \$1 (sizes 6 1/2 and 7); simulated pearl earrings and necklaces, \$1.20; men's ties, \$1; men's hose, 75 cents (sizes 11, 11 1/2 and 12); T-shirts, \$1; men's shorts, 34, 36, 38, \$1; baby pants in three sizes, \$1; plastic baby rattles, 85 cents; Hopalong Cassidy wallets, \$1.20; plastic toy blocks, \$1; latex doll,

\$1; canasta set, \$1.35; colored candles, 85 cents; note paper, \$1; two decks of cards, 90 cents; men's handkerchiefs, two for 50 cents; gift soap, three cakes for 50 cents; 20 note cards, \$1.

Sized Items

Sized items have not proven to be as good sellers as unsized items. Officials said vending machine buyers were "scared" of sized items. "Some customers feel sizes may not run true, and that they will have no means of exchange despite the fact that a uniformed attendant and change maker is on duty at all times."

The sizing problem does not appear, however, in the vending of women's nylon hosiery. Two machines, offering taupe and beige shades, were scoring heavily at the airport.

Altho store officials will not comment, it is understood that a ring of U-Serve-U centers, copyrighted name for the batteries of machines, will be installed in terminal points around Boston and later on thruout New England. Filene's has sole rights to Glasco venders in New England.

In-Store Units Out

No plans are in the offing, store officials said, for in-store vending. Stacy Holmes, public relations executive for Filene's, said, "These machines do not take the place of the store or retail selling in the store—they do, however, allow us to put goods at places where it would be impossible to have a store."

No figures of rentals were forthcoming in either the bus location or the airport. Downtown Hub talk had it that both North and South Station, rail terminals, were being negotiated with for installations. An experiment in Christmas merchandising will be undertaken by Filene's at both of its locations, and it will be the first instance here wherein the customer will be able to buy a completely gift-wrapped Christmas gift thru an automatic vending machine.

Change Items

Changes in items that are not drawing are made frequently. During the summer months Filene's had roll film in three sizes, sun-tan oil, sun glasses, kerchiefs and pen and pencil sets as new items in their bus station location. Merchandise in both locations has been aimed to the needs of travelers, from their own viewpoint to that of the purchase of gifts for all members of families they are visiting.

Toys and children's items seem to be consistent in selling averages, along with women's nylon hosiery. Women's nylon panties were admittedly a flop. Store officials, who felt that the reluctance of women to buy intimate garments in public, which has been overcome in department store selling, would be overcome, too, in automatic merchandising, had to admit they were wrong, and the nylon panties were withdrawn.

William Bellamy, in charge of both centers for Filene's, said records were being kept of all phases of operation at both centers, and that the pattern of the Greyhound installation had been used in selecting merchandise offered at the airport location.

24-Hour Operation

He said that 24-hour operation would be maintained at both centers. If non-operation is desired, a switch is thrown, which immediately rejects coins inserted.

The machines are equipped with ABT slug ejectors and interchangeable panels. There are 33 teeth on the totalizer and three switches with inner locks on the knobs. Set for nickels only, they will operate from 5 cents to \$1.65; with dimes only, from 10 cents to \$3.50; with quarters only, from 25 cents to \$8.25. Nothing over \$1.65 has yet been vended, but with the Christmas season, higher priced merchandise, gift wrapped will be offered.

Airport Layout

Airport machines operate with nickel, dime and quarter insertions to \$1.50. The merchandise is well illuminated and arranged on wall panels. Packages can be vended as large as 8 1/2 by 11 inches by 1 1/2, and as small as 3 by 3 1/4 inches. Glasco's are in gray sheet steel models, 36 by 49 inches high and 30 inches deep, mounted on 20-inch wooden bases which serve as storage compartments. The Vendomatic machines display

SONG & DANCE

NAMA Sets Fun Fest at '50 Banquet

CHICAGO, Nov. 4.—Comedy, music and dance routines will highlight the entertainment portion of the 1950 National Automatic Merchandising Association (NAMA) banquet which will climax the four-day convention at the Palmer House here Wednesday evening (15). Program will be presented by the R. J. Reynolds Tobacco Company.

Martha Wright, a coloratura soprano, and musical-comedy, radio and television actress, will share the evening entertainment spotlight with Liberace, pianist. Another feature of the show will be the comic pantomime team of Laurette and Clymas. In addition, the Merriell Abbott dancers will perform.

Keeping Lid On

•Continued from page 83

the 3-cent maximum, and Paul F. Beich, which lists its vend packs at \$3.12, has been offering operators placement allowance to hold to the \$3 maximum.

A few candy manufacturers, like Mars and Clark, with prices well above the \$3 level, have informed operators they are simply unable to bring the price down because of ingredient and manufacturing costs.

Whether the reductions by Curtiss, Welch, Mason and Beich will set a pattern for the candy industry this fall, no one in the candy manufacturing business could predict this week. Operators, however, saw in the reductions concrete evidence that most candy manufacturers intend doing everything in their power to hold the line for their vending packs.

Vend-Ads Firm

•Continued from page 83

tioned off the country into 22 districts, each with about 4,500 Canteen candy venders. Blanket coverage of any district for four weeks at a time was sold to bar manufacturers, with the producer's leading bar plugged on all Canteen venders in the district. Fees were set at approximately \$3,600 a district.

women's hosiery on glass shelves in sizes from 9 to 10 1/2, operating on quarters.

Volume for the first week of operation at the airport vending center was reportedly ahead of the first week of op of the bus terminal location despite the absence of newspaper and radio plugs used on the first opening, which drew thousands of curiosity seekers. Reason advanced was that air travelers have more money to spend than bus travelers.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Games, etc.

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Plastic Charms, small, 1,000 \$2.75
 Metal Colored Charms, small, 1,000 4.25
 Plastic Charms, large, 1,000 2.25
 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
 "Hee 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.



VICTOR 5c ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor A 11 Charm Vendor. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 each; 100 or more, \$12.95 each.
 All other Victor models on hand available for immediate delivery.

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Plenty of action—return ball feature—1c or 5c play. Real Money Maker! 22" High, 18" Wide, 5" Deep. Simple mechanism guaranteed trouble-free.
\$32.50 EA.
 One-Third Deposit on All Orders.
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Greatest Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED.
 HEAVY SHEET METAL BASE
 TIN SCOOP
 DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
 Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.
 There is a sturdiness of construction more durable than is generally found in scales. Finish is black grinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.
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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. You have nothing to lose, and we know we will gain a satisfied customer.

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GUARANTEED NORTHWESTERN SPECIALS—Used
 DELUXE, 1c or 5c, Baked Metallic Finish, Red or Green—Sample 10 or More \$14.95
 #39 PORCELAIN, 1c 7.45

MERCHANDISE AND SUPPLIES
 PISTACHIO, Jumbo Queen 65c
 FANCY TULIP, Large 63c
 INDIAN NUTS 56c
 CASHEW, Whole 53c
 CASHEW, Butts 51c
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 Complete Line of Paris, Supplies, Stands, Globes, Brackets, Charms, etc.
 1/3 Deposit, Balance C. O. D.
 Time Payment Plan Available—Trade-Ins Accepted.

M & M BALL GUM, All Sizes (150 Lbs. Min.) 39c
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JUMBO
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 Best Location Getter in Years!
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 All with Stands or Wall Installation Boards. Clean, good appearance, in perfect operating condition.
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NEW REDUCED PRICES
 MODEL 49 SPECIAL \$14.35
 Factory Fresh Vendor Confections Case Lot Prices
 Teeny 88c
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FREE—FREE
 Two weeks' FREE TRAINING in servicing and operating routes of Victor 1c venders with each purchase of 100 or more TOPPERS at \$10.50 each. Terms. Complete Victor line on display.
 Sample Victor, \$11.75.
Lowest prices on ball gum, nuts, Candies & charms.
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5c Price Butt of ABC Meet

Continued from page 83

bottlers, and they made their position quite clear at one of several stormy meetings. They attacked the 5-cent bottle of beverage, declaring it should be relegated to man's memory like the two-bit shave and a haircut and the 5-cent glass of beer.

Chief hurdle, it was reported, is the resistance to price increases of Coca-Cola bottlers, who make up approximately 50 per cent of the billion-dollar a year industry. The rest is said to be split among Pepsi-Cola, Royal Crown Cola, Seven-Up and scores of other companies. The typical operation, however, according to an industry spokesman, produces only 100,000 to 150,000 cases a year. Current consumption is approximately 24,000,000,000 bottles a year (a consumption rate of about 182 per capita). There are about 6,500 bottlers in the country.

The larger bottlers listened politely to complaints against the nickel price and then one of them commented: "It's like a bunch of lightweights trying to take on a champ."

Five-Cent Pop

Most of the speakers said they were in business to make money and they couldn't make much money selling pop for 5 cents a bottle. They doubted whether Coca-Cola could make money at this price either and some even suggested the big company was selling at a loss.

Bottler Ed Broughton, of Ashtabula, O., said he thought many Coca-Cola bottlers would raise their price if the Coca-Cola Company would stop its "5-cent national advertising." He and other speakers said this national advertising by the Coca-Cola Company forced local bottlers to hold the nickel price line even if it meant going in the red.

Panel Talks

Walter Sams, owner of 23 Coca-Cola bottling plants in Virginia and North Carolina, denied the

national company dictates price to local bottlers. A panel of bottlers, who spoke briefly on the price question before the general discussion, appeared fairly unanimous on the need for a raise in soft drink prices.

While they talked, however, San Francisco groceries were selling pop for 5 cents a bottle and some brands were priced at six bottles for a quarter.

The seriousness of the squeeze between rising costs and a fixed price was brought out by John J. Riley, permanent secretary of the Washington-quarterly group, who cautioned that there is bound to be a wide variety of views, since there is a wide variety of conditions in different parts of the country.

Further Hikes

The prospect of further increase in the industry's volume was predicted by James B. Lee, of Birmingham. He urged that sales efforts should be stepped up and that consumption by 1960 could reasonably be 250 bottles per capita. He reported that two States have already passed the 250 figure, and seven others are above the 200 mark. West Coast bottlers and soft drink retailers have hardly scratched the surface of possible per capita consumption.

It was announced that the 1951 ABCB convention would be held in Washington, in mid-November.

Gott Sees Ample Candy Supplies In War Emergency

COLUMBUS, O., Nov. 4.—"More than ample supplies of candy in the event of another war emergency" was the prediction of Philip P. Gott, president of National Confectioners' Association (NCA), at the Ohio State Tobacco Distributors' (OSTD) meeting here last week (20).

Basing his view on increased productive capacity of the industry, Gott said this "should tend to make it unnecessary for the government to issue an order similar to that in World War II requiring all candy manufacturers to set aside 50 per cent of their production for use by the armed forces."

Discussing the ingredient outlook, Gott said supplies of cocoa beans for confectionery use are adequate, altho indications are that prices will continue to be high (as of last week, the price was 36.5 cents per pound, down from the 44.2-cent price last month). Sugar is in fairly good supply, he said, while the peanut picture is a bit tighter, with an 11 per cent drop in over-all supply compared to last year.

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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.

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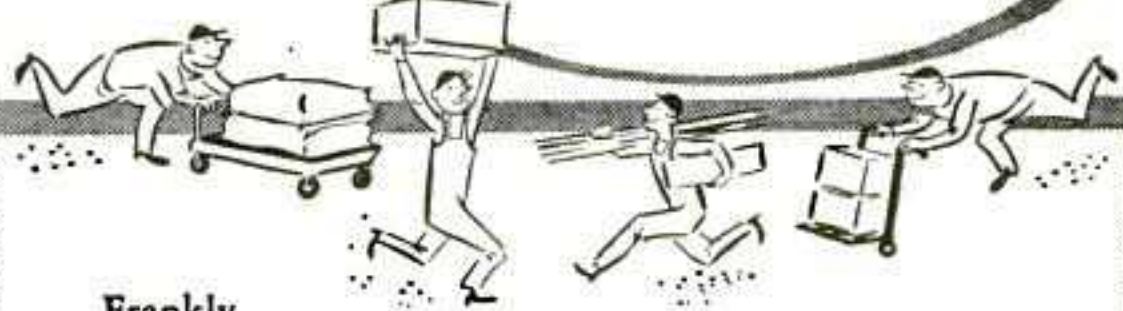
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Get peak sales in any season! Takes just 20 minutes to install or remove . . . right on location. No special tools needed. No exterior changes necessary. No damage to vendor. Tested and proven in use. 90-day mechanical guarantee. 1/3 deposit, balance C. O. D. As low as \$29.95.

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SPECIAL! New Hot Chocolate Drink for Refreshomats. Perfect in every detail. Send for Sample Order. Order Today! (State if you wish to use 1 or 2 Jugs) ALLIED VENDING SERVICE CO. 1567 Fulton Ave. New York 57, N. Y. Tivoli 2-2516

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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.

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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.

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IT'S Sidmor 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

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3 dep. with order, bal. C. O. D., F. O. B. Pgh.

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SupRpop 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.

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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. SILVER KING CORP. 622 Diversey Parkway Chicago, Ill.

122 DIFFERENT CHARMS

Half Plastic—Half Metal-Plated

A GRAND COMBINATION MIXTURE of Big Charms—Series #2—and Wonderful Charms—Series #70—in fifty-fifty propositions of both series as well as fifty-fifty mixture of plastic and metal-plated.

COMBO—\$4.40 per 1,000

F. O. B. Jamaica, N. Y. Immediate Delivery

EPPY

Samuel Eppy & Co., Inc. 91-15 144th Place, Jamaica 2, L. I., N. Y.

CHARMS THAT PAY OFF! NEW GUNS

(Same size as illust.) Plastic (Ass. Colors) . . . \$4.25 M Nickel Plated 6.50 M Gold, Silver Plated 7.50

Also large assorted Sport Charms. OPPORTUNITY FOR DISTRIBUTORS. DON'T DELAY! ORDER NOW! Paul A. Price Co. 230 Broadway New York 7, N. Y.

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BILL FALK

Will be stopping at the Palmer House. He'll have loads of new CHARM ITEMS. Look for him—he'll be looking for you. Thanks.

If you can't come to the show write for our latest issue of C H A R M I N G News.

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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.

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TOP VALUE—LOW PRICE!!

Ask any operator using "Topper" 1c Vendors and you will find that these machines cannot be equalled in either performance or low price! "Topper" machines start at \$10.75 and drop to \$10.00 per machine on quantity orders. Send for free descriptive leaflet!

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Perhaps you're not TOO late to catch ALL your vendor-customers in one spot. It's your last chance this year. After all, there's only ONE PLACE where the nation's vendors come, eager to buy, eager to learn . . . about you and what you're selling.

That's the Palmer House, on November 12, 13, 14 and 15, at N.A.M.A.'s Convention and Exhibit.

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There are still a few (five to be exact) choice locations on the Seventh Floor of the Palmer House, ready for you and your display and selling needs . . .

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N. A. M. A.

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* Earns more money for operators—less call backs.
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Write today, learn how you can make more money with Columbus Vendors

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TOPPER DELUXE
With Plastic Side Display Windows
\$13.45

Topper Standard With Plastic Globe
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JUMBO 1" BALL GUM \$14.95
Lots of 100
\$13.95

CHAMPION NUT & CHOCOLATE CO.
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BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH
Lots of 5, \$8.75
Lots of 25, \$7.75

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.

LOCATION-RELATION PROGRAM

Personal Contact, Varied Equipment Key to Success

AURORA, Ill., Nov. 4.—Because he believes "a vending operation never grows so big that its owner cannot take time to make the personal acquaintance of individuals heading its industrial locations," Edward Baratz's Q Automatic Sales Company here has prospered since its inception in 1933.

