

# The Billboard



NOVEMBER 24, 1951 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (AP) PRICE: 25 CENTS

## Rosy '52 Seen for Outdoor; Rising Incomes Help Grosses

### Parks Register Pulling Power, Buck Reverses

Funspots Up Takes In Spite of Higher Cost, Shortages

By TOM PARKINSON

CHICAGO, Nov. 17.—Amusement parks this season bucked higher costs and materials shortages but generally managed to close the books with better showings than a year ago. Many funspotters reported their best seasons in years and more told of sharp increases over 1950.

Power in the field was reflected by some spots which overcame disasters or unusual conditions to score upped grosses. Fairyland Park, Kansas City, Mo., suffered business-wise during the flood there but rebuilt its totals to score a 6 per cent hike for the year. At Dallas, State Fair Park ran far ahead of 1950 despite an extended major heat wave.

Increased employment in most regions aided in creating the big

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### Court Upholds Lawyer-Mgrs.

By BILL SMITH

NEW YORK, Nov. 17.—A decision affecting all showbiz lawyer-managers is eagerly awaited in a case of Lou Mandel against Max Liebman, now back before the New York Supreme Court.

The Mandel-Liebman case is notable for the fact that the Court of Appeals, the highest judiciary body in New York State, overruled two lower court decisions which, if sustained, would have made any managerial contract

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### HAMBLÉN RUNS HOT AND DRY

CHICAGO, Nov. 17.—The h.b. and Western entertainers have always taken an active part in politics. Stuart Hamblen, the Columbia waxer and songwriter, topped all comers this week when he was nominated to the presidential race of 1952 as candidate of the Prohibition party. Roy Acuff, another Columbia artist, ran unsuccessfully for governor of Tennessee in 1948. Jimmy Davis, now with Decca, served a term as governor of Louisiana in the '40s.

**OUTDOOR SHOWBUSINESS MEETINGS**  
Hotel Sherman . . . Chicago, Nov. 25-29

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS (AFE)  
NATIONAL ASSOCIATION of AMUSEMENT PARKS, POOLS & BEACHES (NAAPP&B)  
AMERICAN CARNIVALS ASSOCIATION (ACA)  
INTERNATIONAL MOTOR CONTEST ASSOCIATION (IMCA)  
SHOWMEN'S LEAGUE OF AMERICA (SLA)  
AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION (AREA)

Complete Agenda

SEC. 1, PAGES 83, 86, 88

1952 STATISTICAL DIRECTORY OF FAIRS, SECTION 2, PAGES 80 TO 130

### Economic Trend Spotted as Aid To Fairs, Expos

Farmers, Consumers Expected to Be in Strong \$\$ Position

By HERB DOTTE

CHICAGO, Nov. 17.—For fairs and expositions, 1951 was a bumper year. A substantial number registered record attendance; a larger number approached near-record gate totals. Big as the season was, it should be surpassed in 1952 — almost certainly in gate receipts for non-profit fairs will operate without a 20 per cent federal tax on gate admissions.

Confronted with mounting costs, most fairs will conclude it only prudent to keep their outside gate prices at this year's levels. Some fairs in fact will feel compelled to make that decision. Thus, actually those fairs will effect a 20 per cent price increase, with the percentage previously earmarked

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## NBC Sees "Misconceptions" In Criticisms of Its Plan

NEW YORK, Nov. 17.—While declining to make an official reply to the All-Industry Affiliates' Committee (which last week denounced the network's new economic study plan as leading to the "destruction of radio"), top-level National Broadcasting Company executives told The Billboard this week that the web believed the committee was laboring under "several important misconceptions."

It was learned, at the same time, that the network has carried on negotiations with some 40 individual stations since the plan's introduction. Concerning these negotiations, an NBC spokesman said: "In no instance where we have concluded negotiations has a station refused to go along with

the rate adjustment as called for by the formula. Some deals, however, are still being negotiated."

Despite this, it is known that the network has met with opposition on the station option vs. network option time proposals in the formula, whereby stations are asked to give up daytime and early evening segments to put the web on a more competitive basis with the Columbia Broadcasting

System and the American Broadcasting Company.

Answering the affiliates' committee objections to the economic study plan, NBC spokesmen made the following points:

(1) The NBC formula is not intended to reflect local or national spot values of an individual station. It is solely intended to reflect the individual station's relative value to the national network advertiser. It is essential to achieve an equitable distribution of the price of the network, so that each individual station's share is in keeping with that station's contribution to the whole. This can only be arrived at by a careful, fair study, such as developed in the plan.

(2) No station, under the formula, is asked to take a downward adjustment of more than 20 per cent, and only a few are asked to take that much of a cut.

(3) The formula actually makes it necessary for the network ad

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### Dave Kapp to Victor Post; Other Changes

By JOE CSIDA

NEW YORK, Nov. 17.—For all practical purposes, the deal which will bring Dave Kapp to the RCA Victor Record Division as director of popular artists and repertoire under overall a.&r. director George Marek was finalized by the middle of last week. While papers had not yet been signed, and while Kapp insisted as of last night (16) that "certain things have to be worked out," the parties had come to an agreement.

Kapp goes to work for RCA on December 1. Charles Grean, whom Kapp replaces, has tendered his resignation, but it is understood he will stay on to aid

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### They Should Have Thrown in Popcorn

NEW YORK, Nov. 17.—For the past week the Jamaica Theater, Jamaica, L. I., has been running special price matinees—10 acts plus a picture—for 20 cents. Actually the admission is 40 cents. But if a lady brings a man along, she gets in for free. But despite this hypo, the Skouras house couldn't make a go. So after the November 22 show winds up the house will go back to straight picture grinds.

### Hollywood Now Hillbilly H. Q.

By JOE BLEEDEN

HOLLYWOOD, Nov. 17.—Hollywood is rapidly rising in stature as a possible rival to Nashville as a hillbilly center. This town's position has been strengthened by the migration of numerous Western artists who, drawn here by the lure of the film studios and their ramifications, have stayed and more or less created their own mecca of Western activity. Too, the entertainment infant, television, is now rearing its head and may turn out to be an answer to Nashville via Coast emanated shows, similar in format to "Grand Ole Opry."

Where artists trekked to Nashville for prestige, many are now turning to Coast ventures. The entire Coast is practically virgin territory

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### JAIL DE LUXE WITH TV CELLS

SCRANTON, Pa., Nov. 17. The Lackawanna County grand jury believes television sets in the county jail would improve the morale of the inmates. In a report handed down this week to Judge Eagen, the jurors recommended TV sets for the prisoners. Hizzoner passed the buck, saying it was up to the prison board.

# Billboard Backstage

By JOE CSIDA

One of the more tiresome chants to these belabored ears is that of various psychiatrists, teachers, prim ladies and other well-intentioned busybodies to the effect that television is ruining our children, in whom my wife Ethel and I, are as interested, and with whom we spend at least as much time, as most other parents.

Our boy, Buster, is 5 and a lad whom this commonly used nickname fits as well as any kid I've ever encountered. Like most boys his age, he is unrestrained, uninhibited and lives his days at a zesty, dizzying pace, which is exhausting to old gentlemen like myself. He has a large fondness for Hopalong Cassidy and other cowboys, possesses countless guns, holsters and similar trappings, and uses them all frequently and wholeheartedly.

I would not deny that part of this fondness for playing cowpoke stems from television programs he views with some consistency. But what's wrong with it? When I was his age there wasn't any television, but my cronies and I still pretended we were cowboys on occasion, the cops and robbers occupied a great deal more of our time. As either representatives of the law, or bandits vile, we shot as many of our enemy as Buster

shoots today. No more, I'd say, and no less.

And our daughter, Carol, who is 14 and a sophisticated high school freshman, also spends a great deal of time looking at TV shows. She, indeed, has developed the technique of doing her homework and swooning over Perry Como simultaneously. This difficult feat, I will admit, irritates me considerably. But I have no fears that the practice will result in emotional instability, stupidity or any other weaknesses. Carol's last report card featured no mark below 90, and earned her 14 points toward the Honor Roll, so the TV influence can't be too terrible.

In addition to watching Milton Berle at the same time she is wrestling with French verbs, Carol is also a freshman cheerleader; bakes an infrequent cake (leaving the kitchen in a mess); does an occasional once-overlightly job of vacuuming the rugs; belongs to the science club; reads books (sometimes good ones); goes to the movies; swims; eats heartily. In short she leads a busy, normal, average teen-age girl's life. And television's a part of it.

Similarly, Buster plays baseball under a set of self-made, totally incomprehensible, unreasonable rules; draws clowns

which look like rabbits, and rabbits which look like elephants; swims; sails a pirate ship; gets huge pleasure out of Sylvester, the Cat, Bugs Bunny, Donald Duck; likes to box and wrestle; picks at his food and eats only such elements of it as he likes; wails when we go out without taking him with us. Briefly he's normal and average and happy in his 5-year-old manner.

Certainly television has an impact on him. Once we were wrestling on the floor, and somehow he escaped a vicious headlock in which I had him imprisoned.

"Now, how did you get out of that?" I marveled.

"Well, I use Halo," he said. "My hair must be glorified and slippery."

And last term, Carol and her girl friends revealed the medium's impact on the teen age set. They went around singing: "Brush your teeth with Ajax. . . . It floats your teeth right down the drain."

Even my kid brother's baby, 2-year old Angela, has not escaped the influence of TV. Whenever anyone asks her "WHAT KIND!?" of doll, or hat or whatever is that, she replies: "Ballantine."

Impact? Sure! But the road to ruin? Nonsense.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 17.—Most unusual walk-on performance of the week here was Premier Mohammed Mossadegh's at a National Press Club luncheon. As TV cameras ground away, the Iranian Premier delivered a seventy-minute talk in his native tongue without an interpreter and without furnishing English version texts to newsmen. Exodus of listeners in the first 10 minutes reached near-riot proportions. Luckily for embarrassed State Department dignitaries present, the bulk of the newsmen remained transfixed. Table conversations in the smoke-filled room soon became the vogue as Mossadegh went on and on obviously in a high nasal chant. TV sound engineers finally gave up trying to pick up the Premier's incantation. When a National Press Club hoisted a microphone closer to the wiry Premier's lips, D. C. legalist Joe Borkin whispered to a companion, "that's so we can't understand it more clearly."

## Lobbyists Fewer Now, Standbys Still There . . .

Smallest turn-out of showbiz lobbyists in years appears in Congress' latest quarterly list of reg-

istered operatives. Entertainment industry representatives are down to less than a score. Justin Miller's name is there for the last time for many months to come, even though the former president of the National Association of Radio and Television Broadcasters will continue as NARTB's general counsel and board chairman. Miller, who has been enrolling regularly as a lobbyist, will steer clear of that activity because of his additional part-time duties as chairman of the Salary Stabilization Board.

Most of showbiz's lobbying was against new tax legislation, according to information filed with the latest quarterly list published this week. Roughly \$75,000 was accounted for as spent by showbiz interests during the quarter to defeat excise boosts, stiffer corporation taxes, income tax hikes, bigger bites from "excess" profits, and credit Regulation W. NARTB's line-up appears unchanged from the previous quarterly list: Prexy Harold Fellows; Thad H. Brown, Jr., TV chief; Ralph W. Hardy, legislative relations; Vincent T. Wasilewski, legalist; and Miller. Motion Picture Association of America line-up is comprised of Jack Bryson

and Cecil Dickson. Radio-Television itself as usual, along with Television Broadcasters' Tax Committee, Clear Channel Broadcasting Service, and D. C. legal firm of Pierson and Ball. Latter outfit centered operations chiefly against excess profits tax and excise hikes.

## FCC Uses Own Brains; Johnston and TV . . .

Charges tossed around at Capitol Hill hearings last year that Federal Communications Commission's seven commissioners were leaning too heavily on their staff in reaching decisions aren't being repeated these days, not even in a whisper. FCC has shifted completely in the other direction. Re-organized set-up has relegated the staff strictly to a consultative and workhorse role. . . . Eric Johnston's long-delayed but adamant withdrawal from job of Economic Stabilizer to resume presidency of Motion Picture Association of America is seen reflecting more than usual determination to keep movie's comeback fight alive. One dopest's comment: "He just had to get back to MPAA; after all, how long can theater-TV wait?"

# Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 17.—Stanley Kramer this week made certain his "Death of a Salesman" film would qualify for Academy Awards consideration by concluding a deal with the Warner Beverly Theater for "Salesman" to premiere December 20, following "A Streetcar Named Desire." Academy rules require a picture to run locally for a minimum of one week prior to January 1 of the following year if the film is to be entered in the Oscar derby. Kramer told us he's confident Fredric March's performance will get the statuette this year, thereby making him the first three-time Oscar winner in the top-star category. March was awarded Oscars for his performances in "Dr. Jekyll and Mr. Hyde" and "The Best Years of Our Lives." Kramer's firm on the Columbia lot was thrown into top gear to have "Salesman" completed in time for the premiere deadline. Scoring is now under way.

## Jonie Taps Starts 5th Low-Budget Musical . . .

Jonie Taps starts his fifth low-budget musical for Columbia December 3, a Frankie Laine-Billy Daniels co-starrer tagged "Rainbow Around My Shoulder." Earlier Taps tuners included "Make Believe Ballroom," "When You're Smiling," "Sound Off" and

"Sunny Side of the Street." Low-cost musicals, corraling name recording talent, have been paying off for Columbia.

## Honduras Location for "Jungle" Picture . . .

Trend increasing for production of films at the actual location of the story's action. Latest is Pine-Thomas' "Gentleman of the Jungle," to be filmed in the Honduras banana country. Rhonda Fleming was signed for the fem lead. Cast and crew will be flown to the jungle, all for the sake of realism. . . . Paramount inked James Mason for the top role in "Botany Bay" (based on the novel of the same name) with John Farrow, an old hand at sea pictures, set as director.

## New Tax Rule Helps Movie Club Plan . . .

Movie-of-the-week club plan, which entitles a pass holder the privilege of buying two film theater tickets for the price of one at member houses, benefits from the new federal tax ruling which eliminates tax on passes. Heretofore, movie-of-the-week pass holders had to shell out the federal tax on the free admission, thereby spoiling the straight two-for-one pitch. However, the club's organizers this week received a

ruling from Internal Revenue in Washington which interprets \$2 paid for the annual pass as a membership fee in belonging to the club and not an admission charge, thereby allowing cuffed admission to be tax free.

Plan, which was kicked off here a few months ago, is rapidly expanding in this area, with 45 houses participating. Club's organizers peddle a 52-ticket pass book for \$2 which entitles bearer and guest to enter any member theater for the price of a single admission. Only two of the 45 theaters have restricted passes to five days per week, while the remainder permit free use of the gimmick even on week-ends. According to exhibs, biz has picked up appreciably, bringing in persons who for years have avoided movies. Exhibs feel they make up for the free admission thru candy counter sales, but achieve more lasting good in rekindling the movie habit.

Movie-of-the-week firm is pitching its books via per inquiry radio ads (station gets paid only on sales resulting from air plugs), but intends to make its pass books available thru chain drugstores once it has exhausted its present plan of distribution. After plan is solidly under way in this area, firm intends to branch out nationally.

# Govt. Enlisting Name Talent in Inflation Fight

WASHINGTON, Nov. 17.—The Office of Price Stabilization is enlisting bigger batches of show business and show biz techniques in a full-scale propaganda drive against inflation. Paul Duncan, OPS assistant director of information, this week revealed that a sizable bevy of name talent has already been lined up to carry the message to the public via TV, radio, platters and film, with the stars donating their services or taking nominal union-scale fees.

The line-up of talent which has already donated or agreed to donate services includes folk singer Hank Thompson, actor Robert Montgomery, band leaders Vincent Lopez and Paul Weston, commentators Ben Grauer, Roger Pryor and Ed Herlihy.

The OPS is finding show biz gimmicks effective, Duncan said. Cowboy singer Hank Thompson can be heard sounding off against inflation in his customary style on several platters, while the message is being translated onto film for TV in myriad other show biz ways.

OPS' shoe-string budget for the program is being held below a ceiling of \$70,000, and there are expectations it will be considerably lower than that because of Congressional cuts in OPS' overall budget requests. The agency is depending on TV and radio stations to continue giving free time in segments allotted for public service programing. OPS field information staffers have been alerted to contact local stations to arrange for the time and furnish the program material.

# Orient Booking For Revue Unit

HOLLYWOOD, Nov. 17.—A musical revue has been packaged by National Booking Corporation for a series of Orient dates. Group leaves Saturday (24) for Manila on the first leg of an extended six-month overseas junket. Produced by NBC's Glenn Hughes and tagged "Hollywood Scandals of 1952," show's asking price is \$2,500 weekly.

Following two weeks in Manila, troupe is skedded to play Tokyo, Singapore, Hong Kong and Siam. Bill includes Dolores and Beverly Morell, Rene and His Latin-American Puppets, Bob Libonati, Harvey Wagner, Kay Loring and a fem line (6). This is the first time National has routed acts into the Orient. If the operation is financially successful, says Hughes, other talent will be worked thru the Asiatic belt. Besides location bookings, revue will work one-nighters in surrounding provinces.

# Russ Little Quits RCA Victor Division

NEW YORK, Nov. 17.—Russ Little, Eastern regional manager of the RCA Victor division, has resigned from the company to take a top executive position with a large West Coast milk company.

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# London Dispatch

By LEIGH VANCE

LONDON, Nov. 17.—This week saw the end of the Battersea Park Funfair, light-hearted side of the Festival of Britain. Originally the gardens were a playground for the local population, who naturally resented their only bit of grass being turned into a co-ed sized Coney Island, for which they had to pay entrance fees. Now they are not too happy about the future of this "lung of London." Exact figures will take some time to prepare, but a rough estimate claims the fair had 8,031,321 visitors—1,500,000 more than was expected—and a take of over \$16,800,000, of which some \$1,680,000 was admission charges. Altho it was a cold, wet night, around 60,000 people turned up for the final shindig and stayed so late many of them missed their trains home. Battersea residents are wondering if this popularity won't sway the government in favor of keeping the Funfair as a permanent institution and so deny them their breath of air.

## Operation Eurovision Stirrs TV Men . . .

Television men here are excited about a project they call Eurovision—the linking of European countries by a coaxial cable along which would be pumped programs from every capital. Five weeks ago Holland opened her first TV service, on which Dutch viewers saw pictures of the British election shortly after the event. That is just a step in the Euro direction by a continental news service of aircraft which fly newsfilm to the various centers, developing it as they go. The more complete Eurovision may take some time. "But," says Max Leeuwijn, technical chief of the Eindhoven (Holland) set-up, "in the end it would save TV concerns in each country much money by saving program costs. They could channel out of the cable whatever they wanted. There would have to be some flat rate payment for the whole service along the lines of news agency tapes in newspaper offices."

## Royal Variety Show Gags Turn Blue . . .

Every year postmortems pull the royal command variety per- (Continued on page 55)

# Paris Peek

By ANNE MICHAELS

PARIS, Nov. 17.—France's favorite American actor of the moment is Jose Ferrer. Since the showing of "Cyrano de Bergerac" the magazines and newspapers have been extolling his talents in all sorts of superlatives. Oddly tho no English-speaking version of the film has appeared in Paris, only a French dubbed one, but one so well done that it is practically impossible to distinguish the voices of the actors as being other than the originals. Rostand's son has announced that Ferrer is the best interpreter of the title role in his father's play, and the outcome of all this is an invitation from Pierre-Aime Touchard, director of the Comedie Francaise, for Ferrer to play "Cyrano" at the state theatre this winter. Another French producer calling for the actor's services is Marcel Pagnol, who is reported to want to make a new version of his famous "La Femme du Boulanger" with Ferrer in the Raimu role.

## Bouvril Signed to American Film Contract . . .

French comedian Bouvril signed a contract with an American film company at a reported \$100,000 per picture. Bouvril leaves for Hollywood sometime in May, or as soon as he finishes his present film, "Le Trou Normand." . . . Newest International film project is German producer Alec Koppel's production of a French story dealing with a group of international diplomatic refugees in the Vatican City at (Continued on page 55)

# U. S. Defines Tax Status Of Variety Performers

WASHINGTON, Nov. 17.—The Bureau of Internal Revenue this week clarified the status of variety entertainers under income tax withholdings and other federal employment tax laws. In an official memorandum issued by Acting Commissioner Fred S. Martin, the bureau said that variety entertainers performing special routines in a series of short-term engagements for a number of different vaudeville theaters, night clubs, restaurants

and similar places "are not employees of such establishments for the purposes of federal employment taxes."

In order to maintain this non-employee status, however the entertainers' acts must also be free from control by the establishment except control "incidental to the continuity of the entertainment programs," the memo stated.

In order to further clarify this position on variety entertainers, the Bureau cited a June 8, 1951 decision by the Second U. S. Court of Appeals which contrasted the status of entertainers at Radio City Music Hall with those performing with Ringling Bros. and Barnum & Bailey Combined Shows. The court termed the circus performers employees for the purposes of federal employment taxes, but held that Radio City entertainers were

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## NEWS REVIEW

### Holiday on Ice Tops in Class, & Also at B-O

TOLEDO, Nov. 17.—It's easy to see why the 1952 edition of "Holiday on Ice" has racked up record-breaking grosses on all 12 dates played prior to its Toledo engagement, which opened at the Sports Arena last night.

Show, produced and directed by Russell Markert, in association with George D. Tyson, has class, beauty and pathos and is gorgeously costumed, giving arena-goers some of the best examples of precision and timing available.

Last-minute snowfall cut opening night attendance to 90 per cent of capacity (6,000) but a reported advance of \$56,000 by showtime for this date augurs at least a repeat of last year's total gross of \$122,000. "Holiday" is running 15 per cent over last year's grosses to date.

Producers have eliminated, as usual, any flash billing for acts in show. But Joan Hyldoft, bowing in as top name, and Michael Meehan, in his second season with show, share spotlight in four numbers.

A fine balance of comedy and precision skating weaves its way thruout show and gives arena-goers a sense of having had just the right amount of each form of blading.

However, show could stand cuts in some spots, running 3 hours 30 minutes. Arena-goers were caught yawning on some of the longer production numbers.

The Hyldoft girl, easily the most eye-filling morsel on blades since Sonja Henie, carries her chores with grace, ease and charm that is not likely to be duplicated for many a season. Her split jumps are well executed and her duets with Meehan are first-class examples of finely matched precision skating.

On the lighter side laughs are plentiful. Paul Andre, Gene Leff and Harvey Weber, all newcomers.

(Continued on page 55)

### 5 More Weeks Just to Tote Hadacol Debts

NEW YORK, Nov. 17.—It probably will be another five weeks before some order is reached in the chaotic list of creditors of the LeBlanc Corporation, makers of Hadacol. Actions to collect money owed by the firm began with the fold of the star-studded Hadacol Caravan, but it will take time to get a count on the number of creditors in the amusement field.

This opinion was given this week by Milton F. Rosenthal, local attorney, who was appointed by the court as trustee for the corporation about five weeks ago. In effect is an order issued by the Federal Court for the Southern District of New York which restrains creditors from attempting to attach property or accounts receivable of the firm.

Rosenthal said the books of the corporation now are being scrutinized by a local auditing firm, and creditors are being segregated. Even after the five weeks are up, he said, only preliminary information will be available. Claims against the LeBlanc Corporation go as low as \$5.

As trustee, Rosenthal has the say on promotions to needle the sale of Hadacol. And, while he is hunting a good advertising director, he said there definitely would not be another name trek such as the one organized by Senator Dudley LeBlanc, original owner of Hadacol. Rosenthal could not gauge how long he would remain as trustee, or the present re-organization would last. Despite the court restraining order, all creditors are entitled to file their claims with Rosenthal.

Question of who owes what is subject to some legal obscurity. The muddle began when LeBlanc, relatives and one outsider entered an agreement July 22 of this year to sell their stock to the Tobey Maltz Foundation, a medical group chartered in New York State. Sale price was to be paid at the completion of the deal, and the balance in 10 annual installments, "without interest. The sum to be paid at closing was reduced a month later to \$250,000, and payment was made. The selling stockholders were to receive an assignment of \$850,000 from accounts receivable of the corporation, but the assignment never was made.

In addition to private claims, the federal government slapped a tax lien for 1950 amounting to \$656,151.83 on the corporation to protect its interests and prevent dissipation of resources. Cash on hand of the corporation now is \$20,000.

**The Billboard**  
The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson  
Publishers  
Roger Littleford Jr.  
William D. Littleford  
E. W. Evans Pres. & Treas.  
Lawrence W. Gatto Secy.  
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2160 Patterson St., Cincinnati 22, Ohio  
Phone: DUmbar 6450  
Subscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries, \$20. Subscribers when requesting change of address should give old as well as new address.  
Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1951 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising, one year \$3.  
Vol. 63 No. 47

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# Highlight Reviews

## LEGITIMATE

### "Wagon" Rides Rut, Lacks Luster Despite Barton, DeMille Dances

By BOB FRANCIS

With a half-million advance in the till and 46 theater parties booked by opening night's curtain rise, Cheryl Crawford and her associates shouldn't have much worry as to "Paint Your Wagon's" progress for some months to come. However, a reporter wonders just what the word of mouth will be as "Wagon" continues to roll along. Because, in spite of impressive, obvious virtues, the Alan Lerner - Frederick Loewe musical saga of the California gold rush adds up to considerable disappointment.

Loewe has written a splendid score with tunes by turns vivid, lusty and tender. Some items,

such as "I Still See Elisa," "I Talk to the Trees" and "Another Autumn" are top bracket and should sell a lot of records. When Agnes de Mille finally gets her dance patterns aboiling, they are packed with color and excitement. And the show has James Barton to clown, point up a soft shoe routine and whisper a song or two in the inimitable Barton fashion. When he is on stage, whether in a hilarious drunken effort to carry his new bride over the door-sill, or poignantly remembering his first wife Elisa, or explaining to the second that he is just "In Between," "Wagon's" paint takes on a wonderful lustre. When he isn't,

and unfortunately Lerner's book doesn't keep him out in front half enough, "Wagon" hits more than one rut.

Perhaps this reporter just expected too much. But it does seem that Lerner became so imbued with the writing of an accurate story of the metamorphosis of a ghost town that he washed most of the fun out of it along with the gold in its hills. Instead of build-

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"Paint Your Wagon," reviewed at the Shubert Theater, New York, Monday, November 12.

## NIGHT CLUB

### Noel Coward Woos, Charms London Cabaret Thru Sheer Personality

By LEIGH VANCE

When Noel Coward sauntered down the curved stairway from the upper tier of London's Cafe de Paris to its glittering basement ballroom, readers of his "Present Indicative" knew his throat had been cleared with a nervous little cough, and he was probably feeling funny at the knees. But none of this showed. It's almost 35 years since Coward did his last London night club. In between he has had glory and glamour unlimited, even if they have been tinged with just a taint of failure of late. But none of his successes has been smoother than the way in which he wooed his audience at the show caught. Only the composer, lets face it, would be brave enough to slaughter songs

as Coward does: Only Coward would have the nerve to get up and sing anyway, when he really hasn't got a voice at all.

#### Coward Charm

But subtly accompanied by pianist Norman Hackforth, who worked here last time for Bea Lillie, Coward charmed with a stimulating version of the words from which only he knows how to extract the fullest value. Undulating at the hips, he swayed forward to the rhythm of his verse, precisely pronouncing his "Nina From Argentina" in the true Peronist style as Ar-hen-tina.

There was only one new member—"Don't Make Fun of the Festival." The rest was a brilliant

refash of songs which have moved into the folklore of a nation—"Stately Homes of England," "Don't Put Your Daughter on the Stage," and of course, "I'll See You Again."

For 40 minutes he proved that the audiences may now prefer a more realistic brand of show, nothing dims the attraction of personality. As a cafe artist Coward was magnificent.

(Monday, November 12)

Capacity, 450. Prices, \$5 minimum. Show at midnight. Operator and publicist, L. S. Maggiora. Estimated budget this show, \$2,800.

## RADIO

### "Round-Up" Just a Tangled Lariat, But Rustic Seg Can Bring Payoff

By JOHNNY SIPPEL

NBC's latest addition to its Saturday night country music programming, "Round-up Time," shows promise of giving the web a good seg to correlate with its veteran "Grand Ole Opry." Show caught suffered badly from too much talk at the expense of time which should have been given to music.

Built around Tex Williams, who just switched from Capitol to Victor, NBC's disk contemporary, show has the zip and verve associated with Western and Texas-style presentation. Williams, who has established himself as a talking singer via "Smoke, Smoke, Smoke," showed an as yet unpenetrated commercial side, with a

fine bass lead on a gospel song. Done with a male harmony team in the background, number was a pleasant surprise.

Almost eight minutes of the show was given over to comedy, most of which was poorly written and not in character with the rustic motif. Deuce Spriggins and his fem foil, Juney Foree, saddled with weak lines, never got going. Carl (Squeakin' Deacon) Moore, Coast d.j., who led a prominent Midwest ork for years, was effective with two characterizations and stronger material.

With so many record names on the Coast, the selection of Paul Mason Howard, a songwriter, as

guest was a poor one. Music fans have never been entertained as much by songspellers as by singers. From now on, the show should stick to the wax stars.

Show needs much more of Williams' fine string crew and the star's warbling. Band showed it could cut almost any kind of rustic tune well. Jimmy Widener did a short yodelling number, but

(Continued on page 14)

"Round - Up Time," reviewed Saturday, November 10, 9:30-10 p.m., via National Broadcasting Company network.

## FILM MUSICAL

### Sinatra Pulls That Old Magic by Selling Self as "Danny Wilson"

By HAL WEBMAN

It seems that the more entangled Frank Sinatra gets in conducting his personal life, the greater he becomes as a performer. He has put to celluloid a moderately-budgeted quickie for Universal-International "Meet Danny Wilson." The film is far removed from those massive MGM musicals with which Sinatra had become associated in movies. It's a light, entertaining comedy drama with songs that won't bust box office records but figures to do a profitable business and provide customers with 80 pleasant minutes.

The movie is all Sinatra's. The

story is loosely based on Frank's own career in the entertainment business. His Danny Wilson is a cocky, trouble-provoking, uninhibited, wise-cracking sort of little roughie who sings a storm and knows it. The story line carries him from a beginning as a pool room hustler thru the memorable Paramount Theater engagement to Hollywood. The bobby soxers are there Alec Nicol is there to represent a combination of Manie Sacks, Axel Stordahl, Hank Sanicola and others of the Sinatra entourage. Shelley Winters is the gal whom Sinatra goes for

but who would rather have Nicol and gets him. Raymond Burr is the soft-spoken, gun-welding racket guy who initially sponsors Sinatra for 50 per cent and winds up getting killed for his generosity.

#### The Gamut

Sinatra really runs the gamut in his thesping effort. He's lover, comic, strong man, singer and a most convincing drunk. He isn't going to win the Academy Award for the try, but he certainly is going to gain new admirers for it. But it was Sinatra, the singer, who impressed the most. True, the

(Continued on page 55)

## See Possible FCC Decision On ABC-UPT Merger by June

### Three-Man Legal Battery Named To Hasten Start of Jan. Hearings

By BEN ATLAS

WASHINGTON, Nov. 17.—In a move to hasten a decision on the United Paramount Theaters, Inc., the Federal Communications Commission has assigned a three-man battery of legalists to concentrate full-time on the case, it was learned authoritatively. With formal hearings scheduled to start January 15 and with a pre-hearing conference scheduled here next Wednesday (21), FCC insiders are speculating that a decision by June at the latest could possibly evolve from the commission's concentrated effort to resolve the issues.

Assigned full time to the case are Frederick Ford, chief of FCC's Broadcast Bureau hearing division, and his associate legalists Max Paglin and James Juntilla. An FCC spokesman said the commissioners regard it in the "public interest" to speed this case to completion because of economic and program dislocations which

could result from protracted proceedings. The spokesman said that while there has never been any danger of the FCC's deliberations extending beyond 1952, assignment of a full-time legal battery to the case will serve as a catalyst even if the January 15 hearing date is for any reason deferred.

In keeping with this speed-up policy, the commission this week ordered next Wednesday's pre-hearing conference before Hearing Examiner Leo Resnick on request of Allen B. Du Mont Laboratories, Inc. The conference, FCC said, will consider "the necessity or desirability" of simplifying, clarifying, amplifying or limiting the issues in the case. Also to be considered will be the procedure to be adopted, the possibility of the parties submitting stipulations on facts, and "such other matters as would be conducive to an orderly and expeditious hearing."

Because of the large number

of docket cases involved in the proposed ABC-Paramount merger and because of the FCC's avowed determination to obtain "full information" as to whether creation of United Paramount Theaters has fulfilled the intent of a consent decree divorcing Paramount Pictures from exhibitor interests, the commission's task is acknowledged as an unusually weighty one.

Allen B. Du Mont Laboratories requested the early pre-hearing conference in order to make clear to the FCC that it has no ties with Paramount, since that, too, is one of the indirect issues in the case and has a direct bearing on Du Mont's station licenses.

Considered as probably the most important and one of the most time-consuming issues will be FCC's avowed aim to determine whether the effect of the proposed merger, if consummated, "would substantially lessen competition or tend to monopoly in any line of commerce, in any section of the country." This issue embraces not only station and network control but, equally important, movie relationships and TV, both theater and network TV.

## Buick Piles Up Its Radio On All 4 Nets

NEW YORK, Nov. 17.—Buick Motors currently is setting up the heaviest concentrated radio saturation drive in its history to plug its new models, about the middle of January. Where Buick last season used two webs, the National and American Broadcasting Companies, plans this year are to add Columbia and Mutual as well.

Firm's agency, Kudner, currently is selecting sustaining radio stanzas on all four webs for one-shot bankrolling. In addition, Buick will go in for a heavy schedule of spots.

## NBC'S TV FOR ROAD

# New Program Calls For Hyped Remotes

HOLLYWOOD, Nov. 17.—National Broadcasting Company's TV will take to the road, abandoning studio originations whenever possible. New plan, calling for hyped remote originations, has a triple purpose, according to net's top program exec, Fred Wile. Shows will be freed of the restrictions of studios; new origination points will add freshness to the programs in general, and what undoubtedly is one of the most important benefits, existing tele studio space would be freed for other programs.

Coast originations will do most of the roving, Wile said, as weather will permit more out-of-the-studio remotes, but the web intends to boost remotes in New York as well. Origination point of a show, Wile reasoned, can add considerable interest and glamor to a program and can prove a valuable factor in holding an audience. Studio walls and sets grow stale after a while, Wile said, and increased mobility of the tele medium would spark viewer appeal allowing audience to see places and points of interest.

An essential by-product of the hyped remote plan is the fact that many of the TV shows will originate from service camps, thereby providing C.I.'s with top name entertainment, while allowing home folks the opportunity of seeing training centers where relatives and friends are stationed. Wile is currently negotiating with proper authorities to clear camp remotes. According to Wile, Eddie Cantor's December 9 Colgate show will probably kick-off service center shows.

Plan, however, won't be restricted to the military. Shellah Graham half-hour show, now in the hopper, will originate from various Hollywood glamor spots, allowing viewers a first-hand glimpse of film studios, stars' homes, etc. New York segs, weather permitting will also be beamed from points of tourist interest.

Big shows forsaking studios 'or outside origination will be selected on the basis of production needs. Shows calling for big casts and heavy production, will, by necessity, have to remain on the web home grounds, but name performer segs centering only around its starring personality (such as the Skelton show) would be free to travel, Wile said.

## Ask \$6,250,000 To Stabilize CBC For Five Years

TORONTO, Nov. 17.—Parliament has been asked by the Government of Canada to appropriate \$6,250,000 for each of the next five years for the Canadian Broadcasting Corporation. This follows recommendations made by the Massey Commission in its report on Canadian radio.