Baratz has one other formula for success in in-plant vending: diversification. He started out with 10 cigarette machines, added candy and penny bulk units next, then last year included hot coffee equipment to help make each installation a more complete "package refreshment center" in itself. Next spring, soft drink cup vendors will be added.

Periodic Checks

After the initial in-person huddle with management in new plant stops, Baratz makes it a hard and fast rule to make periodic check-backs with these officials himself. During these meetings, he asks for suggestions on how to improve his service, discusses changes in machine placement, merchandise, maintenance proce-

dures, etc., that might work to the location's advantage. The accent is placed on a constructive, how-to-better-our-service plane in such conversations, and this tends to eliminate the bulk of "peevish complaints" that characterize industrial-operator contacts when latter is not on the management level, he believes.

Placement Pattern

Catering to plant requests, Q Automatic has 90 per cent of its equipment (candy, cigarette and bulk vendors) wall mounted. It was found that there was less damage to machines and such installation allowed for easier cleaning about the units by the plant. Thus, both operator and plant benefit, Baratz found. When machines cannot be mounted on a wall or a structural pillar, they are placed, unfastened, on the floor with the proper base added.

Following the firm's common-sense location relation program has resulted in approximately 90 per cent coverage of leading industrial plants thruout the Fox River Valley during the 17 years since Q Automatic's formation. Baratz's operation now covers five cities and 30 towns thru this area and has reached what he terms the saturation point as far as such locations are concerned. Future expansion will be made mainly via further diversification in present locations, which serves a double purpose in that it increases over-all volume and at the same time acts to strengthen location relations on the service level.

Dime, Nickel Candy?

Baratz has tackled the nickel-dime candy bar question head-on. Reasoning that the customer, in the final analysis, will make his own choice, he stocks at least one column with a leading dime item, remainder with nickel bars. "But the dime bar must be double the size of the nickel bar, and must

Grant Chain Tests Venders

NEW YORK, Nov. 4.—Further inroads into the variety store field was reported here this week by Automatic Products, which announced installation of coin-operated soda shoppes in W. T. Grant outlets in Bridgeport and Meriden, Conn. The vendors, operated by Frank J. Mason, of Derby, Conn., will test patron reaction and may lead to extensive placement in other stores of the Grant chain.

Automatic has also installed cup machines in several F. W. Woolworth stores here (The Billboard, November 4).

Permo Intros New Juke Box Needles

CHICAGO, Nov. 4.—Permo, Inc., this week began mailings to phonograph operators thruout the country announcing four new needles for use in music machines. Specifically, the needles are the Permo Point GC, for use in AMI, Rock-Ola and Evans machines; Matched Jewel Points and Matched Osmopoints, both for the Seeburg unit, and the Nylon Loud Tone needle.

Addition of the new products brings the number of Permo needles being sold for use in juke boxes to eight, it was stated by firm officials.

Gail S. Carter, vice-president and general sales manager, said the complete line will be offered operators on a purchase assortment basis, thus allowing ops to retain discounts for quantity orders. Prices are graded downward at 10, 100, 500 and 1,000 needles.

be a nationally advertised, nationally accepted item," he qualifies. While he thinks the nickel bar will never disappear from the vending scene, the dime merchandise will have to be developed on a much stronger level than at present to be accepted in volume. The secret, Baratz feels, is simply this: The dime bar must be a good bar, both in size and content; it must be worth the price.

Daily Servicing

The addition of the hot coffee units last year inaugurated a new servicing procedure for Q Automatic. While retaining its two, three to four times a week servicing of other equipment (candy, bulk, cigarette), a daily system was worked out for the new units. For sanitation, preventative maintenance and all-round efficiency reasons, the per-day servicing of bulk liquid equipment pays off, Baratz states. And it also means that huge capacity units will not be required.

Summing up his thinking on industrial location relations, Baratz restresses these points as prime factors in his firm's successful operation: (1) personal acquaintance of location management, plus keeping this acquaintance alive thru periodic in-person visits; (2) diversification of equipment to service plants' vending requirements as completely as possible thru one operation, and (3) concentration on one make machine, in its type, where and wherever practical (because of space, capacity requirements).

Thatcher Dividend

ELMIRA, N. Y., Nov. 4.—Thatcher Glass Manufacturing Company, Inc., has declared a year-end dividend of 10 cents per share on common stock in addition to a 15-cent quarterly dividend. Both are payable December 15 to stockholders of record November 29. Payments on the common stock for the year totaled 60 cents per share.

VICTOR'S AMAZING NEW TOPPER

Special Nov. Offers
TOPPERS SOLD 4 TO CASE... \$45.00
1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only... **\$52.25** (Choice of Glass or Plastic Globes)
1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 1000 Charms. All for only... **\$36.00**
1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 1000 Charms. All for only... **\$51.25**

Sample Topper, \$11.75
Get today's top money maker—Topper DeLuxe 5¢ All Charm Vender. Sample... **\$13.95**

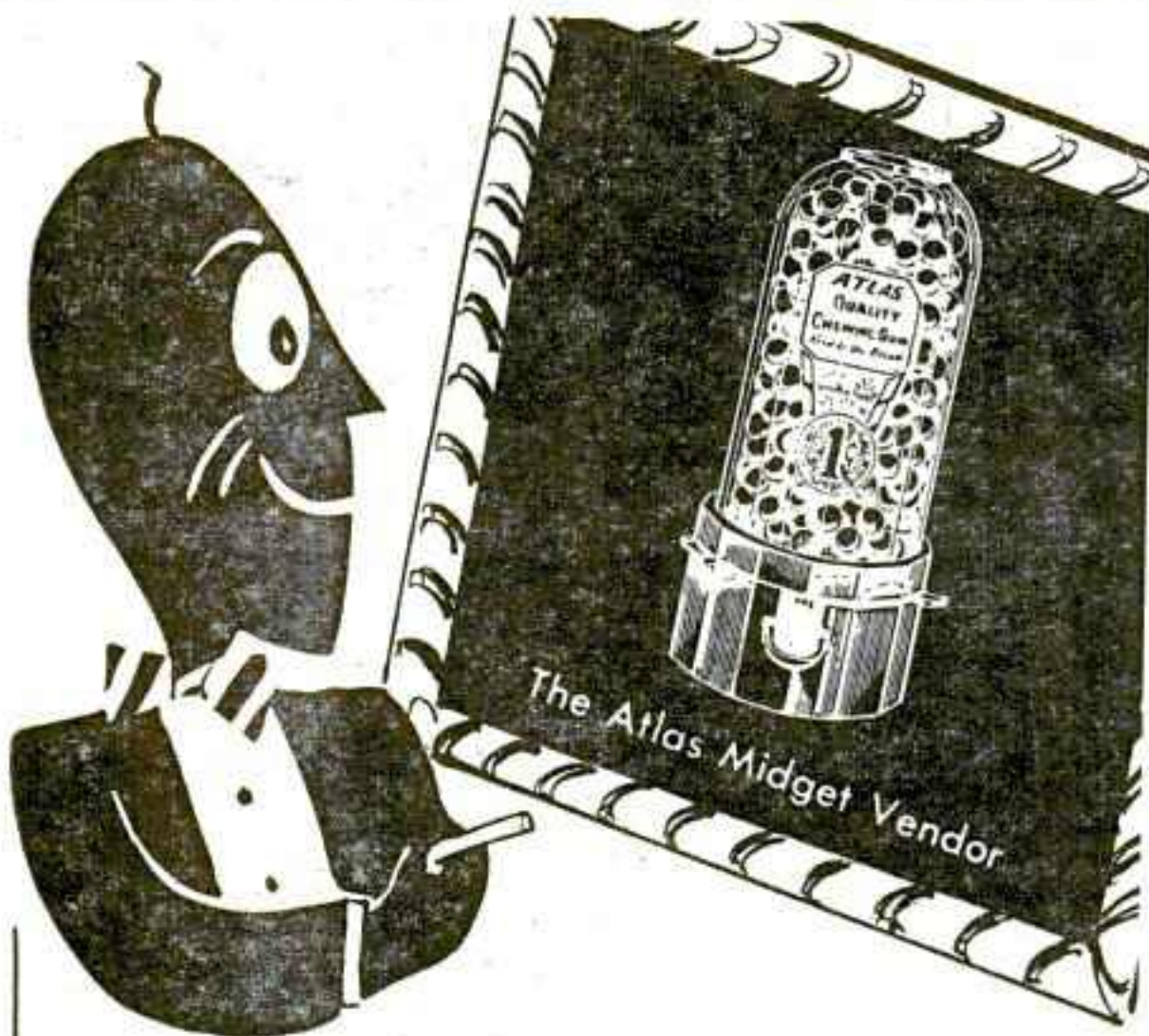
RAIN-BLO GUM , 140, 170 or 210 Count, in 25¢ cartons, 28¢ lb. in lots of 200¢ or more with freight prepaid, 26¢ lb. less 2%.	PISTACHIOS , 25 lb. carton Large, 65¢ lb. Extra Large, 69¢ lb. Full Cash With Order.
COLORED BALL GUM —All Sizes 25¢ or 40¢ carton, 26¢ lb. 160¢ lots, 24¢ lb. with freight prepaid. FULL CASH WITH ORDER.	Plastic Auto-graphed Footballs, 5¢.25 per M. Metal Plated, 56.00 per M.

Write for our FREE Complete Charm List.

1/3 Deposit, F.O.B. Brooklyn, N. Y. Balance C. O. D.

Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

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The Atlas Midget Vendor is Slated to go Places! A Ball Gum vendor that requires only a small investment, but yields big steady profits for operators. Salesmen and Distributors. Profits all the way down the line, write today for a real profit deal.

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ATLAS EST. 1925
MANUFACTURING AND SALES CORP.
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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 5!
A special purchase enables us to offer these brand new games (in orig. ctns.) at **\$25.00 EA.** If you buy 5 machines we will give you 1 Free! Buy 5—Get 1 Free 6 for 5!

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

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	Per Thousand
Footballs, Copper	\$5.50	Plastic Charms, Large
Footballs, Silver	6.50	Silver-Plated Charms, Large
Footballs, Gold	7.00	Gold Color Plated Charms, Large

GOLD & SILVER AMERICAN FLAG RING \$7.20 PER GROSS
JEWELLED SCATTER PINS 8.50 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 8, OHIO

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.

LARGEST PROFIT MAKER
5¢ Silver-King for Pistachios

Change NOW to 5¢ Model for REAL PROFITS

5¢ Change-over parts available for all 1¢ 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.

VICTOR'S TOPPER Only \$10.50 Each (100 or More) Sample \$11.75
Glass or Plastic Globes. UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHOCOLATE, SALT & 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, Georgia

SPECIAL SALE
Factory Reconditioned Machines

100 ROWE STICK AND TAB GUM, 1¢	Each \$9.95
25 ASCO HOT NUT, 5¢	12.50
25 VICTOR NUT 1¢ or 5¢	6.95
25 ADAMS GUM, 1¢, 6 Col.	9.95
15 ABT CHALLENGER GUNS, 1¢	22.50
25 MASTER NUT, 1¢-5¢	6.00
25 ANDREWS NUT, 1¢, 2 Col.	9.95

1/3 With Order—Balance C. O. D.

WANTED TO BUY
Silver King and Ball Gum Machines. Also all other types and makes of Nut and Gum Vending Machines.

CAMEO VENDING SERVICE
432 W 42d St. New York 18, N. Y. L'ONGacre 3-1334

WE'RE HEADING for CHICAGO!

Say 'hello' to us at the **PALMER HOUSE**

Karl Guggenheim INC.
33 UNION SQUARE • NEW YORK 3, N. Y.

Vital Statistics

Marriages

Gilbert W. Chapman, president of Yale & Towne Company, Stamford, Conn., maker of locks and postage meter machines, and Mrs. Charles Goodspeed in Chicago October 28.

Judd Weinberg, Chicago, and Marjorie Ellen Gottlieb, daughter of Dave Gottlieb, president of D. Gottlieb & Company, Chicago, at the Drake Hotel, Chicago, November 5.

Births

A son, Ronald, to Mr. and Mrs. Ronald Schultz in Chicago recently. Father is associated with Tri-County, an operating firm.

Chicago:

Atlas Music Company is giving ops a flying start, program-wise, when they take delivery on the new Seeburg 45-r.p.m. Select-o-Matic. Nate Feinstein and Harold Schwartz beam the news that a full selection of the doughnut platters are being stocked to start the 100-selection boxes off with a bang.

Charley Wilmoth, Tri-County Music, is still plugging away at boosting play in his diversified music locations—juke and Shuffle-Bowl games. Premiums are the key to hyped play on the latter, Charley vows. Tri-County serviceman Ronald Schultz was initiated into parenthood with the birth of a son, Ronald Lewis. Baby and mother are tip-top.

Jimmy Johnson, Globe Distributing Company, has been sticking close to headquarters during the past week or so. He's helping fill in for his vacationing secretary. Jimmy is all smiles when mention is made of his new coin changer, designed for counter use. It's being handled by Mills Industries. Jimmy Martin, James H. Martin & Company, is hopping on the bandwagon over a new Robin Hood release, "Oh, Babe," by Louis Prima. Jimmy thinks it's a coin-nabber jump for the juke.

Bert Mills turns in a cheerful word on activity on the hot coffee vander front. Firm's Coffee Bar models, now using the same cabinet for both large and small-capacity units, are hitting new acceptance levels as more units seen placement over a wider area, Bert says. Harold Stamer, vice-president of Mechanical Merchants, Inc., is busy setting up a winter operating program for firm's Chicago Transit Authority (CTA) locations. Subject of hot drinks is being explored.

Les Rieck, manager of H. C. Evans music division, attended the MOA meeting at the Palmer House Monday (30) to talk over trade happenings with old operator friends from all parts of the country. Len Micon, World Wide Distributors, reports Al

Los Angeles:

Mrs. Merriel Knapp, operator of arcade, games and music machines in Nogales, Ariz., in town on a buying trip. While here she visited the firms along coin row and spent some time at Paul Layman's. Lawrence Reya, of Colton, music and games operator, made one of his infrequent trips to town to look over the new equipment picture. Pete Schupp, Lynwood operator, who suffered serious injuries in a recent automobile accident, is reported on his way to recovery. Robert Boyd, San Diego operator, in the city to talk over the equipment picture with jobbers.

Ray Anthony, Capitol recording artist, made a personal appearance at Leuehagen's Record Bar. According to Mary Solle, department manager, "Mr. Anthony's Boogie" is going well on the boxes. Miss Solle recently attended a party thrown by Columbia Records at the Mocambo on the Sunset Strip for Toni Arden. Russ Morgan, Decca artist, is scheduled to meet the operators soon at the Leuehagen Bar.

According to Jack Leonard, head of the Badger Sales Company's parts department, the button guards for one ball machines are going well. Badger has an exclusive here on the switch protector. Lee Wirt, of Montebello, made a trip to the city and stopped off at Badger Sales. M. S. (Bill) Wolf, San Diego operator and former distributor, in the city on business. Gordon Hicks, long time operator, has opened headquarters on West Pico under the name of Coinmatic Company.

FOR SALE

Complete Arcade. Will sell as whole or piece by piece. Will not ship. Come and get it. Shooting Gallery, late model Photomatic, Muto Voice-o-Graph (late model), Star Series, Chicago Basket Ball, Champ, Chicago Pistol, Williams All Star, Chicago Goalee, Shuffleboard, Ball, Basket Ball, Challenger and other pieces, including Pin Balls. This arcade in Pittsfield, Mass. Will be sold at 397 NORTH ST., PITTSFIELD, MASS.