These five payments, together

(Continued on page 12)

# Mutual Sells Time Worth \$3,500,000

### Gross Billings Close to \$2,500,000 In New Business, 760G in Renewals

By JUNE BUNDY

NEW YORK, Nov. 17.—Mutual Broadcasting System, this month, chalked up more than \$3,500,000 worth of time sales, representing annual gross billings of approximately \$2,500,000 in new advertising, and \$760,000 for renewals; plus about \$150,000 from one-shot broadcasts. Total air time involved is 13 hours and 20 minutes weekly, with new business (on a 52-week basis) accounting for three hours and 15 minutes; renewals, one hour and 50 minutes, and one-shots, eight hours and 15 minutes.

Most recent "new business" pact, signed this week, calls for sponsorship of John J. Anthony by Sterling Drug, Inc., on Sunday nights, 9:30-10 p.m. After a long absence, "Mr. Anthony" returns to the web sometime next month, and will be carried as a sustainer until Sterling picks up the tab, January 6.

Other new advertisers include Johnson Wax, and National Credit Union Association, which will sponsor newscaster Gabriel Heatter on Tuesdays, starting January 1. Johnson Wax is buying largest schedule of newcasts ever sponsored by a single radio advertiser — three five-minute shows, and one 10-minute program on Saturday.

#### Stress News

Deal, which begins December 31, will bring web more than \$2,000,000 in annual gross billings next year. Daily newcasts, scheduled thruout Mutual's morning and afternoon time periods, will originate from Chicago, Washington, Los Angeles and New York, with 10-minute "Capitol Commentary" broadcasts emanating from D. C. Commentators include H. R. Baukhage, Washington; Sam Hayes, Hollywood; Cecil Brown, New York; and Les Nichols, Chicago.

In addition to above, Kellogg's is expanding its sponsorship of "Wild Bill Hickok" from 25 to 30 minutes, starting December 30.

New one-shot sales add up to eight different broadcasts. Gillette Blades will sponsor the Army-Navy football game on December 1; and the Blue-Grey game December 29. Phillips Petroleum Company is picking up a half-hour show, November 28, (10:30-11 p.m.) for a testimonial dinner airtel. General Motors (for Pontiac) will sponsor two "Nick Carter" shows during December; and a 15-minute news show for Buick on January 18. On latter show, a co-op deal, G. M. dealers will be given their choice of either backing Fulton Lewis, Jr., or the "Mutual Newsreel" in their city.

Christmas one-shot sales in-

clude sponsorship of Dickens' "Christmas Carol" (with Lionel Barrymore) by A. C. Smith, Milwaukee, on December 23, 4-4:30 p.m.; and "Tokyo Calling," which the Mutual Benefit and Health Accident Association of Omaha is picking up for the second year, December 25. Latter show features a special hook-up between G.I.'s over-seas and relatives in the States.

Renewal picture stacks up as follows: State Farm Automobile Insurance Company, for news commentator Cecil Brown; Kellogg's, Adventures of Clyde Beatty" (Mon.-Wed.-Fri.); and Kraft Foods, "Queen for a Day" (Tuesday and Thursday).

## Scrap Deals, Says Kobak, And Charge Flat Rates

BOSTON, Nov. 17.—Instead of radio's current complicated rate card, business consultant Ed Kobak yesterday (Friday) urged consideration of "a flat rate for a station or network, based upon the availability of audience. And a rebate rate when the station or network delivers less—just as

magazines guarantee a circulation." Speaking before the Boston Radio Executives Club, Kobak stressed that radio's three major virtues, "Character, Continuity and Value Delivered," must somehow be retained in the current period.

Kobak warned that the essential character of network radio is endangered by sponsors getting too much leeway in picking and choosing their own markets. This, he noted, "takes the networks into the field of spot." As to continuity, and identification of a product with a program or star, that too is disappearing. Thus, he said, today "you can buy a piece of Skelton — you can buy a one-shot in Tandem—you can buy a participation in Pyramid. So Continuity and Identification have been sacrificed. . . This type of selling is selling network radio short."

Kobak also said that the whole rate cut situation should be examined carefully, because radio cannot be healthy unless it gets enough money to do a better job for listener and advertiser.

"Special deals," he declared, "are nothing more nor less than secret under-the-table cutting of rates. It is unmoral because it is secret—but it doesn't stay secret. It is demoralizing because it depresses values and makes radio harder to sell. It will kill radio as a medium faster than any other single thing."

## Lucas to ABC TV Sales Post

NEW YORK, Nov. 17.—Rupert Lucas has been set to join the American Broadcasting Company as TV program sales manager, reporting to Harry Morgan, the web's veepee in charge of TV program operations. Lucas, who was very active in legit here prior to 1931, was an AM-TV production executive for Young & Rubicam for six years.

For the past two years, Lucas has been working on a public service educational project for the Canadian government. He joins the web next week.

## Out Next Week

A SPECIAL SECTION OF THE BILLBOARD

# Then, Now . . . and Tomorrow

commemorating the

## National Broadcasting Company's Silver Jubilee

featuring articles by:

● BRIG. GEN. DAVID SARNOFF	● JAMES M. GAINES
● FRANK M. FOLSOM	● WILLIAM BROOKS
● NILES TRAMMELL	● CHARLES BARRY
● JOSEPH McCONNELL	● FRED WILE
● CHARLES DENNY	● GEORGE FREY
● SYLVESTER WEAVER	● ED MADDEN
● WILLIAM HEDGES	● O. B. HANSON

and with Special Distribution at the

### NATIONAL BROADCASTING COMPANY'S AFFILIATES CONVENTION

BOCA RATON, FLA., NOV. 28-DEC. 2

## Molly Still in Mothballs on NBC-TV's Plans

NEW YORK, Nov. 17.—The unsettled situation of "The Goldbergs" on the National Broadcasting Company will remain as is for the next few weeks. The series, which was so successful on the Columbia Broadcasting System last season, definitely will not be incorporated into the Kate Smith or any other show for the present, nor does it have a time period of its own assigned to it by the web. NBC did approach Gertrude Berg with the plan to make her opus part of the Smith series, and while she did not reject the deal outright, neither did Mrs. Berg indicate she would accept it.

Mrs. Berg is known to feel that the series would do better with a time of its own, but no suitable TV time exists on NBC now. Result is she will wait until the next general option period arrives and await a possible vacant time around the first of the year. There has been considerable interest evidenced by agencies and advertisers, but no commitment is possible until the time slot to be obtained is known.

Meanwhile the show is gaining promotion via a merchandising operation which began recently, and is accompanied by personal appearances on the part of Mrs. Berg. A "Molly Goldberg" house dress is being marketed thru top department stores, with arrangements being handled by Ted Ashley Associates. Mrs. Berg appeared at Gimbel's, New York, with further dates set up thus far at Hecht's, Baltimore; Hecht's, Washington, and Filene's, Boston.

## UPT Retains Hi-Power DC Publicity Firm

WASHINGTON, Nov. 17.—Arthur Newmyer & Associates, one of the national capital's leading public relations firms, has been engaged by United Paramount Theatres, Inc., as public relations consultant. Observers here regard the tieup as signifying an era of broadened good-will policy by UPT with eyes cocked not only on exhibitor relations, with communities and the public in general, but also on the future of theater TV. The Newmyer firm has a classy list of clients which since April, 1949, has included the American Society of Composers, Authors & Publishers.

ASCAP and UPT are the sole entertainment industry names on the Newmyer firm's list which reads like a blue book of U. S. industry. The list includes Ford Motor Company, Atlas Powder Company, Alexander Smith, Inc., American Lead Pencil Company, Standard Oil Company of New Jersey, and Earl Newsom & Company, New York public relations firm which itself has a gilt-edged list of clients. The Newmyer firm has had considerable experience in theater representation, having handled a group of motion picture theater exhibitors during World War II.

Merle Colby, who has been in charge of the firm's work in ASCAP matters, has been delegated to a similar role on UPT.

## Henry Tobias With CBS-TV

NEW YORK, Nov. 17.—Henry Tobias has joined the Columbia Broadcasting System's TV department as a producer-director. Tobias has served as producer-director at Totem Lodge for more than 20 summers, and was a special material scripter for Eddie Cantor this year on the "Colgate Comedy Hour."

Deal unites Tobias with other "old Borscht Circuit alumni" now in TV, including Max Liebman, Charles Friedman, Ernie Glucksman and Moe Hack. CBS pact was set by William Morris and Tobias' personal rep, Abner Greshler.

## TELE TEACHES ARMY RESERVE

WASHINGTON, Nov. 17.—TV has helped improve the learning of some 3,000 Army reservists, it was announced here this week. In a report on the use of TV for rapid teaching of large numbers, the Department of Commerce said all the reservists made higher scores on test questions after lessons over TV than they did before the lessons. The most productive teaching method was a narrative combined with drama or film that amplified what the narrator spoke about, the Commerce Department reported.

## Bud Renews Murray TV'er

NEW YORK, Nov. 17.—Ken Murray this week was renewed for the balance of the 1951-'52 season by his current client, Budweiser beer. The present contract lapses at the end of December. The TV program is in the important Saturday night 8-9 p.m. slot. D'Arcy is the agency.

## Audience Warranty Is Promised by NBC

5,300,000 Listeners for Three Radio Shows Weekly to Get Nielsen Guarantee

NEW YORK, Nov. 17.—The National Broadcasting Company, in another effort to make its radio network completely competitive with all other media, this week set up a "Guaranteed Advertising Attention Plan." Letters to advertisers, fliers and full-page ads in the daily papers early next week will herald the new sales pitch, which will offer advertisers a guaranteed audience of 5,300,000 listeners each week over a 13-week period via one-minute participations in three AM shows weekly.

Programs involved are "Night Beat," airing 10 to 10:30 p.m. Fridays; "Hollywood Love Story," 11:30 a.m. to noon Saturdays; and "The \$64 Question," 10 to 10:30 p.m. Sundays. The plan, first that guarantees the size of an audience in broadcast history, operates with the collaboration of the A. C. Nielsen Company.

Arrangement calls for the Nielsen Audit Bureau to certify the number or people who hear the sponsor's plug each week. If fewer than the guaranteed 5,300,000 are delivered, a pro rata refund will be made after 13 weeks. If additional listeners above that figure

## Gordon Takes Up Whole Tab For 'Cisco' Seg

NEW YORK, Nov. 17.—Gordon Baking Company this week signed to sponsor "The Cisco Kid" films over WNBT here on a weekly basis, starting the first of the year. Heretofore the outfit has picked up the "Kid's" local tab on alternate Saturdays. Increased time buy is due to fact that Gordon's current sponsorship deal on "Hopalong Cassidy" terminates in January, when General Baking takes over the film series in 18 markets.

Station has also chalked up a new participation package sale to Charles of the Ritz (for face powder), calling for spots on two afternoon video programs, "The Eve Hunter Show" (Tues.-Wed.-Thurs.), and "Here's Looking at You" with beauty expert Richard Willis.

## Kees Heads Special Events for CBS-TV

NEW YORK, Nov. 17.—David Kees becomes director of special events at the Columbia Broadcasting System TV web on December 5, replacing Bob Bendick.

Bendick recently resigned to join Mike Todd Productions. Kees is the former production manager at KPIX, San Francisco.

# Crosby to Time TV Debut With Magnetic Tape Bow

### Der Bingle First to Use Newly Developed Visual Images System

By LEE ZHITO

HOLLYWOOD, Nov. 17.—Bing Crosby will time his TV debut with the initial introduction of his firm's sight-sound magnetic tape, thereby becoming the first performer to use the newly developed system of recording visual images. His research engineers are working at top speed to have all the bugs out of the pix-sound taping device in time for Crosby's tele bow next fall.

Crosby's introduction of sight-sound tape recording will be patterned directly after the method he used in demonstrating the benefits of sound tape recording which converted radio almost entirely to the use of magnetic tape in recording shows. Feeling exists within the Crosby camp that Bing's utilization of sight-sound tape will lend similar impetus to a

swing away from film and kines to the new system.

Earlier this week, Crosby's research division engineers cautiously disclosed that they had completed a working model of the system, admitted development was far from perfect, but promised that another six months of work should iron out the bugs. Larry Crosby called in wire service reps in releasing the initial story, but carefully avoided presence of engineers or tradesters.

## SHUT OUT

### TV Gridcast Fails, House Refunds Tix

TOLEDO, Nov. 17.—Not only did Notre Dame get shut out last Saturday (10), but so did some 2,000 football fans who planned to watch a telecast of the grid contest at the Rivoli theater here.

House recently installed TV equipment, and after initial disappointment at National Collegiate Athletic Association's relaxing of its "limited television" rule decided to go on with plans for first show.

At last minute, Howard Feigley, manager, was forced to tell some 1,500 prospective ticket buyers lined up outside the house, that "mechanical difficulties" made it impossible to pick up the program. Refunds were given to over 500 patrons who had bought seats at \$1.50.

RCA repairmen were on way here Thursday (15), but theater has not carded any other attractions.

## Guild Newsreel House Near as 1st TV Theater

NEW YORK, Nov. 17.—America's first TV newsreel theater chain may soon become a reality, according to Norman W. Elson, prexy of Guild Enterprises, Inc., a group of movie newsreel houses here and in Newark, N. J. Elson is currently utilizing big screen telecasts at the Guild Rockefeller Center Theater here as a testing ground, and ultimately plans to supplement his theaters' movie newsreel service with regular public telecasts, sneak previews of network shows and special closed-circuit broadcasts for civil defense, educational and industrial purposes.

Altho the Guild's Saturday football videocasts have pulled record box-office returns, Elson doesn't think sports will be a major factor in TV programming for newsreel houses in the future. He favors spot news events of historical significance, which he will either pick up from a network or carry as an exclusive feature. In line with the latter idea he opines that often a network (under sponsor pressure) can only allot so many minutes to a special news event, whereas a theater can carry an event in its entirety, thereby letting movie audiences see more than they would on their own TV sets.

**UN Coverage**  
Elson is currently negotiating with a network to carry important United Nations sessions this winter, and also hopes to screen all or part of the forthcoming presidential nomination conventions, as well as presidential election pick-ups themselves. Civil Defense has already utilized large screen TV for its training courses, but Elson visualizes an extension of this operation, via closed-circuit morning showings of special slanted news programs for school children.

Closed-circuit morning shows for national sales meetings are already a reality here, says Elson who has completed a deal for Shell Oil to telecast a live docu-

mentary program from a National Broadcasting Company studio to the theater. Shell execs opine that they can produce such a show for about \$12,000, and send kine-copies of it around the country for follow-up showings to other distributors. In the past, they said, the same documentary (produced as a motion picture) would have cost about \$100,000.

**Sneak Preview**  
Several advertising agencies have already approached Elson about sneak-previewing forthcoming video network shows at the theater, and the Guild prexy

(Continued on page 12)

## New Morning Sked Set By NBC; Tees Off in Jan.

NEW YORK, Nov. 17.—The new morning TV line-up of the National Broadcasting Company was taking shape here this week, with the first week of January definitely set as tee-off time. The new Dave Garroway show, "Today," will lead off from 7 to 9 a.m. The 9 to 10 period is station time, but NBC currently is debating whether to offer shows for optional use by the outlets. The 10 to 11:45 a.m. time still is uncertain, but likely to be clarified within the next two weeks.

From 11:45 to noon, Richard Harkness will air a news show from Washington. Noon to 12:30 p.m. will continue to be filled with the Ruth Lyons show from Cincinnati. From 12:30 to 1, the new Ralph Edwards audience participation show will air from Hollywood.

To prepare for the two-hour dawn stanza, Garroway will move his entire office from New York to Chicago, including Warren Ketter, his "man Friday," and Mrs. Frankie Armantrout and

Caution on this project is well in order, for research for a device achieving what Crosby promises has been continuing for some time.

Only recently Radio Corporation of America Board Chairman David Sarnoff called upon his engineers to develop a means of magnetically recording a visual image, thereby reducing cost of canning TV shows to a fraction thru total elimination of film use. RCA research is known to be continuing toward this end. At least five research groups are working on similar projects.

According to one trade source who asked to remain unnamed, first systems developed may not necessarily be the best and research will undoubtedly continue in other quarters until the Crosby-financed system has proved itself. New image recording system, he predicted, will revolutionize pic production within five years of its successful developments as well as lend great impetus to canned TV entertainment. As in the case of sound tape, new system will allow webs to overcome time differences between zones. A TV scanning box is used to record images.

Picture is recorded on the magnetic tape via conversion of light frequencies, as in the case of sound recording, to intensity of electrical charges on iron-coated tape. For sight-sound recording, Crosby engineers are now using inch-wide tape which holds recorded frequencies of both light and sound. Project's research activities for Crosby were handled by Jack Mullin, who contributed to the successful completion of the Ampex magnetic recorder. Minnesota Mining Corporation, manufacturer of magnetic tape, is contributing engineering know-how to Crosby researchers, as well as carrying on research of its own in this field.

## Vim Plans for 1952 Envisage 500G Budget

NEW YORK, Nov. 17.—Vim Stores, which will spend \$500,000 this year on TV advertising, expects to double its video budget during 1952. The sponsor now has 12 news shows on WPIX here, in addition to a 30-minute public affairs show on the same station.

Vim is very news-minded for two reasons: The news shows attract a stable audience, and Vim feels it performs a public service by giving back to the public something in return for its patronage. The client has 42 stores in this vicinity and probably is the retailer with the largest TV budget in one city.

Charlie Andrews, his writers. Producer Parker Gibbs has not yet decided whether to make the shift. On the talent side, Connie Russell and Jack Haskell will trek eastward, but Betty Chappel and Cliff Norton are still uncertain, since Miss Chappel has an afternoon TV stint in Chi and Norton not only has a nitery act but is shopping for his own evening TV stanza.

NBC also is making shifts in its Saturday daytime line-up. Starting January 8, "Rootie Kazootie" becomes a web show in the 10 to 10:30 time. "Cactus Jim" will be revived and set from 10:30 to 11:30; "Midwest Hayride," originating in Cincinnati, which had a brief life this summer on the web, goes into the 11:30-12:30 slot. In the afternoons, some re-scheduling will be necessary from 3 to 5 p.m., where football has been airing. Ted Granik's "American Youth Forum" goes into the 5-5:30 time, and "Mr. Wizard," formerly a Sunday show, goes 6-6:30.

## Movie Industry Unites To Bolster Theater-TV

WASHINGTON, Nov. 17. — A united front has been solidified by theater exhibitor and producer interests in the battle for TV channels, it was declared by exhibitor spokesmen in the wake of a lengthy confab here this week in preparation for the Federal Communications Commission's upcoming February 25 hearing on theater-TV. Legal strategy was adopted for briefs to be filed preparatory to the hearing. Deadline for filing briefs is January 25.

### DITTY KITTY

## Contest Plan To Hype TV 'Songs for Sale'

NEW YORK, Nov. 17. — The Columbia Broadcasting System's TV programming division this week was in the midst of lining up a contest gimmick which is expected to hype "Songs for Sale." Slotted Saturdays, 10-11 p.m., the program will award a large sum of money (\$2,500 or \$5,000) to the amateur clefver whose tune is voted the best every thirteen weeks. The idea is now being submitted to the program's two sponsors, Carter and Sterling Drugs, for their consideration.

Show will also begin presenting five instead of four tunes each week with the telecast of November 24. Every sixth week the best tunes of the previous five weeks will compete against each other; process will be repeated at the end of the second five weeks and on the 13th week the best tune of the cycle will be selected by the panel.

## KNBH Ups Air Time With 3 Morning Segs

HOLLYWOOD, Nov. 17. — Effective Sunday (25), KNBH will increase its air time with an additional two hours of programming in the morning, moving the starting time from 12:30 to 10:30 a.m. Gene Norman will kick-off day shows with a full hour of Snader Telescriptions, followed by National Broadcasting Company's net show, "Frontiers of Fate," from 11:30-12.

Next half hour slot will be filled with the "Building Contractors' Clinic" seg, treating home improvements and house building problems. This will lead into "Juvenile Jury," which now starts at 12:30. Both the Norman and the "Building" segs will be thrown open to spot sales.

## Nashville Men Purchase WCOP

BOSTON, Nov. 17. — Formal application was filed today with the Federal Communications Commission for its consent to the purchase of WCOP and WCOP-FM by a partnership consisting of T. B. Baker, Jr., A. G. Beaman and Roy V. Whisnand, from Cowles Broadcasting Company. WCOP operates with 5000 watts power on 1150 kilocycles; WCOP-FM operates with 20 kilowatts.

The application filed this week recites that Cowles Broadcasting Company proposes to withdraw from broadcasting in Boston in order to concentrate on the development of its plans elsewhere. Beaman and Baker operate WKDA, Nashville. Whisnand is WKDA commercial manager there. Indie specializes in music, news and sports, and these will be emphasized on WCOP.

The purchasers will take over the operation of WCOP without delay, upon approval from the FCC. The sale was handled by Howard Stark of New York, and the price of the fixed assets was \$150,000.

The confab was staged at the law office of Marcus Cohn, TV counsel for the Theater Owners of America and general counsel to the National Theater Exhibitors TV committee. Of 67 appearances which have been filed for the FCC hearing, two-thirds are from theater interests. Cohn said in the wake of the meeting that "complete agreement" has been reached by exhibitor and producer interests in preparation for the Commission hearing.

The theater-TV battle is shaping up as one of the most fiery in the Commission's history. Issues have not yet been clarified, and battle lines have not been completely drawn, largely because of the uncertainty of where, spectrumwise, and how theater video would operate.

Meanwhile, the Motion Picture Association of America is girding with increasing vigor for the fray, with Eric Johnston's resumption of his role as president of the association considered well-timed. Johnston's withdrawal, finally, from the job of Economic Stabilizer to take back command of MPAA has followed a series of other significant shifts in moviedom's comeback fight and its preparations to meet the TV issue. Among these developments was the engaging of former FCC Chairman James Lawrence Fly as its highpowered legal battery, which embraces Fly's law partner, Peter Shuebruk, who was associated with Fly in the FCC, and Vincent B. Welch, a D.C. TV-radio legalist.

## Monogram Inks La Barrymore For Telepix

HOLLYWOOD, Nov. 17. — Monogram, seeking to invade the TV film field with a class attraction, this week closed a deal for Ethel Barrymore to appear in a series of half-hour telepix. Deal was set by Ralph Branton, head of Monogram's TV subsid, Interstate Television Productions and William Morris' Frank Samuels. Tentatively tagged "Ethel Barrymore Theater of the Air," series will be produced at top TV film budgets with Miss Barrymore participating in films' earnings.

She will be used to introduce the story as well as take part as a cast member of each seg. Contracts are expected to be inked next week with production to get under way as soon as Miss Barrymore is available. Plans call for series to be sold to a national sponsor for its first run.

## Fisher Heads AM-TV Programs for WJBK

DETROIT, Nov. 17. — Richard Fisher has been named program director of WJBK and WJBK-TV, coming here from the sister Fort Industry Station, WSAI, at Cincinnati, where he held the same post.

Fisher was formerly part owner of WGEM, Quincy, Ill., with his brother, Don.

## Over-All Coverage Wins NARND Award for WHO

CHICAGO, Nov. 17. — Over-all coverage and day-to-day strength, rather than any one spectacular news event, was chiefly responsible for WHO, Des Moines, winning the National Association of Radio News Directors' award for the outstanding news operation of 1951. Similar considerations gave WBAP-TV, Fort Worth, the TV award. WTIC, Hartford, was named for "the outstanding special event broadcast of 1951" for its election coverage, which was far more complete than that of many major newspapers. Special citations went to KWKH, Shreveport, La., and News Director John Van Sickle, and to KNX, Los Angeles. President Ben Chatfield told the convention at the Hotel Sherman that a survey of small stations

## WNBQ TO USE PADRES' PRAYERS

CHICAGO, Nov. 17. — WNBQ Monday (19) will begin a policy of opening and closing its day's telecasts with prayers by clergymen of all major faiths. The morning prayer will be live from the studio, with the sign-off voice recorded with a slide. (The padres might slip in a word for some decent programs.)

## WLW Rates 14.4% Share Of Rural Ears

CINCINNATI, Nov. 17. — WLW has a 14.4 per cent share of total rural listening in its area in competition with 192 other stations, it was disclosed in a survey completed this week by the Crosley Broadcasting Corporation.

Based primarily on the Nielsen report to WLW, the rural audience survey was made from listeners in towns under 5,000 population. These areas account for 50.6 per cent of the population in WLW territory.

The survey made two comparisons to illustrate the effect of the station's rural programming. The make-up of a station's audience was determined in part by its network programming. An NBC affiliate, WLW rated 14.4 per cent of all rural listening in its area compared to 9.2 per cent for other NBC stations in the same area. Thus, WLW's share of all the NBC stations amounted to 61 per cent. On a broader comparison, WLW's rural audience is 593 per cent greater than the average of its nine major competitors, almost as great as all nine combined. Based upon the minutes of listening each week in rural homes in the WLW area, station averaged 284 minutes, as compared to but 41 minutes for each of its major competitors.

## Quello Heads Detroit Drive

DETROIT, Nov. 17. — James H. Quello, advertising-public relations director of WJR has been named chairman of the United Detroit Radio Committee, handling seven-station co-operative campaign. Wendell Parmlee, WWJ sales manager was named vice chairman. It has been decided to extend the campaign till March 15, with a general meeting of station managers to work out details.

## Serutan Hires Durstine Exec

NEW YORK, Nov. 17. — Matthew B. Rosenhaus, president of Serutan and its affiliated companies, this week named Norman S. Livingston as director of radio and TV operations. Livingston leaves his current post with the Roy S. Durstine agency on December 1, to take over his new job.

Livingston formerly was program chief at WOR-TV, New York.

## Du Mont Cites TV Role As Political Monitor

PASSAIC, N. J., Nov. 17. — Lashing out at "paper work tributes to bureaucracy" and corrupt politicians, Dr. Allen B. Du Mont told a group of local citizens here Wednesday (14) that "in crime hearings and political campaigns" TV displays "an unerring ability to sift insincerity and demagoguery." In line with this, he added, "I can not help but wonder whether television (if perfected earlier) would have not weeded out for the voters those who have imposed this creeping socialism on us."

Occasion was a joint-celebration, honoring the prexy of the Du Mont Television Network and manufacturing companies, and the city of Passaic which, as home plate of original Du Mont operations has just adopted the slogan "Passaic, Birthplace of Television." Dinner speeches were televised via an hour broadcast over the Du Mont web (see review elsewhere in this issue).

Asserting several times that television "emphasizes honesty and shows up any deviation therefrom," Dr. Du Mont said "already the politicians—high and low—are planning to avoid or make use of its unerring ability to distinguish the demagogue from the statesman." The inventor of the cathode-ray tube then accused the government of "setting in motion a process of erosion which is slowly eating away . . . our free competitive enterprise system," and said he looked forward to "succeeding years when the honesty of television is put to work in the cause of good, clean, honest government."

Prior to this, Dr. Du Mont stated, "There is no longer any justification for continuation of the freeze," and cited the web's plan of allocation of channels as a solution to the problem of es-

tablishing engineering standards and proper station spacings. "If we don't get fouled up in more bureaucratic red tape and delays," he added, "there are indications the freeze may be lifted within a few months."

In reference to top military brass present at the dinner, Dr. Du Mont predicted it would "stagger the imagination of the average citizen if these officers could lift the curtain of safety and reveal the many advanced uses to which they are putting the cathode-ray tube and television to protect us from greedy aggression."

### OFFICIAL WORD

## WWJ Airs Stand on Tune Bans

DETROIT, Nov. 17. — An official presentation of WWJ's position in the ban on "Sweet Violets" and "I Get Ideas," which has blacked out some of the top network shows on both radio and television in recent weeks, was aired last night under the title of "What Is Good Taste?" Designed to cover the general problem of standards of acceptability on air shows, WWJ-TV described it as a "drama documentary" written by Joe Schneiders.

A Wednesday night "Letter Box" style show on WWJ gave the response from listeners, said to be favorable in about a ratio of three to one, to the station's self-imposed ban on these two numbers. The stand, firmly persisted in by Manager Harry Bannister, is reminiscent of his epoch-making ban on singing commercials a few seasons back, which was finally lifted when he felt that the jingles had developed out of the offensive or nuisance class and had some degree of entertainment value.

## ABC Affils in Confab Series With Top Execs

NEW YORK, Nov. 17. — Top execs of the American Broadcasting Company Friday (16) appeared at the second of a series of affiliated meetings in Philadelphia, at which the radio situation came in for discussion. The West Coast station group had met a few days earlier. New England outlets will meet in Boston, November 27, the Southern stations in Atlanta, December 3, and the Midwestern affiliates in Chicago, December 7.

Ernest Lee Jahneke, ABC's veepee for radio, told The Billboard this week that the presence of the top brass at all these sessions is not to be interpreted as meaning any major changes are being presented to the station. ABC currently has nothing similar to the National Broadcasting Company's radio web-affiliate proposals to offer. ABC President Bob Kinter is chairing all the affiliate sessions, which also are being attended by William Wylie, ABC's director of radio stations.

## Roach Seeking Hefty TV Cut

HOLLYWOOD, Nov. 17. — Hal Roach is moving in for a heftier slice of the TV film commercial biz, this week forming a special division to handle commercial spots and naming James Bloodworth as its head. Former Warner Bros.' shorts writer-producer, Bloodworth will supervise commercial spots' sales and serve as liaison in their production.

According to Roach, sales reps concentrating on spot biz will be named in New York, Chicago and other markets, with Bloodworth directing division's national sales activities.

## Durocher-Day Team Up on Baseball Seg

HOLLYWOOD, Nov. 17. — Leo Durocher and wife, Laraine Day, will team talents in a series of 104 quarter hour TV films tagged "The Hot Stove League," with filming getting under way immediately. Martyd Productions (Marty Martyn-Ted Kneeland) will produce series with Desilu Productions (unit producing the Desi Arnaz-Lucille Ball "I Love Lucy" series) filming.

Plan is for series to be aired on a thrice-weekly basis, with Durocher holding top spot prior to the baseball season, after which his wife will pinch hit. Both will co-emcee baseball gab with various names from the sport guesting.

## Planning Group Named by ABC

NEW YORK, Nov. 17. — The new TV Program Plans Board set up by the American Broadcasting Company (The Billboard, Nov. 10) had its personnel finalized this week. Chairman is Charles Underhill, ABC's national TV program director, as chief creative programming exec.

Other members include Sandy Stronach, veepee in charge of TV; Harry Morgan, veepee in charge of TV program operations; Rupert Lucas, ABC's new TV program sales manager; Betty Forsling and Charles Mortimer, who work under Underhill; one member representing ABC station relations, and one exec from TV sales. Latter two committee members will change from time to time, and will not go to any specific individuals.

## Ex-Lax Budgets \$1 Mil Billing

NEW YORK, Nov. 17. — Ex-Lax this week was said to have set up a budget of \$1,000,000 for network radio and spot TV advertising thru Warwick & Legler, its new agency. The client is looking at time and talent on the various webs.

AS IN 1949 AND 1950...

**Advertisers start  
the 1951-1952  
broadcasting  
season with more  
top-rated  
programs on the  
CBS Radio Network  
than on all other  
networks combined:**

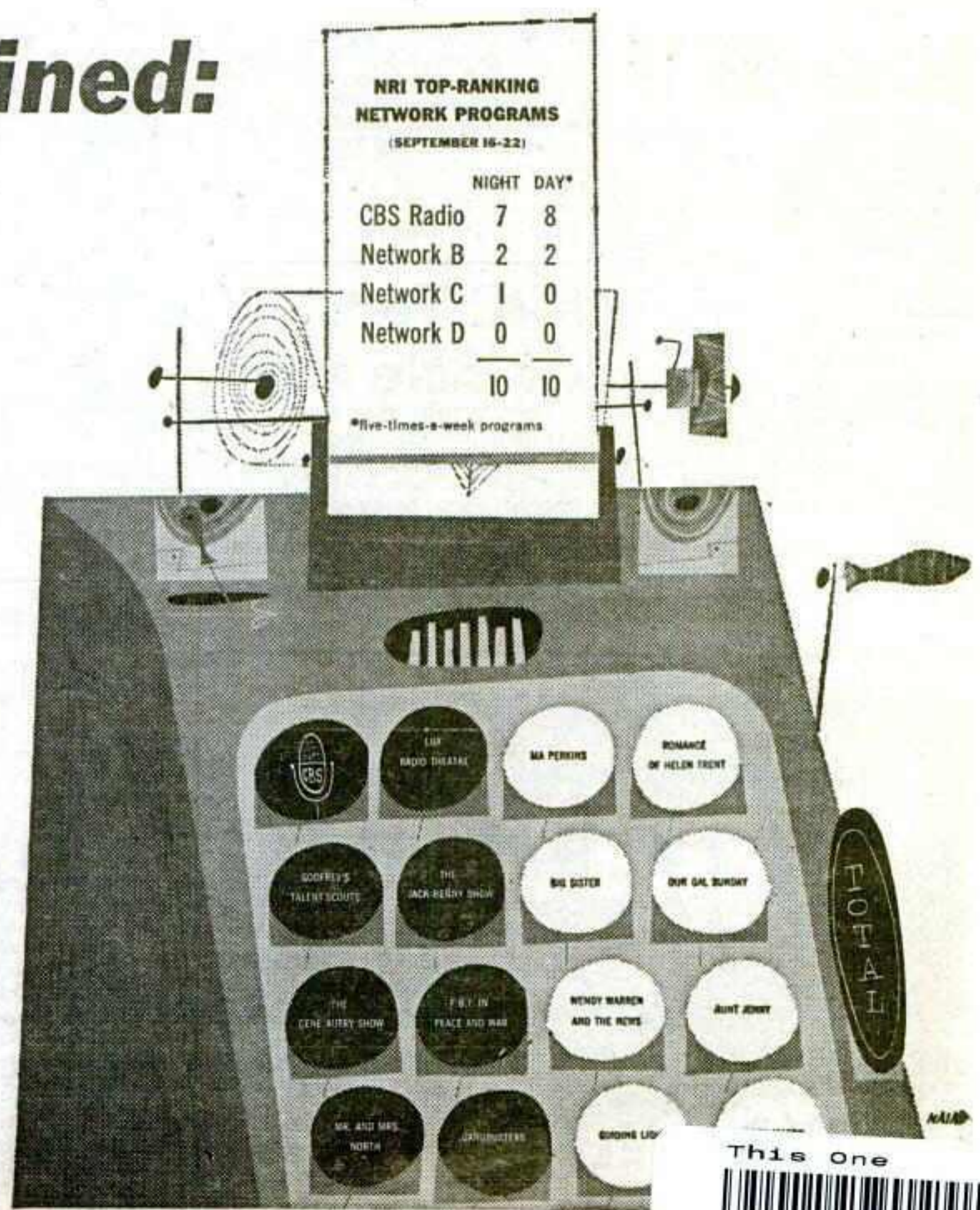
**NIGHTTIME -  
7 of the top 10;**  
(9 out of 10 in Oct. 7-13 report)

**DAYTIME -  
8 of the top 10.**

**NRI TOP-RANKING  
NETWORK PROGRAMS**  
(SEPTEMBER 16-22)

	NIGHT	DAY*
CBS Radio	7	8
Network B	2	2
Network C	1	0
Network D	0	0
	10	10

\*Five-times-a-week programs



This One  
5Q12-RYW-RES5

## BOCA PREVIEW

# Get into TV Fast and Hard, McConnell to Tell Affils

By JOE CSIDA

NEW YORK, Nov. 17.—National Broadcasting Company President Joe McConnell, in his keynote address to the network's affiliates at the annual convention in Boca Raton (Nov. 28-Dec. 2) will urge all of the web's member stations who have not already done so to get into television and get in fast. If it's impossible for the stations to get scarce very high frequency channels, McConnell will tell the member stations, they must take vigorous steps to acquire ultra high frequency video outlets. And supporting his words will be a full-dress UHF transmitter over which actual Federal Communications Commission-approved experimental telecasts will be aired so that the stations may see for themselves the satisfactory nature of UHF transmissions.

At the same time as he urges the most aggressive possible action on the part of stations to get into television, the NBC president will also state his optimistic views concerning radio's future on both the local station and the network level. In the latter respect McConnell's optimism is only recently come-by, since as recently as a year ago, the web president had some serious misgivings concerning the bitter struggle which seemed to lie ahead for the AM operations.