Coinmen You Know

Stern, Monty West and himself have been in the odd position of taking orders on the Rock-Ola Rocket '51 music box tho the unit has not yet been priced and the ops making the purchases have not seen the new baby. One of the attractions in the Pall Mall Buffet, a downtown stop patronized chiefly by the fourth estate, is a shuffleboard and shuffle game which are doing a going business. Usually one or the other is popular with the customers.

Lunch Box, Inc., firm with the multiple product food vender (milk, sandwich, salad, fruit juice), has had the phone in its Madison Street headquarters disconnected. Firm officials are Georgia Shanks, Florence Vipond and C. Moreau.

Charley Pieri, sales manager at J. H. Keeney & Company, states business on games has picked up in the past two weeks and he attributes some of the gains to the desire of coinmen to have some extra equipment on hand in case material shortages become more acute. Frank Mencuri is back from a West Coast trip during which he called on the trade in Los Angeles, San Francisco, Portland, Seattle as well as other principal cities in the Far West. While in San Francisco he visited Lou Wolcher, who at the time was home recovering from a broken leg. Wolcher heads Advance Automatic. In the past three weeks Mencuri has covered 21,000 miles mostly by air. Ford Sebastian and Joe Batten, Exhibit Supply execs, report orders on the Six Shooter gun game are coming in volume.

One of the top social events of the fall was the Judd Weinberg-Marjorie Ellen Gottlieb wedding at the Drake Hotel Sunday (5). She is the daughter of Mr. and Mrs. Dave Gottlieb. Among the trade folk on hand were Dave Bond, Trimont, Boston; J. D. and B. D. Lazar, B. D. Lazar & Company, Pittsburgh; Irv Blumenfeld, General Vending & Sales, Baltimore, and Harold Lieberman, Hy Greenstein and Jonas Bessler, of Lieberman Hy-G Music Company, Minneapolis.

Connie Confer, St. Louis, was in to see Bill Ryan at Universal Industries and get a preview of High Score Bowler. Meanwhile, Mel Binks was in the East on an important trade mission. Universal's league bowling teams are (Continued on page 91)

Hartford, Conn.:

Abe Fish, of General Amusement Game Company of Hartford, and president of the Connecticut State Coin Association, Inc., has been traveling for the association in recent weeks, with visits taking in key coin operators thruout Connecticut. Abe attended a recent get-together of Danbury, Conn., area coin operators, and was gifted with a hat by the assembled Hat City coinmen.

Some 30 Connecticut operators were in attendance at the recent dinner held by Atlantic-New York Corporation, Seeburg distributors, at the Park-Sheraton Hotel, New York. The Hartford delegation included Mac Perlman, Hartford district manager for Atlantic-New York; Abe Fish, General Amusement Game; Jim Tolisano, Superior Music, and Ralph Colucci, Seaboard Distributors.

The first fall meeting in Hartford of the Connecticut State Coin Association was slated by Prexy Fish for November 9 at 8:30 at the Hotel Bond. "We plan to hold Hartford meetings about every two weeks after the November 9 get-together," Abe said.

Joe Feica, the Torrington, Conn., coin operator, is building a new home. Local coin people present at the press reception honoring Dick Haymes, the singer, held by Decca Records at DeNino's Restaurant, included Mr. and Mrs. Ralph Colucci, of Seaboard Distributors. Haymes appeared at the State Theater, Hartford, for two days.

Cincinnati:

Charles Kanter, president of the Automatic Phonograph Owners' Association (APOA), is recuperating at Jewish Hospital. He suffered a heart attack October 22. Anna Rita Villinsky, daughter of Abe Villinsky who operated the A & B Music Company, will be married November 19 to Bernard L. Schulman, of Nashville.

Mr. and Mrs. Fred Engel are planning a three-week trip to California to visit their daughter who lives in Hollywood. The executive board members of the association met Tuesday afternoon (31). The regular monthly meeting will be held November 14 at the Hotel Sheraton-Gibson.

CALENDAR FOR COINMEN

- November 12-15—National Automatic Merchandising Association (NAMA), annual convention, exhibit, Palmer House, Chicago.
November 13—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
November 14, 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadway Hotel, Philadelphia.
November 15—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Roger Smith Hotel, White Plains, N. Y.
November 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
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—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 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 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.
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.)

Special Bargains

Table listing various coin machine models and their prices, including Seeburg 146S, Seeburg 146M, and various Shuffleboard and Bowler models.

All of the Above Equipment has been Cleaned, Refinished and is in Excellent Condition Mechanically and in Appearance.

Table listing winter books and their prices, including Seeburg 146S and Seeburg 146M.

1/2 Deposit With Order.

CHRIS

Novelty Company

806 St. Paul Street Baltimore 2, Md. MUIberry 3167



MITE: FRUIT OR CIGARETTE REELS, 1¢, 5¢ or 10¢ play. Ball gum vender, 75-25¢ coin divider. Size 5 1/2" x 11 1/2" x 11 1/2". Also manufacturing COMET, METEOR, CIGGY and KING. Write for full details & quantity prices. COMET INDUSTRIES, Inc. 2845 W. Fullerton Ave., Chicago 47, Ill. (Tel.: Dickens 2-2424)

Advertisement for Wurlitzer 616, featuring a 100% return privilege and a price of \$79.50. Includes contact information for David Rosen.

Advertisement for David Rosen, Exclusive AMI Dist. Ea. Pa., 855 N. Broad Street Philadelphia, 23, Pa. Phone: Stevenson 2-2903

Advertisement for Keeney League 8' & 9 1/2' Bowler, featuring 'Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game!' and contact info for Dave Lowy & Co.

Advertisement for Tradio, 'THE GREATEST NAME IN COIN OPERATED TELEVISION', with contact info for Trad Television Corp.

Advertisement for Clearance Sale on Shuffleboards, listing various models and prices, with contact info for Formco Mfg. Co.

Advertisement for Atlantic's triple tested values, featuring Seeburg 146S and Seeburg 146M models. Includes 'SPECIAL! Reconditioned Like New Ready for Location.' and contact info for Atlantic New York Corp.

Advertisement for Shuffle Alley Closeout, listing various shuffleboard models and prices. Includes contact info for American Vending Co.

Advertisement for The Chief... symbol of Jennings' famed precision one-piece mechanism that assures continuous performance. Includes contact info for O. D. Jennings & Co.

WANTED GROETCHEN METAL TYPERS. Write, Wire or Phone LEOS AMUSEMENT 19918 Hubbell Detroit 35, Mich. Phone: UNiversity 4-1528

WANTED New or used Solotone Master Entertainer and Solotone Entertainer Boxes, Model A and Model B. Spot cash. Advise us what you have and quantity. BOX D-452 c/o The Billboard Cincinnati 22, O.

MECHANIC WANTED Must be thoroughly experienced in servicing Selectomatic M110A and 3W1 Wallomatic Boxes. BOX D-455 c/o Billboard 2160 Patterson St. Cincinnati 22, Ohio

BUY OF A LIFETIME! 2 Evans Shuffle Ten Strike, A-1 shape, Ea. \$59.50 1 Bally Shuffle Bowler, flyback pins... 99.50 1 Rock-Ola Shuffle Jungle 35.00 2 United Original Alleys with flyback pins, Ea. 100.00 OLSHEIN DIST. CO. 600 Broadway Albany 4, N. Y.

Central Ohio Coin Quality Buys

Table with columns: USED PIN GAMES, USED 1-BALLS, NEW PIN GAMES, SHUFFLE ALEYS USED, MUSIC. Lists various game models and prices.

CENTRAL OHIO COIN MACHINE EXCHANGE

DAN STEWART COMPANY

515 EAST 7TH, SOUTH SALT LAKE CITY 2, UTAH PHONE 9-0931 or 4-5209

Distributors for Universal, Rock-Ola, Exhibit, Genco, Chicago Coin and Automatic Products Company.

USED MACHINES—RECONDITIONED

Large table listing various coin machines (Five Ball, Musical Comb, etc.) with prices and descriptions.

PLENTY OF MILLS SLOT MACHINES

Table listing slot machine models like Golden Falls, Black Cherries, Blue Bells, etc., with prices.

OTHER 15 GOLD & SILVER VEST POCKETS @ 49.50

Sterling Novelty Co., Inc. 669 So. Broadway Lexington, Ky. Ph. 2-6886

Atlas Novelty Sets Up Chi Premium Displays

CHICAGO, Nov. 4.—Because of the high interest in premium merchandise, Atlas Novelty Company has set up a separate premium room in its headquarters...

Calif. Firm Moves

LOS ANGELES, Nov. 4.—Automatic Enterprises, headed by R. E. Smith, has opened its new headquarters at 2307 West Pico Boulevard...

AUTOMATIC COIN YOUR RELIABLE DISTRIBUTOR Since 1944

Advertisement for Mills Vest Pocket Bells, featuring an image of the machine and text: Limited Quantity—Brand New NOW DELIVERING MILLS SENSATIONAL NEW 21-BELL

Table listing RECONDITIONED GAMES and NEW EQUIPMENT with prices.

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS! WRITE for PRICES

ROYAL CONVERSIONS FOR CHICAGO COIN SHUFFLE GAMES \$12.50 FLY-A-WAY PIN CONVERSION FOR UNITED SHUFFLE ALLEY \$9.50

AUTOMATIC COIN MACHINES & SUPPLY CO. TELEPHONE: Capitol 7-8244 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

HANKIN DISTRIBUTORS & AMUSEMENT VENDING COMPANY

Distributors for Leading Manufacturers HAVE MOVED TO A NEW BUILDING at 1307 Spring Street, N.W., Atlanta, Georgia

SPECIAL REMOVAL SALE

Table listing various amusement machines for sale with prices, such as Photomatic, Quizzers, etc.

500 PERSONAL MUSIC BOXES USED \$1.50 EA. 250 PERSONAL MUSIC BOXES \$4.50 EA.

5 SOLOPHONE UNITS, late model, 10 record selections, 4 radio stations, and television \$225.00 Ea. 75 SOLOPHONE BOXES for above units 14.50 Ea.

ALL EQUIPMENT IN FIRST-CLASS SHAPE—READY FOR LOCATION WE GUARANTEE EVERYTHING WE SELL

Hankin Distributors & Amusement Vending Co. 1307 SPRING ST., N. W., ATLANTA, GEORGIA VEron 3567

WANTED USED MILLS SLOT MACHINES HIGHEST CASH PRICES PAID! BAKER NOVELTY COMPANY THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

KEEPING FAITH with EUROPEAN OPERATORS As Europe's Largest Distributors of coin machine equipment, we are in a position to promise delivery on all of the new products...

FAMOUS \$9.00 SALE BOWLING GAMES

Table listing bowling games like Shuffle Champ, Speed Bowler, etc., with prices.

CONSOLES (Free Play and Cash Payout) (Made By Bally) Clover Bells, 5¢-25¢ \$4.49

5-BALLS (Guaranteed ready for location) JUST 21 by Gottlieb \$89

T & L DISTRIBUTING CO. 1321 CENTRAL PARKWAY MAIn 8751 CINCINNATI 14, OHIO

Great Buys In Music

Table listing music equipment like Seeburg, Rock-Ola, Mills, etc., with prices.

ALL PHONOGRAPHS COMPLETE AND IN WORKING CONDITION

AMUSEMENT GAMES Rock-Ola 22' Shuffleboard \$99.50

Terms: 1/2 Certified Deposit. Balance C. O. D. All Games Plus Crating.

UNITED INC. 4227 W. Villet St., Milwaukee 8, Wis. Phone: WEst 3-3224

BUCKLEY DE LUXE DIGGERS

EXPERTLY REBUILT \$350.00 DISCOUNT FOR QUANTITY PURCHASES

M & P SALES CO. 210 W. Alder St. Missoula, Mont.

FOR SALE Entire Route of Slots, Consoles, Pin Games, Phonographs and Cigarette Machines, located in Louisiana.

Apply BOX D-454 The Billboard, Cincinnati 22, O.

Bowling Games—Used

Table listing used bowling games like Gottlieb Bowlette, Williams Twin Shuffle, etc., with prices.

W. B. Distributors, Inc. 1012 Market St. St. Louis, Missouri

ATLAS Personal Service NEW SHUFFLE GAMES NEW PIN GAMES

NEW 1-BALLS WINNER • TURF KING RECONDITIONED 1 BALLS

5-10-25c WIRELESS WALLMATIC W4-156 \$69.50 GAMES—Ready for Location

Reconditioned and Refinished SHUFFLE GAMES SHUFFLE ALLEY, Late \$75

Atlas NOVELTY COMPANY 2200 N. WESTERN AVE. PHONE ARmitage 6-5005 • CHICAGO 47

ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19 ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

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PREMIUM CATALOG

Write for Your Copy Now!

FIRST-CLASS Reconditioned SHUFFLE GAMES		NEW SHUFFLE GAMES	
Guaranteed Perfect!		Immediate Delivery	
Keeney DOUBLE BOWLER	\$225	Universal HIGH SCORE BOWLER	United SKEE ALLEY
Bally SPEED BOWLER	205	United FOUR-PLAYER SHUFFLE ALLEY	Keeney LEAGUE BOWLER
Universal SUPER TWIN BOWLER	199	Chicago Coin PIN LITE	—SPECIAL PRICE
United SHUFFLE ALLEY EXPRESS	149	Chicago Coin ACE BOWLER	
Keeney KING PIN	159		
Keeney ABC BOWLER	129		
Universal TWIN BOWLER	125		
Chicago Coin BASEBALL	99		
Bally SHUFFLE BOWLER	40		
Keeney PIN BOY	35		
Genco BOWLING LEAGUE	30		

FIRST DISTRIBUTORS

Wally Finke & Joe Kline
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QUALITY EQUIPMENT AT A SAVING!

Cleaned! PHONOGRAPHS AND ACCESSORIES Checked!

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!

Cleaned!	GAMES	Checked!	Price
Genco Total Roll	FREE	Puddinghead	\$49.50
Genco Advance Roll	1-2-3	Yankee	54.50
Crating above, \$20.00 per machine	Virginia	Wisconsin	39.50
7-Hi Pool Table	29.50	Bermuda	29.50
Genco Glider	34.50	Spinball	29.50
Genco Bing a Roll	89.50	Catalina	29.50
Bally My Roll	69.50	Thrill	29.50
Triple Action	29.50	Stormy	29.50
Trade Winds	29.50	Sunny	29.50
Mardi Gras	29.50	Humpty Dumpty	29.50
Merry Widow	34.50		
Screwball	39.50		

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Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220

2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

WATCH GENCO

PIN GAME Headquarters

BARNACLE BILL	\$59.50	MARYLAND	\$109.50
BERMUDA	39.50	OKLAHOMA	94.50
BIG TOP	89.50	PINCH HITTER	79.50
BLACK GOLD	89.50	PLAYTIME	114.50
BUCCANEER	69.50	SALLY	54.50
BUTTONS & BOWS	89.50	SHANGHAI	44.50
BOSTON	114.50	SUMMERTIME	59.50
CATALINA	49.50	SCREWBALL	59.50
DALLAS	89.50	ST. LOUIS	99.50
FLOATING POWER	49.50	SARATOGA	89.50
FOOT BALL	104.50	THRILL	49.50
FRESHIE	124.50	TRADE WINDS	54.50
HUMPTY DUMPTY	44.50	TELECARD	69.50
HIT PARADE	44.50	TUCSON	89.50
JUST 21	109.50	UTAH	119.50
MERRY WIDOW	59.50	VIRGINIA	49.50
MOROCCO	49.50		

SPECIALS!

- United SHUFFLE ALLEY with Flyaway Pins \$139.50
- Universal TWIN BOWLER 145.00
- Bally SHUFFLE BOWLER 79.50
- SHUFFLE ALLEY with rebound con- version 124.50

WANT TO BUY All late model games.

PREMIUMS Finest selection.

SOLD ON 10 DAY Exchange Guarantee. Terms: 1/2 deposit, balance C.O.D.

Murray Rosenthal
1346 Roscoe Street CHICAGO 13
GRaceland 2-0317

Coinmen You Know

Continued from page 89

Chicago:

developing into top aggregations and are composed of both line personnel and office staffers. One of the gal keepers is June Regan, whose brother John is expected to be fighting it out with Ben Hogan, Sam Snead, Bobby Locke and the other leading professional golfers within a couple of seasons.

Despite material problems, production continues steady at Bell-o-Matic, according to Vince Shay, president. Both Vince, and Grant Shay, vice-president and director of advertising for the firm, were busy last week greeting operators who were in town for the Music Operators of America meeting at the Palmer House. Many of the ops took advantage of their trip her to drop in at the Bell-o-Matic headquarters to say hello. Midge Ryan also was on hand to see the visitors.

Monarch Coin Machine Company thru Clayton Nemeroff is getting a good play on its Pop Corn Sez machine sale with but a few of the large shipments left. Don Calkins, La Porte, Ind., shuffleboard op, wrote Nemeroff that action thru the third week of the La Porte league has local populace shuffleboard-minded. The cash kitty continues to build up and is now at the \$190 mark.

Washington:

Among Washingtonians planning to attend the National Automatic Merchandising Association convention in Chicago this month are Aron Goldman and Meyer Gelfand, president and sales manager of the G. B. Macke Corporation, and Sidney Lotenberg, of the Westway Vending Company.

Other news from Macke includes the fact that they are again operating at Camp Pickett, Blackstone, Va., which was reopened following the Korean crisis. The camp had reopened briefly a few years ago but shut down quickly. Macke has cigarette, candy and gum machines on location there. The company also has launched its first teevee advertising, with afternoon spots boosting the premium coupons available in Macke cigarette machines. The commercials are unique in cigarette advertising because they appear on an afternoon women's program rather than on a nighttime slot. Macke is using teevee to show many of the gifts obtainable thru Thank-U premiums. A picture of the cigarette machine, with its identifying Thank-U sticker, is also featured. The gifts shown include household items and other things.

Arthur E. Selnick, record manager for the Kaufmann-Washington Company, Decca distributor, entertained for singer Dick Haymes, who was in town playing an engagement at the Capitol Theater. Selnick report that the singer's "Thinking of You" is becoming a Decca hit, along with the Mills Brothers' "Nevertheless" and Evelyn Knight's "Lucky Lucky Me." For the Christmas trade, Selnick and Decca are betting on the two-sided "A Crosby Christmas" featuring a medley done by Bing and his four boys.

New equipment being installed at Hirsh-Mason Coin Machine Corporation includes a safe and coin counters. A new phone system also marks the current remodeling program.

New York:

Sid Levine, diminutive of the Automatic Machine Operators' Association, was the show put on at the Astoria during the org's 13th annual shindig Saturday (28). Participation in a skit with Joe Adams, Mark Plant and Tom Canzoneri led to the night's biggest yocks. Next year, said AMOA execs, the affair will be held in a different room to give all table holders a better view of the proceedings.

Joe Hirsch, manager, Associated Amusement Machine Operators of New York (AAMONY), is back at his desk, still a little shaky from a recent illness. Operators are visiting Dave Simon's showrooms to try out United's new game, Skee-Alley. Sam Sacks, of Acme Sales, traveled New England territory last week on shoeshine machine biz.

Phil Mandanach, who operates jukes locally under his own name, has opened a driving school on Coney Island Avenue, Brooklyn. Anthony Caruso, president of Eastern Electric, came in from New Bedford, Mass., last week for confabs with Jim Teahan, vice-president, and Lew Jaffa, sales manager. Joe Mauro, of Ace Music Service, is hospitalized for an operation.

BRAND NEW SHUFFLEBOARD

ROL-A-TOP

5c-10c-25c PLAY

Above Prices F. O. B. Chicago

WATLING MFG CO.

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CHICAGO 44, ILL.
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MAYFLOWER SPECIALS

PROVEN BEST BY TEST

NEW CLOSEOUTS IN ORIGINAL CRATES	USED SHUFFLES
United Shuffle Sluggo	Write
United Express, 4, 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

CONVERSIONS	CONSOLES
Keeney 4 Player Match Bowler	\$325.00
Swing Up Conv. for Shuffle Alley	79.50
Alley Conv. for Super Sh.	79.50
Swing Up Conv. for Double Sh. Alley	84.50
Express Shuffle Bowler Conv.	\$35.00
Swing Up Bally Bowler Conv.	84.50
Swing Up Keeney Pin Boy Conv.	84.50
Rebound Conv. for United Sh. Alley	49.50

ARCADE	SLOTS
New Bally Hyrull	\$115.00
New Quarterback	175.00
Evans Bat-A-Score	208.00
Williams All Star	95.00
Poolette Table	99.50
Chicago Coin Goalie	65.00
Used Hollycrane	375.00
Clover Belts	\$450.00
Bally Triple Bells	325.00
Bonus Super Bell	125.00
Twin Bonus, 5c and 25c	315.00
Super Bonus, 5, 10, 25c	345.00
Bally Double Up	195.00
Bally Wild Lemon	165.00

ONE BALLS	SCOREBOARDS
Bally Champion	\$395.00
Bally Citations	375.00
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
Super DeLuxe Chief, 5c	\$150.00
Set of Three, 5, 10, 25c	420.00
Super DeLuxe Tic Tac Toe, 5c	160.00
Set of Three, 5, 10, 25c	430.00
Standard Chief, Set of 3	425.00
4 Star Chief, Set of 3	150.00
Mills Black Cherry, 5c	125.00
Set of 3	340.00
Mills Console Club Bell	125.00
Mills Brown Front, 5c	65.00

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. A. 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
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The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

WAREHOUSE CLEARANCE SALE!

NEW GAMES	CONVERSION	ROLLDOWNS
United 4-Player Shuffle Alley	for Shuffle Alleys ONLY	Tropicana
Keeney 4-Player League Bowler	Lighted Pins \$8.50 Per Set	Singapore
United Shuffle Alley Twin Rebound		Advance Rolls
Exhibit Six Shooter		Total Rolls
Exhibit Oasis		Pro-Score
Genco Harvest Time		Hv-Roll
Gottlieb Four Horsemen		
Chi Coin Fighting Irish		
Keeney Bowling Champ		

LARGE LIST OF PREMIUMS—WIRE	SHUFFLEBOARD SUPPLIES
Champions	Sheets
Citation	Shuffle Game Wax
Victory Specials	(case of 12)
Mills 4 Balls	Climatic Adjusters
	Per set of 10
	Bowling Pins, Per set
	Liquid Wax, Per can
	Paste Wax, Per can
	Fast Purveyor Shuffleboard Wax, Per case
	Shuffleboard Lights—fluorescent, Each

4322-24 N. Western Ave. Chicago, Illinois

PURVEYOR SHUFFLEBOARD COMPANY

Phones: JUNiper 8-1814, 8-1815, 8-1816

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready For Location

SHUFFLE GAMES

United Shuffle Alley	\$ 39.50
With Lite-Up Pins	45.00
United Shuffle Alley, With Original Disappearing Pin Conversion	95.00
Bally Speed Bowler	179.50
Genco Bowling League, With Lite-Up Pins	55.00
Universal Twin Bowler	89.50
With Lite-Up Pins	95.00
Universal Twin Bowler, With Original Fly-Up Pin Conversion	129.50
Williams Twin Shuffle	49.50
With Lite-Up Pins	55.00
Rock-Ola Shuffle Lane	49.50
With Lite-Up Pins	55.00
Chicago Coin Bowling Alley	89.50
Chicago Coin, With Lite-Up Pins	95.00
Chicago Coin, With Original Fly-Up Pin Conversion	129.50
Williams Deluxe Bowler (single player with original fly-up pins, not a conversion)	129.50

SHUFFLE GAME CONVERSIONS

Fly-Up Pin Conversion for United Shuffle Alley, With Motor Driven Pin Reset	\$ 44.50
Original United Fly-Up Pin Conversion for United Double Shuffle, Regular \$89.50; Now	75.00
Original Bally Fly-Up Pin Conversion for Bally Shuffle Bowler, Regular \$94.50; Now	79.50
Original United Fly-Up Pin Conversion for United Super, Regular \$89.50; Now	75.00

PIN GAMES

Banjo	\$34.50	Mardi Gras	\$34.50
Barnacle Bill	59.50	Merry Widow	39.50
Beach Club	34.50	1-2-3	39.50
Big Top	74.50	Paradise	39.50
Black Gold	84.50	Phoenix	49.50
Buccaneer	54.50	Robin Hood	34.50
Buttons & Bows	84.50	Sally	39.50
Catalina	34.50	Saratoga	69.50
Coney Island	34.50	Screw Ball	64.50
Cover Girl	34.50	Singapore, With Flippers	29.50
Crazy Ball	39.50	Speedway	49.50
Crown Jewels	34.50	Star Dust	39.50
Dallas	89.50	Sunny	34.50
Fifing Power	69.50	Super Hockey	74.50
Football	94.50	Tennessee	34.50
Humpy	34.50	Temptation	39.50
Dumpty	34.50	Telecard	74.50
Just 21	89.50	Trade Winds	34.50
Lariat	34.50	Thrill	39.50
Majors '49	49.50	Trinidad	34.50
		Triple Action	34.50
		Virginia	34.50

1/2 Dep. with orders under \$50
1/3 Dep. with orders over \$50

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

Infantile Paralysis Is a National Enemy. Stamp It Out With Your Contribution to the National Fund.

Trade Directory

Changes of Address

S. L. Stiebel Company, Inc., Louisville, moved to 635 W. Main Street.
SuperVend Sales Corporation, Chicago, moved to 650 S. Clark Street.
Automatic Enterprises, Los Angeles, moved to 2307 West Pico Boulevard.

Distributors

Bally Manufacturing Company, Chicago, appointed Allan Sales, Inc., Wheeling, W. Va., to cover the West Virginia territory.
Como Manufacturing Company, Chicago, appointed Binco Distributing Company, Fort Wayne, Ind., distributor for Hollycrane, Como conversion unit for the Bally Shuffle Bowler and the Keeney Pin Boy units.
Edelco Manufacturing Company, Detroit, appointed Empire Coin Machine Exchange, Chicago, national distributor of a conversion for use on United Shuffle Alley.
Play-Write Corporation, Akron, appointed Logan Distributing Company, Chicago, the Illinois distributor.

Arctic Vendor Sales, Appleton, Wis., appointed direct factory sales representatives: Harvey Smith to handle sales in Florida, Georgia, Alabama, North and South Carolina and Eastern Tennessee; J. E. Schmitz to cover Pennsylvania.

Rock-Ola Manufacturing Company, Chicago, named Leo Dixon, Youngstown, O., to cover that area.
Shipman Manufacturing Company, Los Angeles, named Ajax Distributors, Newark, N. J., exclusive distributor for the Shipman Gum and Life Saver vender east of Mississippi, and Chaney Enterprises, Los Angeles, to cover the West Coast for the National hot nut vender.

Merger

Lieberman Music Company and Hy-G Music Company, both of Minneapolis. Firm to be known as Lieberman Hy-G Music Company, located at Plymouth Avenue and Third Street.

Illinois Mechanical Candy Sales and Kandy Korner, to operate from 1148 West Van Buren Street, Chicago.

New Equipment

Needles—Permo Point GC (use in AMI, Rock-Ola, Evans), matched jewel points and matched osmo-points (Seeburg) and nylon loud tone—Permo, Inc., Chicago.

Select-o-Matic 100—45 r.p.m.—J. P. Seeburg Corporation, Chicago.
Skee-Alley—Shuffle game—United Manufacturing Company, Chicago.

Speed-Coat—Wax polish cleaner for shuffleboards—Slick Shine Company, Newark, N. J.

Spot Bowler—Five-ball—D. Gottlieb & Company, Chicago.

Twin Bowler Deluxe—Two-player shuffle game—Universal Industries, Inc., Chicago.

High Score Bowler—shuffle game—Universal Industries, Inc., Chicago.

Hook-Bowler—shuffle game—Bally Manufacturing Company, Chicago.

Oasis—five-ball—Exhibit Supply Company, Chicago.

New Firms

M & N Vending Machines, Inc., 565 Fifth Avenue, New York—to manufacture electric cigarette machines.

National Vending Machine Location Service, 30 W. Washington Street, Chicago—to service vending machine locations.

New Offices

Bert Lane, Inc., New York, opened an additional showroom and office at 580 10th Avenue, retaining offices at 316 W. 57th.

Dave Lowy & Co., New York, opened a branch office at 1012 Beverly Road, Brooklyn.

Rudd-Melkian, Philadelphia, opened a branch office at 10 N. Clark Street, Chicago.

Personals

Irving B. Ackerman, Detroit, named member of the Board of Supervision of Wayne County.

Automatic Products, New York, named Howard Pretzel sales representative four-State Midwestern territory, headquartered in Chicago.

First Distributors, Chicago, appointed Dave Landfield as sales representative.

D. Gottlieb & Company, Chicago, appointed J. Skibell as traveling representative in the South and Southwest areas of the United States and Elky Roy as senior road sales representative.

National Vendors, Inc., St. Louis, named Ike Gordon, formerly with Malkin-Illion, to represent firm in New York and New Jersey, headquartered in New York City, and Al Horth representing National Vendors, Inc., in the New York-New Jersey area, to cover Ohio, West Virginia and Pennsylvania, replacing Lou Kantor, who resigned.

Permo, Inc., Chicago, appointed Bert B. Davidson as advertising and sales promotion counsel.

Herbert M. Singer was elected chairman of the executive committee, Pepsi-Cola Company, New York.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Joseph F. Hrdlicka sales-service representative for the phonograph division.

Newly elected American Bottlers of Carbonated Beverages' officers:

Heavy Output On Oasis Game Set by Exhibit

CHICAGO, Nov. 4.—Production line deliveries of the five-ball game Oasis were placed on a regular basis this week by Exhibit Supply Company, Sales Manager Frank Menceri has announced. Firm is also in production on the Dale Six Shooter gun game.

Designed for stepped-up action thru the final play, Oasis has a playfield which includes bobble bumpers, saucer kick-out pockets, side roll-over switches, a bonus and regular scoreboard and a new device which kicks balls back into play just as they appear to be headed for the outsole. Scoring exceeds 8,000,000 points.

Key bumpers include an A-B-C-D series which, when made by direct hits or by the spot principle, open up the game for extra blocks of points. Points are stored on the bonus scoreboard at the bottom of the playfield and are collected by dropping a ball in either of two special kick-out pockets. Equipped with a centrally located pair of flippers, Oasis has been engineered for simplified servicing.

Philly CM Tax Income Shows 9-Month Drop

PHILADELPHIA, Nov. 4.—In spite of the drop in tax collections, levy on coin machines still represents a healthy income for the city's coffers.

Altho still far behind the 1949 pace, as are all amusement taxes, receiver of taxes W. Frank Marshall reported this week that for the first nine months, coin machines brought in \$128,060 in tax revenue.