McConnell attributes the radio web's bright future to the planning of his key operatives, Gaines and others.

Following the president's keynote address on Wednesday (28) morning, Board Chairman Niles Trammell will speak to the affiliates. Trammell's talk will cover many aspects of the web's operations on both the AM and TV sides. Jack Harris, chairman of the web's stations' planning and advisory committee will follow Trammell Wednesday morning.

Wednesday afternoon exec veepee Charles Denny will make an address on the subject, which is likely to "steal" the convention, the radio network's Economic Study Plan. Denny will discuss the plan at great length, but has no intention of reviewing in the open meeting the effects of the plan on any individual stations.

## Prep Bob-Ray Slot on NBC-TV

NEW YORK, Nov. 17.—A new 15-minute TV strip featuring Bob Elliott and Ray Goulding is being prepped by the National Broadcasting Company to go into the 7:15 p.m. slot across the board, in the time being lopped off the "Kukla, Fran and Ollie" show. Bob and Ray, zany young comedy team, already are on the air 16 hours and 45 minutes weekly doing three different radio series: 5:45 to 6 p.m. across the board and 8:30 to 9 p.m. Saturdays for the web, and 6 to 8:30 a.m. six mornings weekly for WNBC. New show will have them airing total of 18 hours weekly.

Format is expected to be the satiric slapstick they have been using for radio, with some visual twists.

It is also questionable whether he will answer queries concerning certain specifics of the plan on the floor.

The remainder of Wednesday afternoon will have Bud Barry, program veepee of the radio web, Jack Herbert, sales veepee, and Fred Dodge, new director of merchandising, making their respective pitches. Barry will outline the web's future program plans; Herbert will review the numerous newly developed sales techniques including the recently introduced "Guaranteed Circulation" spot selling plan (see story this issue), and Dodge will report on merchandising tie-in plans, which the web is using ever more heavily.

### TV Sessions Planned

Thursday the meeting will swing over to TV with newly elected member of the web's board of directors and veepee in charge of television, Sylvester (Pat) Weaver, keynoting the proceedings. Weaver will review the web's way-out-front current position in television, and will outline in broad terms plans for the future. He will be followed, during the morning, by Ed Madden, sales veepee and Fred Wile, program vice president, each of whom will split up their portions of the proceedings with key members of their staffs. Film will be used heavily, to make many points in the course of the video presentations.

## NBC Inks Canova in 5-Year Radio-TV Deal

HOLLYWOOD, Nov. 17.—National Broadcasting Company moved deeper in TV pic production this week when it closed a five-year radio-TV deal with Judy Canova, calling for the latter to appear in a TV film series. Contract, to be signed next week in New York by NBC's Pat Weaver, specifies that NBC will participate in the production of Miss Canova's tele pix. Films will be produced by a special Videocine unit set up by Miss Canova on the Republic Pictures lot at an estimated production budget of \$25,000 per half-hour filmed seg.

Production of the first two reels is now under way. These will be used as test reels in finally settling on filmed show's format. Pilot will be used as part of the series, although they'll be completed before production of the contracted films gets under way. Number of segs in the series and actual production date is still hanging fire. Miss Canova, who aired via NBC radio for eight years, so far has avoided TV, with filmed series marking her debut in the medium.

## NBC Tests TV Of 'Rate Mate'

NEW YORK, Nov. 17.—The National Broadcasting Company this week was auditioning a video version of "Rate Your Mate" to feature Robert Q. Lewis as emcee.

The Goodson-Todman package was a long time radio sustainer on the Columbia Broadcasting System network and starred Joey Adams.

Thursday afternoon the affiliates will hold their own closed session without web representatives present.

Regardless of the preceding presentations two broad major issues are sure to highlight the affiliates' own meeting. (1) The radio network economic study proposals, and (2) a review of the gripes, which the TV affiliates put together about a month ago in Chicago and which were recently presented to Joe McConnell for consideration.

Nowhere in the course of the NBC presentations on Wednesday or Thursday will these gripes be answered as such. It is the hope of the network executives that all the questions raised by the TV affiliates will be affirmatively answered in the speeches of the various executives as outlined above.

On Friday morning network brass will get back in a meeting with the affiliates to lend ear to whatever the affils cooked up the previous afternoon and evening.

Interwoven, of course, between the various "official" proceedings as herein detailed, will be many a behind-closed-doors get-together of various groups of affiliates, as well as such sessions between affiliate representatives and network toppers. Somehow a little recreation will also be worked into the schedule.

## NBC'S ROLE IN BROADCASTING CITED BY COY

WASHINGTON, Nov. 17.—Federal Communications Commission Chairman Wayne Coy this week sent the following congratulatory telegram to Joseph H. McConnell, president, National Broadcasting Company:

"Congratulations to the National Broadcasting Company on the twenty-fifth anniversary of its founding. NBC has contributed greatly to the growth and development of radio broadcasting during the past quarter century, and during the last few years to the emergency of television as a medium for public service, education, and entertainment in a time of critical importance for the American people."

## NBC Gets Pro Bowl Games For 2 Years

HOLLYWOOD, Nov. 17.—National Broadcasting Company tightened its grip on major sporting events this week by signing a two-year radio-TV rights pact for the all-star pro bowl game, annual post-season pro grid classic held here. TV rights include permission to air game in the Los Angeles area. Originally skedded for Sunday, January 13, game date was moved to Saturday, January 12 (1:30 PST) so that TV coverage wouldn't conflict with other NBC programs. Web is paying an estimated \$200,000 for the combined broadcast rights for the two-year period.

Grid classic is held yearly under auspices of the Los Angeles Newspaper Publishers' Association in behalf of various charities. NBC's deal was made with the publishers' association and the National Football League.

## FM REDUCTION

### FCC Okays KRNT Cut To 50 Kws.

WASHINGTON, Nov. 17.—A new wrinkle in FM broadcasting's checkered career appeared this week in preparations by the Cowles Broadcasting Company to reduce power on its FM station, KRNT, in Des Moines, Ia. Amid a usual sprinkling of FM withdrawals, the Federal Communications Commission this week gave permission to the Cowles station to cut down its power from 275 kws to 50 kws. The antenna, now 580 feet high, will be dropped down to 530 feet.

## Video Winks at Breneman Seg

NEW YORK, Nov. 17.—Packagers George Foley and Richard Gordon this week were dickering with the Tom Breneman estate to put "Breakfast in Hollywood" on video. The program would originate from Hollywood but no network has been set.

The audience participation show was one of radio's most successful programs, and several potential sponsors are interested in the property for TV.

## WWDC Hangs Out S.R.O. Till 1 A.M.

WASHINGTON, Nov. 17.—WWDC, here, is hanging out the "standing room only" sign after becoming completely sold out commercially from 6 a.m. to 1 a.m. the next morning.

With this rare achievement, WWDC General Sales Manager Herman M. Paris announced that in the past week five local and national accounts had to be turned down because no time was available. "WWDC has a few choice availabilities after 1 o'clock in the morning," Paris said however.

## "Ratingitis" on Pan at Meeting Of Philly Org

PHILADELPHIA, Nov. 17.—Even if all program rating systems were perfectly accurate and all gave the same results, continued use of the rating concept will eventually bankrupt television as an advertising medium, Albert Sindlinger, head of Radox, said this week. The rating concept has blighted radio programming by inducing constant imitation of the high rated shows and has caused radio to cut rates at a time when other advertising media were increasing theirs, he said.

The kind of statistics that will tell the truth about a program and put broadcasting on a par with other media, according to Sindlinger, is not the rating but the cumulative circulation of the show. If, for instance, a certain program gets a rating of 5 for 13 consecutive weeks, it does not necessarily mean that the show was received in only 5 per cent of the homes in that market during that period, nor does it mean that the show was received by only half as many homes as the one with a rating of 10. Reason, Sindlinger, indicated, is that it was not the same 5 per cent of the homes that caught the show every week.

If the number of homes that caught the show over the 13-week period were added up, as would be done in the Sindlinger Radox Daily Report, it would be seen that the show actually compared more favorably with the higher rated programs and that the advertiser had actually gotten a better buy than the rating alone would indicate.

Sindlinger spoke to a gathering of television station and ad agency men attending the monthly meeting of the Television Association of Philadelphia, Wednesday (14).

### Other Speakers

On the subject of why the different rating services show different ratings for the same show, and how all of the services can be helpful, Sidney Roslow of Pulse described his organization's personal-interview roster method. James Seiler, American Research Bureau, described the diary technique used by ARB, stressing the importance of audience composition, which is evinced in the ARB reports. He told how an advertiser wanting to reach children, for instance, might be persuaded to take "The Children's Hour" because of the show's rating, when actually a certain competing show with a lower rating had a greater number of kid listeners.

### "Cut TV Too"

Sindlinger also declared that "the boys who sell soap" had not claimed radio was losing its popularity when they got a rate cut, but that they might now logically demand that television also take a cut when ratings decline there too. He added that advertisers did not gripe when magazine increased their rates because they saw the importance of maintaining the standards of the medium.

Roger Clipp, WFIL manager, stated from the floor that the broadcasting business was suffering from "ratingitis" and ought to get back to something comparable to the Audit Bureau of Circulation, such as the old Broadcast Measurement Bureau.

## ABC-TV Hunts 2d Pop Client

NEW YORK, Nov. 17.—The American Broadcasting Company this week was looking for a client for alternate week sponsorship of the Sunday night Paul Whiteman show on its TV network.

Goodyear, the current client on a regular basis, has an alternate week TV dramatic show on the National Broadcasting Company's Sunday evening network facilities. The advertiser has notified ABC-TV that it will only be able to bankroll Whiteman alternately, too, so as to give it regular sponsorship on two different webs. ABC-TV, therefore, wants to see whether it can keep Goodyear alternating without having to sustain the program. Young & Rubicam is the agency.

Profitable TV Audience exclusive with

# WGAL-TV

CHANNEL 4  
LANCASTER, PENNA.

Only TV station in—only TV station seen—in this large, rich Pennsylvania market area.

Clair R. McCollough, Pres.

Represented by

**ROBERT MEEKER ASSOCIATES**  
Chicago San Francisco New York Los Angeles

## Vitamin Corp. Drops L. Cugat

HOLLYWOOD, Nov. 17.—Lorraine Cugat was dropped this week with Vitamin Corporation of America pulling its bankroll from under the Latin-flavored seg effective tonight. Show has been on the air for 21 weeks, with the vitamin firm paying \$4,100 per week for the hour seg. Molina-Dega Agency, which first signed Miss Cugat and kicked off her initial TV show, recently filed a \$10,000 back-commissions claim with the American Federation of Musicians' Prexy James Petrillo. Long brewing hassle between the fem batoner and her former managers is blamed by some for the bankroller's cancellation. American Broadcasting Company, which carried the show from the start, won't continue it on a sustaining basis.



# Philip Morris Readies Moves In Radio and TV

NEW YORK, Nov. 17.—Philip Morris Cigarettes this week was on the verge of making moves both in radio and TV. Reports persisted that the client would buy the Wednesday night 10:30-11 p.m. slot on the National Broadcasting Company's TV web for a program as yet unselected. Hazel Bishop canceled Freddy Martin in the period because sufficient time clearances weren't available. It is also understood that Bristol-Myer's "Break the Bank" in the Wednesday night 10:30-11 p.m. slot on NBC-TV will be pre-empted at the end of March and the cigarette advertiser will get the time.

Current plans are to maintain both Philip Morris shows on CBS-TV. "I Love Lucy" and "Racket Squad."

On radio, Philip Morris is expected to shift its "Playhouse" from NBC to CBS shortly. Now on NBC Tuesdays, 10:30-11 p.m., the radio drama hasn't had its CBS time slot selected, but will probably be put into an earlier time period.

CBS last week stole another radio show from NBC when "Big Town" agreed to move over at the end of 1951. Show goes into the Wednesday, 8-8:30 p.m. slot, now occupied by "Mr. Chameleon," which moves to a different time.

## Davies Joins Biow's Stable

HOLLYWOOD, Nov. 17.—Increased TV activity at Biow's Coast office this week resulted in the agency's local radio-TV head, Jack Runyon, adding Charles Davies to his staff. Davies formerly was TV producer-director at National Broadcasting Company here. New TV biz includes Dennison's Foods and Delco-Ware. Office reshuffle also boosted Ed Feldman to exec supervisor on all Philip Morris TV shows.

## NARTB Names W. T. Stuffield

WASHINGTON, Nov. 17.—National Association of Radio and Television Broadcasters' President Harold Fellows this week appointed William T. Stuffield as director of NARTB's station relations department, which is charged with direct-call solicitation of new membership.

## TV Sets Hit 3 Million

WASHINGTON, Nov. 17.—The number of TV sets shipped to dealers thruout the country totaled 3,371,624 during the first nine months of this year. The Radio - Television Manufacturers Association estimated this week. The association reported 626,793 TV sets shipped in September, compared to the 156,015 sets shipped in August.

## CAN IT BE THAT PACE BEGINS TO TELL ON MILTIE?

NEW YORK, Nov. 17.—Among other alleged witticisms uttered by Milton Berle at the Radio Executives' Club luncheon celebrating the National Broadcasting Company's 25th anniversary last week, he said: "We celebrated Jack Benny's 20 years in radio the other night. I want to tell you that 20 years in radio is the equivalent of doing three television shows."

That Uncle Miltie may be tiring quite rapidly is also indicated by the fact that he has told friends he plans to stop working TV as an entertainer in the "near future," and intends to concentrate on producing and directing.



## ONE GOOD PLUG RATES ANOTHER

WASHINGTON, Nov. 17.—Robert K. Richards, National Association of Radio and Television Broadcasters' capable public affairs chief, who reads only the best literature, had just bought a copy of The Billboard while about to leave Chicago the other day. A Chicago Sun-Times photographer approached him and asked him to pose next to a Cadillac limousine in some "local color" shots. Richards courteously obliged, holding his copy of The Billboard aloft so that the magazine could share the honors with himself and the Cadillac. Thanks for the plug, Bob.

## SCARIN' 'EM

### Safety Drive Jars Detroit On 6 Outlets

DETROIT, Nov. 17.—A public service move by the six local stations which have pooled promotional activities for the current institutional radio campaign was started this week, beamed at traffic safety. Series of announcements of traffic deaths, starting "The —th person has just been killed in traffic this year," plus a safety message, has been taped, running from numbers 192 to 215.

Stations are called by the Traffic Bureau when a new fatality occurs, and put on the grim news flash promptly, with the wind-up, "Will you be next?" Ideas was concocted by Jim Eberle, public service chief of WWJ, with Paul Hughes doing the spots.

## WXYZ Airs Costly Afternoon Show

DETROIT, Nov. 17.—Local radio, in the wake of the station co-operative campaign, received another hypo Monday (12) by WXYZ, American Broadcasting-owned station, which launched an expensive late afternoon show. Labeled "Quittin' Time," the show is to go on daily at 4:00 p.m., with a special appeal for the car-radio audience.

The program uses a seven-man orchestra led by Phil Brestoff, a twin piano team, organist Jack Franz, vocalist George Ball, and John Slagle as emcee, with Bob Longwell as a comedy assist. The format includes a daily hymn, poetry, drama and music.

## General Foods Axes "Father" on NBC

NEW YORK, Nov. 17.—General Foods this week axed its radio series, "Father Knows Best," which airs via the National Broadcasting Company. The program, which was placed thru Benton & Bowles, airs in the 8 p.m. Thursday slot, and is slated to wind up about December 6.

The move is regarded part of GF's general radio retrenchment in view of its heavy TV expenditures.

## "NBC Tryouts" to Get Under Way in January

HOLLYWOOD, Nov. 17.—"NBC Tryouts," National Broadcasting Company's nationwide talent hunt via TV, is rapidly taking form and will be kicked off some time after the first of the year, according to the net's production veepee, Fred Wile. Present plan is sufficiently flexible to allow NBC to comb its New York-Hollywood talent centers as well as the hinterlands for untried performers. TV quest for new names and faces will unearth an abundance of fresh talent that otherwise might never gain recognition.

"Tryouts," as it now stacks up, will consist of a full two-hour seg with New York originating a full hour per week and Hollywood taking 30 minutes, with the remaining half-hour to be filled each week by a different NBC affiliate. Time division will not remain static, thereby allowing Hollywood or the affiliate station more time if talent at hand warrants it and

# NBC Execs Say Affiliates Labor Under Study Plan "Misconceptions"

Continued from page 1

vertiser to buy a greater minimum number of stations than the 50-station requirement presently in effect. The difference is that the advertiser need buy no specific stations, but rather is permitted to select stations to fit his individual needs.

(4) The network's discount policy is designed to encourage use of the full network. Purchase of same entitles the advertiser to an extra 10 per cent.

(5) NBC agrees with the Affiliates' Committee that radio rates should be based on actual circulation values, market by market. But it claims that the weighting of this basic approach with retail sales figures and the recognition of television penetration are merely intelligent application of the realities.

(6) NBC also agrees with the affiliates that the theory that installation of TV sets in radio homes eliminates radio listening must be rejected. The web has said so repeatedly since the first Association of National Advertisers' study which stressed this theory.

(7) NBC has never called for a re-examination of rates "every six months." However, it is the web's opinion that the price of any commodity in any market must be re-examined when circumstances dictate such re-examination is necessary.

## Dynamic Sets Kid Operettas Via TV Films

NEW YORK, Nov. 17.—Dynamic Films, Inc., this week signed to produce 260 TV films of marionette operettas for Children's Television Films, Inc., with the Columbia Broadcasting System's TV web having an exclusive on the product. The films will be open-end and run 12 minutes each. They are being shot in color, with a view to their use when tint TV becomes a reality.

Pact was set by Henry Morley, Dynamic's president. Nat Zucker will be in charge of production and will utilize the Sue Hastings marionettes. Original music and scripts are in preparation. Films also are expected to be made available to some TV outlets for local sale.

## WTAR to NLRB As AFRA Expands

RICHMOND, Nov. 17.—The first of seven stations organized by the American Federation of Radio Artists in the Hampton Roads area of Virginia, WTAR, Norfolk, will have its initial hearing before the National Labor Relations Board on Monday (19).

Other stations organized by the radio artists union are WNOR-WCAV, Norfolk; WSAP-WLOW, Portsmouth; WGH, Newport News; and WVEC, Hampton. About sixty people are involved.

(8) NBC also agrees with the affiliates that long term, preferably 52 consecutive week purchases of shows and time periods, is the soundest method for an advertiser to use radio. However, the web feels that an advertiser

## TEAM WORK

### Client & NBC Both Seeking TV Co-Sponsor

NEW YORK, Nov. 17.—Speidel Watch Band Corporation this week renewed the Paul Winchell TV show in a unique deal by which both the bankroller and the National Broadcasting Company agreed to seek another sponsor to pick up the following 13 weeks, so the two sponsors could air alternate weeks. Speidel has been hit hard by the materials shortage, and its production has been cut down, but the heavy Christmas and Easter seasons are still ahead, so it is loath to drop the show completely.

Altho NBC would not sit still for Speidel switching to alternate week sponsorship now, they agreed to permit it if the show were renewed, and then another sponsor brought in to assure 26 firm weeks. New contract starts December 17. Agency is Sullivan, Stauffer, Colwell & Bayles.

## To Deaden Air For N. Y. Alert

NEW YORK, Nov. 17.—In cooperation with local Civil Defense groups, all Manhattan radio and TV stations will suspend regular programming for duration of the "surprise" air raid test, scheduled to take place here "sometime" during the week of November 27.

Radio stations will announce alert warnings, in accordance with emergency broadcasting plans. TV outlets will screen a special Civil Defense slide, while carrying radio instructions on audio. Pattern follows general shut-down of all railroad and other transportation facilities here during test.

## Jack Lawrence To Wm. Morris

NEW YORK, Nov. 17.—Jack Lawrence has been added to the staff of the William Morris Agency as a TV sales exec. Lawrence was formerly East Coast representative of the Agents TV Corporation. He is also a successful script writer with 19 TV sales to his credit.

## Wiss Purchases Du Mont "Destiny"

NEW YORK, Nov. 17.—Wiss Scissors this week purchased "Hands of Destiny" from the Du Mont network. Sponsorship will begin Tuesday (27) 10-10:30 p.m. Ellington is the agency.

who wishes to purchase a one shot or short-term campaign to meet a specific merchandising problem must be able to do so on the network.

Other points raised by the Affiliates' Committee were not discussed by the NBC spokesmen.

It becomes increasingly clear that the major stumbling block in the formula is the provision calling for switch in station vs. network option time. Here the stations are extremely reluctant to take a cut in revenue by turning over to the web time in which the stations now carry local shows. And the web, on the other hand, must acquire this time to put itself on a competitive basis with other networks.

The economic study formula will come in for some official discussion at Boca Raton (see "pre-view" story this issue) and even more behind closed-doors discussion. About 50 of the affiliates will have been contacted re the plan by November 28, when the opening gong rings at Boca Raton.

## AGVA Toppers Pitch Merger To AFRA, TVA

NEW YORK, Nov. 17.—Top officials of the American Guild of Variety Artists this week unofficially proposed to Television Authority head George Heller that the vaude artists' union merge with the video performers' organization and the American Federation of Radio Artists. A merger between the last two unions will be considered at the first annual convention of TVA here early in December.

Heller's reply was that the proposal would take some study, and undoubtedly would also be put on the TVA convention agenda. The TV labor exec is hopeful that Actors' Equity will show more interest in an Eastern merger, now that AGVA has decided it wants to be included.

## Cavalier Bid for "Irma" Is Ennd-ed

NEW YORK, Nov. 17.—The deal for Cavalier cigarettes to sponsor the TV version of "My Friend Irma" this week was considered close to dead by the Columbia Broadcasting System. The web has been unable to persuade Ennds which bankrolls "My Friend Irma" on radio to omit a line from its copy asking the audience to buy the product as a cure for "ugly cigarette breath." Cavalier is still shopping for a video property, however.

## Burlington Buys 'The Continental'

NEW YORK, Nov. 17.—Burlington Mills this week bought "The Continental" from Master-son, Reddy & Nelson for a twice-weekly, 15-minute TV show. No network has been selected. The program features Italian actor Renzo Cesana doing romantic scenes.

**Your Top TV Sales Opportunity**

# WDEL-TV

**Wilmington, Delaware**

In the Market which has highest income per family in the country.

Represented by

## ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in LOS ANGELES

(1,012,000 TV Sets; Panel Size 600)

... According to Videodex Reports

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets.

TOP-RATED show in Los Angeles the first week in October was the "Texaco Star Theater," which was shown at its regular network time but by kinescope.

Most of the shows that placed among the top 10 each day were non-network. NBC had more top shows per day than any of the other webs, with ABC a close second.

Top viewing period each day of the week, except Sunday, was between 8 and 9 p.m. Top viewing period of the week was 8-9 p.m. Tuesday, which had the Berle show.

Table with columns for Day, Rank, Show Name, Network, Time, Station, and Rating. Includes sections for Sunday, Monday, Tuesday, Wednesday, Thursday, and Saturday.

FOR FULL INFORMATION

about all radio and television shows... ratings, audience composition and the many other factors which determine the success or failure of a program.

For full details of the Pulse reports write to THE PULSE, Inc., 15 West 46th Street, New York, N. Y.

Coast-to-Coast Live Web Shows N. Y. vs. L. A.

October 1-7

... According to Videodex Reports

LOS ANGELES ratings on shows beamed from New York live via the micro-wave relay the first week of October were in almost every instance way behind the ratings those shows had in New York.

One major reason for this is undoubtedly that coast-to-coast shows come out in the less desirable 6-8 p.m. slot in L. A. But, as can be seen in the Los Angeles day-by-day ratings in the adjoining chart, many non-network shows during that period in L. A. had better ratings than these network shows.

Only two coast-to-coast shows originated on the West Coast that week. "Red Skelton," which was one of them, had a higher rating in L. A. than in N. Y., as the following table shows.

N. Y. Origination

Table comparing N.Y. and L.A. ratings for various shows like Paul Whiteman, This is Show Business, Fred Waring, etc.

L. A. Origination

Table comparing N.Y. and L.A. ratings for shows like Comedy Hour, Red Skelton, etc.

Top 5 Radio Shows Each Day of the Week in CINCINNATI

(291,500 radio homes)

... According to Pulse Reports

Table listing radio stations and their ratings: WCKY, WCPD, WKRC, WLW, WSAI.

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview roster method, using a cross-section of homes pre-selected by a modified area sampling method.

TOP FIVE shows Friday evening in Cincinnati were all on ABC, according to the Pulse report for July and August. But the other evenings of the week, most listening was to NBC and CBS shows, with the latter slightly favored.

NBC's Monday-night musical block showed up well ratingwise in Cincinnati. Its "Voice of Firestone" was the top-rated evening show, tied with "Mr. District Attorney," also on NBC.

Daytime listening went mostly to local sports, news and d.j. shows. The broadcasts of the Cincinnati Reds games got the highest ratings over-all.

Table with columns for Day, Rank, Show Name, Network, Time, Station, and Rating. Includes sections for 7 P.M. to Midnight, 6 A.M. to 6 P.M., and Sunday.

Top 10 TV Shows Each Day in ATLANTA based on Videodex Reports

NEXT WEEK

Top 5 Radio Shows Each Day in DETROIT based on Pulse Reports

## ABC Buys Complete Nielsen TV Index

NEW YORK, Nov. 17.—The American Broadcasting Company this week became the first network to sign for the new Complete Nielsen TV Index service. The web is said to have inked a three-year deal for the material, which contains minute-by-minute ratings plus considerable other information, including portions of the Nielsen food and drug index. The service was first announced about eight weeks ago.

Nielson is understood to be negotiating with the other webs now for the new service.

## Out Next Week

"Then, Now . . . and Tomorrow"

# A 25-Year History of Radio and Television

commemorating the

National Broadcasting Company's Silver Jubilee

featuring articles by

BRIG. GEN. DAVID SARNOFF  
FRANK M. FOLSOM • NILES TRAMMELL  
JOSEPH McCONNELL • CHARLES DENNY  
SYLVESTER WEAVER • WILLIAM HEDGES  
JAMES M. GAINES • WILLIAM BROOKS  
CHARLES BARRY • FRED WILE  
GEORGE FREY • ED MADDEN  
O. B. HANSON

and with Special Distribution at the

NBC

AFFILIATES CONVENTION

Boca Raton, Fla. • Nov. 28-Dec. 2

## CAPSULE COMMENT

**Equal Justice Under the Law (Radio), Sunday (11), 9:45-10 p.m., EST.**

This local series, designed to explore issues of race relations, is presented by the National Association for the Advancement of Colored People, and is obviously a sincere effort on the part of the group and New York Station WMCA to enlighten the many legal atrocities committed here in the name of justice against minority factions. Unfortunately, tho, the show isn't adequately packaged to sell its anti-discrimination message, in that its showmanship is nil. (See full review this issue.)

**Fashion Previews (TV), WJZ-TV, Friday (9), 4-4:15 p.m. EST.**

A well-produced 15-minute filmed show which unveils various items of female apparel. The commentary by Frances McGuire was nicely done. Its impact on women is evident and should make it a natural for daytime slotting in various markets. (See full review this issue.)

**Off the Record (TV), WTTG-TV, Washington, Friday (9), 7:30-7:45 p.m.**

An off-the-beaten path disk jockey show featuring a talented and enthusiastic pair, Art Lamb and Aletha Agee. They do some capable lip-synchronizing with well-chosen disks, much in the Paul Dixon manner. The show is kept thoroly alive and interesting by fast-gaited action, nimble direction and a format which allows for background changes. (See full review this issue.)

**Cosmopolitan Theater (TV) Du Mont, Tuesday (13), 9-10 p.m., EST.**

A highly unusual drama, dealing with boxing and the psyche, a rare combination, was the fare offered this week by "Cosmopolitan Theater" via the Du Mont TV web. It was

a highly successful job in every respect. The original story (by Henry Denker), adaptation (by Leon Stein), direction (by Sherman Marks), and thesping all were of top quality. The opus, called "I'll Be Right Home, Ma," was the tale of a boxer whose mother was a low type, who had driven his father to death when the hero was a lad. The boxer bore a tremendous subconscious resentment against her and after winning the title found that his right arm was paralyzed. This situation was not remedied until he released his tensions by striking her with the bad arm.

Charles Nolte was very effective in the pugilist's role. Another nicely limned part was that of the family doctor who steered the fighter into the "cure" where all other medics failed, convincingly done by Russell Collins. Other thespys who scored were Herbert Rudley as the manager, Katherine Anderson as the mother and Lenka Peterson as the boxer's girl friend. The romantic portion of the yarn was really quite extraneous but did not detract too much. This series is probably the outstanding stanza on the Du Mont web, and the consistent equal of most dramatic TV stanzas.

**Worth Knowing (TV), WCBS-TV, Saturday (10), 5:30-6 p.m., EST.**

Half-hour documentary film seg devoted to picturizing the backgrounds of various national industries. Saturday (10) program spotlighted broom making from corn to finished product, and wood pulp paper manufacturing from pine seedling to newsprint. Material is well presented but is gaited to highly selective viewer interest. (See full review this issue.)

**The Du Mont Story (TV), Du Mont, Wednesday (14), 8-9 p.m., EST.**

With one notable exception this combination salute to Dr. Allen B. Du Mont and Passaic,

## HOW TO GET GUESTS

# Safir's Tricks Pull Plenty for Eve Hunter

NEW YORK, Nov. 17.—Faced with the task of lining up more than 65 gratis-guests a week for the Eve Hunter show on WNBT, here, producer Leonard Safir has devised what amounts to an assembly line booking system, via a series of special tie-ups and promotions. According to Safir, the gimmick is one answer to the question of how to run an across-the-board daytime television show on a slim budget and small staff.

Each Hunter show, which airs from 1 to 2 p.m. daily calls for at least three "name" guests, four

feature-type visitors and six lady panelists. In order to concentrate on the "big name" name hunt, Safir has made arrangements for a variety of different organizations to supply him with a different guest each week.

### Field Coverage

In return for plugs, the Famous Artist Course sends over a prominent artist. The roster includes such top-flight illustrators as Jon Witcomb, Al Dorn and Norman Rockwell. Magazine tie-ups afford a weekly guest-expert list ranging from home economic editors (Good Housekeeping) to high fashion advisors (Harper's Bazaar), all on a regular rotating basis. The Book-of-the-Month club contributes a weekly top-selling author. Cue magazine, a local entertainment guide, supplies a complete package tagged "How to Spend Your Week-end," including a cast member in person, when a legit show or movie is the feature of the title.

### Animals

Other special package segs on show include a deal for model agency exec John Powers to stage dramatizations of various beauty-and-etiquette problems, enacted by Powers models. Memory expert Dr. Bruno Furst gives regular demonstrations of his pupils' ability, while the Trefflich Pet Shop is on the books for one human interest animal guest shot a week. The latter came up with a monkey give-away gimmick on a recent show.

The daily panel of six women has to be carefully screened, since fems are allowed to question "name" guests in an off-the-cuff gab session. Consequently, each woman has to be interviewed before appearing on the show. Safir has speeded this operation up some via regular guest-arrangements with reputable fem organizations, including the League of Women Voters.

N. J., was a new low in testimonial dinner telecasts. The sole hit was scored by the web's tightly paced dramatization of Du Mont's early career—a documentary-styled human interest story comparable to the best "March of Time" reels. In contrast, the remote seg was twice as dull. The show may have pulled a terrific rating in Passaic, but it's doubtful if it stacked up as any threat to Kate Smith or Arthur Godfrey in any other area. (See full review this issue.)

**Pabst Fights (TV), CBS-TV, Wednesday (14), 10-11 p.m.**

The first fight to come East via microwave relay, the lightweight championship battle between Art Aragon and Jimmy Carter from Los Angeles was a gory struggle with some first rate action. The picture was clear, the camera work exact, with the two fighters accurately framed most of the time, and the sportscasting of Russ Hodges good. He keeps his chatter at a minimum.

Up to the 10th round the match was about even. But after that, Carter, the champ, really went to work on the game Aragon. It was a sight

(Continued on page 14)

# WOR-tv NEWS SELLS!

Newscasts on WOR-tv (the only station in the New York market with full access to the news know-how, experience and efficiency of radio station WOR, the city's Number 1 news station) deliver established, responsive audiences.

Based on ratings of the most recent 12-months,\* News with John Wingate delivers an average of 938,150 viewer impressions per week! He pulls 1,000 viewers for only \$1.05 — 10 viewers per penny of a one-minute commercial.

These viewers respond to his hard-hitting commercials. A single Wingate commercial selling \$8,000 homes in Florida pulled requests totaling \$416,000 worth of potential business. He has sold Muriel Cigars, Miller High Life Beer, Pepsodent, Life magazines . . . to name only a few!

Sales-making Wingate, at present, has spot availabilities open in two low-cost nighttime newscasts — 6:45 and 9:00 PM.

\*Nov. '50-Oct. '51, Telepulse

**WOR-tv**  
channel **9**  
high in results . . .  
low in cost

## ATTENTION NIGHT CLUB, THEATER HOTEL MANAGERS

Want to present something different in the line of a Novelty Act? This is it! Act hasn't been seen on TV every hour on the half hour.

"A Sight of Delight"

**GEORGE LERCH**

Juggling in Strobilite—  
A Fantasy in the Dark

Playing Macon Shrine Circus,  
Macon, Ga., Nov. 19-24

Permanent Address:  
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OPENING TODAY  
**THE GUARDSMEN**  
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**GLOSSY PHOTOS IN 1 DAY!**  
5¢ EACH  
In 5,000 Lots \$7.50  
In 1,000 Lots \$1.50 per 100  
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Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous James J. Kriegsmann.  
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To book small unit show in theatres, clubs, school assemblies, etc. Salary and P. C.  
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Fan mail glossy photos and post cards. Low prices. Satisfied customers coast to coast. Our 15th year of honorable courteous service. Reproductions as good or better than your original. Send today for price list. FREE samples, etc.  
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**THE GREAT NAHALA**  
**MAGICIAN**  
Still Alive and Going Strong  
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**SPECTACULAR MYSTERY REVUE**

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We need Acts headed towards San Antonio, Texas. Send pictures, minimum price and address immediately.  
**WALLIS BRENNAN THEATRICAL AGENCY**  
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★ Comedy Star ★  
**BARNEY GRANT**  
Featured on his own TV Show, "County Fair," on WBAL-TV, Baltimore, Md.  
Every Tuesday, 10-10:30 P.M.  
Write Wire Phone  
**JOLLY JOYCE**  
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**ACTS WANTED**  
Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Write, wire, come in!  
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# Television—Radio Reviews

## Equal Justice Under Law

**RADIO**—Reviewed Sunday (11) 9:45-10 p.m. EST. Sustaining via WMCA, New York. Producer-commentator: Dr. Algernon D. Black. Guest: Walter White.

"Equal Justice Under Law" is designed to explore issues of race relations and is presented by the National Association for the Advancement of Colored People. Local series will treat problems not only of the Negro but of American Indians, Orientals and other minority groups. Airing is obviously a sincere effort on the part of WMCA and the NAACP to enlighten the American public about the many legal atrocities committed in the name of justice against minority groups here.

Unfortunately, tho, the show isn't adequately packaged to sell its anti-discrimination message, in that actual showmanship is nil. Consequently, only those already converted to the cause of tolerance can be expected to listen thru the slow-paced unimaginative presentation. Civil rights are certainly vital and dramatic issues, and there's no reason why this series shouldn't recruit its share of right-thinkers, via an attention-getting showcase of the facts.

Right now, tho, (in what may be an attempt to avoid any accusation of "rabble-rousing") the NAACP is taking most of the punch out of their protest. On the show caught (11), host Dr. Algernon Black, board chairman of the New York Ethical Culture Society and a director of the NAACP, discussed a case with guest Walter White, NAACP executive secretary.

Aside from their striking surname-combination, neither Black nor White socked over their stories with any real audience impact, leading one to suspect that the show might be better if a professional announcer supplemented Dr. Black's commentary with the hard-hitting delivery necessary for such material.

The opener's subject, an undeniable sizzler, concerned the infamous Lake County, Fla., incident, which involved the shooting of two Negro prisoners while they were being transported to court for a re-hearing. Speaking patterns of both Black and White made the facts a bit hazy, but implication thruout was that someone might have rigged the entire affair to avoid the expense of a retrial. White also spoke briefly on the situation in Europe, where he said, the United States is losing ground with the colored races—another timely topic which would have benefited, interest-wise, from more showmanly treatment.

June Bundy.

## Worth Knowing

**TELEVISION**—Reviewed Saturday (10), 5:30-6 p.m. EST. Public Service presentation, via W CBS-TV. Program director, Richard K. Doan. Selected documentary, industrial films.

Film show caught divided half-hour seg between plugs for broom manufacture and paper making. Both items could hold sufficient viewer interest, and in the main are well documented altho appeal is obviously limited.

The first 15 minutes of the half-hour seg was devoted to a National Broom Manufacturers' case history of broom making, from harvesting broom-corn (of which this reporter was superlatively ignorant), thru thrashing, curing, bailing and finally factory-processing into the sweeping article. The overall should make a viewer meticulously broom-conscious.

The last-half of the program was devoted to the pulp paper industry, spotlighted by the American Forest Products Industries. The film was well integrated and focused primarily on wood-pulp paper manufacture. Pattern is followed from pine-cone seedling to milled product of newsprint or writing-paper.

The pics are well done, and engender a moderate interest. As a public service, it is hard to say whether the content means very much. As far as projection is concerned, the answer is affirmative. The rest depends on an individual viewer's selectiveness.

Bob Francis.

## CAPSULE COMMENT

Continued from page 13

only for those fans who wanted blood.

The Pabst commercials are strong selling pitches, which must have driven many viewers to cover. Jingles, cartoon and live commercials all were used, built around the "What'll You Have?" theme. It becomes a bit ridiculous, however, when a female sits down to play cards and the cards in her hand spell out the slogan. It is a slogan which admits of too many answers besides the one the sponsor desires.

**Danger (TV)**, CBS-TV, Tuesday (13), 10-10:30 p.m. EST.

This series has done much better than the indifferent melodrama, "Deathbeat," viewed on this telecast. The story was of a policewoman assigned to act as a decoy to trap a murderous strangler operating in a park. After a suspenseful brush with a park loiterer, the cops who were guarding her nabbed the suspect. The murders continued, nevertheless, and she was forced to take the job again. This time, however, the strangler was killed as he was about to go to work. The fact that he was the reporter covering the police station was supposed to be a great big surprise, but it didn't matter much because in planting him as a potential suspect, the scripter failed to make him a person—only a neurotic hand-wringing and psyche-searching nut. Henry Barnard handled the difficult part well. Virginia Gilmore was the good-looking decoy, and Bruce Gordon the tough sergeant who was responsible for her assignment. Dick Stark's commercials for Ammi-dent are still too long, but his relaxed personableness help speed the time. Tony Mottola's guitar playing helped backstop the weaker moments in the script.

## Round-Up Time

**RADIO**—Reviewed Saturday (10), 9:30-10 p.m. CST. Sustaining via the National Broadcasting. Director, Bill Karn; producer, Cliff Darling; writer, John Krafft. Cast: Tex Williams, Jimmy Widener, Terrea Lea, Carl (Deacon) Moore, Deuce Spriggins, June Foree and Paul Mason Howard.

Continued from page 3

with so many fine singers on the Coast, stint should go to a bigger name to build the show's rep from the start.

NBC execs should find some way in which to put together "Talent Search—Country Style," the "Opry" and this seg, instead of sandwiching "Dangerous Assignment" in between the latter two. Veteran country music programming stations always have found that the average rustic tune listener has made a habit of keeping his radio dial on one station, and throwing the dramatic seg in the middle, will cause NBC to lose many listeners to "Round-Up Time."

## Fashion Previews

**TELEVISION**—Friday (9) 4-4:15 p.m. EST. Sustaining via WJZ-TV. Produced at the Jam-o-Gram Studios. Producer-director, Clayton Cousins. Writer-commentator, Frances McGuire. Distributors, United TV Programs.

A considerable improvement over many other similarly conceived programs, the syndicated "Fashion Previews" is slanted for the female televiewing trade and should win their fancy. This is not to say that the show is all it should be, but there is no question that only small things need to be done to improve its quality.

With small talk handled by well groomed and charming Francis McGuire, the 15-minute show was divided into two parts: an interview with jewel designer Majeska, and a showing of the current fashions in dresses and suits. The latter segment of the stanza started out by taking the audience to the Knoedler Art Galleries and then had model's pose in front of

## The Enchanted Well

**TELEVISION**—Reviewed Sunday (11), 11:30-12 noon EST. Sponsored by MacLevy Dance Studios via WJZ-TV. Placed direct. Produced by Monty MacLevy Video Productions. Writer, Ruth Mannig. Choreographer and staging, Fred Knarr.

It is exceedingly painful to this reviewer to watch a flock of not-talent youngsters cavort before the television cameras. Let's face it, their images on the screen may be delightful to their parents, but to the general viewer such goings on are inane and pitiful. This desecration of the TV channels is brought about by the MacLevy Studios and WJZ-TV, whose combined efforts and facilities make of this half-hour a tragi-comedy showcase of what your youngster can and will do if he attends the MacLevy theatrical salons.

The wearying proceedings begin when two youngsters find a story book in a well. It's the story of King Midas who lusted for gold. The kids act out the yarn, emoting, singing and dancing their way thru the fable.

## The Plugs

The plugs, delivered by Hal Tunis, point up the following angles: see your child on TV; get a free "talent analysis" for your youngster, plus one cuff lesson; the lessons develop poise in your youngster. These messages are hammered over several times during the program, together with a recounting of the phone numbers of the variously-located MacLevy studios.

We understand this is not the only MacLevy show on the air. Several are gamboling about, including one plugging social dancing for adults. We hope they are better than this feeble effort.

Paul Ackerman.

## Off the Record

**TELEVISION**—Reviewed Friday (9), 7:30-7:45 p.m. EST. Sustaining via WTTG, Washington, D. C. Producer, Gordon Williamson. Cast, Art Lamb and Aletha Agee.

"Off the Record" is an off-the-beaten-path disk jockey show featuring a talented and enthusiastic pair, Art Lamb and Aletha Agee. They do some capable lip-synchronizing with well-chosen disks (much in the Paul Dixon manner). The show is kept thoroughly alive and interesting by fast-gaited action, nimble direction, and a format which allows for frequent background changes.

Lamb opened the show with some clever clowning in the role of an eye-doctor as he lip-synchronized to the catchy and difficult "Them Thar Eyes." Scene shifted to Miss Agee doing an appealing and convincing lip-synch job with the Mindy Carson recording of "I Wish, I Wish." Miss Agee, a highly photogenic lass who does credit to the gowns she models, has a winning combination of poise, restraint, girlishness and acting ability.

Despite its low budget, the show packs a variety of background changes into its limited air period. Lamb's chatterbox role is laugh-provoking and conscientious; he gives himself a thoro work-out. Miss Agee's subdued manner provides a nice balance; she is easy to look at, and her lip-synchronizing is flawless. Occasional poor lighting and lags in montage shifts showed up glaringly, nevertheless. Gordon Williamson's direction reflected originality, resourcefulness and hard work. Dave Milligan's camera supervision has style.

Ben Atlas.

paintings. The idea—the relationship between the colors of the artists and the clothes—was an effective one. The chat with Majeska was also interesting, as were her jewel designs.

## Two Faults

The program has two chief faults. There is a tendency to show too many dresses instead of concentrating on a few representative creations, and the show's lighting is too bright, washing out many of the features of the girls. These two errors, however, are minor and can easily be remedied.

Obviously this program is a natural for a sponsor interested in female audiences.

Leon Morse.

## The Du Mont Story (Passaic—The Birthplace of Television)

**TELEVISION**—Reviewed Wednesday (14) 8-9 p.m. EST. Sustaining via Du Mont. Producer, James Caddigan; assistant producer, Leslie G. Aries Jr.; director of remote, Harry Coyle; director of dramatic sequence, Pat Fahey; supervising producer of dramatic sequences, Charles Parsons; research, Sam Posner; writers, David Hill and Nell London. Cast: Maurice Manson, Ralph Thomlinson, Donald Foster, Leslie Barrett, Joseph Bassett, Delmar Neutzman, Harry Mehassy, Alan Hale, Guy Sorel, Ben Yaffee, Jim Boles. Narrator: Gordon Holliday. Announcer: Dan Russell.

With one notable exception, this combination salute to Dr. Allan B. Du Mont and Passaic, N. J., hit a new low in testimonial dinner telecasts. Sole hit was scored by the web's dramatization of Du Mont's career, ranging from the early '20's to 1951. Production-wise, this documentary-styled human interest story was comparable to the best "March of Time" reels. Top thesping honors went to Maurice Manson, who as Dr. Du Mont was so convincing (both in appearance and performance) that for a while at least one viewer thought the good Doctor had missed his calling. Manson handled the difficult assignment (of depicting a living person) with admirable restraint, minus any show of nervousness or hammy histrionics.

In contrast to this tightly paced 20 minutes, the remote seg of the show was particularly depressing. Camera, for the most part, was trained on a double-tiered dais, supporting umpteen eminent civic servants of Passaic, along with some big-name brass and Dr. Du Mont himself. Chief bores were the Passaic politicians, sterling citizens all, but badly in need of a few lessons in TV showmanship from Rudolph Halley—or even Governor Dewey.

## Stodgy Skills

With the exception of Passaic's telegenic Mayor Morris Cashman, the speakers presented deadpan and downcast eyes to the camera while they struggled thru lengthy addresses. Readings were devoid of expression and distinguished by stodgy phrasing. Du Mont cut in still photos of Passaic scenes from time to time (superimposing them over the speakers) but otherwise the visual effect was strictly non-video.

The telecast was expressly staged to honor Dr. Du Mont, who pioneered TV back in the '20's when he invented the cathode ray tube—hence the town's new tag, "Passaic—the Birthplace of Television." However, fully 15 minutes went by with hardly a mention of the Doctor, as each bigwig sounded off in praise of his town.

Office holders carefully saluted their fellow politicians (one gent even ran thru a list of those who had formerly held his post, going back to World War I). Platitudes were also handed out to the Western Biscuit Company (for supplying "delicious dessert biscuits") and to the plastic fabric manufacturer responsible for the hall's decor. New Jersey Governor Driscoll was supposed to show, but didn't (waylaid by a downpour, they said).

Du Mont didn't take the mike until the show was almost over. His speech, brief in comparison to those that preceded him, emphasized his oft-repeated belief that the TV freeze should be lifted now. He went a bit overboard in praising the new trend toward televising political affairs, via the prediction that such a procedure will eventually insure government by honest politicians—implication being that viewers will automatically be able to spot a corrupt political apple by watching him on TV. Du Mont also opined that the wonders of TV (if discovered earlier) could have weeded out dishonest politicians of former years and filled the offices with honest men. The statement is certainly open to debate in view of the marked acting ability and personal charm possessed by many dubious office-holders of past history.

Summing up, the hour show may have pulled a terrific rating in Passaic, but it's doubtful if it stacked up as any threat to Kate Smith or Arthur Godfrey in any other area.

June Bundy.

# Night Club-Vaude Reviews

# Caught Again

## 5 O'Clock Club, Miami Beach

(Saturday, November 10)

Capacity, 200. Shows at 9:30 and 12:30. Price policy, \$3.50 beverage minimum. Publicity, Les Simmonds. Booking non-exclusive. Estimated budget, \$3,500.

Beatrice Kay's a winner here, topping what is one of this club's better shows. With husband, Sylvan Green, at the piano, Miss Kay ran thru a big portion of her unlimited repertoire, kidded ring-siders and had them applauding and shouting for more of same.

As a seller of songs, Miss Kay has few peers in the fem warbling field. She employs every trick in the book to project herself to the crowd. That it's paying off was proven by the s.r.o. crowd on the night the show was caught.

Flamboyantly gowned in bright yellow dress and a red feather stole with matching red feather parasol, she hit the deck warbling "This Is It," followed quickly with a medley from old-time clicks and, as the applause died down, segued into "I'm Just Wild About Harry" (as a tribute to President Truman, who's vacationing in near-by Key West) and then into "I Wonder Who's Kissing Her Now."

On the current bill, too, was a "surprise" act in Jackie Kannon, comic making his initial Miami Beach bow. Cannon has a sock presentation, full of fresh (at least for this area) material, and kept the crowd laughing from the moment he walked on until the finish. He's glib and fast, and built to a tumultuous climax on a pseudo-magician bit. At the closing he brought on his wife, a tall, luscious blonde in a brief costume, for some pleasant chit-chat. Also uses her as a model, draping a bolt of cloth around her Dagmar-ish torso, making her emerge as gowned in an evening dress.

Finishing up the new bill was attractive tap dancer Mavis Mims who got an okay hand for her modern footwork and also for a pasa doble. Lennie Dawson's band (5) cut the show in its usual fine fashion. Herb Rau.

## Ciro's, Hollywood

(Friday, November 9)

Capacity, 460. Price policy, \$1.50 cover weekdays; \$2 Saturdays. Shows at 9:30 and 12. Owner-operator, H. D. Hover. Press, Jim Byron. Estimated budget this show: \$5,500. Estimated budget last show: \$3,500.

The Billy Daniel-Lita Baron song-dance team and Bob Williams' dog act give Hover's bistro a top bill and one that should pay off in s.r.o. biz. Billy Daniel and Lita Baron are a solid smash and can be classed as the brightest, smartest song-dance duo to bow here in many a moon. Both the terp routines and song material sparkle with originality. Daniel brings the house down with his terp pyrotechnics.

Couple's act is paced at break-neck speed. Each number is comprised of several selections, and this song-dance montage device adds to the pace. Numbers include special material versions of "Frankie and Johnny," "Strike Up the Band," "Don't Cry Lady," "Just Because You're Mine," and a Roaring '20's burlesque done to "Mad About the Boy."

While twosome takes a breather, Bob Williams' dog act takes over to roll patrons in the aisles with his reluctant pups. This is Williams' first Strip engagement, but the same routines which wowed 'em for years on the vaude stages pays off with side-spitting yocks at this swankery.

For the wind-up, Daniel-Baron move to the side stage and, backed by a well-trained line of lovelies (5), stage a vest-pocket edition of "American in Paris," which was well timed for the local premiere of the Metro pic. Telescoped into this sequence are engaging versions of "The Gentlemen is a Dope," "Papa, Don't Preach to Me"; "You've Come a Long Way From St. Louis," "These Foolish Things," and a sock "Ballin' the Jack."

Dick Stabile's ork competently backs the performers and sets toe tempting dance rhythms for the customers, while Bobby Ramos' Latin group satisfies the rum-badicts. Lee Zhitto.

## Charley Foy's Supper Club, Sherman Oaks, Calif.

(Thursday, November 8)

Capacity, 300. Price policy, no cover or minimum. Owner-operator, Charley Foy. Shows at 9:30 and 12:30. Booking, non-exclusive. Press, Charlotte Rogers. Estimated budget this show, \$2,000. Estimated budget last show, \$2,000.

This four-acter stacks up as a sure laugh-getter and serves as a showcase for Carol Ann Beery's cafe debut.

While Miss Beery is a long way from being a polished warbler, the gal promises to build into an entertaining and charming singer. First night nerves may have been responsible for a shaky "Shanghai," but the lass does better on "Too Young" and "I Wanna Get Married." Miss Beery is a looker, well-stacked and displays a vibrant personality. Proper coaching on phrasing and a pleasing huskiness in her voice can make the gal into a commercial attraction.

Headliner Pat Patrick, both in Eril Twing character and out, scores with simple, almost home-spun gags. Even when he switches to double entendre patter he draws hefty response. His San Francisco bit and "Paper From Home" are good vehicles to mirror his versatility. Act is precisely timed. Michels and Hickey found it hard to follow Patrick, but come into their own with piano-patter. Material, tho blue, is clever. Stuffy Bryant gets a big hand for rapid-fire hoofing on a cylindrical drum and fancy tapping.

As usual, Charley Foy and Cully Richards are around for songs and patter. Marguerite Padula's treatment of oldies is still enjoyable during intermission. Abbey Browne Trio cuts a slick show and lures customers for dancing. Joe Bleeden.

## Extra Added

### New York

A number of English talent buyers now in town. . . . **Shelia Barrett** back at La Commedia. . . . **H. M. Miller**, old time Orpheum booker, now 81, living in Santa Ana, Calif. . . . **Pedro and Du-rand** will do two weeks at the Latin Villa, Kansas City, Mo., starting November 30. . . . **A. J. Balaban** leaves the Roxy the end of the year. . . . American Guild of Variety Artists circulating all talent unions to meet and formulate definite program for one-card union. . . . **Diane Adrian** current at the Radisson Hotel, Minneapolis.

**Georgie Hale** package show now going at the Versailles will be offered for sale at \$6,000 after it finishes there. . . . **Monica Moore** has quit the biz. **Cass Franklin** has a new partner, **Monica Lane**. New team, doing club dates around town, will open at the Minneapolis Radisson Hotel December 13.

**Jim and Beverly Paysee** now parents of a baby girl, **Patricia**.

**Martin and Lewis** will do two days at the Fox Theater, Atlanta, December 1 and 2 for 50 per cent of the gross. This will be the first time in years that the house has opened for flesh. . . . **Louis Samuelson**, local newsdealer of show biz papers, celebrated his 20 years of backstage selling. . . . **Patsy** (Continued on page 50)

### Chicago

**Manny Gotthelf**, for 24 years entertainment manager of the Morrison Hotel, has moved to the Sherman, where he will be in charge of parties and club dates.

. . . **Lou Cohan**, manager of **Jimmy Nelson** and **Betty Norman**, is seeking to get out of his contract on the team with the William Morris office. . . . **Jack Irving**, Chi American Guild of Variety Artists head informed the Morris offices here last week that they must pay up an \$800 claim, lodged by six clowns on the Hadacol troupe, or be put on the unfair list. . . . **Hank's**, north suburban nitery, has added a two-act policy, booked by **June Darling**, indie agent. . . . **Barney Goodman**, owner of the Bellerive, Kansas City, died last week.

## Chase Club, St. Louis

(Saturday, October 27)

Capacity, 650. Price policy, \$1.50-\$2.50. Booking, non-exclusive. Manager, Harold Koplak. Publicity, Jeanne Dunaway. Musical director, Bobby Swain. Estimated budget this show, \$7,500.

The second show of the season had Margaret Whiting, backed up by a strong supporting bill, for a fast-paced revue. The opening act was the Hermanos Williams Trio, two boys and a gal, who did an exciting acrobatic tango act for heavy mitt.

Betty and Jane Kean leaned heavily on comedy in their impressions of show biz personalities. The act scored with ring-siders.

Capitol singer Margaret Whiting showed an act that moved smoothly, blending a variety of tunes. Included were her record hits plus a few oldies thrown in for good measure.

### Accompaniment Superb

Musical accompaniment for Miss Whiting was superb, the ork being conducted by husband Lou Busch, alias Joe (Fingers) Carr. The dinner crowd received the entire offering with enthusiasm. Paul Neighbors, another Capitol artist, conducted the ork for other acts and emceed the show, doing a capable job on both. The maestro is an affable, personable type who does a lot of table-hopping and is one of the best mixers ever to play the club.

Abie L. Morris.

**COTILLION ROOM, NEW YORK:** It's not an easy thing to change a harp act from what it basically is—a harp act. A guy gets up, twangs out a couple of numbers, mixing them up for a pace change, and that's that.

But young Robert Maxwell, playing a return date here, has managed to come up with a few gimmicks that make his standard harp act something more than just an ear-tickling performance. He's come in with a format based on a vaude show, complete with annunciator cards, and makes the whole thing plausible and listenable. After a fast opener of a standard, Maxwell described vaude in the old days, starting with a juggler and ending with a hot singer. For the juggler, Maxwell played some mood music, boffola well interpreted by musical pauses. Then came a soft shoe dancer and finally the hot singer. It was a showmanly display well worth the hand it got tho it could have got a better hand with a different finish. The last take-off could have more sock if a "musical raid" could be arranged for the harp.

An overlong bow to Irving Berlin was anti-climactic, particularly the flag-waving finish, "God Bless America." Maxwell's audience singing participation routine, tho highly commercial, suffered because the audience didn't know the lyrics. Flashing them on a wall or screen, tho not original, would help a lot. The De Marcos continue as headliners. Bill Smith.

**LATIN QUARTER, NEW YORK:** This mid-Times Square club is doing a big business and despite the departure of Sophie Tucker, still has one of the flashiest shows around. New acts are David Lober and Greb; Brenda Hollis; Beverly Richards; Ganjou Brothers and Juanita; Vadja Del Oro; Trio Bassi and Noonan and Marshall.

Lober and Geb opened with a modern dance number that seemed too slow and too long. They picked up with their old standby the Near-East dance. Man and wife team are exceptionally good dancers. They proved it when they first hit New York some years ago. Trouble seems to be that they overshadow each other. Maybe a new partner for each would be the solution.

Noonan and Marshall showed a vastly improved act; better timing and material that drew solid returns. Their drunk chef was of course a sock item. In addition they showed a disk jock and a British film producer routines that were hilarious. The crowd ate it up.

Ganjou Brothers and Juanita showed a genuinely fine adagio act. Working in 18th Century costumes, three boys did a precision act that was as smooth as the best seen in this country in a long time. Act built beautifully for a great finish. Trio Bassi, a foreign act, did a risley with tricks that were as commercial and flashy as any act caught here. In fact some of their tricks have never been seen here before which in itself is something. Two boys and a girl each work on different tables. (Continued on page 53)

# HELLO BROADWAY!

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## LAWYER-MANAGERS UPHELD BY COURT

Highest Bench in N. Y. State Rules on Issue Affecting All of Show Business

• Continued from page 1

between a performer and a lawyer-manager not worth the paper it was written on.

According to long-standing legal precedent, a client may discharge a lawyer at any time, though the lawyer would be entitled to fees for which he rendered services until his discharge.

Liebman, producer of "Show of Shows," retained Mandel as a personal manager in May, 1946, for a five-year period, agreeing to pay 10 per cent. A few months later Liebman terminated his deal with Mandel. One of his chief arguments was that a lawyer-client arrangement could be ended at will. Liebman then demanded certain papers from Mandel and brought legal action to recover them. Mandel countered with his suit before the Supreme Court, seeking approval of validity of the contract plus certain monies he claimed due him.

The Supreme Court upheld Liebman by dismissing the case, and Mandel took it to the next higher court, the Appellate Division. Latter body also upheld Liebman. Mandel then carried it to the Court of Appeals.

Court of Appeals overruled both the Supreme Court and the Appellate Division in a 16-page document, which showbiz lawyers labeled as "history making." The Court of Appeals knocked down Liebman's claim of "tribute in perpetuity"; the lower court's decision that the contract was "void because it was unconscionable and against public policy" also was disallowed and instead set up a precedent that contracts entered into between managers (any managers) and performers are valid as long as the managers perform the duties they were retained for.

### "Added Advantage"

But of particular importance to lawyer-personal managers was the Appeals Court's ruling that there was no reason why lawyers cannot be employed as laymen in a managerial capacity. The court said that, in fact, a performer who had an attorney for a personal manager had added advantages.

Showbiz attorneys admitted that had the lower court rulings remained unchallenged, any attorney who also was a personal manager didn't have a leg to stand on if the performer wanted to cancel the contract and that all lawyer-managers could collect were the monies due them up until the time they were fired. It was estimated that millions of dollars of contracts were involved by such decisions which would reach thru every branch of show business.

When the Appeals Court handed down its rulings, there were sighs of relief. Attorneys say there is

no higher court to which the matter can now be taken unless it involved a problem of constitutionality. Inasmuch as the problems do not pose such questions, lawyers say, the Appeals Court ruling now becomes the law in New York State.

The legal proceedings cost Mandel about \$7,000. They began in 1947 and ended a few weeks ago when the court issued its decision and ordered the Supreme Court to rehear the case on the basis of the new law.

## EMA-ARA Hires Labor Man for AGVA Dealings

CHICAGO, Nov. 17.—Entertainment Managers' Association, Midwest branch of the Artists Representatives' Association (EMA-ARA), further fortified itself for what it hopes will be some kind of renegotiation of the American Guild of Variety Artists club date code by hiring a labor consultant, Frank Ingraham, to assist in future dealings with the actors' union.

This marks the first time in the five-year history of the Midwest group, since it linked with ARA, that a consultant has been on the payroll. Several attempts had been made previously to hire legal counsel, but the proposals were always voted down because of a limited budget. Hiring of the labor advisor indicates again the general thought of the new board of governors that some changes must be made in the club-date code, as it now stands (The Billboard, November 7).

## THE RULES CAN LOSE YOU COIN

MIAMI, Nov. 17.—If an actor sticks to the rules laid down by the American Guild of Variety Artists, it's likely to cost him dough. At least that is what happened to Syra and her manager-husband, George Frick. Syra was booked into the Beach Club, Daytona, by Jacksonville agent Nico Covarro. The deal was cancelled because the club shuttered, but Covarro offered Syra the same deal at the Windmill Club, Jacksonville. Frick accepted the switch, subject to an AGVA stamped contract. Instead of the contract, Frick got a confirmatory wire from Covarro, so he refused to play the date.

Covarro brought charges against Syra and Frick, charging that the gal was advertised. Frick pointed to AGVA's own rules that no act goes to work without an AGVA stamped contract which he said was never delivered. The AGVA board listened and pondered and came up with a decision: Syra fined \$400.

Frick replied, "Before I accept such an unfair decision we will leave the country." Syra is in this country on a Swiss passport.

## Holtz Vauder Has 11G Nut

HOLLYWOOD, Nov. 17.—"Merry-Go-Round," Lou Holtz's raude package which opens Wednesday (21) at the Belmont Theater, will have a weekly budget of \$11,500. In addition to Holtz, bill will have the Hit Parade, Bert Wheeler, Toni Harper, Nicholas Brothers, Skylarks, Caprice, Bertica Serrano, Wayne Sherwood, Jimmy Vey, Matty Malneck's ork and a line (8). Special music and lyrics have been added by Sam Coslow and dances are staged by Dave Benet. Harry Engel is general manager.

## NEWS REVIEW

### Judy Snaps Back Better Than Ever

NEW YORK, Nov. 17.—The reopening of the Palace after a four day lay-off due to Judy Garland's illness became another personal triumph for the singer. Amid the yells of "more—more" and tears pulled by Miss Garland's bow off speech, the RKO management forgot, temporarily at any rate, the hunk of dough it dropped when the house went dark for almost a week.

As a performance with all the trimmings, Judy was, if anything, better than on her opening night. She was nervous; her voice cracked at the onset; she was dripping wet from nervous perspiration. But when the chips were down she sang her heart out. When a heart-break was called for she gave out. And the audience's heart broke with her. When slapstick was indicated she was right there too. In fact, she did about everything better this time than she has up to now.

The rest of the bill received equally better responses. Even Max Bygraves, the English comic, who was only tepid on his opening night, got terrific hands. Bygraves can sing. If only his jokes matched his pipes!

The Cristianis who opened were the same fast acro act they've been for so long and met with fine applause. Doodles and Spider got yocks for their record panto act and Smith and Dale drew the customary chuckes for

their famed "Dr. Kronkheit" act. Oddly enough the Szonys, who almost stopped the show opening night, didn't come off so well this time.

Outside the theater the preem night was repeated—police lines, jammed streets and all the rest of the trimmings. Up to the time Judy came on there were some empties down front. But for the second half they were all taken and standing room was going at a premium.

Yet, while everything was going well and Judy gave what was perhaps the best show of her checkered career, the RKO management was viewing things with crossed fingers. Up to now any talk of what was to follow was hushed up for diplomatic reasons. But now they're worrying; if she got sick once she may get sick again. We'd better get out and line up something to follow.

The four-day shutdown cost RKO an estimated \$70,000. Part of it was in salaries to acts and musicians, all of whom got paid while laying off, and the rest of it went for direct ticket losses because of the shutdown.

So far RKO hasn't come up with anything. It's selling tickets for the Garland show for the next four weeks. After that it's talk and dicker and more talk and dicker with almost every big name in showbiz. Bill Smith.

Night Club-Vaude Reviews appear on preceding page. More Night Club-Vaude News, as well as Hocus-Focus and Burlesque Notes, appears on page 53. Radio-Television Reviews on page 14.

## H-M and AGVA Ink Pact on Hub Date

Hamid and Dunn Sign Agreement Covering Only Insurance Premiums

BOSTON, Nov. 17.—An agreement was signed here Thursday (15) between the National Producing Company, operators of the Hamid-Morton Circus, and the American Guild of Variety Artists providing for the payment of insurance fees covering each union performer during the Boston run of the circus which opens at Mechanic's Hall here today and closes next Saturday night (24).

The agreement, specifically limited to the Hub engagement, marks a partial victory for the union in its long-standing battle

to gain more recognition in the outdoor field with its strategy aimed principally at George A. Hamid interests. Previously performers ignored a strike called at Philadelphia and the circus went on as scheduled without interruption. Last week the union failed to get support from local trade groups in Atlanta and plans to picket that date were abandoned.

While AGVA had the support of the Central Trade Union here, one of the principal factors leading to the signing of the agreement was the widely publicized tragic death of Evy Trostl, 17-year-old member of the Great Arturos, aerialists, Wednesday (14) in Baltimore while appearing with Polack Bros. Circus Eastern Unit at a Shrine date.

### Easy Way Out

Local date is under the auspices of Aleppo Temple and Shrine execs, headed by Potentate Andrew Seiler, reportedly favored the payment of the \$3.50 per week per person fee into AGVA's insurance fund as the simplest and easiest way of resolving a threatening situation, including a probable strike.

Negotiations began here Wednesday with members of the Central Labor Union in on talks between Hamid and Henry Dunn, (Continued on page 80)

## REAL SNARL

### NYC Insists Nixed Gripe Must Be Heard

NEW YORK, Nov. 17.—When is a net deal not a net deal is the problem that will put the William Morris office on the mat before the New York City License Commissioner, Edward T. McCaffery, next week.

The office booked Nirska, novelty act, into a Montreal club on a net deal. At the end of her date, the Montreal authorities deducted income tax. Nirska complained that the deduction negated the net deal and complained to American Guild of Variety Artists. The union ruled that taxes did not violate the contract.

Nirska then complained to the License Board which notified the Morris office to come down and answer charges. The Morris office in turn called on AGVA's Henry Dunn. He then told Nirska to withdraw the complaint because she hadn't gone thru AGVA arbitration machinery.

Nirska wrote the Commission that on "orders of the secretary of my union, Henry Dunn. . . I hereby withdraw the charges."

The Commission, instead of withdrawing, insisted that charges be aired.

Under its Employment Agency license, the Morris office collects thousands of dollars in commissions weekly. Nirska's commission is about \$40.

## San Antone Ops Battle Raids

SAN ANTONIO, Nov. 17.—The Top Hat Amusement Club, a corporation of which V. M. Verratti is vice-president, asked for a temporary restraining order in the 57th District Court last week.

The defendants are T. L. Roper, representative of the State Liquor Control Board; George M. Roper, fire and police commissioner, and Cliff Ramchissell, chief of police.

City police and state liquor board officers continued their raids on local night clubs, with 38 persons arrested last week in two night spots.

Both soldiers and civilians were found in the two clubs after curfew hours. Civilians were booked in local courts, while the soldiers were turned over to military police.

## J. Baker Falls Short in Det.

DETROIT, Nov. 17.—Josephine Baker grossed only \$40,000 in return date at the Fox Theater. Box office was hurt by weather and general drop in local amusement spending, reflecting unemployment. The 40G take compares to \$50,000 in week and \$62,000 in nine days last spring during transit strike.

## Holiday Offsets Long-Run Dips On N. Y. Stem

NEW YORK, Nov. 17.—The final weeks of long runs with the normal tapering off was offset a little by an Armistice Day holiday.

Radio City Music Hall (6,200 seats; average \$145,000) did \$128,000 for its sixth week with "American in Paris" plus its stagershow. The fifth week's take was \$135,000, and the fourth frame accounted for \$134,000.

Roxy (6,000 seats; average \$60,000) did \$78,000 for its tee-off week with the Xavier Cugat show plus "Let's Make It Legal." The show ends Monday night, followed the next day with the Blackburn Twins and "Golden Girl."

Paramount (3,654 seats; average \$65,000) wound up its first week with \$60,000 for a bill of Myron Cohen, Rosemary Clooney, Bobby Byrne's ork and "Behave Yourself." The new bill comes in Wednesday.

Palace (1,700 seats) was sloughed because of Judy Garland's illness forcing the house to go dark for five days. But up to and including Sunday night, the gross was \$41,000. The house started back on full shows Friday (16).

## GIMMICK UPS COMBO BIZ 10%

TORONTO, Nov. 17.—Taking the sag out of business on Tuesdays and Fridays of each week, Casino Theater, only local vaudeville house, has introduced a cheaper admission gimmick.

Patrons clip a Casino ad from paper, and with 25 cents admission, he is admitted to theater between 12 noon and 6 p.m.

Business thus far has been increased by 10 per cent. It is not intended to continue premium offer when there are any strong big names, but only with the secondary names.

Main difficulty, however, is that theater has full house at six when it puts on its night admissions, and therefore it becomes more difficult to seat the evening customers.

## Out Next Week

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AFFILIATES CONVENTION Boca Raton, Fla. . Nov. 28-Dec. 2

## OPS Weighs Symphs' Pocket Of Tax Dough

WASHINGTON, Nov. 17.—The Office of Price Stabilization is studying whether symphony orchestras, recently freed by Congress from the 20 per cent admission tax, can now sell tickets at the same price they were sold before the tax exemption, and then pocket the 20 per cent difference for orchestra expenses.

In an informal ruling the OPS had maintained that such orchestras could not charge more on the ceiling price of the ticket. Officials are reconsidering this ruling, however, after learning that numerous orchestras thruout the country are in technical violation of the rule.

On OPS' own front doorstep, for example, the National Symphony Orchestra here has already received consent of its patrons to continue charging the extra 20 per cent, which symphony officials say will give them \$25,000 to defray deficits. Only two among thousands of ticket buyers questioned by the symphony have asked for refunds equivalent to the tax, it was understood.

In urging OPS to rescind its informal ruling, symphonies are pointing out that Congress fixed the tax exemption at request of orchestras seeking relief to meet rising costs.

## MPCE Sets Up Nominee Slate

NEW YORK, Nov. 17.—At a meeting of the Music Publishers Contact Employees organization Thursday (15) a complete slate of nominees was named for the group's December election of officers. All present officers and executive council members were re-nominated. In addition, a long list of non-office holders were put up for election.

Nominees are as follows: for president, Bob Miller, Leo Diston, Harry Weinstein; for vice-president, Joe Santly, Harry Weinstein, Bob Baumgart, George Gilbert; for treasurer, Charles Lang, Frank Abramson; for executive counsel (six to be elected), Irving Mickey Garlock, Leo Diston, Bernie Scherer, Sam Smith, Bob Baumgart, Joe Santly, Mack Clark, Eli Dawson, Harry Weinstein, Harry Santly, Murray Luth, Solly Cohen, Frank La Marr, Mickey Glass and Bernie Pollack.

## Spier Inks Partnership With Kassner

NEW YORK, Nov. 17.—Larry Spier this week concluded an equal partnership arrangement with Ed Kassner to form Larry Spier, Ltd. The firm will control all continental rights for all Spier publications, and will handle disk activity abroad on these publications. First two songs the new firm will work on are "The Little White Cloud That Cried" and "The Lie-De-Die Song."

The firm also will secure continental copyrights for American exploitation. Selling agency is Kassner Associated Publishers, Ltd.