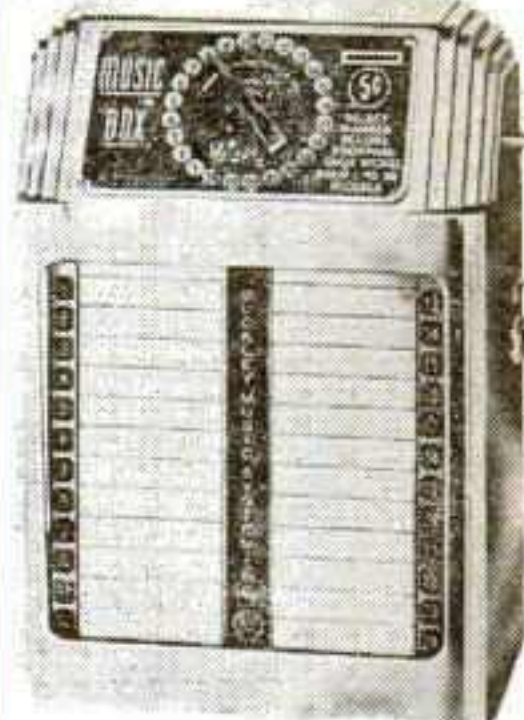
Alvin Beaman, Nashville, president; James C. Lee, Birmingham, vice-president; Joseph Lapides, Baltimore, treasurer. Directors: W. R. Roberson, Washington, N. C.; Frank Snell, Jacksonville, Fla.; Wilbur H. Glenn, Columbia, Ga.; and A. B. Hatcher, Charleston, W. Va.

John Balk named manager of the Brandt Distributing Company, Des Moines.

First Distributors, Chicago, appointed Marvin Lighton office manager to succeed Larry Shapiro, who enters the military service.

Ben Newman joined Banner Candy Manufacturing Corporation, New York, as executive in charge of sales to vending machine operators and theater concessionaires.

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$19.50

BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

BOWLING GAMES

Bally Speed Bowler lifting pins	\$154.50
United Shuffle Express lifting pins	154.50
Bally Shuffle Bowler lifting pins	124.50
Keeney Pin Boy lifting pins	124.50
Chi. Coin Bowling Alley lifting pins	124.50
Exhibit Strike lifting pins	124.50
Un. Super Twin Bowler lifting pins	154.50
Keeney ABC Bowler (Rebound)	49.50
Genco Bowling League	40.00
Gottlieb Bowlette	64.50
Keeney Ten Pins	74.50
Chi. Coin Shuffle Base ball	124.50

SICKING, INC.

America's Oldest Distributor—Established 1895
1401 Central Pkwy., Cincinnati 14, O.

Brand New REPLACEMENT DOORS for all United Shuffle Games

No installation problem: remove old door, replace with new! Complete (except lock).

- ★ FOOLPROOF ABT SLIDE-TYPE MECHANISM
- ★ STRONG, STURDY PLYWOOD DOOR
- ★ COMPLETELY WIRED AND ADJUSTED FOR PERFECT OPERATION

When ordering specify 5c or 10c chute and name of game (doors stenciled to match all United models). Only \$8.95 Complete.

1/2 Dep. Bal. C.O.D.
U. S. DISTRIBUTING CO.
615 10th Ave., New York 18, N. Y.
[Urban 6-1365]

Chicago Coin Bowling Classic	\$219.00
Gottlieb Bowlette	84.00
Williams Double Header (New)	WR17E
Gottlieb Just 21	99.00
Climatic Adjusters (6 to set)	16.50
Hot Rous—New	WRITE
Bally Speed Bowler	210.00
Bally Carnival	70.00
United Shuffle Alley	55.00
Score Pads, 8x12 Frames	.60
Shuffleboards (plus crating)	\$59.50 Up

ATTENTION, CHICAGO OPERATORS
We can handle your complete service calls and trucking for all parts of the city at a min. charge. You can use our service phones.
WAX FOR SHUFFLEBOARDS... \$3.50 Dtz.

LATEST PREMIUMS—NEW SHUFFLE and PIN GAMES
Terms: 1/3 deposit, balance C.O.D.

MERIT INDUSTRIES
6520 S. Halsted St. Chicago 21, Illinois
Phone: ENglewood 4-4344—State 3-5400

ARCADE AND LOCATION EQUIPMENT

Atomic Bomber (new)	\$175.00
Exhibit Foot Vitalizer (new)	165.00
Shoe Shine (new)	95.00
Keeney Ten Pins (new)	95.00
Field Goal	175.00
Battling Practice	85.00
Exhibit Dale Gun	95.00
Williams All Stars	125.00
Hockey (Auto. and Seeburg)	85.00
Chicago Coin Pistol	115.00
Chicago Coin Basketball	175.00
Chicago Coin Skee Ball	150.00
Tom Tom	95.00

120 Illustration Catalog FREE

MIKE MUNVES

577 10th Ave. (at 42nd St.)
N. Y. 18, N. Y. BRyant

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

GREAT BUYS IN PHONOGRAPHS

WURLITZER		SEEBURG	
1250 Write	148-ML \$409.00	147-BM 357.00	
1015 \$269.00	146-8M 319.00	M246M, Hideaway 300.00	
1080 269.00	146M 279.00		
AIREON		ROCK-OLA	
Coronet 400 \$149.00	1422 \$159.00	1426 229.00	

These Phonographs Are Thoroughly Reconditioned - Like New!

WALL BOXES	
SEEBURG	WS-2Z, 5c, Wireless \$8.95
W1-L56 (NEW) \$37.00	DS20-1Z, 5c, 3-Wire 8.95
3W2-L56 5c, 3 WIRE 29.00	Buckley 30-Wire, illuminated 7.50
W1 L56 5c WIRELESS 24.50	
WB-1Z, 5/10/25 17.00	
DSB-1Z 5/10/25 17.00	

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$119	850 \$89	Playmaster \$69
Hightone R.C. 99	950 89	Super 40 59
Hightone E.S. 79	600K 69	Deluxe 39 59
Major 79	600R 64	Standard 39 59
Colonel 69	Victory 39	Commando 49
Regal 59	616 39	

THESE PHONOGRAPHS ARE COMPLETE AND IN WORKING ORDER. EACH IS AVAILABLE COMPLETELY OVERHAULED, PROFESSIONALLY REFINISHED, UNCONDITIONALLY GUARANTEED FOR AN ADDITIONAL \$35.00.

147M DOME, \$17.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194

Branches in Albany Rochester Buffalo

Tickets, Guns and Drinks

Continued from page 77

changer which incorporates a detecting device that checks the design on the coin. Benkoe said the changer—of the stand or service type—has been tested on location for the past three months.

No details could be obtained concerning the cup drink machine and the multi-purpose vender which were developed at Peter Works. Benkoe's target game—called the Uniscore Target Practice—was first shown at the end of World War II. It was designed originally as an aiming device for training purposes and later converted to coin operation. Benkoe said he is currently seeking to have the gun manufactured in the United States on a royalty basis.

Gun Pierces Target

The Uniscore is a faithful reproduction of a real shooting range, simulating a 12-foot distance although the actual distance between gun and target is 2 feet. The shooting is done electro-mechanically against a paper target which is pierced automatically when the trigger is pulled. All shots are fired successively and shown on the target. Bull's-eye shots are registered electrically on the scoreboard.

The game's paper target is issued automatically after every coin insertion. One model, which Benkoe hopes to promote in the export market, is entirely mechanical and does not require elec-

tricity. Benkoe believes the mechanical model will be used in amusement parks, clubs and gymnasiums. The gun is adjustable to deliver from 1 to 10 shots per coin insertion and can be arranged to pay out a reward for bull's-eyes.

Benkoe entered the coin machine designing and engineering field immediately after the first World War, building automatic vending machines in Vienna for the European market. In 1939, after 20 years in the field, he was forced to flee Austria for England where he became a production engineer in a tool factory.

Kind Words

Continued from page 77

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. . . . 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. . . . Perry Wachtel, DePerri Advertising, Inc.: Congratulations to you and the entire staff. The new Billboard looks ready for real action with its jacket off and sleeves rolled up. Best wishes for continued success.

Ben Smith, Ben Smith Advertising, Inc.: Congratulations on your first issue in the new format. You did a swell job, lots of luck. . . . 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. . . . James T. Mangan, Mangan & Eckland: The gargantuan amusement body has at last had a suit made to fit. . . . Dave Gottlieb: Congratulations on your new format. Your continued policy of fair coverage shines like a beacon. . . . R. E. Nossett: Think new Billboard is terrific. More like the poor man's Retailing Daily in colors. Congratulations. . . . National Coin Machine Distributors' Association: New format emphasizes spot news content and is in keeping with progress of The Billboard down thru the years. Congratulations.

ASLI Staffers Ink

Continued from page 77

later this month, Olmsted declared, and the organization has taken on additional office help to handle the increased paper work. In addition to signing up members, ASLI is also handling a large flow of requests for registration forms, with some 20,000 distributed to date. Olmsted expected "a 20 per cent minimum return from these inquiries."

Ken Poulsen, field director, declared several doubtful areas will probably run tournaments under ASLI sponsorship this season. He said a few New England States have already signed up and reported "signs of activity" in the Far West.

More Coin Products

Continued from page 77

several days. This continuous play test is equivalent to years on location. Another factor in the test is that the model tested is from the production line and not specially designed for the UL tests.

Venders

Altho cigarette, coffee and popcorn venders have occasionally been put thru the UL testing station in Chicago in the immediate postwar years current emphasis is on cup beverage dispensers. Among those going thru are 'ie Stewart 500, a single flavor unit made by Stewart Products Company, Greenwich, Conn.; a four-choice model made by Spacbar, Inc., New York, and a three-flavor drink unit which is made specifically for the routes of the Canteen Company of America, Chicago. In each instance the performance of the new models will be brought out as the machines' refrigeration units, coin chutes and delivery channels are tested for safety hazards over simulated long periods of consecutive operation.

Strong Rep

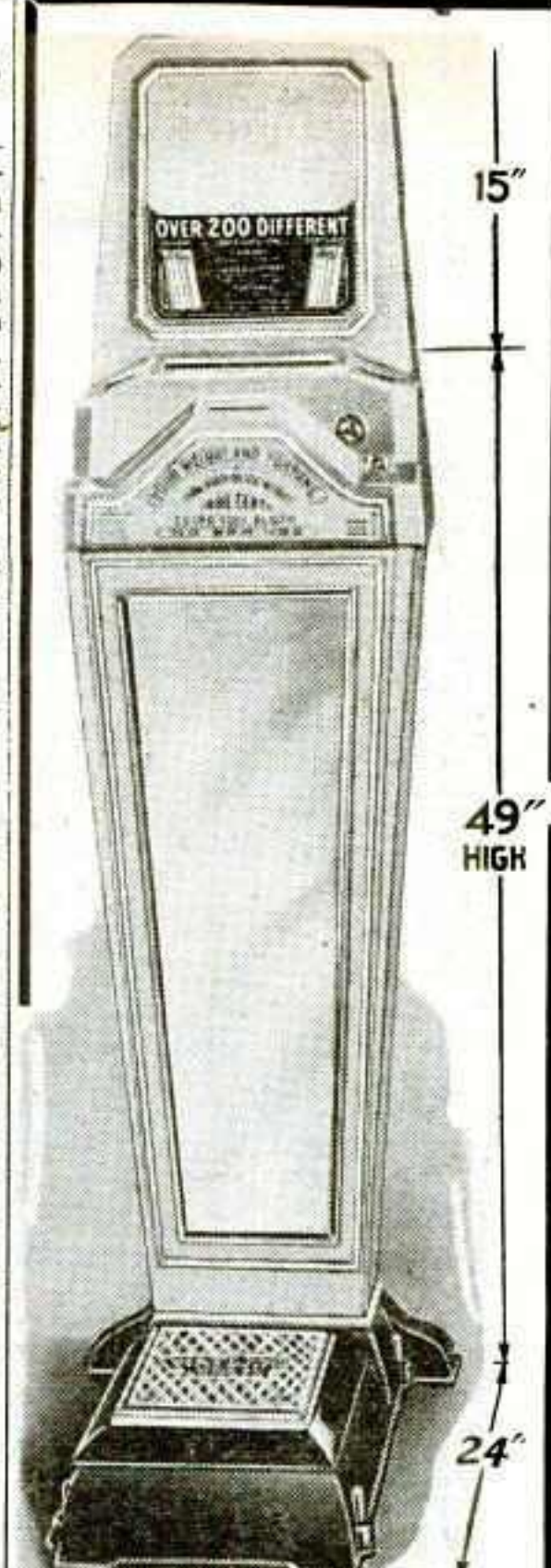
The reputation won down thru years by UL is a tribute to the ethics practiced by the organization as a whole and its trained personnel. UL never looks for a product to be tested, it was pointed out, the manufacturer must seek out the organization. Any coin machine manufacturer wishing to send his product thru the testing machine must first contact UL and find out the preliminary standards for the specific type of product. If these standards are not already built into the product, the manufacturer must agree to put them in before sending the product in for test.

CM Biz Pendulum

Continued from page 77

chines of all types is that defense production is once again humming, particularly on the West Coast, where general conditions until the past few months had been at a postwar low. Now, with several types of defense plants in that area with heavy payrolls, receipts from coin equipment are on the upswing. Most noticeable gains have been in the vending field, for the stepped-up number of workers in West Coast plants has required the location of great number of automatic merchandisers of all types.

While it is still too early to tell just how far the U. S. effort will have to be stepped up in the immediate future, General Eisenhower, supreme commander of Allied Expeditionary Forces in World War II, pointed out in Chicago last week that it will take a minimum of 3,000,000 men in a peace-time army for the next 10 years to cope with world happenings. Certainly any military force approaching these figures would create considerable new coin machine business, either in new locations or at already established stops.



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

MOTOR DRIVEN FLY-AWAY PIN CONVERSION for CHICOIN BOWLING ALLEY \$37.50 EA.

Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa. POPlar 5-3299

GIVE TO THE RUNYON CANCER FUND

PRICES SLASHED!

ONLY A FEW LEFT!

Citations \$199.50	Thrill \$ 29.50
Champions 349.50	Select-a-Card 125.00
Jockey Special 79.50	Wisconsin 29.50
Trophy 99.50	Shanghai 39.50
Chicoin Hockey \$ 25.00	Blue Sky 34.50
Hit-a-Homer (New) 19.50	Saratoga 49.50
United Shuffle Alley \$ 49.50	Genco 1-2-3 39.50
With Fly-a-Way Pins 85.00	Utah 89.50
Wms. DeLuxe Bowlers 125.00	Ali Baba 39.50
Chicoin Shuffle Baseball 115.00	
Bally Speed Bowler 219.50	
Mardi Gras \$ 29.50	Bally Draw Bells, 5c or 25c \$ 99.50
Buffalo Bill 129.50	Reserve Bell, 5c or 25c 135.00
Bank-a-Ball 159.50	Seeburg 147M \$299.50
	Seeburg 146M 249.50

Operators in Wisconsin, No. Ill. and Indiana—Use the COVEN Finance Plan.