## Spike Booked Until Dec. 11

NEW YORK, Nov. 17.—The Spike Jones "Musical Depreciation" tour is currently set with one-nighters thru to December 11. Jones' troupe is in Birmingham, Ala., today, has an open date tomorrow and is booked solidly for the rest of November and early December on 23 consecutive nights.

Working thru Mississippi, Texas, Kansas and Colorado, the Jones revue will wind up in Colorado Springs on December 11.

## PA AND MA GET "HI, BABY" DISKS

NEW YORK, Nov. 17.—The disk industry is full of gimmicks. The latest, however, is a cutie, and is calculated to hit the consumer when sales resistance is at lowest ebb—when he or she has just become a parent. The item is a record titled "Welcome to the World, Baby Dear." It's a non-breakable disk, selling for \$5, and giving personal statistics about the infant. Produced by Neta Kaye, the disk gives a mass of interesting or odd information. In addition to the baby's name, weight, time of birth, etc., a questionnaire (mailed to new parents) asks that the parents list the following: Baby's length, names of current song hits which the parents favor, temperature of the day when the baby was born, a list of gifts baby received, outstanding news items of the day, etc.

## Dave Kapp Goes Into Victor Job as Pop A&R Head Dec. 1

### Other Changes Foreseen, Involving Decca, Gordon Jenkins, Winterhalter

Continued from page 1

Kapp until the latter can familiarize himself with the operation.

Kapp's deal is for \$35,000 per year, which is some \$15,000 per annum less than he was receiving when he severed relationships with Decca Records several months ago. The term of the contract is one of the factors still to be "worked out." Probabilities are that it will wind up as either a two or three-year deal.

For the next three years, however, Kapp will continue to receive some \$20,000 per year from Decca, the result of the settlement he made with Decca prexy Milton Rackmil when the firm decided

to buy out the remaining two years on Kapp's \$1,000 per week contract. Kapp, thus, is the first popular a.&r. man to be on the pay roll of two major record companies simultaneously.

By week's end, the music business was abuzz with the possibilities of further change in the RCA Victor, and possibly other record company a.&r. set-ups. It is known, for instance, that RCA's Hugo Winterhalter comes to the end of his two-year term with the diskery on January 16. Winterhalter holds separate contracts with the firm as an artist, and as an a.&r. department employee. In addition, of course, he is paid extra for arrangements and conducting. Winterhalter is presently negotiating a renewal with Marek, and there is some question as to whether they will come to terms.

It is known, too, that among Decca artists most upset at the hassle leading to Kapp's departure from that recording firm was Gordon Jenkins, whose approach to pop music has been termed by some observers as not dissimilar to Winterhalter's. This situation gave rise to the rumor that Kapp might attempt to bring Jenkins over into the RCA camp when his contract with Decca runs out in the near future.

There was also considerable speculation to the effect that other members of the Decca a.&r. staff, who found their relationship with Kapp during his tenure as the head of the department there a happy one, might follow Kapp to RCA Victor. Milt Gabler of the Decca staff, and Jimmy Hilliard a.&r. director of Decca's

sister label, Coral, were mentioned prominently in this connection.

It is even considered possible in some quarters that Winterhalter might easily wind up as a Decca artist, and on the Decca staff, while Jenkins might switch to RCA Victor.

With Grean bowing out in the near future, Norm Leyden and Winterhalter, as of now, will constitute Kapp's RCA Victor a.&r. staff in New York, with Steve Sholes and Al Miller continuing to handle hillbilly and rhythm and blues, and Herman Diaz, Latin American items. On the West Coast, Kapp will have Henri Rene, who has done an outstanding job of both recording and artists relations for the label.

## Chappell Gets "Hello" Tune

NEW YORK, Nov. 17.—Chappell Music, Ltd., this week acquired the publication rights for England to a novelty song, "I Wanna Say Hello," on the strength of a small label waxing which has provoked some stir on the West Coast. Ditty, written by the same team which created "I Love the Sunshine of Your Smilé," a current English hit which didn't quite make the grade here, has been available on two other recordings here: The Four Knights on Capitol, and Lawrence Welk on Coral. Johnstone-Monteil publish the song here and received a \$1,500 advance for the English rights.

In addition to the publication rights, Chappell also made a deal to acquire the noise-making Kem label recording of "Hello." Kem diskery is operated by Bill Richards. Disking features a new thrush, Ellen Sutton, and Sir Hubert Pimm, actually the song's co-writer, with Jimmy MacDonald at the honky keyboard. The recording originally was intended as a demonstration slicing.

## Irwin Tarr Named To Red Seal Post

NEW YORK, Nov. 17.—RCA Victor this week named Irwin Tarr to handle promotion on the Red Seal Catalog. The position is a new one for the label. Tarr's primary field of operations will be with dealers and disk jockeys. He will report to Dave Finn.

Previous to his present position, Tarr was with the Decca Records advertising department.

## Prez's Death Creates Manifold SPA Tasks

### Selection of Successor to Romberg Will Be Matter of Studied Deliberation

NEW YORK, Nov. 17.—Further action by the Songwriters' Protective Association in its move to audit publisher's books for the scripters has been held up by the untimely death of Sigmund Romberg, president of SPA for 15 years and a key figure in all the organization's activities. For the present, and pursuant to the SPA bylaws, vice-president Charlie Tobias is acting president. The SPA council meeting on Monday (19) is certain to have as its major item on the agenda the various proposals for selecting a new president.

Also expected to be worked out at the council meeting is a plan for a permanent memorial for Romberg. For some months, the SPA membership had been planning a surprise testimonial dinner to Romberg in honor of his 15 years of service. The dinner was to have been held some time next week at which time the late songwriter would have been presented with a special Steuben glass bowl, with Oscar Hammerstein doing the honors. The writers' gift to the late president will, of course, be presented to Mrs. Romberg. There is also a strong possibility that a memorial Romberg concert will be staged, perhaps on an annual basis, with the proceeds to set up a music scholarship fund.

The selection of a permanent president of SPA is certain to be deliberated at great length. While the council can appoint a writer to fill the vacancy or permit Tobias to hold the post, it can also call for a new election of council members in order to name a new topper for the association. In any event, such pressing matters as the pubber audits, pend-

ing legislation, and the attempt to get full industry acceptance for SPA's copyright renewal clause all call for the naming of the strongest possible writer-member to the presidency.

It is generally believed that SPA's next president will be chosen from the 20 members on the council. The association's bylaws call for the general election of council members who, in turn, name the president. It is possible, of course, that a writer not now

(Continued on page 30)

## Open Concerted Drive to Wipe Out Disk Piracies

NEW YORK, Nov. 17.—Facets of the music business are preparing an active campaign against disk bootleggers. The American Federation of Musicians, publishers and legitimate diskeries and pressing plants are all engaged in the drive. Opening gun was fired this week when the AFM revoked the disk license of Dante Bolletino, operator of the Paradox pressing plant. Bolletino, according to the AFM, was bootlegging Fats Waller disks on the Jolly Roger label.

Publishers, it was learned this week, are in the process of taking legal action against various disk bootleggers. Meanwhile, some plants instituted tighter controls in order to eliminate doing business with bootleggers. RCA Victor, for instance, stated that its custom record division will not

press records for anyone who does not have a legal right to the disks. A story regarding the manufacture of such unauthorized disks appeared in the November issue of The Record Changer. Walter A. Buck, vice president and general manager in charge of the RCA Victor Division, in a letter stated:

"The RCA Victor custom record department turns out millions of pressings each year . . . no one is infallible. . . . We are now conducting a careful investigation to find out whether anyone in RCA had the slightest knowledge that any of our customers were having us press some masters which they had no right to use. Further, we are working on new procedures which we hope will make any such situation impossible in the future."

## Disk Industry Reprived on General Price Ceiling Rule

### OPS Agrees Tailor-Made Regulation Is Needed; Pleas for Hardship Cases

WASHINGTON, Nov. 17.—The Office of Price Stabilization announced this week that the disk industry will be placed under a flexible "interim" pricing formula, pending completion of a tailor-made regulation, and is thereby definitely relieved from the hard-and-fast terms of the current general ceiling price regulation, technically known as CRP 22. OPS' disclosure, viewed as of wide importance to the industry, came after an all-day conference here with the phonograph record industry advisory committee.

An OPS spokesman said the interim arrangement and the preparation of a tailor-made for-

mula constitute "recognition of the artistic status" of the record industry along with book publishing and other industries relieved from the current general manufacturers' regulation. The OPS said members of the committee voiced warm support for the arrangement.

In preparation for the tailor-made regulation, OPS is embarking on a cost survey of the disk industry, it was disclosed. Issuance of the new regulation, OPS officials said, will mean that the phonograph record industry will not be covered automatically by CPR 22 when that regulation becomes mandatory December 19.

Instead, during the interim period while the tailored regulation is being written, the industry will be covered under supplementary Regulation 12, a broad amendment to CPR with interim-type provisions.

### No Price Tags

OPS said it agrees with the industry that it is impractical to attempt to ticket individual records to show their prices. The new tailored regulation is expected to establish general ceiling prices at not only the manufacturers' level, but also at the wholesalers' and retailers' levels. OPS said that confabs will be staged with both

(Continued on page 34)

## Out Next Week

"Then, Now . . . and Tomorrow"

### A 25-Year History of Radio and Television

commemorating the

National Broadcasting Company's Silver Jubilee

featuring articles by

- BRIG. GEN DAVID SARNOFF
- FRANK M. FOLSOM • NILES TRAMMELL
- JOSEPH MCCONNELL • CHARLES DENNY
- SYLVESTER WEAVER • WILLIAM HEDGES
- JAMES M. GAINES • WILLIAM BROOKS
- CHARLES BARRY • FRED WILE
- GEORGE FREY • ED MADDEN
- O. B. HANSON

and with Special Distribution at the

NBC

AFFILIATES CONVENTION  
Boea Raton, Fla. . Nov. 28-Dec. 2

# 1950 Disk Makers' Sales Dip To 86 Million; Sets Double

### Receivers, Phonos Climb to 1 1/2 Billion In 3 Years; Instruments Hit 85 Million

WASHINGTON, Nov. 17.—Sale of disks by manufacturers dipped to a value of \$86,598,000 in 1950 from the \$102,015,000 sold in 1947, the Department of Commerce reported this week. Combined sales of phonographs, TV and radio sets, however, more than doubled over this period. In 1950 the total was \$1,716,179,000 in set sales compared to \$810,066,000 in 1947.

Disk makers estimated in reports to the Commerce Department that the value of disks manufactured in 1950 reached \$56,852,000, while makers of musical instruments and parts estimated their output value at \$85,540,000 for the year. These figures are reached by subtracting from the shipments' value the costs of materials, supplies, containers, fuel and contract work.

#### Workers' Income

Disk makers also reported a total of 6,572 workers earning a total of \$20,633,000 during 1950. Makers of musical instruments and parts employed an average of 17,083 employees earning a total of \$54,419,000 in the year.

Sales of radio receiving type tubes also took a leap, totaling \$381,012,000 last year compared to \$195,483,000 in 1949, and \$93,932,000 in 1947. A less spectacular climb, however, was seen for recorders, amplifiers, audio equip-

ment and recording magnetic tape and wire. But sales of commercial radio communications, radio navigation aids and radio and TV broadcast equipment took a skid. For recorders, amplifiers, etc., 1950 sales totaled \$42,574,000, compared to \$31,884,000 in 1947. Sales of commercial radio communications, etc., dropped to

\$198,943,000 in 1950, compared to \$225,262,000 in 1947.

#### Radio Makers

Makers of radios and related products reported to the Commerce Department that their 1950 output is valued at \$1,157,032. The output value is the total value of shipments minus costs of materials, supplies, containers, fuel and contract work. The output value of electronic tubes totaled \$297,603,000 according to tube makers.

A total of 202,478 employees earned \$601,217,000 in the radio and related products industry during 1950, the department reports. The total number of employees in the electronic tube industry was 46,915. They earned \$141,845,000 in 1950.

## Bechet to Do Ballet Score

PHILADELPHIA, Nov. 17.—Sidney Bechet, dean of the New Orleans jazz greats who will forsake these shores for the Continent with the new year, will turn to writing of serious music for the first time when he settles down in the villa he purchased just outside Paris. Currently winding up a four-week stand at Lee Guber's Rendezvous here, Bechet disclosed that he has accepted the assignment to write the music for a movie ballet to be called, "La Nuit Porte Conseil" ("The Sleepwalker").

The ballet was written by Andre Coffrant, with choreography by Marina De Berg, and is scheduled to be filmed in Paris next March under the direction of Phillippe Gelat.

## MUSIC LOVER OFF TO JUG

DETROIT, Nov. 17. — Financing a tour of a string quartet by taking funds from the mails proved unprofitable for one Lancelot J. Bufton, who received a two-year sentence in Federal Court, Monday. Bufton promoted the quartet, and, it was indicated, used his post as a postal clerk at Pontiac, Mich., to raise the money.

## OATS IN THEM HILLS

# Hollywood Showbiz Lure to Hillbillies

Continued from page 1

ritory for Western p.a.'s. In spots where Western acts have been successful, other acts have had easier times following. In Oregon and Washington few oaters have worked. Now hillbillies coming here for film work can line up profitable one-nighters, work Western dances (interest hyped since the reactivation of the square dance) and not too far away, make a TV appearance on a national picture.

At present Foreman Phillips, Spade Cooley, Cliffie Stone, Leo Carillo, Dude Martin, Les Anderson and Doye O'Dell use guests on their tele shows. With plans in the works for Tex Williams to originate a web TV program from the Coast, artists will no longer seek Nashville bookings as a means of exploitation. Little more than prestige is to be gained by a "Grand Ole Opry" spot, as fees are usually low. Besides, time in Nashville is allotted and only a handful of Western acts can be showcased as compared to the number in this area that can work during the same period. Television know-how is here and it is doubtful whether many of the cities in the Nashville area will have such facilities as are available to both coasts.

KXLA (Pasadena) beams Western music 20 hours out of its 24-hour operation. KFOX and KGER (Long Beach), KFWB and KFVD also broadcast considerable country and Western music. Western personnel who either reside here or make numerous treks coastward include Rex Allen, Rosalie Allen, Les Anderson, Eddy Arnold, Gene Autry, Smiley Burnette, Spade Cooley, Eddie Dean, Little

Jimmie Dickens, Tennessee Ernie, Lefty Frizell, the Jordanaires, Eddie Kirk, Dude Martin, Skeets McDonald, Doye O'Dell, Hank Penny, Ole Rasmussen, Wade Ray, Tex Ritter, Roy Rogers, Cliffie Stone, Billy Strange, Hank Thompson, Merle Travis, Ernest Tubb, T. Texas Tyler, Jimmy Wakely, Hank Williams, Tex Williams and Bob Wills, among a raft of others.

## GAC Files Claim to Glenn Miller Issues

NEW YORK, Nov. 17.—Jack Katz, acting as attorney for both General Artists Corporation and Tex Beneke, currently is in the process of making claims against the Glenn Miller estate and RCA Victor for the issuance of transcriptions and recordings of the late Major Miller's band taken from air checks of his series of 15-minute radio shows done for Chesterfield cigarettes in the early forties. The Miller estate is offering for sale over 400 open end transcriptions of the Miller band and RCA this week put on sale the first of a planned series of Miller "concert" albums of se-

## ROMBERG'S LAST WITH TOBIAS

NEW YORK, Nov. 17.—The last song written by the late Sigmund Romberg, who was president of the Songwriter's Protective Association, was penned with Charlie Tobias, president of SPA. The song "He Walks With Me," is being published by the Big 3 with records now being lined up for early release.

The Romberg melody for Tobias' lyrics was based on an earlier Romberg theme from his "American Humoresque."

## Union Ponders Shaw Plan to Wax in London

NEW YORK, Nov. 17.—Whether Artie Shaw will be allowed to cut a flock of Decca disks in England for the American market is now under the consideration of the American Federation of Musicians. Shaw, who had recently gone to England with the purpose of making the disks in the British Decca studios, under the supervision of Wally Moody, returned to the States this week. Shaw had planned to use a larger than usual orchestra. Moody had been advised to delay cutting the disk pending AFM investigation. If AFM clears the project, Shaw, of course, could make a quick trip overseas.

AFM spokesman this week stated that the union's decision will depend upon what the AFM determines is the reason for cutting the disks abroad.

## 802 Inks Deal With Metopera

NEW YORK, Nov. 17.—Local 802, American Federation of Musicians, and the Metropolitan Opera Association this week concluded a new contract. Paper, a two-year term, calls for a 22 week season and a 10 per cent hike in salary. Pact includes a severance pay provision, which is new. Other clauses provide for unemployment and Social Security, these to be paid by the Met management.

## Autry's 'Rudolf' First Kidisk To Top Million

### Special TV Cartoon Is Readied for Christmas Showing

NEW YORK, Nov. 17. — Gene Autry's Columbia disk of Johnny Marks' "Rudolph the Red-Nosed Reindeer" this week became the first kidisk to top the million mark in sales. This week also saw the introduction of a seven and one half minute Technicolor "Rudolph" cartoon flick, produced for Marks by the Jam Handy organization and directed by Max Fleischer. The cartoon is being offered for a single TV network performance on Christmas Day, tho Marks is more interested this year in getting the cartoon into motion picture theaters thru Jam Handy's distribution set-up under Harry Willard.

The Autry waxing of "Rudolph," released by Columbia in September of 1949 has actually

(Continued on page 30)

## Capitol Files Vs. Valli Case

HOLLYWOOD, Nov. 17.—Capitol Records this week filed both a general and special demurrer with Superior Court here, asking that it dismiss a complaint brought against the diskery by circus clown Larry Valli (The Billboard, November 10). Hearing date was set for December 10 in Judge Julius Patrosso's court.

He filed a damage suit against Capitol, claiming prior usage of the name Bozo, and asked \$500,000 damages and an accounting of all income the diskery has enjoyed thru its Bozo kidisks.

In countering Valli's complaint, Capitol asks that it be dropped in that the complaint doesn't state a cause of action and that the matter is not within the court's jurisdiction. Legal point involved here, denying the court jurisdiction in this case, is that laws pertaining to copyrights are federal statutes and that a case of this nature should be weighed by a federal court. Valli's complaint was filed with Los Angeles Superior Court.

## Merc Moving To Bigger Hq.

NEW YORK, Nov. 17.—Mercury Records will move its local offices to larger quarters around the first of the year. Diskery, currently located on Fifth Avenue, will move to the Buick Building at 55th Street and Broadway.

Mercury, thus, is the second firm to plan a shift to larger quarters, the first being Capitol Records, which will move into the Mutual Life Building shortly after the first of the year.

## Crawford and Atlantic Settle 'Anytime' Fuss

NEW YORK, Nov. 17.—Atlantic Records and Crawford Music have reached an amicable and out-of-court settlement on the alleged infringement of the diskery's "Any Time, Any Place, Any Where" disk on the pubby's "Anytime, Anyday, Anywhere" written by Ned Washington, Victor Young and Lee Wiley. The actual terms of the settlement were not disclosed, it is known that Atlantic agreed to pay royalties to Crawford on the number of disks sold before the allegedly infringing version was withdrawn plus a considerable lump sum cash payment.

The Atlantic disk was written and recorded by Joe Morris and Laurie Tate. The original version which stirred up the Crawford protest was withdrawn and a new version of the song released. Royalties were paid only on those disks sold prior to the release of the second Tate-Morris disk.

## Mercury Adds 2 R.&B. Artists

CHICAGO, Nov. 17.—Mercury Records, which has been making rapid strides in the rhythm and blues field since Bobby Shadd, formerly chief of Sittin' In diskery, New York, became director of Merc's jump wing, added two more important artists. Shadd inked Little Esther and Johnny Otis' jump crew, both of whom got their start with Savoy and switched to King a year ago. Shadd will cut the first session by both artists early in December in California. They will work together and do individual sides in the first waxing session. They inked five-year papers.

Shadd has also cut sessions with James Moody, tenor man, who has already returned to Paris, and also etched 12 sides by Big Bill Bronzy, who also has returned to France. Shadd is now in the East, working with Merc distributors, following a swing thru the South and Midwest.

## Capitol's Williams Signs With Victor

NEW YORK, Nov. 17.—Tex Williams, one of Capitol Records' original artists in the country and Western field, this week left the label and signed with RCA Victor. The first Williams platter under his new affiliation is "Shrimp Boats" backed with "Urn on the Mantle." The disk is being shipped this week.

Williams' big Capitol record was "Smoke, Smoke, Smoke."

## Duer Flacks Masterworks

NEW YORK, Nov. 17.—Columbia Records this week appointed Douglas Duer as field promotion man for its Masterworks department. Duer will contact dealers, distributors, record reviewers and radio stations which play long-hair wax.

It is believed that Duer is the first full-time field promotion man employed by a longhair segment of the disk business. He formerly was associated with the Young People's Concerts given by the Philadelphia Orchestra. He will report to sales veepee Paul Wexler.

## MCA Mapping Burke Tour

HOLLYWOOD, Nov. 17. — Music Corporation of America set three one-nighters for Sonny Burke's ork and is mulling plans to launch the orkster on a nationwide tour this summer. If Burke can break away from his Decca chores, MCA will work him thru the Midwest and possibly the East. Agency is asking \$1,000 with a 60 per cent privilege for bookings.

Initial date since his Palladium four-weeker was Saturday (10) at the El Toro Marine Base, Santa Ana. He follows at the Trianon tonight and the Rainbow Gardens, Pomona, November 24. With the band are vocalists Jo Ann Greer and Don Burke. The Cheerleaders, vocal group who played the local dancery with the maestro, are not on the one-nighters.



**FORECAST**

TELL ME WHY  
and  
GARDEN IN THE RAIN  
by  
Four Aces  
27860\*

**DECCA DATA**

YOUR WEEKLY GUIDE

TO  
AMERICA'S FASTEST SELLING RECORDS

★ ★ ★ ★ ★  
**FLASH!**

RAGTIME MELODY  
and  
TUCK ME TO SLEEP IN MY  
OLD 'TUCKY HOME  
by Rex Allen  
and the Nashville Dixielanders  
27876\*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	RECORD	SALES
22	PEACE IN THE VALLEY	Where Could I Go But To The Lord	14573*
4	SLOW POKE	I WANNA PLAY HOUSE WITH YOU	27792*
29	JUST A CLOSER WALK WITH THEE	Steal Away	14505*
2	HIGHWAY OF SORROW	SUGAR COATED LOVE	46359*
2	SAN ANTONIO ROSE	BULLY OF THE TOWN	46375*
16	HEY LA LA	PRECIOUS LITTLE BABY	46338*
14	I'M WITH A CROWD BUT SO ALONE	ROSE OF THE MOUNTAIN	46343*
5	I'M CRYING	Seventh And Union	46368*
12	THE WEAPON OF PRAYER	Jesus And The Atheist	46357*
3	IT IS NO SECRET	He Bought My Soul At Calvary	14566*

**SEPIA**

10	PEACE IN THE VALLEY	Where Could I Go But To The Lord	14573*
2	SIN	The Love Of A Gypsy	27769*
5	TRUST IN ME	COCK-A-DOODLE DOO	27784*
1	CRY	I AIN'T IN THE MOOD	48254*
2	HOW ABOUT THAT JIVE	LAURA	48246*

\*Also available in 45 RPM (add prefix '9-' to record number)  
\*Another Decca 'Best Bet' makes the 'Best Seller' list this week!

**DECCA "BEST BETS"**

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES
1.	1.	I LIKE IT YES YOU ARE	Jane Turzy 27851*
3.	2.	UNDECIDED THE LIE-DE-LIE SONG	Guy Lombardo 27835*
6.	3.	THE THREE BELLS THE WINDMILL SONG	Andrews Sisters and Gordon Jenkins 27858*
5.	4.	NIGHT TRAIN TO MEMPHIS IF I HAD-A KNOWED, YOU COULD-A GOED	Red Foley and Roberta Lee 27753*
7.	5.	CHARMAINE When A Man Is Free	Gordon Jenkins 27859*
8.	6.	ONCE MY FIRST AND MY LAST LOVE	Bill Kenny of the Ink Spots 27844*
11.	7.	LITTLE BOY A HOUSE IS A HOME	Evelyn Knight 27842*
13.	8.	IT'S ALL OVER BUT THE MEMORIES Love Is Here To Stay	Patty Andrews 27845*
-	9.	NEVER MY CONCERTO	Music by Camarata 27850*
15.	10.	SAN ANTONIO ROSE BULLY OF THE TOWN	Grady Martin 46375*
-	11.	BLUE TANGO Belle Of The Ball	Leroy Anderson 27875*
-	12.	YOU SAY THE NICEST THINGS IF YOU CATCH A LITTLE COLD	Ethel Merman-Jimmy Durante 27865*
-	13.	CRY I Only Have One Life To Live	Paul Chapman 27857*
-	14.	WITH ALL MY HEART AND SOUL SOLITAIRE	Tommy Dorsey 27843*
-	15.	TURN BACK THE HANDS OF TIME I NEVER WAS LOVED BY ANYONE ELSE	Jerry Gray 27839*

**COUNTRY**

1.	1.	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER	Ernest Tubb 46377*
2.	2.	WONDERING New Silver Bells	Webb Pierce 46364*
3.	3.	LET'S LIVE A LITTLE NO. 2 THE STRANGE LITTLE GIRL NO. 2	Lonzo and Oscar 46378*
-	4.	STOP YOUR BAWLING BABY GIVE ME BACK MY KISSES	Charlie Adams 46373*
4.	5.	MANSON OVER THE HILLTOP Down By The River Side	Jimmie Davis with the Anita Kerr Singers 14590*
6.	6.	THE HOT GUITAR ENTITLED	Ted Brooks 46374*

**SEPIA**

3.	1.	SIN AND SO TO SLEEP AGAIN	Coleman Hawkins 27853*
-	2.	ON THE BATTLEFIELD I'LL FLY AWAY	Marie Knight-Eric Gladney with Vivian Cooper 48253* Marie Knight with Eric Gladney
-	3.	SHADY LANE MIXED UP JIVE	Good Lewis 48252*
-	4.	KOREA BLUES CADILLAC BOOGIE	Willie Brown 48248*

\*Also available in 45 RPM (add prefix '9-' to record number)

**THIS WEEK'S BEST SELLERS**

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES
4	ALABAMA JUBILEE DIXIE	27810* Red Foley
2	DOMINO	27830* When The World Was Young Bing Crosby
10	I GET IDEAS A KISS TO BUILD A DREAM ON	27720* Louis Armstrong
4	SLOW POKE	27792* I WANNA PLAY HOUSE WITH YOU Roberta Lee
2	BECAUSE OF YOU	27816* COLD, COLD HEART Louis Armstrong
14	PEACE IN THE VALLEY	14573* Where Could I Go But To The Lord Red Foley
11	SMOOTH SAILING	27693* Love You Madly Ella Fitzgerald
16	IN THE COOL, COOL, COOL OF THE EVENING	27678* Misto Cristofa Columbo Bing Crosby and Jane Wyman
1	SHRIMP BOATS	27832* Morel Morel Morel Dolores Gray with Music by Camarata
6	I RAN ALL THE WAY HOME	27762* GOT HER OFF MY HANDS Mills Brothers
21	BECAUSE OF YOU	27666* Out O' Breath Gloria De Haven and Guy Lombardo
1	I CAN'T HELP IT	27836* GRIEVIN' MY HEART OUT FOR YOU Don Cherry
5	AND SO TO SLEEP AGAIN	27731* Long Ago Dick Haymes
3	SIN	27794* JEALOUS EYES Al Morgan
2	BLUE VELVET	27722* THE MORNINGSIDE OF THE MOUNTAIN Arthur Prysock

\*Also available in 45 RPM (add prefix '9-' to record number)  
\*\*Another Decca 'Best Bet' makes the 'Best Seller' list this week!

**NEW RELEASES**

**SINGLES**

Dixie	Russ Morgan	Put Your Little Foot Right Out	27846*
Life Is A Beautiful Thing	From Paramount Picture	"Aaron Slick From Punkin Crick"	Evelyn Knight and Perry Botkin
With A "No" That Sounds Like "Yes"			27874*
Peace In The Valley	Red Foley	Say A Little Prayer	27856*
Tell Me Why	Four Aces	Garden In The Rain	27860*
Flamenco	Ronnie Gilbert	Just One More Chance	27877*
Ragtime Melody	Rex Allen	Tuck Me To Sleep In My Old 'Tucky Home	27876*
It Ain't Necessarily So	Cy Coleman	Lullaby Of The Leaves	27847*
The Lord's Prayer	James Edwards	The Sermon On The Mount	14595*
Darlin'	Rita Moss	Love Me Or Please Let Me Be	27873*

Travelin' Blues	Bill Monroe	Brake Man's Blues	46380*
Bayou Pon Pon	Jimmie Davis	Fifteen Miles From Dallas	46381*
Christmas Time's A-Coming	Bill Monroe	The First Whippoorwill	46386*
I'm A Witness For My Lord	Rev. Kelsey	I'm A Royal Child	48256*

\*Also available in 45 RPM (add prefix '9-' to record number)

**ALBUMS**

A Sadler's Wells Ballet Presentation	SIR ARTHUR SULLIVAN	"PINEAPPLE POLL" Ballet Suite
ROYAL OPERA HOUSE ORCH., Covent Garden	JOHN LANCHBERY, Conductor	DL 9521 • \$3.85
BRAHMS	QUINTET IN B MINOR, Op. 115	REGINALD KELL, Clarinet and FINE ARTS QUARTET of the American Broadcasting Company
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# Pubs Move Ever Closer to Diskery Tie-Ins; Go Far Beyond DJ Promotion

NEW YORK, Nov. 17. — The music publishing trade apparently has resolved that getting to the heart of all aspects of the record business, locally and nationally, has become overwhelmingly more important to their business than the live radio or TV plug. The significance of this realization extends far beyond the publishers' romancing of disk jockeys. The current mode of exploitation entails an extension of publisher activity at the following levels in the record business structure: distributors, local disk salesmen, key retailers, one-stop record outlets, juke box operators, and, of course,

the deejay. To facilitate the full impact of this type of promotion, the music publisher has taken to the road and has almost completely forsaken the more glamorous methods of song plugging.

"The road," which to a music man once meant making the rounds of the Westchester County and New Jersey road terperies with remote time, has expanded to include every commercial center in the country. Making these treks, a practice initiated only a year or two ago by most publishers, originally was intended to prime deejay activity for recordings of their songs. Tho this still

is a key pursuit, many pubbers now have worked out, in cooperation with diskers, localized exploitations with distributors, juke box operators, disk salesmen and retailers involved. Such functions normally would fall to diskery sales promotion departments.

This elaboration of disk exploitation at the publisher level can be attributed mainly to the efforts of recording men Joe Carlton of Mercury and Mitch Miller of Columbia. Both, for some time, have been selling the publisher that, since the disk is the focal point of his business, selling the disk is tantamount to selling the song. Result is that almost all major publishers have made the readjustment of staff and budget to gear for road exploitation. Pubbers, of course, while not on the road follow thru with routine mail and phone contact of the deejays, distribs, etc.

One of the first pubbers to have realized the value of the heavy road exploitation method was Broadcast Music Inc. and this firm has since been joined in its methods by Shapiro-Bernstein, E. H. Warner Brothers' pubberies, the Chappell firms, etc.

As a result of these exploitation  
*(Continued on page 51)*

## HANK HAS A METHOD

# Williams Tells How and Why His Disks Click

NEW YORK, Nov. 17.—Too many artists fail to realize the importance of limiting the number of records released for them by their diskeries, according to Hank Williams, currently one of the hottest country and Western artists in the business. Williams, the scripter of such country-derived pops as "Cold, Cold Heart"; "Hey, Good Lookin'"; "I Can't Help It" and "Crazy Heart," said that he followed a specific pattern in having his own MGM disks released. He limits himself to 12 sides a year as Hank Williams, and 12 as Luke the Drifter, his nom de disk on the same label.

According to Williams, record companies and artists both often fail to give a new release sufficient time to reach its full sales potential. By limiting the number of sides to be released, and spacing them properly, each disk, he claims, can get the full benefit of disk jockey exploitation and juke box play.

Williams' pattern of releasing records also takes into account the type of material waxed. Warbler feels that jump tunes should

be alternated with blues or ballad items, that a strong-selling ballad can be followed with other ballads or blues songs, but that a jump or rhythm type song should be followed by two consecutive slow numbers.

According to Williams, MGM Prexy Frank Walker has been extremely co-operative in spacing disk releases properly. Both Williams and MGM have agreed not to record an album of eight new sides. The release of an album, they feel, would only spread jockey and juke plays too thinly instead of getting the concentrated push on a single record.

In New York for an appearance on the Perry Como video show, Williams left Friday (16) to return to Nashville and his newly purchased 570-acre farm. He is set for a TV appearance on Ed Sullivan's "Toast of the Town" in the near future. Williams said he turned down an offer to guest on the Milton Berle TV show. "The last time I worked with him, in St. Louis, there like to have been a killing," he said.

## Bray on Slate Vs. Murdoch

TORONTO, Nov. 17.—Walter Murdoch, president of the Toronto Musical Protective Society, is being opposed in an election for the first time in 15 years. Murdoch, an international vice-president of the American Federation of Musicians, has been in office for the last 20 years.

In the elections to be held during the first week of December, Murdoch will be opposed by Carne Bray, a bassist with Ellis McClintock's Quintet. It is understood that a whole slate of so-called younger men has been drawn together to fight what is known as "the old guard."

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**Delta Kings Featured  
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A new jazz label, Westcraft Records, bowed on the Coast this month with **Pud Brown**, ex-saxman with **Pete Daily**, at the helm. Diskery's first release is by Brown and the **Delta Kings**, comprised of **Jack Teagarden**, trombone; **Charlie Teagarden**, trumpet; **Jess Stacy**, piano, and **Ray Bauduc** on drums. Sides are "Jersey Bounce" and "Lovin' to Be Done." Delta Kings next month will follow with "Pretty Baby" and "Charmaine."

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# Music as Written

**Welk, Aragon Hassle**

**Over New Year's Eve Date . . .**

**Lawrence Welk** and the **Aragon Ballroom**, where the orkster is currently locationing, are in the midst of a hassle regarding New Year's Eve. Welk's pact with the ballroom does not include any New Year's Eve date, and the batoner, **Aragon** chief **Charles Lick** and dancery Manager **W. Kenneth Lang** kicked off a conflict last week when each aired his terms for the end-of-the-year celebration.

**Krupa Closes With JATP**

**Nov. 22, States Vacation . . .**

**Gene Krupa** will wind up a 10-week tour with Jazz at the Philharmonic in San Diego Thanksgiving night. He will fly to New York for a two-week vacation.

**102 Broadcasters Attend**

**Canadian BMI Clinic . . .**

The first Canadian BMI Program Clinic held recently in Winnipeg, attracted heavy attendance. It is reported by **Harold Moon**, BMI Canadian head, that 102 broadcasters attended the clinic, representing nine stations. All those attending, were doing so on their own time.

**New York**

**Roy Rogers** and wife, **Dale Evans**, are guesting on the NBC-TV "Comedy Hour" on November 25. . . . RCA Victor is releasing ex-opera star **Ferruccio Tagliavini** disks on the international series. . . . Capitol Records ad-promotion topper **Hal Cook** in town for huddles with Eastern division brass. . . . **Bud Gately** was named general professional manager of **Frank Music** last week. . . . Chanter **Bobby Colt** bought back his personal management contract with ex-Adam Records topper, **Nick Carrano**. The singer opened at the La Cava Club last week. . . . **Mary Mayo**, Capitol

Records' chirp, goes into the **Biscayne Lounge**, Cleveland, November 26. . . . The **Nick D'Amico** ork replaced the **Dick Mulliner** combo as relief band at the **Roosevelt Grill**. . . . London Records released first of a series of disks made for the label by the **Delta Rhythm Boys**. The group cut the sides in England.