COVEN

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

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Authorized Distributors for Bally and WURLITZER Products Phonographs

FOR BETTER BUYS—BETTER BUY NOW

COUNTER GAMES—NEW	ARCADE EQUIPMENT	SLOTS
Hit-a-Homer, originally \$32.50. Our price: Single, \$27.50, 10 or more, \$22.50.	Acme Shoe Shiner \$150	New Machine Guarantee
Three of a Kind, originally \$18.50. Our price: Single, \$15.00, 10 or more, \$10.00.	Batting Practice 45	5c Blue Bells \$210
Punch-a-Ball, originally \$18.50. Our price: Single, \$15.00, 10 or more, \$12.50.	Big Inning 185	10c Blue Bells 220
Electric Skill Gun, originally \$59.50. Our price: Single, \$47.50, 10 or more, \$45.00.	Boomerang 35	25c Blue Bells 230
ABT Model F, originally \$49.50. Our price: Single, \$42.50, 10 or more, \$39.50.	Chi Coin Hockey 85	ONE BALLS
Kickers & Catchers, originally \$35.00. Our price: Single, \$32.50, 10 or more, \$29.50.	Chi Coin Pistol 125	15 Jockeys (Specials) \$ 85
Advance Electric Shocker, \$19.50.	Chicken Sam (conv.) 95	5 Citations 195
	Evans Ten Strikes 75	CONSOLES
	Exhibit Dale Gun 95	Super Bonus Bell (5c) \$125
	Exhibit Silver Bullet 135	Super Bonus Bell (5-25c) 250
	Falcon Shoe Shiner 125	Mills Duo Bell 195
	Goatee 100	Bally's Draw Bell 150
	Heavy Hitter 50	Evans Bangtails, CP, late 195
	Jack Rabbit 100	Evans Bangtails (comb.) 225
	Keeney Air Raider 100	Evans Racer (comb.) 225
	Lo Boy 1c Scales 50	SHUFFLE ALLEYS—USED
	Panorams 225	United Reg. Alley \$ 85
	Pitchem & Batterm 175	United Super 110
	Photomatic, early 275	Express 165
	Photomatic, late 550	Keeney Pin Boy 85
	Quizzers with Film 125	Keeney Lucky Strike 150
	Recordo Gram 135	Bally Bowler 85
	Scientific Xray Poker 85	Genco Bowler 85
	Siro's Brush Up 75	Gottlieb Bowlette 85
	Tommy Gun 85	Chi Coin Double 115
	Undersea Raider 95	Belgium Pool Table 75
	Western Baseball 85	Williams Double 135
	Willits All Stars 125	
	Exhibit Rotary 225	
	Exhibit Diggers 85	

TERMS: 1/2 deposit with all orders, balance C.O.D.



M.S. GISSER, Mgr.

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FIVE BALLS	CONSOLES
BERMUDA \$25.00	BALLY CLOVER BELL \$475.00
BOWLING CHAMP 69.50	BALLY SPOT BELL 325.00
BALLERINA 25.00	EVANS BANGTAIL 325.00
BARNACLE BILL 44.50	BALLY RESERVE BELL 149.50
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CAROUSEL 69.50	CITATIONS \$185.00
BLACK GOLD 69.50	JOCKEY SPECIAL 49.50
CAROLINA 49.50	CIRGARETTE MACHINES
CARIBBEAN 39.50	UNEDA 500 \$79.50
HUMPTY DUMPTY 25.00	ROWE PRESIDENT 64.50
JUST 21 75.00	COUNTER MACHINES
MONTERREY 25.00	AMERICAN EAGLE \$12.50
PUDDINGHEAD 54.50	LIBERTY 7.50
ROBINHOOD 32.50	PHONOGRAPHS
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Fast! Exciting! One of the best competitive games ever made. 1 or 2 players.

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for**

**KEENEY
LEAGUE BOWLER**

Here's a 4 barreled PROFIT game. Yes, 1-2-3 or 4 players—up to 4 coins every 3 minutes! The speediest rebound ever made!

WORLD WIDE EQUIPMENT

CONSOLES	FLYAWAY PIN CONVERSIONS	ONE BALLS
<p>BALLY</p> <p>CLOVER BELL \$450</p> <p>SPOT BELL 310</p> <p>TRIPLE BELL 225</p> <p>DRAW BELL 109</p> <p>KEENEY</p> <p>SINGLE BONUS \$150</p> <p>TWIN BONUS 195</p> <p>THREE WAY BONUS 275</p> <p>UNIVERSAL</p> <p>ARROW BELL \$345</p>	<p>Chgo. Coin BOWL-ING ALLEY \$99.50</p> <p>Universal SHUF-FLE ALLEY 79.50</p> <p>Genco BOWLING LEAGUE 79.50</p> <p>Bally SHUFFLE BOWLER 79.50</p> <p>ROYAL DE LUXE LITE - A - PIN for any make shuffle game 9.95</p>	<p>BALLY</p> <p>TURF KING—New (Write) GRANDSTAND—New (Write) KENTUCKY \$375</p> <p>LEXINGTON 225</p> <p>CITATION 250</p> <p>GOLD CUP 125</p> <p>JOCKEY SPECIAL 115</p> <p>UNIVERSAL</p> <p>WINNER—New (Write)</p>

NEW SHUFFLE GAMES	Reconditioned SHUFFLE GAMES
<p>Universal DE LUXE TWIN BOWLER</p> <p>United TWIN SHUFFLE ALLEY REBOUND</p> <p>United 4 PLAYER SHUFFLE ALLEY</p> <p>NEW 5 BALL GAMES</p> <p>Williams PINKY</p> <p>Williams GEORGIA</p> <p>Exhibit OASIS</p> <p>Chi. Coin FIGHTING IRISH</p> <p>Gottlieb SPOT BOWLER</p>	<p>Williams DE LUXE BOWLER \$125</p> <p>Williams TWIN SHUFFLE 75</p> <p>United SHUFFLE ALLEY 50</p> <p>Universal SUPER TWIN BOWLER 215</p> <p>Chicago Coin BOWLING ALLEY 125</p> <p>Chicago Coin BOWLING CLASSIC 215</p> <p>Bally SPEED BOWLER 215</p> <p>Bally SHUFFLE BOWLER 45</p> <p>Genco BOWLING LEAGUE 25</p> <p>Genco GLIDER 225</p> <p>Keenev DOUBLE BOWLER 125</p> <p>Exhibit STRIKE 125</p> <p>Keenev KING PIN 125</p> <p>United SHUFFLE ALLEY EXPRESS 165</p>

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Reconditioned and Guaranteed	TRIPLE ACTION
<p>BLACK GOLD \$85</p> <p>BIG TOP 75</p> <p>CAROLINA 75</p> <p>BANJO 45</p> <p>BOWLING CHAMP 115</p> <p>JUST 21 85</p> <p>MERRY WIDOW 65</p>	<p>TRIPLE ACTION \$65</p> <p>TELECARD 85</p> <p>TENNESSEE (Not F.P.) 45</p> <p>THRILL 35</p> <p>RAMONA 75</p> <p>SUNNY 50</p> <p>PARADISE 50</p>

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SIX SHOOTER**

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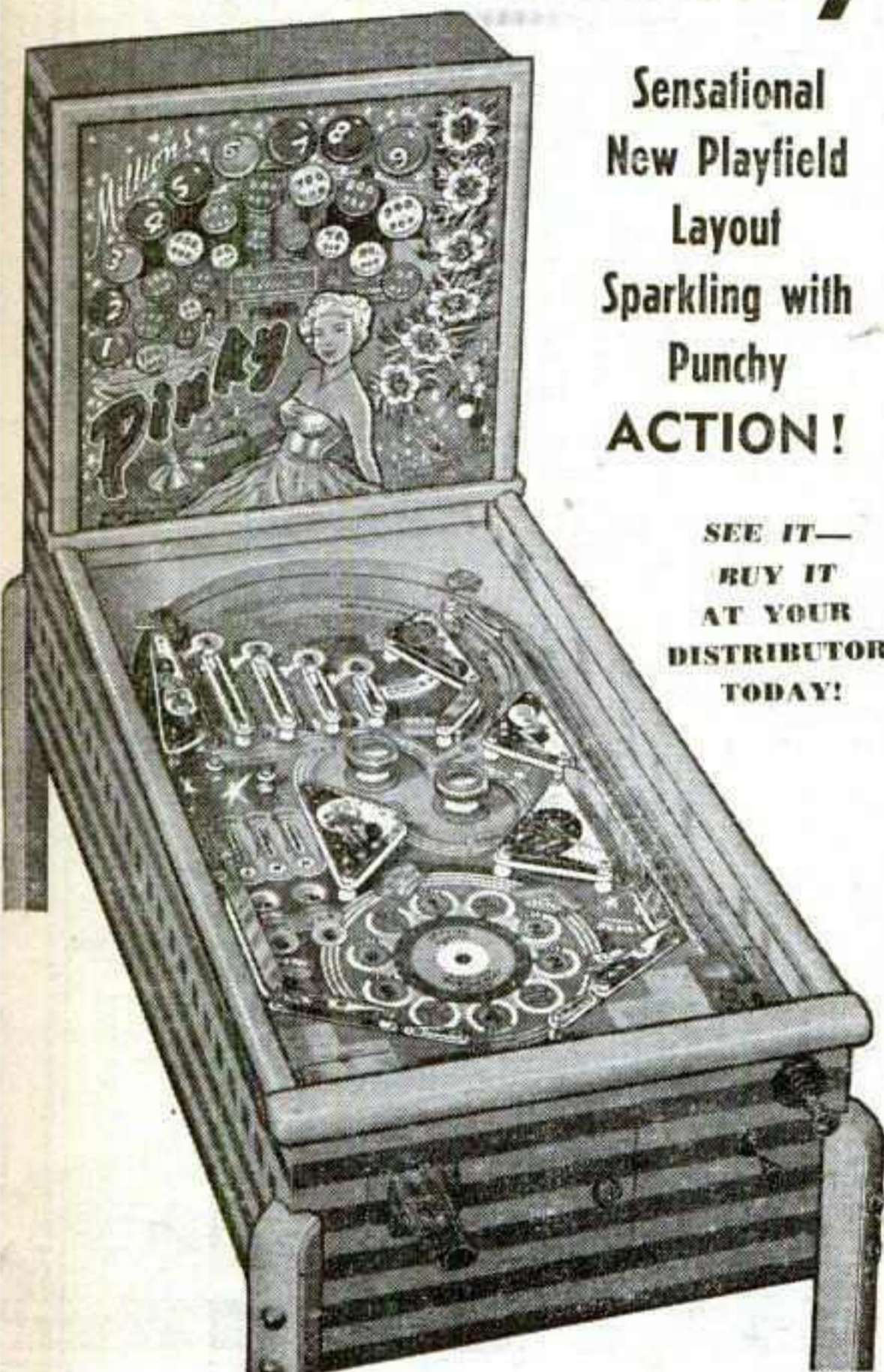
<p>SPECIAL!</p> <p>Thoroughly Reconditioned</p> <p>United Shuffle Alley \$ 49</p> <p>With Disappearing Pins 119</p> <p>Bally Bowler 49</p> <p>Chicago Coin Bowler 135</p> <p>New Disappearing Pin Conversions.. 59</p> <p>Write for latest list all new and reconditioned Shuffle Games, 5-Balls, 1-Balls, Consoles, Arcades, Bells, etc.</p> <p>Terms: 1/3 Dep., Bal. C. O. D.</p>	<p>SPECIAL!</p> <p>'POP' CORN SEZ</p> <p>10c VENDOR</p> <p>\$49.50</p> <p>EACH</p> <p>LIKE NEW!</p>
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WURLITZER MODEL 1100 \$495.00
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EXHIBIT DALE GUN 95.00
QUIZZERS (LIKE NEW) 149.50
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CALIF.

Badger Novelty Co.
2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
Phone: Hilltop 5-3030

Bell Tax Now \$150 Per Year

WASHINGTON, Nov. 4.—The tax on coin-operated gaming devices rose to \$150 Wednesday (1) under terms of the recently enacted tax bill. Already, however, Treasury and congressional tax experts are considering a further rise to be contained in the 1951 revenue bill.

Rates discussed so far are \$200 and \$250. Sen. Edwin C. Johnson (D., Colo.) has a pending bill to shoot the tax to \$1,000, but this is considered to be an attempt to tax the machines out of existence rather than to raise Uncle Sam's income.

Premium Biz

Continued from page 77

allotted premiums by Empire Coin in recent weeks, and Purveyor, First Distributors, Coin Machine Service Company, and several other orgs in this vicinity have added personnel as well as space exclusively for the premium phase of their set-up.

Perhaps the most important factor in the premium picture today is availability. All distrib contacts said they had been able to amass ample stocks of the most popular premiums, and, with addition of warehouse space, were in a position to fill orders as fast as they were received—and to re-order merchandise with assurances of delivery from manufacturers.

Hi-Scoring Shuffle

Continued from page 77

1,000 points and can be accomplished by making a perfect shot in each frame.

In reviewing the steps that led to the ultimate design of High Score Bowler, Ryan stated that it actually combines the leading features of the modern pin game with shuffle play. He explained that this includes the incentive to make all key plays with a minimum of shots with extra points for the better plays, plus the player control features on shuffle games. Ryan stressed that such a game is in fact a composite idea of operators, distributors and Universal's engineering staff.

\$50 Mil Govt.

Continued from page 77

Act became law in 1946, Uncle Sam has contributed some \$140,000,000 to match a similar amount put up by States and municipalities. These funds have been spent on building or improving 1,729 separate airports. The money has been used for projects ranging from construction of New York's Idlewild Port to building a new runway for a small field at Stanley, N. D.

N. S. Churches

Continued from page 77

shuffleboard is the Baptist Church of Dartmouth. Arrangements have been completed for a contest between teams representing the two churches. The Grace Church Men's Club has been taking the initiative, not only in shuffleboard, but in promotion of carpet bowling and volleyball.

Several churches on the Halifax side of the harbor have been considering following the lead of Grace Church and featuring the shuffleboard for the current winter season.

Bally Intros Hook

Continued from page 77

bound plus the game high-speed totalizer and immediate pin re-setter eliminates players waiting for their following shots.

Built for dime play, Hook-Bowler can be played by one or two players. It was constructed to make servicing on location simple and speedy.

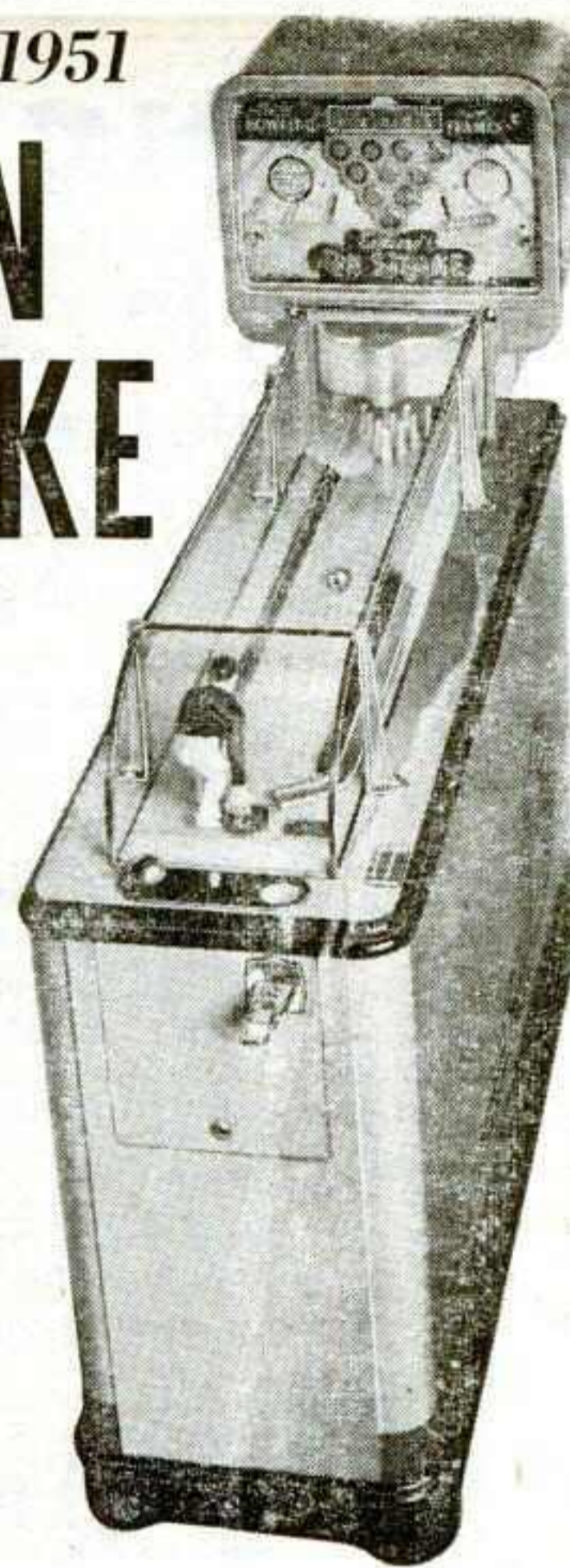
Plan CM Licenses

ROSEVILLE, Calif., Nov. 4.—Plan to set a license fee of \$20 annually on coin-operated amusement devices and \$5 on juke boxes is being considered here by the city council. An ordinance to this effect was recently given its first reading, with the second scheduled at the next session.