RCA Victor recorded its original cast album of "Paint Your Wagon" on Thursday (15) and Friday (16). The album will be rushed to market as rapidly as possible and likely will be shipped in the first week of December. . . . **E. H. Morris** pubbery added three field men last week primarily for the purpose of concentrated localized disk exploitation. **Lloyd Hughes** will work out of Cleveland, **Benny Cairns** out of Chicago and **John Pershing** out of Hollywood. . . . Warbler **Johnny Parker** is being managed by **Henry Gene** and **Jack Orns**. . . . **Johnny Mercer** hired **Marshall Robbins**, son of **Jack Robbins**, to plug his score to the hit musical, "Top Banana". . . . **Eli Oberstein**, in his guise as owner-operator of the **Varsity-Royale** low price line, left for a 10-day European trek Friday (16).

**Chicago**

**Bill Snyder**, who cut "Be-witched" for London, has broken up his big band an ankle MCA. He intends to work as a guest conductor with his own bass and guitar thru **Al Borde**, local agent, with whom he's inked. Snyder will go into the Chicago Theater around Christmas.

**Benny Miller** has joined Mercury as chief of the diskery's pubbery wing. . . . **Teddy Phillips** and his band have inked with King Records. **Eli Oberstein** will cut 12 tunes with the MCA band in New York December 3. Phillips, currently at the Statler, Buffalo, goes to the Peabody, Memphis, January 1.

**Del Wood**, the gal 88-er who cut "Down Yonder" on Tennessee, is in New York where she signed with MCA. **Eddie Hawkes**, who

is credited with getting the old-time sound on her disk, has been inked to a Mercury recording pact and is already out on the Chi label with a pairing. . . . **Irwin Berke**, last with Mercury Records as chief of its music pubbery subsid, is back as a contact man, working for the **Sammy Kaye** firms here.

**Hollywood**

Assailant of **Dave Dexter**, Capitol Records a.&r. staffer, has been traced and faces charges by Dexter for assault and battery. Dexter last week was beat up outside Hollywood's **Brown Derby**. . . . **Edward J. Kay** this week (20) scores "Starlight Canyon" for Monogram. . . . The **Modernaires** go into a Universal-International musical featurette, having taped their "Club 15" shows in advance. . . . **Leon Heflin** will do more promoting for **Associated Booking Corporation**. Heflin recently promoted **Lionel Hampton's** "Farewell Dance" at Shrine Auditorium. . . . Conductor-arranger **Johnny Richards** negotiating with **Eagle-Lion Studios** for a term paper.

**Frankie Laine** returns to the Coast this week to begin work on his next Columbia film, "Rainbow 'Round My Shoulder," formerly tagged "Honey." . . . **Blue Barron** and **Lawrence Welk** will make musical shorts at Universal-International. . . . Pianist

**Harold Bostwick** inked by **J-I** for a role in "Hear No Evil" . . . **Joe Swanson** debuted his new ork at the Shrine Auditorium. . . . **Cleffer Marion Kay** is back at work and placed tunes with **Hal Blair's** Folk Songs and **Piper Music**. Gal was formerly with **Arden Recording Company**.

**Harold Byrns** chamber ork gives its second concert November 25 at **Wilshire Ebell Theater**. Works by **Vivaldi**, **Moussorgsky**, **Hindemith**.  
(Continued on page 50)

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## OLD JAZZ REARS ITS HOARY HEAD

# Mitch Miller, Jimmy Hilliard in Vanguard of Revival Via Platters

NEW YORK, Nov. 17. — Jazz, a music business genre which has been a questionable financial entity in the general music market, is rearing its head most conspicuously these days. The hot music factor, since the end of the war, has dwindled into a successful limited type of show business, thriving mainly on concert and in specialized niteries, mainly in r.&b. areas. The halcyon days of the Benny Goodmans, Artie Shaws, Glenn Millers, Bunny Berigans, Duke Ellingtons, Count Basies, etc., have become more or less part of the legend of Tin Pan Alley and the music trade.

But, as the saying goes, you can't put an old dog down. Along with French horns, large sized choruses and swoon crooners, jazz has had noticeable influence in shaping a good number of the best selling disks of the past few months.

The motif of hot improvisation has been exploited most prominently by Columbia Records' pop repertoire boss, Mitch Miller. Coral recording boss, Jimmy Hilliard, also has been prominent in bringing jazz back alive. Perhaps the key artist in the waxed jazz movement has been Capitol's Les Paul.

Paul, whose "new sound" developed from a multiple-dubbing recording process, has applied a cross between country-style and straight jazz guitar, to come up with a formula in the jazz spirit which has accounted for some 4,000,000 record sales in the past year. His biggest hit, "How High the Moon," had been a standard jam tune until he finally converted it into a smash item. He also has taken other jazzmen's anthems ("Whispering," "The World Is Waiting for the Sunrise," "Jazz Me Blues," etc.) and, via his new semi-hot style, injected them with a renewed commercial value.

### Hot Gimmicks

Miller, whose Columbia product has been the hottest line on the

## Desmond Near On Coral Pact

NEW YORK, Nov. 17.—Crooner Johnny Desmond is on the verge of completing a term recording contract with Coral Records, the wholly-owned subsidiary of Decca Records. The Coral deal has actually been in the works for almost a year but has been stalled pending the singer's obtaining his release from his MGM Records' paper. The deal will probably be set by Coral recording boss, Jimmy Hilliard, in a week or 10 days. The warbler would be the label's number one boy singer.

The path was cleared for the Desmond deal when MGM granted him his release early this week. Desmond currently is based in Chicago where he is heavily active on radio and TV, his most important affiliation being with Don McNeill's "Breakfast Club." On MGM the singer has managed to come up with several profitable waxings ("C'est Si Bon," "I Want to Be Near You," etc.), but none of a true hit caliber.

## Dane Distributors Run Sharp Businesses

COPENHAGEN, Nov. 17. — Danish platter distributors are really on the ball. Prior to the concert of New York pianist Andor Foldes at Odd Fellows Palace, Wednesday (7), the Tono record firm ran display ads in local papers plugging Foldes' recordings of Beethoven sonatas. The layout and text of the ads were in keeping with the longhair nature of the concert.

Record retail stores here are much more spacious and attractive than those in New York. Window displays are well arranged, with flashy cut-outs of recording artists or with attractive art material plugging records of song hits of Copenhagen revue stars. Stores are plentiful in all sections of the city, and business appears excellent.

pop market for some months, created a good deal of the company's success out of jazz gimmicks. His use of the hot harp-sichord was the key to the smash success of "Come On-A My House." The series of duets featuring Jo Stafford and Frankie Laine were mainly noted for the projection of swing style arrangements and instrumental solos. These included such hit items as "Pretty Eyed Baby," and the current "Hey, Good Looking." The swing style also played a key role in the best-selling standards set by Doris Day's etching of "Shanghai."

Hilliard's major contribution to the jazz movement on wax is attributed to his selections in repertoire for recent recordings. His most successful venture was converting "Undecided" into a hit item via the Ames Brothers-Les Brown disk. The disk itself is a specimen of pure big band swing with vocals. The tune, a standard

jazz piece, originated with the John Kirby band in the late '30's and was composed as an instrumental by hot trumpeter Charlie Shavers.

### More Hilliards

Hilliard also has a new dinking of "Sing, Sing, Sing," a veritable anthem of the heyday of the swing era, in a vocal rendition by Teresa Brewer. Hilliard also has been making use of the Brown band and the new Neil Hefti ork to come up with swing style dance versions of standards.

Many singers (the major music market song salespeople,) finding wide acceptance today are jazz-influenced or derived. Patti Page, Frankie Laine, Kay Starr, Billy Eckstine, newcomer Johnnie Ray, Nat (King) Cole, Peggy Lee, Mel Torme, etc., are some of the more important money-making singers of the day whose styles are inclined toward improvisatory delivery.

## 'Talking Books' Now Ready on 16 RPM

NEW YORK, Nov. 17. — The long-expected arrival of 16 r.p.m. disks came to pass this week when Wagner Research Corporation here announced full details on its Wagner 16 "talking-books." According to the firm's president, Robert Wagner, "we have no intention of recording musical selections or competing with the record industry on music—there's too much literature to be recorded."

The new speed records will be 4 3/4 inches in diameter, play up to 35 minutes per side, and pressed on pure vinyl. First 16 r.p.m. records released will be readings from the Bible. The company plans no large-scale promotion which might in any way upset the disk or phono markets.

Coincidental with the announcement of the 16 r.p.m. disks, Wagner disclosed the completed development of an attachment which converts any 33 1/2 turntable into 16 r.p.m. The Zenith has been for some time "selling" their own changer's ability to handle 16 r.p.m. disks, Wagner stated that the Zenith equipment cannot handle the Wagner disks because the universal size phono needle in the Zenith Cobra tone arm will not track properly on the new records. He also said that he had met with Zenith brass in Chicago, and the TV-phono execs there were working on a replacement needle and special rubber pad which would be issued as a special kit to enable the Zenith players to handle the new disks.

Price of the 16 r.p.m. "talking-book" disks will be "about \$1" and will be sold in a package with the converter mechanism for "about \$12, including two records." The adapter will be packaged in a box simulated to look like a book "in order to eliminate the gadget appearance." The Wagner firm is currently trying to set up adequate wholesale and retail distribution in

## Para Cleffers Trek to 20th

HOLLYWOOD, Nov. 17.—Paramount loaned out its Academy Award-winning song duo of Ray Evans and Jay Livingston to 20th Century-Fox for the latter's revival of "What Price Glory." Film is a Sol C. Siegel production. Previously the cleffers limited their work to Paramount where they penned such award-grabbers as "Buttons and Bows" and more recently, "Mona Lisa."

Featured in "Glory" are Jimmy Cagney, Corrine Calvet and Dan Dailey.

## Lighty Bankrupt Plea Lists Savoy Creditors

NEW YORK, Nov. 17.—Melvin Lighty, who recently breached an exclusive three-year contract with Savoy Records, listed the diskery as his main creditor when he filed a voluntary petition of bankruptcy in Federal Court here. Savoy had advanced Lighty \$200, which is the amount of liabilities he listed, with no assets.

order to acquaint the trade with the product, its uses, and proper selling approach.

The process of turning out the new disks, said Wagner, eliminates the need for masters or stamper. He said that his firm was now capable of producing 16,000 platters a week. In addition to the Bible reading, the Wagner firm intends to record the works of famous authors, biographies of well-known people, and other such education material.

## Tibbett, Morris Invite NYC Music Fete Talks

NEW YORK, Nov. 17.—Execs from all facets of the music business this week accepted invitations from baritone Lawrence Tibbett and Newbold Morris, former president of the City Council, to discuss informally plans for the creation of an annual music festival in New York City. The initial session will be held November 26 at the Hotel Governor Clinton.

Tibbett and Morris, in a letter to diskery execs, publishers, various unions and music organizations, pointed up the financial—but especially cultural benefits—which would accrue from such a festival. The festival at Tanglewood was used by way of illustration. The project, which has the backing of the American Guild of Musical Artists, is figured as a likely one in view of the great wealth of musical talent available in this area. Hy Faine, A.G.M.A. exec, is co-ordinating much of the initial planning.

### Acceptances

Not all of those invited have been heard from, but the list of acceptances is already very large. Execs and organizations who will attend or send reps to the November 26 session include: Alan Kayes, RCA Victor; Richard Jones, Capitol; Joe Carlton, Mercury; Congressman Emanuel Celler; Samuel Chotzinoff, National

## TRIO MEANS 9 TO TICO FOLKS

NEW YORK, Nov. 17.—No matter what your best dictionary says, a trio doesn't always mean three of anything. At least not in the Latin-American record field. Absolute proof is a disk issued on the Tico label, "Madre Querida," featuring the Trio Azul. There are actually nine musicians and nine instruments represented on the disk. Just for the record, the Trio Azul includes three guitar players and one of such instruments as the maraca, conga, bongo, bass, timbale, and piano.

## FOUR MEN AND A BAZOOKA?

NEW YORK, Nov. 17. — When Hank Williams appeared on the Perry Como video show Wednesday (14), he was backed by his own five-piece band, altho the Como show uses a lush Mitchell Ayers studio ork. Williams insisted that his combo be brought up from Nashville because they know exactly how to play for him.

He explained to the show's producers: "I might find a note in a song that I like and want to stay with it for a minute or so. My boys would sense it, but your musicians could leave me holding it and go right on thru the song." The Como show brass agreed.

## Hampton Hits 24 1/2G in Six Coast 1-Niters

HOLLYWOOD, Nov. 17. — In six recent one-nighters, Lionel Hampton played to 17,440 persons and grossed \$24,432.50. Top money-maker was Oakland's Auditorium, Sunday (4), where 3,810 dancers paid \$6,667.50. The Bay Area booking was Hampton's fourth at the hall in five months.

Other dates' breakdown: Auditorium, Vallejo, \$3,560; Auditorium, Sacramento, \$4,795; Trianon, San Diego, \$5,670, and Long Beach Municipal Auditorium, \$3,740. At the San Diego Naval Training Center, the orkster played to 4,000 Navy personnel.

Hampton played El Toro Marine Base, Santa Ana, Saturday (10); Shrine Auditorium, Los Angeles, Sunday (11); Plantation Ballroom, Phoenix, Tuesday (13); El Casino Ballroom, Tucson, Wednesday (14), and dances in Albuquerque and El Paso, Friday and Saturday (16, 17).

## "SIN" PAYS

# Tops BB Poll; Two Unknowns Hit Jackpot

PHILADELPHIA, Nov. 17. — A local refinery worker and an accordionist who runs a little music shop in nearby Chester, Pa., hit the musical jackpot now that "(It's No) Sin" has reached the top of the Honor Roll of Hits ladder in The Billboard. Starting with the new year, Chester (Chick) Shull and George Hoven will start receiving royalties from the hit ballad which has sold over a million records, more than 800,000 pieces of sheet music, and has been performed by 22 recording artists. They expect to net well over \$30,000 each.

Story of how they wrote the song is as fantastic as its meteoric rise up the Hit Parade ladder after its local introduction to the music whirl. Shull, who is the refinery worker, got the idea of the lyrics after seeing a serviceman at the local railroad station standing on the platform with a girl holding a bouquet of flowers. The good-bye stares gave him the first line of the lyrics—"Take away the breath of flowers."

The music had already been written by Hoven, who teaches accordion and specializes in the sale of Polish records and musical instruments at his music shop in Chester. Altho they've been writing songs for the 12 years they've

(Continued on page 50)

## GOLDEN HORN IS BLACKOUT BUGLE

CHICAGO, Nov. 17. — Art Talmadge heard an original trumpet instrumental this week that sounded like material for Ralph Marterie, but he may have to cut the disk by the Chicago tooter in a pressurized studio after what happened at the audition of the tune. Seymour Schwartz, who operates Seymour's Disk Shop here, called Talmadge about "The Golden Horn," which he wrote. Talmadge asked Schwartz to come in Thursday (15) so that he could hear the tune. Schwartz walked in with a trumpet under his arm. Talmadge took him into the audition room and Schwartz started to blow. After a couple of choruses, Schwartz sagged against the wall and collapsed. When revived, Schwartz confessed that he hadn't played in 10 years, "because of a rupture."

Talmadge may take the tune and call it "The Blackout Bugle."

## TV-PHONO MERCHANDISING

# Deep Slashes Ordered in Use Of Scarce Metals for 1952

WASHINGTON, Nov. 17. — Deep slashes in allotments of scarce metals for production of musical instruments, TV sets, radio sets and phono sets are in store for the first quarter of 1952 under orders issued by the National Production Authority this week. The agency, in an anticipated cutback of scarce materials for civilian goods produced in the first quarter of 1952, reduced steel allotments to 50 per cent of their base period quotas for the musical instrument industry and radio-TV sets manufacturers. Aluminum and copper brass mill allotments were slashed to 35 per cent of the base period, while copper wire mill supplies were ordered cut by 40 per cent. Copper foundry products used in TV and radio sets are slashed 20 per cent, and 35 per cent in musical instruments.

Carbon steel allotment for radio and TV sets in the first three months of 1952 was set at 19,775 short tons, compared to the 22,299 short tons in the final quarter of this year, NPA announced. The stainless steel allocation, however, was stepped up to 31,004 pounds from the 29,036 pounds in the final quarter of 1951. Allotment of alloy steel for sets took a big drop from the 52 short tons permitted in the final quarter of

1951 to 18 short tons for the first quarter of 1952.

One of the heaviest slashed was in aluminum, which was cut back to 756,793 pounds for set makers compared to the 1,200,632 pounds in the final quarter of 1951, NPA said.

Copper poundage for sets totaled 2,150,581 pounds for all copper types, compared to the 2,230,606 pounds allotted in the last quarter of 1951.

Makers of musical instruments and parts will receive 29 short tons of carbon steel, two short tons of alloy steel, and 685 pounds of stainless steel during the first three months of 1952, as compared to final quarter 1951 allotments of 64 short tons of carbon steel, six short tons of alloy, and 1,060 pounds of stainless steel. Aluminum poundage for the industry will total 11,976 pounds for the first quarter of 1952, compared to 30,461 pounds in the final quarter of 1951. Total allotment of all copper products will be 175,404 pounds compared to 346,554 pounds allocated before.

Structural steel allotments for the electronics industry, which includes television, will be cut to 22 per cent of the industry's stated requirements.





# Dennis Day

sings

2 Big Hits from 20th Century-Fox's  
Technicolor Musical

"GOLDEN GIRL"

# NEVER

*backed with*

# CALIFORNIA

# MOON

20-4285 47-4285



## RCA VICTOR RECORDS



a beautiful  
Christmas  
picture

- with the

Nat  
"King"  
Cole

touch



"The  
Christmas  
Song"

THE KING COLE TRIO

78 rpm 90036

45 rpm F90036

Capitol  
REG. U.S. PAT. OFF.  
RECORDS

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
and TV Shows See The Billboard  
Radio-TV Show Charts (Radio  
Section).

### HONOR ROLL OF HITS

#### 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 Popularity Chart. Based on reports received November 14, 15 and 16.

Last  
Week

This  
Week

#### 1. 1. (It's No) Sin

By George Hoven and Chester Shull—Published by Algonquin (BMI)

RECORDS AVAILABLE: B. Colt, Decatur 1001; Four Aces, Victoria 101; Four Buddies, Savoy 817; S. Churchill, V 20-4280; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 5711; S. Kaye, Col-39567; A. Morgan, Dec 27794; A. Prysock, Dec 27769; B. Williams Quartet, MGM 11066.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Glenn Osser Ork, Associated.

#### 2. 2. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Baxter, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett-P. Faith Ork, Col 39362; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Bob Crosby, Coral 60440; G. DeHaven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; T. Smith, United 104.

ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard.

#### 3. 3. Cold, Cold Heart

By Hank Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Faith Ork, Col 39449; Fontane Sisters, V 20-4274; T. Fontane, Mercury 6593; H. Henderson, Dec 48255; E. Johnson, Chess 1488; D. Washington, Mercury 5728; H. Williams, MGM 10904; E. Wilson, Dec 27761.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

#### 4. 4. Down Yonder

By L. Wolf Gilbert—Published by LaSalle (ASCAP)

RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; Honky Tonks, V 20-4284; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40161; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-0420; H. Wolfe, Rich-R-Tone 1022; D. Wood, Tennessee 775.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Vincent Lopez, Thesaurus; The Satisfiers, Associated.

#### 5. 5. I Get Ideas

By Sanders and Dorcas Cochran—Published by Hill & Range (BMI)

RECORDS AVAILABLE: L. Armstrong, Dec 27720; P. Lee, Cap 1573; E. Light Ork, Remington R-25003; T. Martin, V 20-4141.

ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

#### 6. 6. Undecided

By Sid Robin and Charlie Shavers—Published by Leeds (ASCAP)

RECORDS AVAILABLE: M. Abernathy, King 4490; Ames Brothers-L. Brown, Coral 60566; R. Anthony, Cap 1824; E. Fitzgerald-G. Webb, Decca 25434; E. Garner, Regent 1004; G. Lombardo-K. Gardner, Dec 27835; M. Small, King 15128.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome Ork, Lang-Worth.

#### 7. 7. And So to Sleep Again

By Joe Marsala and Sunny Skylar—Published by Paxton Music (ASCAP)

RECORDS AVAILABLE: C. Hawkins, Dec 27853; D. Haymes, Dec 27731; B. Mann, King 15134; P. Page, Mercury 5706; A. Stevens, V 20-4283; P. Weston, Col 39569; M. Whiting, Cap 1784.

ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Denny Vaughan Ork, Associated.

#### 10. 8. Domino

By Louis Ferrari and Don Raye—Published by Pickwick (ASCAP)

RECORDS AVAILABLE: Bing Crosby, Dec 27830; Doris Day, Col 39596; Harmonicats, Mercury 5747; T. Martin, V 20-4343; M. Mayo, Cap 1849; M. Small, King 15129.

#### 9. Slow Poke

By Pee Wee King and Shelton Price—Published by Ridgeway (BMI)

RECORDS AVAILABLE: R. Flanagan, V 20-4373; J. Gordy Sextette-J. Shook, Bullet 1099; H. Hawkins, King 998; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0489; R. Lee, Dec 27792; A. Mooney, MGM 1115; H. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025.

#### 10. Jalousie (Jealousy)

By Vera Bloom and Jacob Gade—Published by Harms (ASCAP)

RECORDS AVAILABLE: D. Beavers-L. Baxter, Cap 1873; B. Eckstine, MGM 11111; F. Laine, Col 39585.

ELECTRICAL TRANSCRIPTION LIBRARIES: Ernie Felice Quartet, MacGregor.

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# CAPITOL BUYER'S GUIDE

HOT SELLERS BASED ON ACTUAL SALES REPORTS

Week Ending  
**NOVEMBER 24, 1951**

**COMING UP FAST!**

	78	45
	rpm	rpm
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808	F1808
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell	1837	F1837
"WHITE CHRISTMAS," "WINTER WONDERLAND" Voices of Walter Schumann	1841	F1841
"I WAS SANTA CLAUS AT THE SCHOOL HOUSE (FOR THE P.T.A.)," "THE CHRISTMAS PARTY" Yogi Yorgesson	1831	F1831
"I TANT WAIT TILL QUITMUTH," "CHRISTMAS CHOPSTICKS" Mel Blanc	1853	F1853
"CHRISTMAS DINNER," "A ROOTIN' TOOTIN' SANTA CLAUS" Tennessee Ernie	1830	F1830

## HOT SELLERS!

### POPULAR

"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford	1825	F1825
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748	F1748
"LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE" Margaret Whiting and Jimmy Wakely	1816	F1816
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr	1777	F1777
"SIN," "THE GLORY OF LOVE" The Four Knights	1806	F1806
"HEY, GOOD LOOKIN'," "COOL, COOL KISSES" Tennessee Ernie and Helen O'Connell	1809	F1809
"BECAUSE OF YOU," "SOMEWHERE, SOMEHOW, SOMEDAY" Les Baxter	1760	F1760
"MY CONCERTO," "I'LL REMEMBER APRIL" Ray Anthony	1835	F1835
"PAINTING THE CLOUDS WITH SUNSHINE," "WE'RE IN THE MONEY" Jan Garber	1852	F1852
"NO! NO! NO! NOT THAT," "HEARTBREAK HILL" The Dinning Sisters and Jan Garber	1858	F1858

### WESTERN & FOLK

"THE SNAKE DANCE BOOGIE," "I'M GONNA GET ALONG WITHOUT YOU" Roy Hogsed	1854	F1854
"IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL" Ole Rasmussen	1814	F1814
"YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call	1772	F1772
"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870	F1870
"EACH STEP OF THE WAY," "GONNA WALK WITH MY LORD" Jimmy Wakely	1838	F1838
"WHAT THE HECK IS GOIN' ON," "THERE'S ANOTHER IN YOUR HEART" "Big Bill" Lister	1843	F1843
"THAT LAST LOVE LETTER," "UNTIL I DIE" Ramblin' Jimmie Dolan	1832	F1832
"WHISKEY, WHISKEY," "TIPPEY TOEIN' WOMAN" Deuce Spriggins	1833	F1833
"LOVE THIEF," "HOW DO YOU FEEL!" Hank Thompson	1745	F1745
"DETOUR," "WITH TEARS IN MY EYES" Wesley Tuttle	1804	F1804



## THE BIG ONE TO WATCH!

THE BIG ONE ON A FAST-HITTING TUNE

### LOU DINNING

WITH DON ROBERTSON'S MUSIC

"the little white cloud that cried"

and "BLUE DECEMBER" on Capitol 78 rpm No. 1892 • 45 rpm No. F1892



FAST and LOUD... PIANO SOLOS... VOCAL... and RAY'S GREAT HORN



### Ray Anthony

and His Orchestra

### BROTHER FATS

Vocal by Gloria Craig & The Skyliners

### I REMEMBER HARLEM

Instrumental featuring Anthony's great horn

78 RPM NO. 1857 • 45 RPM NO. F1857

## NEW RELEASES ON Capitol

TODAY'S TOP HITS

by TODAY'S TOP ARTISTS

VOL. II

ALL ON ONE LONG-PLAY RECORD

\$2.25

- LES PAUL-MARY FORD-Just one More Chance
- FOUR KNIGHTS-It's No Sin
- MARGARET WHITING-And So To Sleep Again
- TENNESSEE ERNIE-HELEN O'CONNELL-Hey, Good Lookin'
- RAY ANTHONY-Uncle Sam
- BOB SANDS-Turn Back The Hands Of Time
- MARY MAYO-Dominic
- NAT "KING" COLE-Unforgettable 33 1/2 No. H-9102

POPULAR		78 rpm	45 rpm
<b>LOU DINNING</b> with Don Robertson's Music	<b>THE LITTLE WHITE CLOUD THAT CRIED</b> <b>BLUE DECEMBER</b> with Mule Quartet	1892	F1892
<b>STAN KENTON</b> and His Orchestra	<b>BLUES IN BURLESQUE (Part I)</b> Instrumental <b>BLUES IN BURLESQUE (Part II)</b> Vocal by Shelly Manne	1874	F1874
<b>THE FOUR KNIGHTS</b>	<b>CRY</b> and <b>CHARMAINE</b> From the Paramount Picture "Sweet Boulevard"	1875	F1875
<b>JOE "FINGERS" CARR</b> And The Carr-Hops	<b>RAGTIME MELODY</b> and <b>SNOW DEER RAG</b> Vocal by the Old Hickory Singers	1876	F1876
<b>THE CONTINENTAL</b> Eddie Baxter at the Organ	<b>IT CAN'T BE WRONG</b> <b>A HANDFUL OF STARS</b>	1877	F1877
<b>GISELE MacKENZIE</b> with Orch. Conducted by Billy May	<b>LOVE MAKES THE WORLD GO 'ROUND</b> (La Ronde De L'Amour) From the Sashie Cordine Production "La Ronde" <b>PLEASE</b>	1878	F1878
<b>PEE WEE HUNT</b> and His Orchestra	<b>JIMTOWN BLUES</b> and <b>SNAG IT</b> Instrumentals	1879	F1879
<b>LES PAUL and MARY FORD</b>	<b>JINGLE BELLS</b> Instrumental <b>SILENT NIGHT</b> Vocal by Mary Ford	1881	F1881
WESTERN & COUNTRY			
<b>JIMMY WAKELY</b> with Cowboy Band	<b>WON'T YOU RIDE IN MY LITTLE RED WAGON</b> <b>KEEP A LIGHT IN YOUR WINDOW TONIGHT</b>	1880	F1880
<b>ROD MORRIS</b> and His Microtones	<b>I FEEL LIKE A WRECK</b> (Looking For Someplace To Happen) <b>DRUNKARD'S BLUES</b>	1882	F1882

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Records Most Played by Disk Jockeys

Based on reports received November 14, 15 and 16

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This to date	Tune	Artist	Label
9	1	1	SIN	E. Howard	Mercury (78)5711; (45)5711X45—BMI
19	2	2	BECAUSE OF YOU	T. Bennett-P. Faith	Col (78)39362; (45)4-39362; (33)3-39362—BMI
16	3	3	COLD, COLD HEART	T. Bennett-P. Faith	Col (78)39449; (45)4-39449; (33)3-39449—BMI
8	4	4	UNDECIDED	Ames Brothers-L. Brown	Coral (78)60566; (45)9-60566—ASCAP
5	12	5	JUST ONE MORE CHANCE	L. Paul & M. Ford	Cap (78)1825; (45)F-1825—ASCAP
9	6	6	AND SO TO SLEEP AGAIN	P. Page	Mercury (78)5706; (45)5706X45—ASCAP
2	—	7	SHRIMP BOATS	J. Stafford-P. Weston	Col (78)39581; (45)4-39581—ASCAP
7	5	8	SIN	S. Churchill	V (78)20-4280; (45)47-4280—BMI
10	8	8	SIN	Four Aces-A. Alberts	Victoria 101—BMI
3	20	10	UNDECIDED	R. Anthony	Cap (78)1824; (45)F-1824—ASCAP
3	18	11	DOMINO	T. Martin	V (78)20-4343; (45)47-4343—ASCAP
2	20	12	JALOUSIE (JEALOUSY)	F. Laine	Col (78)39585; (45)4-39585—ASCAP
6	11	13	TURN BACK THE HANDS OF TIME	E. Fisher	V (78)20-4257; (45)47-4257—ASCAP
25	7	14	I GET IDEAS	T. Martin	V (78)20-4141; (45)47-4141—BMI
4	28	15	UNFORGETTABLE	Nat (King) Cole	Cap (78)1808; (45)F-1808—ASCAP
15	9	16	BECAUSE OF YOU	L. Baxter	Cap (78)1493; (45)F-1493—BMI
1	—	16	CRY	J. Ray	Okeh (78)6840; (45)4-6840—BMI
13	13	18	DOWN YONDER	Del Wood	Tennessee (78)775; (45)45-775—ASCAP
2	—	18	I RAN ALL THE WAY HOME	S. Vaughan	Col (78)39576; (45)4-39576; (33)3-39576—ASCAP
3	15	20	DOMINO	Bing Crosby	Dec (78)27830; (45)9-27830—ASCAP
7	25	21	DOWN YONDER	F. Martin	V (78)20-4267; (45)47-4267—ASCAP
2	—	22	OUT IN THE COLD AGAIN	R. Hayes	Mercury (78)5724; (45)5724X45—ASCAP
2	28	23	DOMINO	Doris Day	Col (78)39596; (45)4-39596—ASCAP
4	17	24	SOLITAIRE	T. Bennett	Col (78)39555; (45)4-39555; (33)3-39555—BMI
1	—	24	CHARMAINE	Mantovani	London (78)1020; (45)45-1020—ASCAP
14	10	26	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap (78)1748; (45)F-1748—ASCAP
1	—	26	SHRIMP BOATS	D. Gray	Dec (78)27832; (45)9-27832—ASCAP
4	23	28	BLUE VELVET	T. Bennett	Col (78)39555; (45)4-39555; (33)3-39555—BMI
1	—	28	SLOW POKE	Pee Wee King	V (78)21-0489; (45)48-0489—ASCAP
3	—	28	AND SO TO SLEEP AGAIN	D. Haymes	Dec (78)27731; (45)9-27731—ASCAP

## England's Top Twenty

POSITION	Weeks Last	This to date	Tune	English	American
5	4	1	LONGING FOR YOU	Sterling	Ludlow
15	1	2	TOO YOUNG	Sun	Jefferson
8	2	3	BECAUSE OF YOU	Dash	Broadcast Music
13	3	4	TULIPS AND HEATHER	John Fields	J. J. Robbins & Son
5	5	5	I LOVE THE SUNSHINE OF YOUR SMILE	New World	Johnstone-Montei
15	8	6	BEGGAR IN LOVE	Cinephonic	Santly-Joy
5	7	7	BELLE, BELLE, MY LIBERTY BELLE	Dash	Oxford
22	9	8	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
12	6	9	SWEET VIOLETS	E. H. Morris, Ltd.	E. H. Morris
2	17	10	ROSAINE	Michael Reine	*
8	11	11	SHANGHAI	Harms Connelly, Ltd.	Advanced
19	10	12	TOO LATE NOW	New World	Feist
18	12	13	MY TRULY, TRULY FAIR	Dash	Santly-Joy
16	13	14	UNLESS	Francis Day	Bourne
9	18	15	KENTUCKY WALTZ	Southern	Peer International
4	16	16	VANITY	Sun	Jefferson
14	14	17	CHRISTOPHER COLUMBUS	Campbell-Connelly	American
36	15	18	BE MY LOVE	Francis Day	Robbins
1	—	19	IF YOU GO	Maurice	Leeds
3	20	20	LULLABY OF BROADWAY	Feldman	Witmark

## VOX JOX

By JUNE BUNDY

### Gimmix

Joe Vincent, WHOS, Decatur, Ala., has listeners send in their choice of three top tunes for week, which he then compares with Billboard's top three. The numbers are delivered by live talent over the air, with participation sponsors backing each tune, "rate according to position of tune."

Flack Buddy Basch is pushing Tony Martin's new Victor dishing "Domino," via gift packs of domino sugar cubes to the deejays. The deal, which was set with the American Sugar Refining Company, calls for RCA to mail out some 1,600 pounds of the sweet stuff to jocks across the country.

Al Ross, WBAL, Baltimore, Md., who recently became a father, received one congratulatory fan letter postmarked Federalsburg, Md., (a good 70 miles from Baltimore) and addressed simply to "Mr. Al Ross, Baltimore, at studio." Letter was mailed at 3 p.m. on Tuesday and delivered to WBAL at 8:30 the following morning.

Ted Johnson, WXYZ, Detroit, claims to have the world's largest script. His commercials are read off a 4 by 6-foot chart donated by a sponsor.

Johnny Williams, WSFT, Thomaston, Ga., is currently conducting a campaign to gather toys to be painted and repaired by the local Chamber of Commerce. Toys are for needy children of Upson County. Last year's drive pulled more than \$3,000 worth of playthings.

### Premis

Jack Lacy, WINS, New York, has extended his daily show a half hour, making a weekly total of 23½ hours of air time.

Dave Williams has joined WPEO, Peoria, Ill.

Bob Knox, WIBG, Philadelphia, is doing an early morning stint.

Joe Weaver, ex-WKJG, Ft. Wayne, Ind., has joined WTOL, Toledo, O.

Barnett, Barnett Pierce, KWBU Corpus Christi, Tex., was elected honorary major of Gopher Guleh, Tex., as a result of plugging town as a "Tourists' Paradise."

Peg and Jim MacDowell, WHFB, Benton Harbor, Mich., have a new p.m. show "Coffee Time" across the board. New WHFB staffers include Don Rose (ex-KGMB, Honolulu) and Jack Whelan (formerly with WTRC, Elkhart, Ind.)

Arch Harrison's "Waxworks" over WANN, Annapolis, Md., is acclaimed as "afternoon musical therapy" for men in the wards at the U. S. Naval Hospital.

Cousin Clyde, "The Friendly Hillbilly," has joined WANN, roping in four hours and 15 minutes of spin-time weekly.

Ralph Reynolds, ex-KGBX, Springfield, Mo., is now handling program directorship and the "Disk and Data" show at WFRL, Freeport, Ill.

Bob Watson, WSB, Atlanta, Ga., is pulling big audience response with a special 15-minute seg tagged "May Time" on his show. It features new Billy May releases on Capitol.

Ed Feld has left WLPW, Suffolk, Va.

Wayne Harris, WCBT, Roanoke, Rapids, N. C., has a new afternoon series aimed at high school students.

"Dee Jane" has launched a Monday-thru-Friday show over KBUC, Corona, Calif. The fem is assisted by two patients from the Corona Naval Hospital.

Glenn Allen, ex-WMRN, Marion, O., has moved to TV, via WLWC, Columbus, O.

Joe Rico, WWOL, Buffalo, N. Y., staged a concert at Klienbans Music Hall over the week-end, with Count Basie and Ork, Billie Holiday, Buddy Rich, and Dixie Gillespie.