EVANS' 1951

TEN STRIKE

Original and Still Greatest of Bowling Games!



REAL BOWLING!
ALL SKILL!

BETTER THAN EVER—EVERY WAY:

NEW! High Dial Projector Scoring up to 150!

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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H. C. EVANS & CO.

1528 WEST ADAMS ST.

CHICAGO 7, ILLINOIS

SEE THE EVANS' CONSTELLATION AD ON PAGE 80

ALLEY GAMES--Ready for Location

UNITED	
Shuffle Alley	\$59.50
Shuffle Alley with plastic pin conversion	69.50
Super Shuffle Alley	79.50
Shuffle Alley with disappearing pin conversion	129.50
Shuffle Alley Express	189.50
2-Player Shuffle Alley Express	219.50
Double Shuffle Alley	139.50
Shuffle Slugger	139.50

Bally Shuffle Bowler	\$79.50
Keene Ten Pins	69.50
Keene Pin Boy	69.50
Gottlieb Bowlette	69.50

WILLIAMS

Twin Shuffle	\$49.50
Single Bowler	79.50
Deluxe Bowler	119.50

UNIVERSAL

Twin Bowler	\$129.50
Super Twin Bowler	219.50

GENCO

Bowling League	\$49.50
Glider	39.50

EHIBIT

Strike	\$129.50
Shuffle Bowl Attachment	39.50

ROCK-OLA Shuffle Jungle \$49.50

National 20-foot Shuffleboards \$65.00
Crating Extra.

CHICAGO COIN	
Bowling Alley	\$109.50
Bowling Alley with plastic pin conversion	119.50
Bowling Alley with disappearing pin conversion	149.50
Shuffle Baseball	99.50
Bowling Classic	219.50
Rebound Shuffleboard	29.50

Terms: 1/3 Deposit, Balance C. O. D.

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TIMING... that's it! TIMED RIGHT

and that is really how money is made

Let's briefly explain

The PLAY-WRITE machine took six long years to design, patent and develop—and during those years it was hard, hard work. But one thing we did NOT realize during the development of this Sensational PLAY-WRITE was that: IT WAS TIMED RIGHT—and that means that when it was first delivered to operators a couple of months ago the PLAY-WRITE was enthusiastically accepted—BECAUSE IT WAS JUST WHAT OPERATORS WERE LOOKING FOR AT THIS TIME.

A MACHINE THAT CAN BE OPERATED ALMOST ANYWHERE—A MACHINE THAT GETS BIG PLAY—A MACHINE THAT IS HERE TO STAY and NOT just another game. THE PLAY-WRITE IS A NEW LASTING TREND.



OPERATORS who now have PLAY-WRITES on their locations—**SAY!**

BOY—THIS IS IT—We always had a hunch somebody, someday would really make a NEW machine, built for the OPERATOR so that he could operate it in almost any territory and any location.

- The PLAY-WRITE is just full of COME-ON interest!
- The PLAY-WRITE requires NO Federal License!
- The PLAY-WRITE is economical in price!
- The PLAY-WRITE can be ACCURATELY CHECKED!
- The PLAY-WRITE automatically records each individual Play and winner—and it positively cannot be altered!
- The PLAY-WRITE can be operated anywhere in the World!
- The PLAY-WRITE can be played for any amount per play (we suggest 5c, 10c or 25c play)!
- The PLAY-WRITE can be played 8 times a minute—THAT'S ACTION!
- The PLAY-WRITE is precision made and will stand up and take hard usage!

The PLAY-WRITE sets conveniently on any counter—it is 10½" high, 11" wide and 16" long. It weighs only 28 pounds!
The PLAY-WRITE gets such continuous play that many locations demand 2, 3 or even 4 machines so that players will not have to stand in line!

Our modern plant here is working overtime building and shipping PLAY-WRITES with shipping tags to many territories in the United States and Foreign Countries—and if you want more information, just write us—or better still—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 to you that they are FAST ACTION. Then you can order more, BUT be FIRST in your territory.

The Price Is 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 1492XL roll paper for each machine. This is a special-processed paper that is fool-proof and each roll contains 1740 plays. The price is 95c per roll.

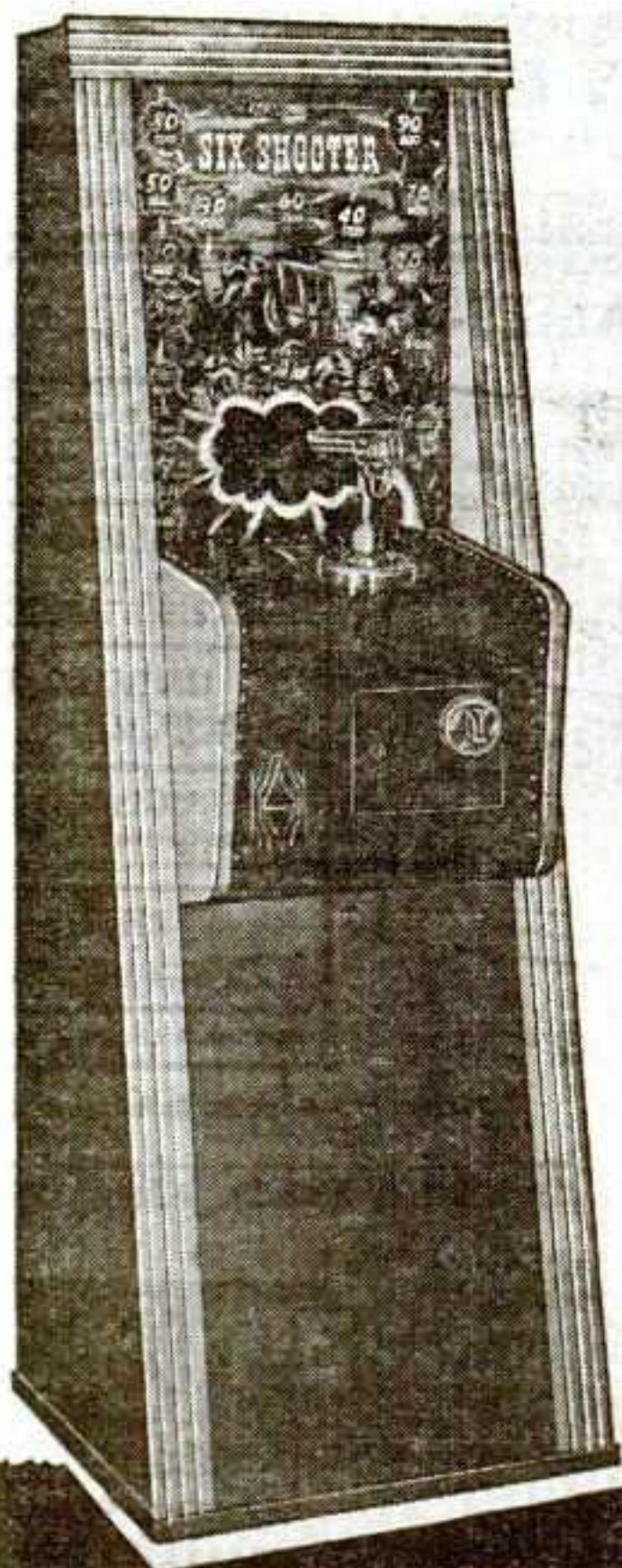
"The PLAY-WRITE machine is patented in the United States & Canada."

Play-Write CORPORATION

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TELEPHONE PORTAGE 5839

AKRON 11, OHIO



It's the Old West . . . brought to life again with the Rootin'-Tootin'-Shootin'

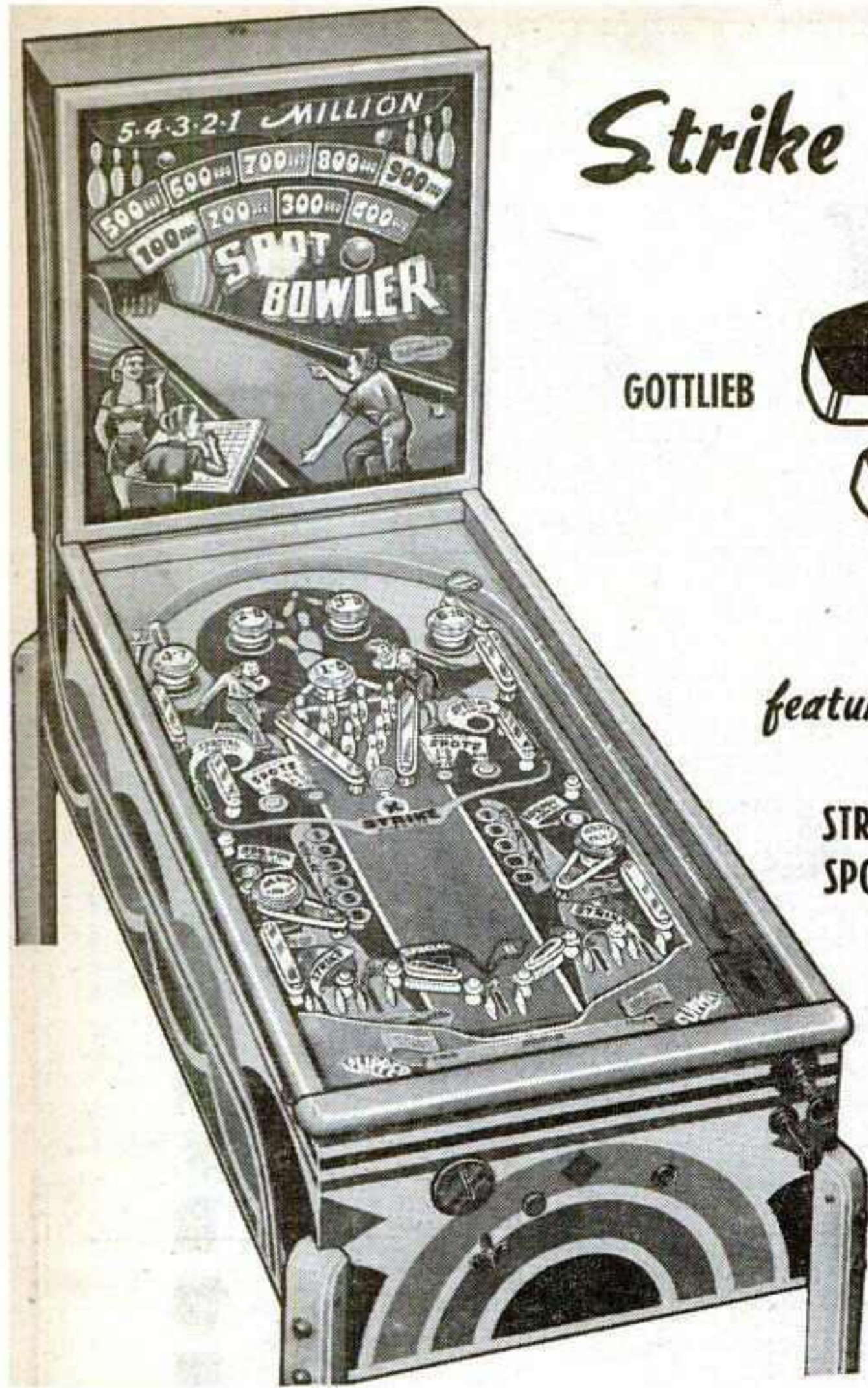
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with REALISTIC LIVE-ACTION TARGETS

HERE'S THE OLD WEST GONE MODERN
Action-Packed Stage Coach Robbery in a space-saving, smartly designed, ultra-modern cabinet that will give added play appeal on any location.

- EXCLUSIVE "SHARPSHOOTER" TICKET VENDOR**
Automatically vends printed proof of shooting skill. Delivers 1 to 5 tickets at option of operator for long-lasting player interest.
- ADAPTABLE TO ANY TERRITORY**
Scoring can be adjusted for straight high score or "Shoot-'Til-You-Miss." As "amateurs" becomes "experts," scoring can be made progressively more difficult.
- STURDY, LONG-LIFE MECHANISM**
with New and Novel Features for SIMPLIFIED SERVICING
- MOVING TARGETS with EXCLUSIVE AUTOMATIC VARI-SPEED ACTION**
Speed of targets varies during entire play for added player interest.
- STAGE-COACH BANDITS FALL OFF THEIR GALLOPING HORSES**
as hits are scored with the realistic action of the Western Six-Shooter.

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Strike Top Earnings with this *Action!*

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features: ACTUAL MINIATURE BOWLING PINS—AUTOMATICALLY RESET IN LIGHTS

STRIKE TARGET
SPOTTING ROLLOVER BUTTONS
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4 STRIKE ROLLOVERS
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FLIPPERS

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5 Buffalo Bills	\$145
3 College Daze	125
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4 Three Musketeers	125
3 Tumbleweeds	125
3 Bostons	120
5 Freshies	120
2 De-Icers	115
2 Champions	110
4 Marylands	110
10 Sharpshooters	110
5 Three Feathers	105
10 Bowling Champs	100
3 Double Shuffle	100
2 Dallas	100
5 St. Louis	100
3 Tucson	100
2 Utahs	100
5 Buttons & Bows	95
5 Just 21	95
2 Big Tops	90
5 Telecards	90
3 Black Golds	85
5 Floating Powers	79
3 Roundups	75
3 Puddinheads	64

RECONDITIONED SHUFFLE GAMES

	Price ea.
10 Chicoin Blue Cab., Twin Reb'd	\$100
10 Universal Twin Rebound	100
10 United Super Twin Bowler, disappearing pins	210
10 United Shuffle Alley with conv.	130
7 Keeney 2-Player, disapp. pins	200
3 Chicoin Baseballs	100
10 Bowlettes	69
7 United Shuffle Alley	70
5 Genco Bowling League	65
5 Bally Shuffle Bowlers	70

NEW EQUIPMENT

Gottlieb Spot Bowler
Chicago Coin Fighting Irish
Williams Pinky

PREMIUMS

Write for our new illustrated Fall Catalog, now being mailed. Large selection—wide variety.
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AT ALL EXHIBIT DISTRIBUTORS

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EXHIBIT'S NEW FAST 5 BALL

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why invite loss?



Why invite pilferage when it's so simple and inexpensive to install Chicago ACE Locks?

The ACE gives you top security! Over 80,000 key changes, registered key changes, exclusive 7-pin tumbler locking mechanism, and keys that are available only from the factory—and then only if authorized by you.

So don't invite loss. Install Chicago ACE Locks and protect your profits. For more information write Dept. B.

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FOR SALE—COIN MACHINE ROUTE

Established, prosperous route for sale in Ideal Southwestern climate near permanent government project. Includes 40 Music Machines, 120 Wallboxes, 20 Speakers, 40 Pinballs, 6 Shoot the Bear Guns, 4 Shuffle Bowlers, plenty of Parts and Supplies. Sale price, \$58,500 cash.

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c/o THE BILLBOARD CINCINNATI 22, OHIO

SLOT MACHINES

HEADQUARTERS for all models of Mills Bell Machines
BOUGHT, SOLD AND EXCHANGED * SEE OUR FLOOR DISPLAY NOW!

**OPERATORS INFORMATION
ON REQUEST**

RECONDITIONED PIN GAMES READY FOR LOCATION

ARIZONA	\$149.50	Band Leader	\$49.50	Temptation	\$52.50
Baby Face	42.50	Dreamy	152.50	Tumbleweed	119.50

ONE BALL GAMES

Keeney Hot Tip	\$39.50	Keeney Favorite	\$47.50	Special Entry	\$59.50
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BOWLING GAMES

8' Keeney King Pin	\$92.50	9 1/2' Keeney Pin Boy With Lites	\$74.50
8' Keeney Lineup	39.50	9 1/2' Keeney ABC Bowler	135.00
9 1/2' Keeney Pin Boy Without Lites	64.50	9 1/2' Rock-Ola Shuffle Lane With- out Lites	67.50

NOW DELIVERING NEW EQUIPMENT

Keeney League Bowler—Bally Turf King—Universal Winner—Fighting Irish—
Spot Bowler
Keeney Electric Cigarette Vendor—Mills Wild Deuce—
Mills "21" Bell—Mills Blue Bell—Downey-Johnson Coin Counter



ROY MCGINNIS CO.

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DSA Nominates '51 Officers

DETROIT, Nov. 4.—Nomination of officers for the second year of its existence occupied the top spot in the agenda of the Detroit Shuffleboard Association's monthly meeting. Election date will be set later, with "ample time given the membership between nominations and elections so that the ability of those nominated may be judged," according to Fred Chlopan, executive secretary.

An urgent plea for full support of association activity for the good of the industry on the part of every operator was voiced by Chlopan. "Your local association is the only weapon which can do an effective job to eliminate injurious trade practices, act as a clearing house for information for its members, and provide a central organization for all members to protect them against the few who jeopardize the business for all."

Ky. Firm Chartered

LOUISVILLE, Nov. 4.—Allied Coin & Novelty Company, of this city, has obtained a charter from the secretary of state to deal in coin-operated amusements and vending machines. Authorized capital stock is \$5,000. The incorporators were C. R. Miller Jr., Doris Ellis and Clarice Ruth Pollock.

Charter New Firm

ALEXANDRIA, La., Nov. 4.—R. & B. Enterprises of Alexandria, Inc., which proposes to operate amusements, has obtained a charter from the secretary of state at Baton Rouge. Authorized capital stock is 250 shares, no par value.



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FIGHTING IRISH

Million

500,000

100,000

50,000

25,000

12,500

6,250

3,125

1,562

781

390

195

97

48

24

12

6

3

1

500,000 SPECIAL

100,000 SPECIAL

50,000 SPECIAL

25,000 SPECIAL

12,500 SPECIAL

6,250 SPECIAL

3,125 SPECIAL

1,562 SPECIAL

781 SPECIAL

390 SPECIAL

195 SPECIAL

97 SPECIAL

48 SPECIAL

24 SPECIAL

12 SPECIAL

6 SPECIAL

3 SPECIAL

1 SPECIAL

NEWEST — ACTION-PACKED FOOTBALL GAME!

FIGHTING IRISH

6 BIG WAYS TO WIN! *Plus* **COLORFUL ANIMATED SCOREBOARD!**
IT'S JAMMED WITH PLAYER APPEAL!

BOWLING GAMES!

<i>Pin-Lite</i> For STRAIGHT NOVELTY PLAY!	<i>Ace Bowler</i> For FREE PLAY!
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FOUR PLAYER SHUFFLE ALLEY**
1 TO 4 CAN PLAY
IT'S DIFFERENT—FUN TO PLAY
SKILL and SPEED
Two Sizes: 8 FT. and 9 FT.

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OFFICIAL BOWLING SCORING
SINGLE PLAYER
SENSATIONAL EARNINGS
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TWIN SHUFFLE ALLEY REBOUND**
20-30 SCORING
EXTREMELY FAST PLAY—BIG PROFITS
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CONVERSION UNIT FOR
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SUPER SHUFFLE ALLEY
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EASY TO INSTALL
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Gets Record-Smashing Play!

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ALSO AVAILABLE FOR
SUPER SHUFFLE ALLEY • DOUBLE SHUFFLE ALLEY

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Shuffle-Type Bowling Games

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available for immediate
shipment at drastically
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UNITED SUPER SHUFFLE ALLEY	109.50	With Disappearing Pin Conversion Installed	194.50
With United's Disappearing Pin Conv. Installed	189.50	CHI COIN BASEBALL, 1 or 2 Players, Rebound	99.50
UNITED DOUBLE SHUFFLE ALLEY	149.50	GENCO BOWLING LEAGUE, 8' or 9 1/2'	69.50
With United's Disappearing Pin Conv. Installed	229.50	With Disappearing Pin Conversion Installed	144.50
UNITED 2-PLAYER SHUFFLE ALLEY EXPRESS	209.50	BALLY SHUFFLE BOWLER, 9 1/2 Ft.	79.50
UNITED SHUFFLE SLUGGER	119.50	BALLY SPEED BOWLER	225.00
EXHIBIT STRIKE, 1 or 2 Players	159.50	NATION WIDE SHUFFLE POOL	69.50
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UNITED SHUFFLE ALLEY EXPRESS \$179.50
Reconditioned, Refinished, Perfect

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DISAPPEARING PIN CONVERSION FOR CHICAGO COIN BOWLING ALLEY
ALL BRAND NEW PARTS

- Motor Driven Pin Reset
- Automatic Scoring of Strikes and Spares Visible in Center of Unit
- Blue Cabinet
- Upright Shaped Plastic Pins
- Easy and Quick To Install

UNIT PRICE \$59.50

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NEW Univ. WINNER, F.P. or Conv. Bally TURF KING, F.P.

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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
GOLD CUP, F.P.	159.50
JOCKEY CLUB, P.O., 47 MOD.	119.50
JOCKEY SPECIAL, F.P.	119.50
BALLY ENTRY, P.O.	89.50
SPECIAL ENTRY, F.P.	89.50
VICTORY DERBY, P.O.	79.50
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REBOUND CONVERSION FOR UNITED'S SHUFFLE ALLEY	\$49.50
United's SHUFFLE ALLEY DE LUXE DISAPPEARING PIN CONVERSION	\$79.50
United's DISAPPEARING PIN CONVERSION FOR DOUBLE SHUFFLE ALLEY	89.50
United's DISAPPEARING PIN CONVERSION FOR SUPER SHUFFLE ALLEY	89.50
DISAPPEARING PIN CONVERSION FOR BALLY AND GENCO GAMES	79.50
SPECIAL! LIGHTED PIN CONVERSION FOR CHI. COIN, UNIV., GENCO	12.50

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HURRICANE LAMP, PR.	3.25	MAGNUS ELECT. ORGAN	14.00
26" GIBSON GIRL DOLLS	4.00	4 PC. DRESSER SET	4.50
5 PC. KROMEX SET	7.00	FLYING CLOUD CLOCK	9.50
8 PC. KITCHEN ENSEMBLE	3.50	STUFFED PLUSH DOLLS	3.50
10 PC. KITCHEN SET WITH CLEAVER	4.00	GLAMOUR GIRL DOLLS	4.25
CASSELLINI COSTUME JEWELRY	4.00	LIFETIME CAMERA KIT	7.95
FOUNTAIN OF YOUTH LAMP	4.25	DELUXE PICNIC KIT	6.50
HOPALONG CASSIDY ROTATING LAMP	3.00	DETECTO BATHROOM SCALE	4.50
HOPALONG CASSIDY ANIMATED LAMP	3.00	TIME-LITE PHONE	6.00
WILD WEST OUTFIT	4.50	16 PC. CUTLERY SET	6.50
28" COWHIDE SACHEL	10.00	NICRO STAINLESS STEEL COFFEE MAKER	4.50
ELECTRIC HEATING PAD	4.95	24-PC. STAINLESS STEEL SILVERWARE SET	5.00
12-CUP VACUATOR WITH ELECT. TRIC STOVE	4.50	26 PC. EMBASSY SILVERPLATE	5.50
BOWLING BALL BAR	5.50	8" ELECTRIC FAN	10.00
"O" OSCILLATING FAN	3.00	MANTEL CLOCK	8.50
WEATHERVANE CLOCK	3.00	COSTUME JEWELRY SETS	\$3.00 to 8.50
MOROSCOPE MANTEL CLOCK	3.00	HANDY BILL CIG. DISPENSER	4.00
TRIC STOVE	4.50	LARGE CERAMIC LAMP	5.45
BOWLING BALL BAR	5.50	LARGE TABLE LAMP	6.75
SHIP'S WHEEL CLOCK	7.00	BOWLING BALL BAR	3.75

WRITE FOR NEW ILLUSTRATED CIRCULAR

5-BALLS

NEW

GOTT. SPOT BOWLER EXH. OASIS
GENCO HARVEST TIME
CHICOIN FIGHTING IRISH

DREAMY	\$159.50	SERENADE	\$64.50
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FOOTBALL	149.50	TEMPTATION	64.50
SOUTH PACIFIC	149.50	THRILL	59.50
UTAH	134.50	SALLY	59.50
JUST 21	124.50	TRADE WINDS	59.50
SELECT-A-CARD	124.50	MOROCCO	59.50
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OKLAHOMA	119.50	MERRY WIDOW	54.50
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AQUACADE	104.50	SAMBA	49.50
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- N** → UNIV. FEATURE BELL
E → BALLY CLOVER BELL
W → BAKER'S PACERS, D.D., 5-25c
EV. COALTOWN
EVANS RACES
EVANS WINTERBOOK
EV. BLACK DIAMOND
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BALLY TRIPLE BELL	\$250.00
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BALLY DRAW BELLS, REG.	109.50
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MILLS JUMBO, LATE HEAD	195.00
MILLS 3 BELLS, LATEST MOD.	195.00

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MERCURY, TOKEN PAYOUT, 1c CIG.	24.50		
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MARVEL, TOKEN PAYOUT, 1c CIG.	24.50		
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ARCADE EQUIPMENT

NEW UNITED 4-PLAYER, S.A. UNITED TWIN REBOUND UNITED S.A. REBOUND, OFFICIAL BOWLING SCORE UNIV. DELUXE TWIN BOWLER	NEW CHICOIN ACE BOWLER, F.P. EXHIBIT SIX SHOOTER CHICOIN PIN-LITE UNITED SKEE ALLEY UNIV. HIGH SCORE BOWLER
NEW SPECIAL UN. DOUBLE SHUFFLE ALLEY UNITED S.A. EXPRESS, 6'	CLOSEOUTS! UNITED SHUFFLE SLUGGER UNIV. SHUFFLE TOURNAMENT
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MUTO, VOICE-O-GRAPH, LATE	TARGET MASTER
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DIGGER	EXHIBIT DALE GUN, LATE
CHICOIN MIDGET SKEE BALL	SCIENTIFIC POKERINO
TAR SERIES	GENCO GLIDER
CHICOIN BASKETBALL CHAMP	FLASH HOCKEY
C. PITCHER & BAT 'EM	BALLY HEAVY HITTER
TARGET MASTER, PISTOL RAY	UN. SHUFFLE SKILL
GUN, BRAND NEW, Closeout	GENCO WHIZZ, F.P.
TELEQUIZ, '48 MODEL	CHICOIN BANGO
TOM JET, NEW	ABT MODEL F, PLASTIC TOP
CHICOIN PISTOL	ABT CHALLENGER
WMS. ALL STARS	GOTT. 3-WAY GRIPPERS
CHICOIN GOALEE	

NEW VENDING MACHINES

ACORN VENDOR	\$ 13.95
ACORN 5c CHARM	17.95
ATLAS DE LUXE, 1c	14.50
ATLAS 5c BANTAM TRAY VENDORS	14.50
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N. W. DE LUXE	27.00
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ELECTRIC	\$199.50
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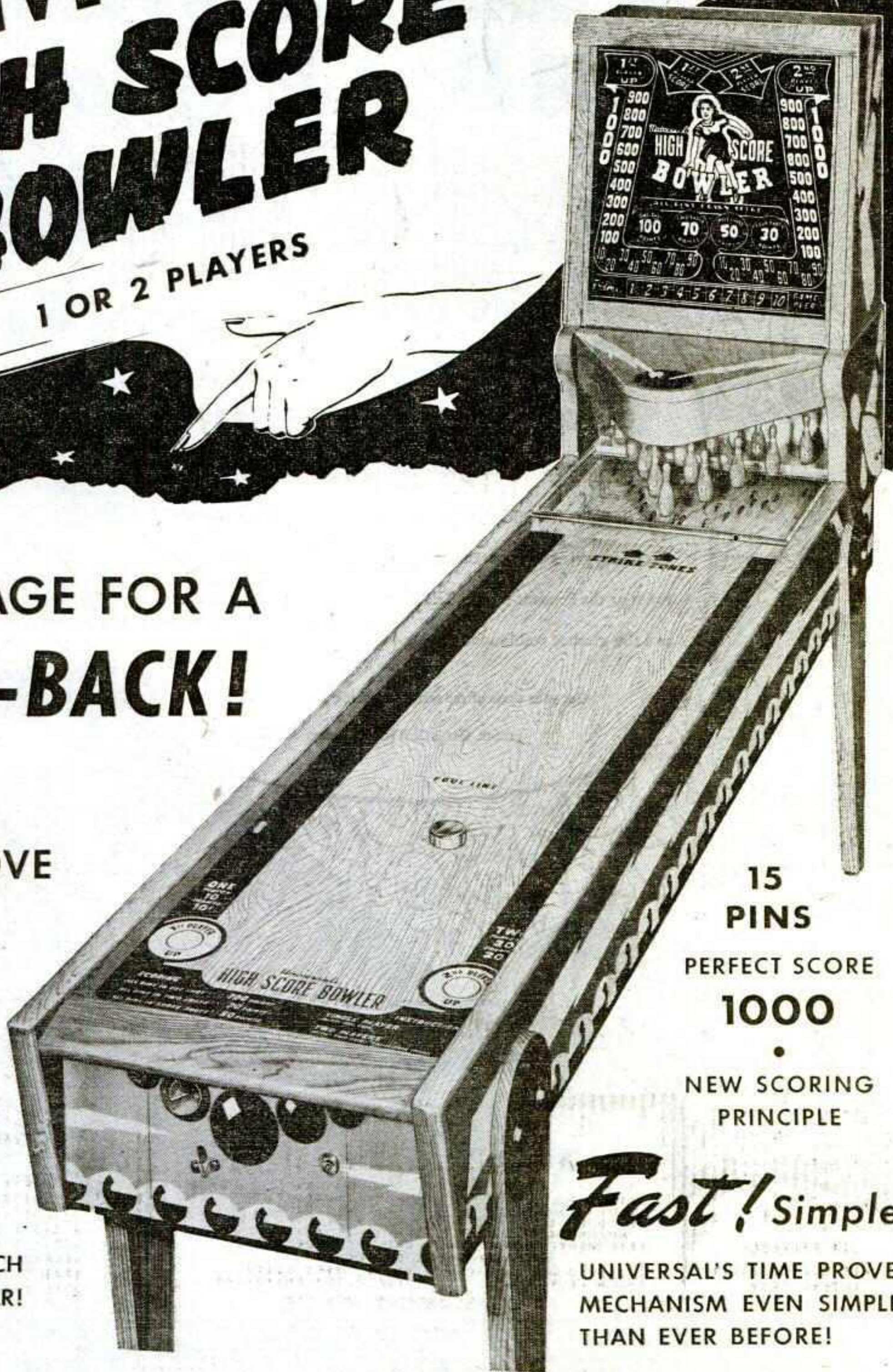
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EARNINGS
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**15
PINS**
PERFECT SCORE
1000
NEW SCORING
PRINCIPLE

Fast! Simple!

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MECHANISM EVEN SIMPLER
THAN EVER BEFORE!

Yes MANY REPORT EARNINGS WHICH
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