George McCall, WEEU, Reading, Pa., has started a new afternoon phone request show "Request on Call with George McCall." "Initial program was

(Continued on page 117)

## Best Selling Sheet Music

Based on reports received November 14, 15 and 16

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

POSITION	Weeks Last	This to date	Tune	Artist
9	2	1	(IT'S NO) SIN (R)	Algonquin
21	1	2	BECAUSE OF YOU (F) (R)	Broadcast Music
13	3	3	COLD, COLD HEART (R)	Acuff-Rose
9	5	4	DOWN YONDER (R)	LaSalle
2	8	5	WHITE CHRISTMAS (R)	Berlin
8	6	6	AND SO TO SLEEP AGAIN (R)	Paxton
20	4	7	I GET IDEAS (R)	Hill & Range
2	9	8	RUDOLPH, THE RED NOSED REINDEER (R)	St. Nicholas
2	12	9	SLOW POKE (R)	Ridgeway
4	11	10	UNDECIDED (R)	Leeds
28	7	11	LOVELIEST NIGHT OF THE YEAR, THE (F) (R)	Robbins
3	13	12	DOMINO (R)	Pickwick
2	10	13	FROSTY, THE SNOW MAN (R)	Hill & Range
1	—	14	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
1	—	15	HERE COMES SANTA CLAUS (R)	Western

## Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

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

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And So to Sleep Again (R)	Paxton—ASCAP
Because of You (F) (R)	Broadcast Music—BMI
Bela Bimba (R)	Goday—BMI
Charmaine (R)	Lion—ASCAP
Cold, Cold, Heart (R)	Acuff-Rose—BMI
Domino (R)	Pickwick—ASCAP
Down Yonder (R)	La Salle—ASCAP
For All We Know (M) (R)	Feist—ASCAP
Frosty, the Snow Man (R)	Hill & Range—BMI
Getting to Know You (M) (R)	Williamson—ASCAP
Ghost of a Chance, A (R)	Miller—ASCAP
Here Comes the Fattest Man in Town	Life—BMI
I Get Ideas	Hill & Range—BMI
I Ran All the Way Home (R)	Laurel—ASCAP
I Wish I Wuz (R)	United—ASCAP
In the Cool, Cool, Cool of the Evening (F) (R)	Burke-Van Heusen—ASCAP
It's All in the Game (R)	Witmark—ASCAP
It's All Over But the Memories (R)	Shapiro-Bernstein—ASCAP
Kiss to Build a Dream on, A (F) (R)	Miller—ASCAP
Manhattan (R)	E. B. Marks—BMI
More, More, More (R)	Remick—ASCAP
Old Soft Shoe (R)	Shapiro-Bernstein—ASCAP
Painting the Clouds With Sunshine (R)	Witmark—ASCAP
Shanghai (R)	Advanced—ASCAP
Shrimp Boats (R)	Walt Disney—ASCAP
(It's No) Sin (R)	Algonquin—BMI
Tinkle Song (R)	Vinrob—ASCAP
Undecided (R)	Leeds—ASCAP
White Christmas (F)	Berlin—ASCAP
Wonder Why, I (F) (R)	Robbins—ASCAP
World Is Waiting for the Sunrise (R)	De Sylva, Brown & Henderson—ASCAP

## GAC Files

Continued from page 18

worked the program under the terms of an employment contract he made with the agency. The agency thus feels that the Miller estate had not the rights to the radio performances and had not the right to offer them for sale in any form without first consulting with the agency.

On behalf of Beneke, Katz claims that the orkster who originally became a maestro to carry on the Miller band under the sponsorship of the Miller estate and Miller's manager, Don Haynes, did not give his consent to have his name or work used in connection with the use of the air check recordings. Katz claims that Beneke was not asked for his consent but rather the diskery and the Miller estate forwarded recording scale checks to him for his work on the recordings at the sideman's rate.

Haynes, incidentally, heads up the firm which is peddling the Miller transcriptions. Katz next week will meet with the legal representatives of the Miller estate to attempt to thrash out the matter.

## Prexy's Death

Continued from page 17

on the council could be elected to the presidency.

Present council members are Stanley Adams, Fred Ahlert,

Louis Alter, Abel Baer, Paul Cunningham, Peter De Rose, Milton Drake, Ira Gershwin, Jesse Greer, Ferde Grofe, Oscar Hammerstein, Otto Harbach, Edgar Leslie, George Meyer, Joe Meyer, Geoffrey O'Hara, Richard Rodgers, Sam H. Stept, Charlie Tobias and Jack Yellen.

Gershwin, Grofe, Hammerstein, Rodgers and a few others are generally considered to be out of the running either because of the press of their outside activities or permanent residence on the West Coast.

## Autry's "Rudolf"

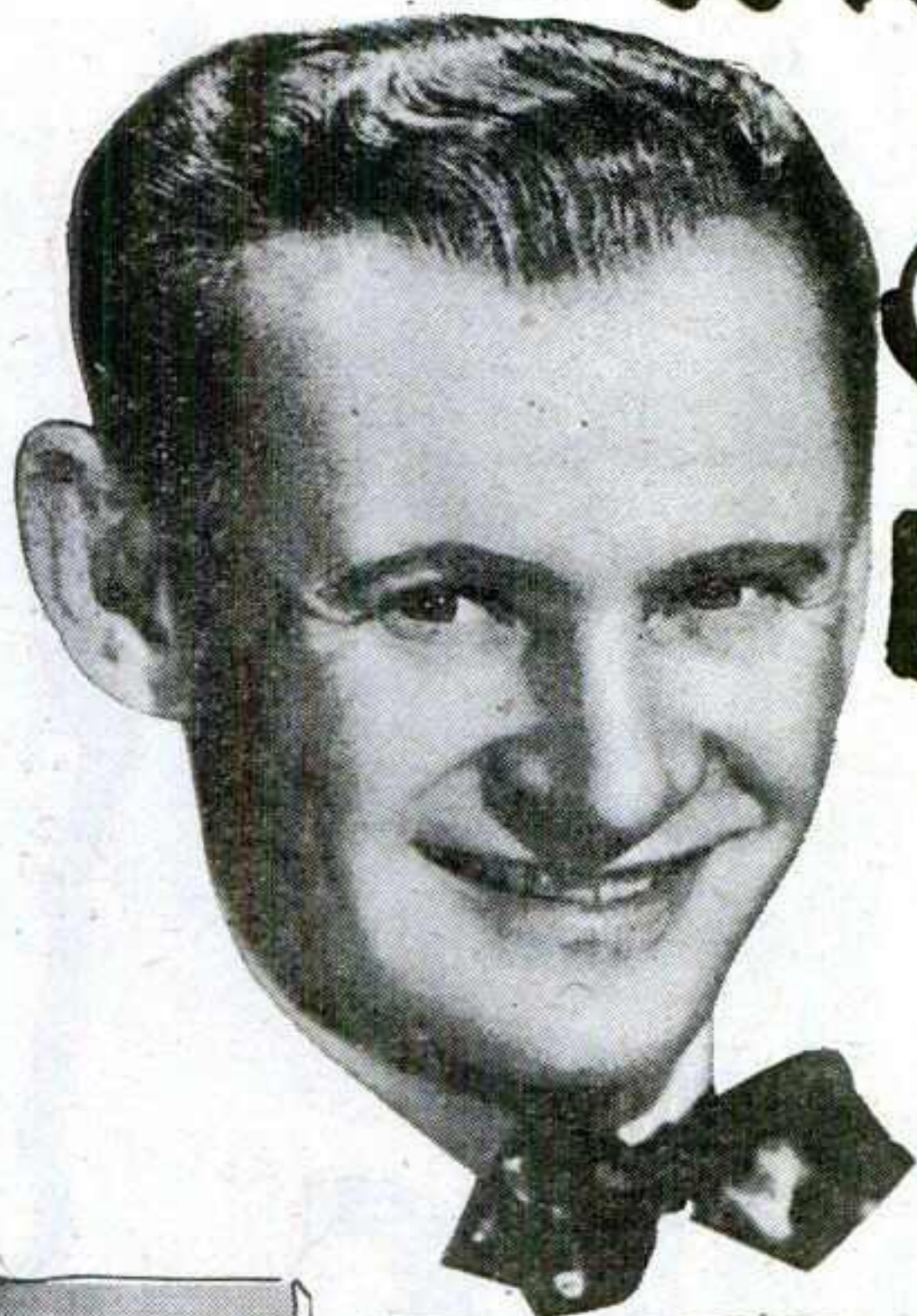
Continued from page 18

sold in the vicinity of three million copies on the pop, kiddie and country fields. The million figure takes into account only sales in the kidisk-packaged envelope. According to the diskery, "Rudolph" sales thus far this year are ahead of last year's figures at this time. This is partly accounted for by the fact that the disk has been issued on 45 r.p.m. for the first time this year.

The copyright to the "Rudolph" motion picture cartoon is held by Marks' St. Nicholas Music. Jam Handy's distribution set-up will concentrate on getting the flick shown in small houses this month with the "A" theaters in big cities getting the film during December. It is intended to make the cartoon release an annual event similar to the continuing sales of the "Rudolph" disks on the Columbia and other labels.

swing and sway...

WITH TWO GREAT RECORDINGS BY...



# SAMMY KAYE

A NEW recording of one of Sammy's greatest...

## "DADDY"

vocal chorus by the Glee Club featured in the RKO film "The Blue Veil"

and

### "BOUQUET OF ROSES"

78 RPM 39583  
45 RPM 4-39583

On Radio SUNDAY SERENADE on ABC for Sylvania Television

A beautiful NEW version of a Great French song...

## "THE THREE BELLS"

(The Jimmy Brown Song) vocal chorus by Tony Russo and the Kaye Choir

coupled with

### "I ONLY HAVE ONE LIFE TO LIVE"

78 RPM 39602  
45 RPM 4-39602

On TV THE SAMMY KAYE SHOW on CBS, 7 P.M., Saturday, EST. for Listerine and Pro-59 Toothbrushes

FOR YULETIDE LISTENING PLEASURE OF BOTH YOUNG AND OLD.....

## SAMMY KAYE'S "CHRISTMAS SERENADE ALBUM"

SILENT NIGHT, HOLY NIGHT  
O LITTLE TOWN OF BETHLEHEM  
JINGLE BELLS  
FROSTY THE SHOWMAN

JOY TO THE WORLD  
HARK! THE HERALD ANGELS SING  
O COME ALL YE FAITHFUL

C-285 (78 RPM) B-285 (45 RPM) CL-6196 (33 1/3 RPM)

WHITE CHRISTMAS  
RUDOLPH, THE RED-NOSED REINDEER  
SANTA CLAUS IS COMING TO TOWN  
WINTER WONDERLAND

# Columbia Records

FOR MUSIC THAT SENDS THEM... TO YOU!

Trade Marks "Columbia," "Masterworks," ©, ®, © Reg. U. S. Pat. Off. Marcos Registradas



*Thanks*

to all the disk jockeys  
who have made

**HERE  
COMES  
SANTA  
CLAUS**

**GENE  
AUTRY**



a best-seller for  
**FOUR CONSECUTIVE YEARS!**

78 rpm 20377  
Children's 78 rpm Set  
MJV-84  
45 rpm Set MJV 4-84

*exclusively*  
on . . .

**COLUMBIA  RECORDS**

for music that sends them . . . to you!

Trade Marks "Columbia," "Masterworks," ,  Reg. U. S. Pat. Off. Marks Registered

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# COLUMBIA'S

## WEEKLY CHECK LIST OF BEST SELLERS FOR DEALERS, OPERATORS, JOCKEYS

(Based on actual sales figures for week ending November 16)

### ✓ POPULAR

- ✓ JEALOUSY FLAMENCO  
FRANKIE LAINE  
39585—4-39585
- ✓ COLD, COLD HEART WHILE WE'RE YOUNG  
TONY BENNETT  
39449—4-39449
- ✓ SHRIMP BOATS LOVE, MYSTERY AND ADVENTURE  
JO STAFFORD  
39581—4-39581
- ✓ BECAUSE OF YOU I WON'T CRY ANYMORE  
TONY BENNETT  
39362—4-39362
- ✓ THERE'S ALWAYS ROOM AT OUR HOUSE I CAN'T HELP IT  
GUY MITCHELL  
39595—4-39595
- ✓ DOMINO THAT DOESN'T DO IT  
DORIS DAY  
39596—4-39596
- ✓ BLUE VELVET SOLITAIRE  
TONY BENNETT  
39555—4-39555
- ✓ GAMBELLA HEY, GOOD LOOKIN'  
JO STAFFORD  
FRANKIE LAINE  
39570—4-39570
- ✓ THE THREE LITTLE DWARFS THIRTY-TWO FEET—EIGHT LITTLE TAILS  
GENE AUTRY  
39543—MJV 4-121
- ✓ THE THREE BELLS (The Jimmy Brown Song)  
I ONLY HAVE ONE LIFE TO LIVE  
SAMMY KAYE  
39602—4-39602
- ✓ SIN JEALOUS EYES  
SAMMY KAYE  
39567—4-39567
- ✓ DOWN YONDER WAY UP IN NORTH CAROLINA  
CHAMP BUTLER  
39533—4-39533
- ✓ ONCE NEVER  
TONI ARDEN  
39577—4-39577
- ✓ POPPY THE PUPPY COMING DOWN THE CHIMNEY  
GENE AUTRY  
39542—MJV 4-122
- ✓ I RAN ALL THE WAY HOME JUST A MOMENT MORE  
SARAH VAUGHAN  
39576—4-39576
- ✓ RUDOLPH, THE RED-NOSED REINDEER IF IT DOESN'T SNOW ON CHRISTMAS  
GENE AUTRY  
38610—MJV-56  
MJV 4-56, 3-38610
- ✓ FROSTY THE SNOW MAN WHEN SANTA CLAUS GETS YOUR LETTER  
GENE AUTRY  
38907—MJV-75  
3-38907—MJV 4-75
- ✓ FIND ME I ONLY SAW HIM ONCE  
ROSEMARY CLOONEY  
39591—4-39591
- ✓ BOUQUET OF ROSES DADDY  
SAMMY KAYE  
39583—4-39583
- ✓ I WISH I WUZ MIXED EMOTIONS  
ROSEMARY CLOONEY  
39536—4-39536

### ✓ FOLK

- ✓ ALWAYS LATE MOM AND DAD'S WALTZ  
LEFTY FRIZZELL  
20837—4-20837
- ✓ ME AND MY BROKEN HEART LET OLD MOTHER NATURE HAVE HER WAY  
CARL SMITH  
20862—4-20862
- ✓ BRAKEMAN'S BLUES MY OLD PAL  
LEFTY FRIZZELL  
20841—4-20841
- ✓ MY ROUGH AND ROWDY WAYS LULLABY YODEL  
LEFTY FRIZZELL  
20843—4-20843
- ✓ BLUE YODEL NO. 6 TRAVELLIN' BLUES  
LEFTY FRIZZELL  
20842—4-20842
- ✓ MY BABY'S JUST LIKE MONEY I WANT TO BE WITH YOU ALWAYS  
LEFTY FRIZZELL  
20799—4-20799
- ✓ IF TEARDROPS WERE PENNIES MR. MOON  
CARL SMITH  
20825—4-20825
- ✓ BROKE, DISGUSTED AND SAD IN OLD NEW MEXICO  
JOHNNY BOND  
20876—4-20876
- ✓ THERE'S NOTHING AS SWEET AS MY BABY LET'S LIVE A LITTLE  
CARL SMITH  
20796—4-20796
- ✓ POOR LITTLE DARLIN' I'VE JUST GOT TO SEE YOU ONCE MORE  
"LITTLE" JIMMY DICKENS  
20866—4-20866

### ✓ COMING UP

- ✓ GREEN SLEEVES LOVE MAKES THE WORLD GO ROUND  
MITCH MILLER  
39617—4-39617
- ✓ CHARMAINE AT DAWNING  
PAUL WESTON  
39616—4-39619
- ✓ APRIL IN PARIS LONDON BY NIGHT  
FRANK SINATRA  
39592—4-39592
- ✓ MAMBO AT THE WALDORF SOCIETY MAMBO  
XAVIER CUGAT  
39579—4-39579
- ✓ IF I LOVED YOU DIZZY FINGERS  
PERCY FAITH  
39613—4-39613
- ✓ WHAT IS A BOY WHAT IS A GIRL  
ARTHUR GODFREY  
39487—4-39487

tailored for romance! two sure-fire new discs!

**"CHARMAINE"  
"AT DAWNING"**



**PAUL WESTON**

and his Orchestra  
with the Norman Luboff Choir

78 rpm 39616—45 rpm 4-39616

**"IF I LOVED YOU"  
"DIZZY FINGERS"**



**PERCY FAITH**

and his Orchestra  
with the Magic Voices

78 rpm 39613—45 rpm 4-39613



**COLUMBIA RECORDS**

FOR MUSIC THAT SENDS 'EM—TO YOU!

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Best Selling Pop Singles

... Based on reports received November 14, 15 and 16

Records listed are those selling best in the nation's top volume retail record stores. List is based up 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.

POSITION	Weeks   Last   This	to date Week Week	Record	Artist	Label
18	1	1	COLD, COLD HEART While We're Young	T. Bennett-P. Faith	Col(78)39449; (45)4-39449; (33)3-39449—BMI
23	2	2	BECAUSE OF YOU I Won't Cry Anymore	T. Bennett-P. Faith	Col(78)39362; (45)4-39362; (33)3-39362—BMI
10	3	3	SIN My Wife and I	E. Howard	Mercury(78)5711; (45)5711X45—BMI
3	7	4	JALOUSIE (JEALOUSY) Flamenco	F. Laine	Col(78)39585; (45)4-39585; (33)3-39585—ASCAP
11	4	5	SIN Arizona Moon	Four Aces-A. Alberts	Victoria 101—BMI
26	5	6	I GET IDEAS Tahiti, My Island	T. Martin	V(78)21-4141; (45)47-4141—BMI
13	8	7	DOWN YONDER Mine, All Mine	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
8	6	8	UNDECIDED Sentimental Journey	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
8	9	9	SIN I Don't Believe in Tomorrow	S. Churchill	V(78)20-4280; (45)47-4280—BMI
4	12	10	DOMINO All Over But the Memories	T. Martin	V(78)20-4342; (45)47-4342—ASCAP
8	11	11	TURN BACK THE HANDS OF TIME Can't Go On Without You	E. Fisher	V(78)20-4257; (45)47-4257—ASCAP
5	14	12	JUST ONE MORE CHANCE Jazz Me Blues	L. Paul-M. Ford	Cap(78)1825; (45)F-1825—ASCAP
4	24	13	SLOW POKE Whisper Waltz	Pee Wee King	V(78)21-0489; (45)48-0489—BMI
4	23	14	UNFORGETTABLE My First and My Last Love	Nat (King) Cole	Cap(78)1808; (45)F-1808—ASCAP
10	13	15	AND SO TO SLEEP AGAIN Write Me One Sweet Letter	P. Page	Mercury (78)5706; (45)5706X45—ASCAP
15	10	16	WORLD IS WAITING FOR THE SUNRISE Whispering	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP
6	15	17	DOWN YONDER Ivory Rag	J. (Fingers) Carr	Cap(78)1777; (45)F-1777—ASCAP
7	18	18	BLUE VELVET Solitaire	T. Bennett	Col(78)39555; (45)4-39555; (33)3-39555—BMI
3	20	18	OUT IN THE COLD AGAIN Once	R. Hayes	Mercury (78)5724; (45)5724X45—ASCAP
6	18	20	IT'S ALL IN THE GAME All Over Again	T. Edwards	MGM(78)11035; (45)K-11035—ASCAP
1	—	20	LITTLE WHITE CLOUD THAT CRIED Cry	J. Ray	Okeh(78)6840; (45)45-6840
2	25	22	CHARMAINE Just for a While	Mantovani	London(78)1020; (45)45-1020—ASCAP
1	—	23	CRY Little White Cloud That Cried	J. Ray	Okeh(78)6840; (45)4-6840—BMI
2	26	24	SHRIMP BOATS Love, Mystery and Adventure	J. Stafford-P. Weston	Col(78)39581; (45)4-39581; (33)3-39581—ASCAP
9	22	25	DOWN YONDER Way Up in North Carolina	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
2	—	25	BECAUSE OF YOU Dee Jay Special	Tab Smith	United 104—BMI
17	15	27	BECAUSE OF YOU Unless	L. Baxter	Cap(78)1493; (45)F-1493—BMI
11	21	28	I GET IDEAS A Kiss to Build a Dream On	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
2	—	29	SOLITAIRE Blue Velvet	T. Bennett	Col(78)39555; (45)4-39555; (33)3-39555—BMI
33	17	30	LOVELIEST NIGHT OF THE YEAR La Donna E Mobile	M. Lanza	V(78)10-3300; (45)49-3300—ASCAP
1	—	30	KISS TO BUILD A DREAM ON I Get Ideas	L. Armstrong	Dec(78)27720; (45)9-27720—ASCAP

## DEALER DOINGS

### News and Chatter

A tie-in with the local theater and the Early Candy Company resulted in extra traffic for the **Zeswitz Music House**, Reading, Pa. The shop worked a deal with the Astor Theater's presentation of "Bright Victory" which gave each of the first 100 movie patrons a free box of candy and free tickets to the Zeswitz radio-TV exhibition. "We would like to hear from other dealers on their methods of cataloging, storing and displaying 45 r.p.m. and LP records. Our biggest problem is inventory control. By the way, are we the only ones who get 45's instead of the 78's ordered? Seems as tho the distributors feel if they haven't got what you want they'll send what they've got."—**Cheney's Music and Hobby Center**, De Kalb, Ill. "Wonder if other dealers have the same trouble I do with lack of cataloging on records which have been released on several numbers? We miss sales with inexperienced help not knowing where to look for listings. Any solution?"—**Anne Gemmill**, Sears Roebuck Company, Norfolk, Va. "On Saturday no one in our city had any copies of Louis Armstrong's "I Get Ideas" or Guy Lombardo's "Because Of You." Neither had we received any shipments from Decca for several weeks."—**Adrian's Record Shop**, Hutchinson, Kans. "One-stop disk shop operators activity this week had **M. N. Schwartz** opening a new spot in Yonkers, N. Y. and the claim that **Elinor M. Di Pesta** is the only fem sales manager for a one-stop. She's with Boston Record Distributors, Boston, Mass. According to **Overby's Music**, Rice Lake, Wis., 45 r.p.m. disk and phono sales are increasing steadily in that area with plenty of Christmas 45's already sold.

### Disk Industry

Continued from page 17

the wholesale and retail advisory committees. Consideration also will be given to problems of small manufacturers who press records, OPS said.

As far as uniform pricing is concerned, OPS officials suggested to committee members this week that current price lists for the manufacturer, wholesaler and retailer be accepted as ceiling prices. OPS officials said the agency is "sympathetically considering" a request by advisory committee members that the final draft of the tailored regulation provide for adjustment of hardship cases. The agency said, however, that it has denied a petition from several diskeries seeking complete decontrol of the OPS' consumer durable goods division. OPS officials participating were: Earl R. Smith, acting chief, electronic and musical instruments section; Sterling McDonald, chief, home furnishings branch; Robert Lowenstein, counsel, housewares and accessories branch; Gernley G. Fawcett, economist; H. E. Walker, business analyst; J. Goodpaster, accountant; John Muskat, attorney; L. S. McCarthy and Gus Pauls, distributive specialists.

Disk advisory committee members present were: James B. Conklin, prexy Columbia Records, Inc.; A. R. Ellsworth, Research Craft Company; Henry L. Gage, veepee, Westminster Recording Company; John S. Kelley Jr., veepee, King Records, Inc.; James W. Murray, veepee, Capitol Records, Inc.; John Stevenson, Children's Record Guild; Frank Walker, MGM Records Division, Loew's, Inc., and I. B. Green, president, Mercury Record Corporation. Advisory committee members who did not attend were: Howard B. Letts, assistant general manager, RCA Victor Record Division, Radio Corporation of America; Milton Rackmil, prexy, Decca Records, and Donald H. Gabor, Remington Records, Inc.

## • Best Selling Children's Records

... Based on reports received November 14, 15 and 16

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	Record	Artist	Label
17	1	1	ALICE IN WONDERLAND (One Record)	K. Beaumont-E. Wynn	V(78)Y-437; (45)WY-437; (33)LY-1
50	3	2	TWEETY PIE (One Record)	M. Blanc	Cap(78)CAS-3074; (45)CAS-3074
93	2	3	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
9	6	4	FERDINAND THE BULL (One Record)	D. Wilson	Cap(78)CAS-3095; (45)CAS-3095
9	4	5	TWEETY'S PUDDY TAT TROUBLE (Two Records)	M. Blanc	Cap(78)DBX-3102; (45)CBXF-3102
27	4	6	LONE RANGER VOL. I (He Becomes the Lone Ranger) (One Record)	G. Trendle	Dec(78)K-29; (45)1-152
9	7	7	HENRY HAWK (One Record)	M. Blanc	Cap(78)CAS-3098; (45)CAS-3098
27	11	8	LITTLE RED CABOOSE (One Record)	Sparkie-R. Carter and CBS Ork	Col(78)MJV-105; (45)4-105
7	—	9	WOODY WOODPECKER'S PICNIC (Two Records)	M. Blanc	Cap(78)DBS-3091; (45)CBSF-3091
32	7	10	PETER AND THE WOLF (Two Records)	Sterling Holloway	V(78)Y-386; (45)WY-386
1	—	11	RUDOLPH, THE RED NOSED REINDEER (One Record)	G. Aitry	Col(78)MJV-56; (33)4-724
27	7	13	LONE RANGER VOL. II (He Finds Silver) (One Record)	G. Trendle	Dec(78)K-30; (45)1-153
170	—	14	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance Pinto Colvig	Cap(78)BBX-34; (45)CBXF-3030; (33)DBX-114
2	12	15	RUDOLPH, THE RED NOSED REINDEER (One Record)	Spike Jones	V(78)20-3934; (45)47-3934
172	12	15	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CAS-3001; (33)HX-3065
1	—	15	RUDOLPH, THE RED NOSED REINDEER (One Record)	B. Crosby	Dec(78)K-15; (45)1-123

## • Best Selling Pop Albums

... Based on reports received November 14, 15 and 16

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.

Best Selling 33 1/3 R.P.M.	Best Selling 45 R.P.M.
1. SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. Keel	1. SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Keel
2. AN AMERICAN IN PARIS G. Kelly-G. Guetary-J. Green	2. NEW SOUND VOL. II (Three Records) L. Paul-M. Ford
3. NEW SOUND VOL. II L. Paul-M. Ford	3. GLENN MILLER (Four Records) Glenn Miller
4. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza-RCA Victor Ork	4. AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Guetary-J. Green
5. KING AND I Original Cast	5. MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork
6. ON MOONLIGHT BAY D. Day-J. Smith-P. Weston	6. MARIO LANZA SINGS CHRISTMAS SONGS (Four Records) M. Lanza
7. VOICE OF THE XTABAY Yma Sumac	7. ON MOONLIGHT BAY (Four Records) D. Day-J. Smith-P. Weston
8. MARIO LANZA SINGS CHRISTMAS SONGS M. Lanza	8. NEW SOUND VOL. I (Three Records) L. Paul
9. SOUTH PACIFIC Mary Martin-Ezio Pinza	9. VOICE OF THE XTABAY (Four Records) Yma Sumac
10. GLENN MILLER G. Miller Ork	10. AMERICA'S FAVORITE MARCHES (Four Records) Cities Service Band of America

## • Classical Reviews

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

MAHLER: SYMPHONY NO. 2 IN C MINOR 70  
"RESURRECTION"—Ilona Steingruber-Hilde Ross-Majdan-Akademie Kammerchor-Vienna Symphony Ork-Otto Klemperer, Cond. (2-12")  
Vox (33) PL-7010

This lengthy, profound work represents what ranks with many as the finest writing in the symphonic form produced by Mahler. Since Mahler has more or less come into his own since the advent of LP, this issue should prove quite a profitable item with his coterie. It's an epic symphonic canvass that Mahler created in this work. Some of it, the opening movement and portions of the final movement, impresses as among the most powerfully written pages in the classical literature. There are many windy passages, some that are overly violent, but the overall canvass represents an immense creation, one that comes closest in conception and skill to the tragic heroism of Beethoven's later orchestral works. Hilde Ross-Majdan does a lovely job with the "Ulrich" soprano and Ilona Steingruber fares well in the soprano solo work. Klemperer has drawn a well-knit performance of this expansive work from the Vienna Symphony. The Akademie Kammerchor does well with its brief stint. The recording generally is good, tho a more resonant bottom would have been welcome. This work will make a splendid introduction to Mahler for those seeking the indoctrination. Any lover of Beethoven should investigate this lesser known giant.

SCHUMANN: CONCERTO IN A MINOR FOR PIANO AND ORCH.—Dinu Lipatti, piano, with Herbert Von Karajan, cond the Philharmonia Orchestra (1-10")  
Columbia (33) ML-2195

This lovely piano concerto, lyrical and romantic in feeling and richly symphonic in construction, is handsomely performed by the late Dinu Lipatti, young European virtuoso, who died last year. His technique is easily equal to the demands of the work, and he injects all the poetry it requires. The orchestra, under von Karajan's emotionally charged batoning, complements him perfectly. Among the LP competition are Rubinstein's and Serkin's on Victor and Columbia, respectively—and both of these are on 12-inch.

MOZART: Concerto for Horn and Orch., No. 3 in E Flat, K. 447; Mason Jones, French Horn; Motet, Exultate, Jubilate, K. 165; Barbara Troxell, Sopr.; Zaide, Aria: "Ruhe sanft," Barbara Troxell, Sopr.; National Gallery Orch., Richard Bales, Cond.  
WCFM (33) LP-8

Here is a Mozart program of rather disparate units—a French horn concerto on one side, the other given to a soprano doing a motet and a short aria from his unfinished opera, Zaide. The recording shows the same weakness in the case of both the horn and the soprano solo work—too much distance and softness. Both should have been done with better definition and sharper edges. Both Jones, the horn man, and Miss Troxell, the soprano, perform with distinction, with adequate orchestral work in back of them. Not a package likely to have wide commercial appeal.

(Continued on page 118)

## • Best Selling Classical Titles

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

1	1	Verdi: La Traviata (Complete Opera), L. Albanese, G. Cehanovsky, P. Dennis, J. Garris, R. Merrill, J. Moreland, A. Newmann, J. Pearce, M. Stellman, NBC Symphony Ork & Chorus, A. Toscanini, conductor	V(33)LM-6003
2	2	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(33)LM-1127
3	3	Mozart: Marriage of Figaro (Complete Opera), H. Czaska, A. Felbermayer, W. Felden, E. Hoengen, M. Russ, S. Jurinac, E. Kunz, G. London, E. Majkut, R. Schwaiger, E. Schwarzkopf, I. Seefried, Vienna Philharmonic Ork; Von Karajan, conductor	Col(33)SL-114
4	3	Bizet: Carmen (Complete Opera), L. Albanese, G. Cehanovsky, A. De Palois, O. Hawkins, P. Lencher, R. Merrill, J. Pearce, M. Roggero, R. Stevens, H. Thompson, New York Lycee Francaise Children's Chorus; R. Shaw, conductor of R. Shaw Chorale RCA Victor Ork; F. Reiner, conductor	V(33)LM-6102
—	5	Maria Lanza Sings Christmas Songs, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(33)LM-155

Best Selling 45 R.P.M.

3	1	Rachmaninoff: Concerto for Piano & Ork No. 2, A. Rubinstein, St. Louis Symphony Ork	V(45)WDM-1075
3	2	Tchaikovsky: Nutcracker Suite, E. Ormandy, conductor, Philadelphia Ork	V(45)WDM-1020
—	2	Maria Lanza Sings Christmas Songs, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1649
2	4	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork, P. Monteux, conductor	V(45)WDM-920
1	5	The Great Caruso, M. Lanza, RCA Victor Ork, C. Callinicos, conductor	V(45)WDM-1506



# DINAH and TONY - at their Very Best!

*singing...*



## IF YOU CATCH A LITTLE COLD

( I'LL SNEEZE FOR YOU )

# and MANHATTAN

THE GREAT RODGERS AND HART STANDARD  
RCA VICTOR RECORDS 20-4345 - 47-4345

This week's

## New Releases ... on RCA Victor

Release 51-47

*Ships Coast to Coast, Week of November 25*

### POPULAR

- APRIL STEVENS** with Henri Rene and his Orch.  
Put Me In Your Pocket  
The Tricks of the Trade  
20-4381—(47-4381)\*
- THE FONTANE SISTERS** with Mitchell Ayres and his Orchestra  
Grand Central Station  
Alabama Jubilee  
20-4387—(47-4387)\*
- JUNE VALLI** with Hugo Winterhalter and his Orchestra  
Cry  
The Three Bells  
20-4388—(47-4388)\*

### COUNTRY—WESTERN

- JOHNNIE & JACK** The Tennessee Mountain Boys  
You Tried To Ruin My Name  
Ashes of Love  
20-4389—(47-4389)\*
- MILT HERTH TRIO**  
Dixie  
Oh, She's Gone, Gone, Gone  
20-4390—(47-4390)\*

### SACRED

- THE HARMONEERS QUARTET**  
Weapon of Prayer  
What Could I Do  
20-4391—(47-4391)\*

### RHYTHM-BLUES

- LITTLE RICHARD**  
Taxi Blues  
Every Hour  
20-4392—(47-4392)\*
- THE CATS AND THE FIDDLE**  
I Miss You So  
Another Day  
20-4393—(47-4393)\*

### ALBUMS

- EDDY ARNOLD**  
All Time Hits From the Hills  
(Vol. II) P & WP 328

\*45 r.p.m. cat. nos.

### Going Strong...

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.

- Ⓢ Slow Poke  
Pee Wee King ..... 21-0489—(48-0489)\*
- Ⓢ Music Makin' Mamma/The Highest Bidder  
Hank Snow ..... 20-4346—(47-4346)\*
- Ⓢ I Get Ideas  
Tony Martin ..... 20-4141—(47-4141)\*
- Ⓢ Turn Back the Hands of Time  
Eddie Fisher with Hugo Winterhalter's Orch. .... 20-4257—(47-4257)\*
- Ⓢ Rugged But Right  
Phil Harris ..... 20-4342—(47-4342)\*
- Ⓢ (It's No) Sin  
Savannah Churchill ..... 20-4280—(47-4280)\*
- Ⓢ Domino  
Tony Martin ..... 20-4343—(47-4343)\*
- Ⓢ Oh, Holy Night  
Mario Lanza ..... 10-1582—(49-1338)\*
- Ⓢ Loveliest Night of the Year  
Mario Lanza ..... 10-3300—(49-3300)\*
- Ⓢ Cold, Cold Heart  
The Fontane Sisters ..... 20-4274—(47-4274)\*
- Ⓢ Down Yonder  
Freddy Martin ..... 20-4267—(47-4267)\*
- Ⓢ I Wanna Play House With You/Something Old, Something New  
Eddy Arnold ..... 21-0476—(48-0476)\*
- Ⓢ Because  
Mario Lanza ..... 10-3207—(49-3207)\*
- Ⓢ Heart Strings/Somebody's Been Beatin' My Time  
Eddy Arnold ..... 20-4273—(47-4273)\*
- Ⓢ It's Beginning to Look Like Christmas  
Perry Como ..... 20-4314—(47-4314)\*

### Coming Up...

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.

- ★ IF YOU CATCH A LITTLE COLD  
Dinah Shore-Tony Martin ..... 20-4345—(47-4345)\*  
Billboard Picks, November 17th issue.
- ★ HERE'S TO MY LADY  
Perry Como ..... 20-4344—(47-4344)\*  
Retailers Pick, Billboard, November 17th issue.
- ★ ANY TIME  
Eddie Fisher ..... 20-4359—(47-4359)\*  
Billboard Picks, November 17th issue.
- ★ ONCE  
Jan Peerce ..... 20-4318—(47-4318)\*  
Operators Pick, Billboard, November 17th issue.

**TIPS** **CRY/THE THREE BELLS**  
June Valli ..... 20-4388—(47-4388)\*



Next week in 51 of the largest cities in the country, there will appear in the best newspapers of those cities a large ad featuring the new Glenn Miller Concert Album. The combined circulation of all the papers involved totals about 100,000,000 copies. Think of it—over 100,000,000 salesmen in print—telling prospective customers of the hottest pop album to come along in years! The ad will also tell them about some of our best sellers now available for the first time on 45 and long play—

The records in this "hot" Glenn Miller Album have never before been available. They include such immortal works as "Jersey Bounce," "St. Louis Blues," "One o'Clock Jump," "My Blue Heaven," "Everybody Loves My Baby," "Sleepy Lagoon," "Tiger Rag" and "Swing Low, Sweet Chariot."

A great collection of records by the greatest of them all—Glenn Miller. A natural best seller to build up traffic in your stores to sell RCA Victor records.

The stars who make the hits are on

# RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY





It's breaking for a hit---  
 It's bringing in the cash!  
 In every market--nation-wide  
 It's heading for a SMASH!

# Chuck Murphy

"LAY  
 SOMETHIN'  
 ON THE  
 BAR"



(BESIDES YOUR ELBOWS)

and

"Waitin' for My Baby"

Coral 60584 (78 rpm) and 9-60584 (45 rpm)

## CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, Inc.)

IN CANADA: Rogers Majesty Radio Corp. Ltd., Toronto-Montreal-Winnipeg

## THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio  
 and TV Shows See The Billboard  
 Radio-TV Show Charts (Radio  
 Section).

### • Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities,  
 secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

#### NEW YORK

- SIN  
Four Aces—Victoria
- COLD, COLD HEART  
T. Bennett—Columbia
- SIN  
E. Howard—Mercury
- I GET IDEAS  
T. Martin—Victor
- BECAUSE OF YOU  
T. Bennett—Columbia
- DOMINO  
T. Martin—Victor
- SHRIMP BOATS  
D. Gray—Decca
- BLUE VELVET  
T. Bennett—Columbia
- SHRIMP BOATS  
J. Stafford-P. Weston—Columbia
- IT'S ALL IN THE GAME  
T. Edwards—MGM

#### CHICAGO

- DOWN YONDER  
D. Wood—Tennessee
- SIN  
E. Howard—Mercury
- COLD, COLD HEART  
T. Bennett—Columbia
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- DOMINO  
T. Martin—Victor
- I GET IDEAS  
T. Martin—Victor
- TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
- BECAUSE OF YOU  
T. Bennett—Columbia
- SOLITAIRE  
T. Bennett—Columbia
- ONCE  
R. Hayes—Mercury

#### LOS ANGELES

- SIN  
E. Howard—Mercury
- COLD, COLD HEART  
T. Bennett—Columbia
- BECAUSE OF YOU  
T. Bennett—Columbia
- UNDECIDED  
Ames Brothers-L. Brown—Coral
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- SHRIMP BOATS  
J. Stafford-P. Weston—Columbia

#### BOSTON

- SIN  
Four Aces—Victoria
- COLD, COLD HEART  
T. Bennett—Columbia
- LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
- UNFORGETTABLE  
Nat (King) Cole—Capitol
- BECAUSE OF YOU  
T. Bennett—Columbia
- KISS TO BUILD A DREAM ON  
L. Armstrong—Decca
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- CHARMAINE  
Mantovani—London
- I TALK TO THE TREES  
T. Bavaar—Victor

#### DENVER

- COLD, COLD HEART  
T. Bennett—Columbia
- DOWN YONDER  
J. (Fingers) Carr—Capitol
- SIN  
E. Howard—Mercury
- I GET IDEAS  
T. Martin—Victor
- BECAUSE OF YOU  
T. Bennett—Columbia
- DOMINO  
T. Martin—Victor

#### NEW ORLEANS

- SIN  
S. Churchill—Victor
- BECAUSE OF YOU  
T. Bennett—Columbia
- IT'S ALL IN THE GAME  
T. Edwards—MGM
- COLD, COLD HEART  
T. Bennett—Columbia
- BLUE VELVET  
T. Bennett—Columbia
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- SLOW POKE  
Pee Wee King—Victor

#### DALLAS-FORT WORTH

- SIN  
E. Howard—Mercury
- DOWN YONDER  
D. Wood—Tennessee
- BECAUSE OF YOU  
T. Bennett—Columbia
- COLD, COLD HEART  
T. Bennett—Columbia
- I GET IDEAS  
T. Martin—Victor

#### ATLANTA

- BECAUSE OF YOU  
T. Bennett—Columbia
- SIN  
S. Churchill—Victor
- COLD, COLD HEART  
T. Bennett—Columbia
- SIN  
E. Howard—Mercury
- I GET IDEAS  
T. Martin—Victor
- UNDECIDED  
Ames Brothers-L. Brown—Coral

#### DETROIT

- BECAUSE OF YOU  
T. Bennett—Columbia
- COLD, COLD HEART  
T. Bennett—Columbia
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- CRY  
J. Ray—Okeh
- I GET IDEAS  
T. Martin—Victor
- SIN  
E. Howard—Mercury
- S. Churchill—Victor
- LITTLE WHITE CLOUD THAT CRIED  
J. Ray—Okeh
- DOMINO  
T. Martin—Victor

#### PHILADELPHIA

- COLD, COLD HEART  
T. Bennett—Columbia
- SIN  
Four Aces—Victoria
- BECAUSE OF YOU  
T. Bennett—Columbia
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
- OUT IN THE COLD AGAIN  
R. Hayes—Mercury
- BECAUSE OF YOU  
Tab Smith—United
- SLOW POKE  
Pee Wee King—Victor

#### ST. LOUIS

- UNFORGETTABLE  
Nat (King) Cole—Capitol
- BECAUSE OF YOU  
Tab Smith—United
- DOMINO  
T. Martin—Victor
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- UNDECIDED  
Ames Brothers-L. Brown—Coral
- COLD, COLD HEART  
T. Bennett—Columbia
- SIN  
Four Aces—Victoria

#### SEATTLE

- COLD, COLD HEART  
T. Bennett—Columbia
- UNDECIDED  
Ames Brothers-L. Brown—Coral
- JUST ONE MORE CHANCE  
L. Paul & M. Ford—Capitol
- BECAUSE OF YOU  
T. Bennett—Columbia
- SIN  
Four Aces—Victoria
- I GET IDEAS  
T. Martin—Victor

#### PITTSBURGH

- SIN  
Four Aces—Victoria
- BLUE VELVET  
T. Bennett—Columbia
- OUT IN THE COLD AGAIN  
R. Hayes—Mercury
- JUST ONE MORE CHANCE  
L. Paul & M. Ford—Capitol
- UNFORGETTABLE  
Nat King Cole—Capitol
- TURN BACK THE HANDS OF TIME  
E. Fisher—Victor
- COLD, COLD HEART  
T. Bennett—Columbia

#### WASHINGTON, D. C.

- BECAUSE OF YOU  
T. Bennett—Columbia
- DOWN YONDER  
D. Wood—Tennessee
- SIN  
E. Howard—Mercury
- COLD, COLD HEART  
T. Bennett—Columbia
- JALOUSIE (Jealousy)  
F. Laine—Columbia
- UNFORGETTABLE  
Nat (King) Cole—Capitol
- AND SO TO SLEEP AGAIN  
P. Page—Mercury
- WORLD IS WAITING FOR THE SUNRISE  
L. Paul & M. Ford—Capitol
- DOMINO  
T. Martin—Victor
- BLUE TANGO  
L. Anderson—Decca



# Check List Of Hits!

ORDER NOW . . . For Immediate Delivery



## "SIN"

AND

"MY WIFE AND I"

### EDDY HOWARD

MERCURY 5711 • 5711X45



## "AND SO TO SLEEP AGAIN"

AND

"ONE SWEET LETTER"  
**PATTI PAGE**

MERCURY 5706 • 5706X45



## "OUT IN THE COLD AGAIN"

AND

"ONCE"

### RICHARD HAYES

MERCURY 5724 • 5724X45



## "DETOUR"

AND

"WHO'S GONNA SHOE MY PRETTY LITTLE FOOT"

### PATTI PAGE

MERCURY 5682 • 5682X45



## "Cold, Cold Heart"

AND

"MIXED EMOTIONS"

### DINAH WASHINGTON

MERCURY 5728 • 5728X45



## "CHARMAINE"

AND

"DOMINO"

JERRY MURAD'S

### HARMONICATS

MERCURY 5747 • 5747X45



## "SLOW POKE"

AND

"DON'T PUT A TAX ON LOVE"

### TINY HILL

MERCURY 5740 • 5740X45



## "YES, YOU ARE"

AND

"OH, SHE'S GONE, GONE, GONE"

### BOBBY WAYNE

MERCURY 5745 • 5745X45



## "CRY"

AND

"MY OLD FLAME"

### GEORGIA GIBBS

MERCURY 5749 • 5749X45



## "ORIENTAL BLUES"

AND

"SAN ANTONIO ROSE"

### JAN AUGUST

MERCURY 5725 • 5725X45



## "HEY, GOOD LOOKIN'"

AND

"OUT IN THE COLD AGAIN"

**THE RAVENS**

AND

*Dinah Washington*

MERCURY 8257



## "I REMEMBER YOU, LOVE"

AND

"DON'T BLAME ME"

### VIC DAMONE

MERCURY 5744 • 5744X45



MERCURY RECORDS, CHICAGO, ILLINOIS

★

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Folk (Country & Western) Records

... Based on reports received November 14, 15 and 16

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	
9	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
16	2	2	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
5	5	3	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
3	4	4	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862; (33)3-20862-BMI
13	3	5	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
6	5	5	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
4	8	7	TRAVELIN' BLUES	Lefty Frizzell	Col(78)20842; (45)4-20842; (33)3-20842-BMI
9	7	8	DOWN YONDER	D. Wood	Tennessee(78)775; (45)45-775-ASCAP
1	—	9	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
26	10	10	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
<b>Coming Up</b>					
1	—	—	HEART STRINGS	E. Arnold	V(78)20-4273; (45)47-4273
2	—	—	TOO OLD TO CUT THE MUSTARD	Carlises	Merc(78)6348; (45)6348X45-BMI
3	—	—	WEAPON OF PRAYER	R. Foley	Dec(78)46357; (45)9-46357-BMI

## FOLK TALENT AND TUNES

By JOHNNY SIPP

### Artists' Activities

**Tex Williams** and His Western Caravan, with Capitol for years, have switched to Victor. William is now featured on the NBC web's "Round-Up Time" (Sat. 9:30 CST), a part of the network's 90 minutes of country music on that night. Show emanates from **Marty Landau's** Riverside Rancho, Los Angeles. . . **Hank Thompson** (Capitol) has done a series of 14 records, promoting the Office of Price Stabilization's anti-inflation campaign, which are being aired in Texas, Louisiana, Oklahoma and Arkansas. Government has put out 50 sets of the e.t.'s at a cost of \$746. . . **Pee Wee King** will probably appear on **Uncle Tom George's** "Talent Search—Country Style" Saturday night show over NBC before the end of November. **King, Redd Stewart** and the Golden West Cowboys will also do at least one shot over "Round-Up Time," while the Victor group is on the Coast, doing a **Smiley Burnette** pic stint. **Frank P. Mazzo**, op of Evergreen Park, Hazelton, Pa., has sold shares in his country music park. He has 54 shareholders in his operation. . . The Sons of the Pioneers are featured on the "Lucky U Ranch," heard Monday

*Continued on page 120*

## • Best Selling Retail Folk (Country & Western) Records

... Based on reports received November 14, 15 and 16

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 customers purchase Country and Western records.

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
16	1	1	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
8	3	2	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
34	4	3	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
13	2	4	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837; (33)3-20837-BMI
4	6	5	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
7	7	6	TRAVELIN' BLUES	Lefty Frizzell	Col(78)20842; (45)4-20842; (33)3-20842-BMI
5	8	7	HEART STRINGS	E. Arnold	V(78)20-4273; (45)47-4273-BMI
22	9	7	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP
1	—	9	LET OLD MOTHER NATURE HAVE HER WAY	C. Smith	Col(78)20862; (45)4-20862; (33)3-20862-BMI
4	10	10	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
<b>Coming Up</b>					
1	—	—	SLOW POKE	H. Hawkins	King 998-BMI

## "SLOW POKE"

### • Country & Western Records Most Played by Folk Disk Jockeys

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
9	3	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP

### • Most Played Juke Box Folk (Country & Western) Records

POSITION	Weeks   Last   This to date   Week   Week	Record	Artist	Label	
8	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP

WRITTEN BY Pee Wee KING and REDD STEWART

Published by

**RIDGEWAY MUSIC**

Sheet Music Available From

**KEYES MUSIC**

146 W. 54th St.

New York, N. Y.

### Now BREAKING FOR A 'POP' HIT . . .

Management: J. L. FRANK, c/o Pee Wee King, WAVE, Louisville, Ky.



'You Tried To Ruin My Name' written by Pee Wee King and Redd Stewart.

### Another Hit For

# JOHNNIE & JACK

## THE TENNESSEE MOUNTAIN BOYS

Featured Stars on "THE LOUISIANA HAYRIDE"

# "YOU TRIED TO RUIN MY NAME"

backed with

### "Ashes of Love"

RCA-VICTOR RECORD No. (78) 20-4389; (45) 47-4389

Published by RIDGEWAY MUSIC

Sheet Music Available From Keyes Music, 146 W. 54th St., N.Y.C.

Personal Management

HUBERT LONG, Radio Station KWKH, Shreveport, La.

### • Most Played Juke Box Records

2	19	16	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
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### • Best Selling Pop Singles

2	24	24	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-ASCAP
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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## Best Selling Retail Rhythm & Blues Records

Based on reports received November 14, 15 and 16

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
8	1	1	1	FOOL, FOOL, FOOL	The Clovers Atlantic 944
9	6	2	2	I GOT LOADED	Peppermint Harris Aladdin(78)3097; (45)45-3097—BMI
7	2	3	3	I'M IN THE MOOD	J. L. Hooker Modern 835—BMI
6	4	4	4	SEVEN LONG DAYS	Charles Brown Aladdin(78)3092; (45)45-3092—BMI
20	4	5	5	CHAINS OF LOVE	J. Turner Atlantic 939—BMI
14	3	6	6	GLORY OF LOVE	Five Keys Aladdin(78)3099; (45)45-3099—ASCAP
26	8	7	7	SIXTY MINUTE MAN	Dominoes Federal(78)12022; (45)45-12022—BMI
1	—	8	8	I AM WITH YOU	Dominoes Federal(78)12039; (45)45-12039
3	7	9	9	FLAMINGO	E. Bostic King(78)4475; (45)45-4475—ASCAP
1	—	10	10	BEST WISHES	R. Milton Specialty 414—BMI

## RHYTHM & BLUES NOTES

By HAL WEBMAN

Mercury Records, which along with RCA Victor, Decca, Coral and Columbia, has been involved in building an r.&b. department to compete with the flock of independent waxeries which currently dominate in the field, this week made several talent additions of major import. New talents include Little Esther, the blues thrush who swept the r.&b. business last year on the Savoy label, and has since been with the King diskery, and Johnny Otis' ork, which has been a stopgap entity for Savoy and which served as the original background band for Esther. The Mercury inkings and r.&b. invasion were done under the direction of Bob Shadd, who joined the label from his

own Sittin' In operation about six weeks ago. Shadd also recorded tenorist James Moody, who was in the United States for a short stay recently and has since returned to Paris, and Big Bill Broonzy, veteran blues chanter *Continued on page 122*

### R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.

BLUES ON THE DELTA  
Willard McDaniel.....Specialty 415  
CRY BABY  
Percy Mayfield.....Specialty 416

## Most Played Juke Box Rhythm & Blues Records

Based on reports received November 14, 15 and 16

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
4	1	1	1	I'M IN THE MOOD	J. L. Hooker Modern 836—BMI
9	2	2	2	I GOT LOADED	Peppermint Harris Aladdin(78)3097; (45)45-3097—BMI
17	7	3	3	"T" 99 BLUES	J. Nelson RPM 325—BMI
4	4	4	4	COLD, COLD HEART	D. Washington Mercury(78)5728; (45)5728X45—BMI
4	3	5	5	FOOL, FOOL, FOOL	Clovers Atlantic 944
10	6	6	6	GLORY OF LOVE	Five Keys Aladdin(78)3099; (45)45-3099—ASCAP
11	9	7	7	BLOODSHOT EYES	W. Harris King(78)4461; (45)45-4461—BMI
5	—	7	7	HEY, LITTLE GIRL	J. Godfrey Trio Chess 1478—BMI
1	—	9	9	STILL A FOOL	Muddy Waters Chess 1480
3	—	9	9	CASTLE ROCK	J. Hodges Mercury(78)8944; (45)8944X45—BMI
2	—	9	9	PRAYIN' FOR YOUR RETURN	P. Mayfield Specialty 408—BMI

## Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEWED	REVIEWED	REVIEWED	REVIEWED
HAL (CORNBREAD) SINGER Blue Velvet CORAL 65070—Singer debuts on Coral with a rich, warm and sensitive tenor sax solo on a pretty current pop melody. Tasty vibes-celeste backing rounds out a platter which should enjoy a good ride.	84--84--84--84	✓	✓	✓	✓
Buttermilk and Beans Singer's tenor is spotted all the way on a romping instrumental which has not much distinction either in theme or performance.	65--65--65--65	✓	✓	✓	✓
WILLARD McDANIEL Blues on the Delta SPECIALTY 415—First-rate indigo keyboard display is hung on a "Blues in C Sharp Minor"-type rolling bass figure. This is a standout after-hours piano dishing and should draw the spins.	83--84--82--84	✓	✓	✓	✓
3 A.M. Boogie More conventional and less incisive is this rather routine medium boogie effort.	70--70--70--70	✓	✓	✓	✓
THE MARSHALL BROS. Who'll Be the Fool From Now On SAVOY 825—A new group puts on display a most impressive lead balladeer and a fine blend in ensemble on an attractive ballad. Has a sound and feeling which could make it a winner.	83--83--83--83	✓	✓	✓	✓
Mr. Santa's Boogie Romping Christmas novelty is a busy affair. Could get some attention but doesn't stack up as a terribly strong entry.	74--75--73--75	✓	✓	✓	✓
PERCY MAYFIELD ORK Cry Baby SPECIALTY 416—Great blues warbling by Mayfield on an above-par slow blues. His band backing, spotting a gutty tenor solo, is top-drawer. Could be.	82--83--81--82	✓	✓	✓	✓
Hopeless Mayfield, as usual, sings a storm on a sensitive blues which is not as striking in content as have been some of his earlier efforts. Should do okay regardless.	79--80--78--78	✓	✓	✓	✓
MOOSE JACKSON I'll Be Home for Christmas KING 4493—Jackson's fine piping of the standard Christmas ditty should be a strong item in the r.&b. market.	82--83--81--82	✓	✓	✓	✓
I Never Loved Anyone But You The Moose essays a neat ballad item here. His potent singing style does much to lift this one above the ordinary.	80--80--80--80	✓	✓	✓	✓
FLOYD SMITH Gloomy Evening DECCA 48257—This actually is a reincarnation of Smith's own "Floyd's Guitar Blues" done with the Andy Kirk band originally. It's highly effective after-hours wax done on the steel; could do some country business in addition to what should be brisk r.&b. action.	82--83--80--82	✓	✓	✓	✓
Floydynasty Old-fashioned boogie instrumental spots a Smith guitar solo and a tasteless, hammering pianist.	65--65--65--66	✓	✓	✓	✓

(Continued on page 41)

## BEST SELLING RHYTHM & BLUES HITS!

- "THE CRABAPPLE" AND "POINCIANNA ROCK" J. J. JONES MERCURY 8247
- "WORRY, WORRY, WORRY" AND "HARD TIME BABY" JOE HOUSTON MERCURY 8248
- "DON'T PLAY ME FOR NO CLOWN" AND "I'M A GOOD ROCKIN BABY" RAY SNEAD MERCURY 8250
- "TRAIN TIME" AND "BLUE EVENING" MEMPHIS SLIM MERCURY 8251
- "YOU DO TOO" AND "EVERYBODY'S DOWN ON ME" LIGHTENING HOPKINS MERCURY 8252
- "HEAL THE SICK" AND "GOD GIVETH" SPIRITUAL BLIND BOYS MERCURY 8253
- "BUMBLE BEE" AND "TIME WAS" BUBBER JOHNSON TRIO MERCURY 8254
- CAN'T UNDERSTAND IT" AND "BLUE VELVET" JULIAN DASH ORCHESTRA MERCURY 8255
- "CROSS FIRE" AND "PREVUE" PAUL QUINICHETTE QUINTET MERCURY 8256
- "OUT IN THE COLD AGAIN" AND "HEY, GOOD LOOKIN'" THE RAVENS and DINAH WASHINGTON MERCURY 8257
- "COLD, COLD HEART" AND "MIXED EMOTIONS" DINAH WASHINGTON MERCURY 5728

The Best In Rhythm & Blues



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THE LITTLE WHITE CLOUD THAT CRIED CRY JOHNNIE RAY 6840, 4-6840\*

WHISKEY AND GIN JOHNNIE RAY 6809, 4-6809\*

TELL THE LADY I SAID GOODBYE PLENTY OF MONEY GO! GO! GO! THE TRENIERS 6804, 4-6804\*

THE MASQUERADE IS OVER TALKIN' CHRIS POWELL 6818, 4-6818\*

I TRIED CHUCK WILLIS 6810, 4-6810\*

I RULE MY HOUSE COCKTAILS FOR TWO WALKIN' HOME ARNETT COBB 6823, 4-6823\*

\*45 rpm

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**AMOS MILBURN (Aladdin Chickenshakers)**  
Boogie Woogie 86--86--86--86  
ALADDIN 3105—Milburn plays something close to Pinetop's boogie, doing an exciting job on the piano. He begins easily, with rhythm section only, band comes in gradually and they build to a rock climax. One of the best of its kind since the Tommy Dorsey version.

She's Gone Again 84--84--83--85  
Milburn, who sings as well as he plays, chants a strong slow blues, matching a standout tune with a great performance.

**R&B Records to Watch**  
In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.  
BLUE VELVET—Hal (Cornbread) Singer...Coral 65070  
BOOGIE WOOGIE-SHE'S GONE AGAIN—Amos Milburn...Aladdin 3105  
(Note: Both sides of Milburn disk.)

**AMOS MILBURN**

**Aladdin RECORDS**

**Watch These Hot PEACOCK Releases**

"Make Her See Things My Way" featuring JOE FRITZ on PEACOCK #1581

"Leave My Girl Alone" SMILIN' SMOKEY LYNN on PEACOCK #1579

"After a While" with the WILSON & WATSON SINGERS—PEACOCK #1582

STILL GOING STRONG—"She Winked Her Eye" CLARENCE "GATEMOUTH" BROWN—PEACOCK #1576

"Coming Home" (Great)—b/w "Jesus Gave Me Water" ORIGINAL FIVE BLIND BOYS on PEACOCK #1580

"Dr. Jesus"—with Rev. I. H. Gordon and ORIGINAL FIVE BLIND BOYS—PEACOCK #1573

★ ★

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**THE BILLBOARD**

# Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)

## Rhythm & Blues Record Releases

And So to Sleep Again—Coleman Hawkins Ork (It's No) Dec 27853  
 Buttons—Joe Thomas & Ork (You're) King 4474  
 Charmaine—X Rays (I've Got) Coral 65069  
 Cold, Cold Heart—Eddie Johnson & Ork (Walk) Chess 1488  
 Floydynasty—Floyd Smith (Gloomy Evening) Decca 48257  
 Get Together Blues—Johnny Otis Ork-Vocaleers (Chittlin') Savoy 824  
 I Never Loved Anyone But You—Moose Jackson (I'll Be) King 4493  
 Mr. Santa's Boogie—Marshall Bros. (Who'll) Savoy 825  
 Sweet Home Blues—Dave Bartholomew (Twins) King 4482  
 Twins—Dave Bartholomew (Sweet) King 4482  
 Who'll Be the Fool From Now On—Joe Thomas & Ork (Buttons) King 4474

**Another Hit!**  
**CRY BABY**  
 by  
**PERCY MAYFIELD**  
 #416  
 Specialty records

**Going Strong!**  
**BEST WISHES**  
 by  
**ROY MILTON**  
 #414  
 Specialty records

**THE SOUTH RIDES AGAIN**  
 HEADING UP YOUR WAY ON  
**"BALD HEADED DADDY"**  
 by  
**LYDIA LARSON**  
 and The River Rovers with Bill Harvey and Orchestra  
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**Climbing Fast!**  
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**"LOVE AND WINE"**  
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## Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	DECCA	DISCO	FIDELITY	RECORD
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Continued from page 40

<b>COLEMAN HAWKINS ORK</b> (It's No) Sin	81--83--80--80	DECCA 27853—The Hawk returns to wax with a forcefully projected melody line solo on the current pop smash. Tune already is doing r.&b. business which may somewhat hamper the large potential of this dishing.
<b>And So to Sleep Again</b>	81--83--80--80	Another current hit ballad is handed the same type of instrumental treatment. This version underlines the lovely melodic line of the song and provides the disk with a strong coupling, particularly for juke buyers.
<b>EDDIE JOHNSON &amp; ORK</b> Cold, Cold Heart	80--80--80--80	CHES 1488—Johnson submits a breathy tenor solo on the current pop hit, derived from the country field. Uneven recording takes a shade of effectiveness from the dishing, but it should do well nevertheless.
<b>Walk Softly</b>	79--80--78--80	Light riffer, with a crisp beat for dancers, is played persuasively by this first-rate small band. Has the essentials for capturing juke plays.
<b>JOE MORRIS ORK (Billy Mitchell-Teddy Smith)</b> If I Had Known	76--79--75--75	ATLANTIC 950—Morris' band and vocalists make a pleasing slice of a better-than-average ditty in the "I'm Waiting Just for You" groove.
<b>Verna Lee</b>	73--74--72--74	Billy Mitchell handles the vocal on a good girl friend blues.
<b>JOE THOMAS &amp; ORK</b> Buttons	75--75--75--75	KING 4474—With Thomas' sax carrying the load, this results in an okay instrumental dishing based on "Sweet Sue."
<b>You're Just My Kind</b>	72--73--70--72	A typical Thomas vocal to a typical blues-derived ballad adds up to good wax.
<b>AL HIBBLER</b> My Little Brown Book	75--77--74--74	CHES 1481—Hibbler does his umpteenth reading of this Billy Strayhorn ballad, one of the staples of the singer's library. His fans who haven't got a version will like this subdued try.
<b>I Love You</b>	53--50--55--55	A fine tune, remembered for a superb Jimmie Lunceford etching some years back, is rendered an injustice on a poorly executed vocal dub-in reading.
<b>JOHNNY OTIS ORK (The Vocaleers)</b> Chittlin' Switch	74--75--72--75	SAVOY 824—A dance instruction riff novelty, with group vocal, a la "Huck'leback," is engaging but not in a class with the original.
<b>Get Together Blues</b> (Little Esther & Junior	71--71--70--72	Esther delivers rather frigidly in her bent-note style a blues of rather ordinary quality.
<b>EARL BOSTIC ORK</b> Chains of Love	74--76--74--72	KING 4491—Another coverage, here to better effect as Terrell sings the blues okay, with a fine assist from the band. Tune is riding via Jo Turner's dishing.
<b>I Got Loaded</b>	68--69--68--67	Clyde Terrell does an easy, legato vocal on this okay but unsensational coverage of the Peppermint Harris hit.
<b>AL SEARS ORK</b> Baltimore Bounce	74--76--74--72	KING 4489—Medium bounce riff-rocker with tenor and tram solos, in the style of Sears' "Castle Rock." Good jazz feel here.
<b>Now Ride "D" Train</b>	74--76--74--72	Instrumental riffer at a shuffle in a bit of impressionism in the vein of "A Train."
<b>BROWNIE MCGHEE</b> Sleepless Nights	74--74--74--74	DERBY 776—Brownie warbles a bluesy ballad with vocal group and combo supporting well. Tenor sax blows hard in back. Tune is pretty and Brownie does it prettily.
<b>I'm Gonna Move Across the River</b>	71--71--71--71	Attack changes here to a medium boogie jump, and Brownie delivers in his best Southern blues style with good old-style material.
<b>ROY HAWKINS</b> Gloom and Misery All Around	74--74--74--74	MODERN 842—Deep mood blues; Hawkins sells it soulfully in the Joe Turner style.
<b>I Walk Alone</b>	70--70--70--70	Hawkins chants an okay medium beat blues with okay tenor and rhythm backing.
<b>DAVE BARTHOLOMEW</b> Twins	73--75--70--75	KING 4482—Okay dance instrumental here based on a familiar riff.
<b>Sweet Home Blues</b>	68--69--67--68	Nothing special here as Bartholomew chants familiar "Home Sweet Home" lyrics to a standard blues background.
<b>TINY BRADSHAW ORK</b> I'm a Hi-Ballin' Daddy	73--72--72--75	KING 4467—Bradshaw has another of his good rockin' specials at hand, spotting the rocking beat and his own spirited vocalizing. There's always room for this kind of thing.
<b>You Came By</b>	62--62--62--62	Bradshaw warbles a rather mawkish ballad.
<b>THE BUBBER JOHNSON TRIO</b> Bumble Bee	73--NS--70--76	MERCURY 8254—Johnson and his compatriots reel off an amusing double-entendre novelty of ancient derivation. Not likely to make the air lanes, but should draw coin in city locations.
<b>Time Was</b>	71--72--70--72	Johnson does a neat turn in reviving a Latin-derived ballad of the early '40s.
<b>RAY CHARLES</b> She's On the Ball	73--74--73--72	SWING TIME 218—Fly little ditty in the style of the early Nat Cole novelties gets a neat go from Charles and rhythm combo.
<b>Honey, Honey</b>	68--68--68--68	Medium-beat blues—routine material—gets an okay go.
<b>MONISTER PARKER</b> Black Snake Blues	73--73--73--73	NUCRAFT 100—Texas blueshouser gets off a fine Southern blues with a medium beat, with two guitars and bass in back.
<b>You Gonna Need Me</b>	65--65--65--65	Routine blues effort.
<b>JIMMY McPHAIL</b> Gee I Wish	72--73--72--72	VICTOR 20-4312—Gimmick here is the play on "G.I." In all, tho, the tune and performance are quite routine.
<b>Bouquet of Roses</b>	71--72--70--71	McPhail hands a good r.&b. chant to the familiar ditty, but poor recording balance detracts from the performance.

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • Most Played Juke Box Records

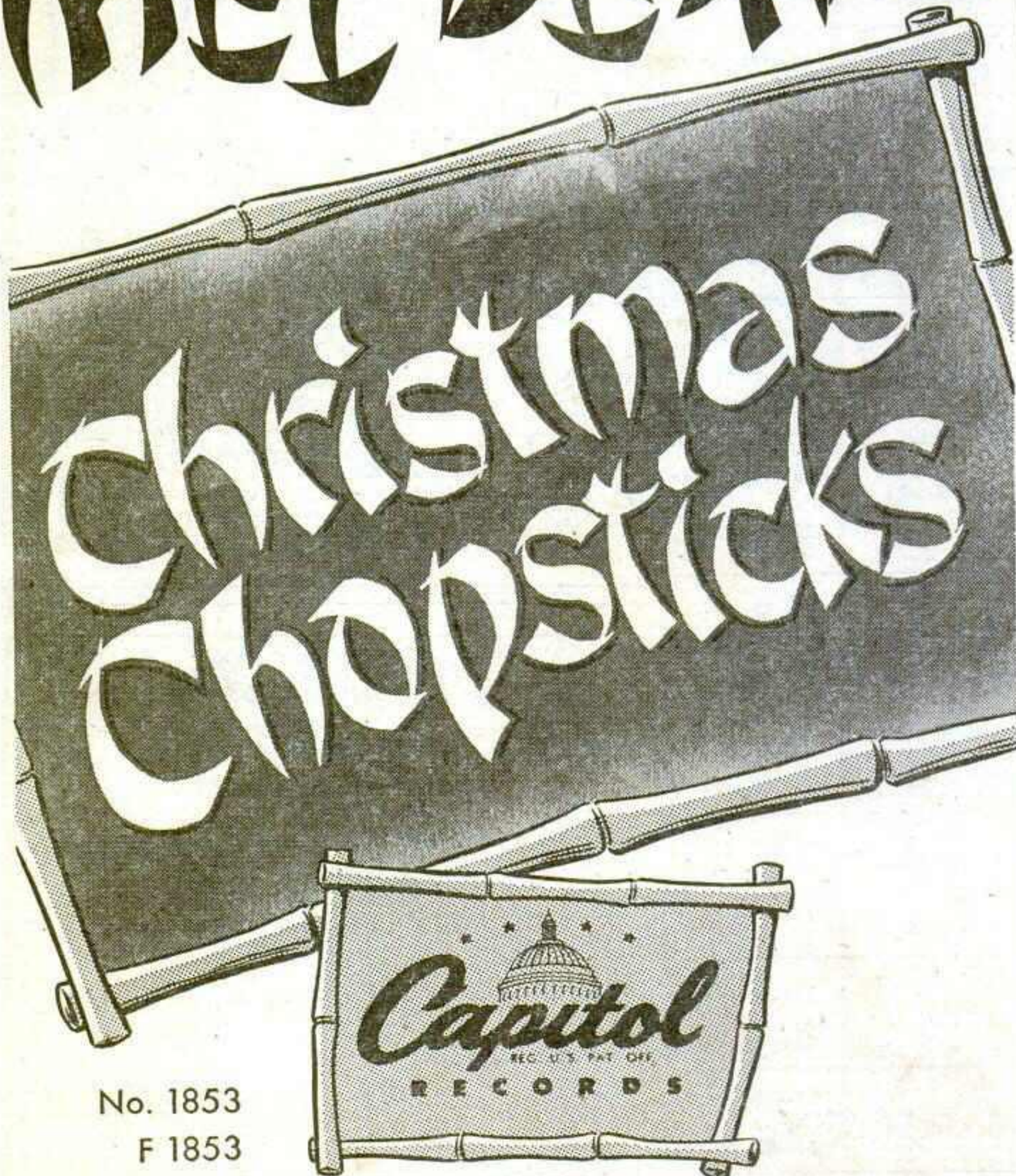
... Based on reports received November 14, 15 and 16

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
22	1	1.	1.	BECAUSE OF YOU	T. Bennett-P. Faith	Col(78)39362; (45)4-39362; (33)3-39362—BMI
15	2	2.	2.	COLD, COLD HEART	T. Bennett-P. Faith	Col(78)39449; (45)4-39449; (33)3-39449—BMI
9	3	3.	3.	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
21	4	4.	4.	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
13	6	4.	4.	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
8	8	6.	6.	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
10	5	7.	7.	SIN	Four Aces-A. Alberts	Victoria 101—BMI
2	11	8.	8.	JALOUSIE (JEALOUSY)	F. Laine	Col(78)39585; (45)4-39585—ASCAP
3	16	9.	9.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—BMI
14	6	10.	10.	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP (P. Botkin, Decca 27730; J. Davis, Mello Roll 5005)
5	10	11.	11.	JUST ONE MORE CHANCE	L. Paul-M. Ford	Cap(78)1825; (45)F-1825—ASCAP (Binah Washington, Merc 5736)
4	12	11.	11.	DOMINO	T. Martin	V(78)20-4343; (45)47-4343—ASCAP
6	16	13.	13.	SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
6	9	14.	14.	HEY, GOOD LOOKIN'	J. Stafford-F. Laine	Col(78)39570; (45)4-39570; (33)3-39570—BMI (T. Ernie-Helen O'Connell Cap 1809; H. Williams, MGM 11000)
9	14	15.	15.	TURN BACK THE HANDS OF TIME	E. Fisher	V(78)20-4257; (45)47-4257—ASCAP (Sid Feller, Capitol 1866; J. Gray, Decca 27839)
9	12	16.	16.	AND SO TO SLEEP AGAIN	P. Page	Mercury (78)5706; (45)5706X45—ASCAP
10	14	17.	17.	I GET IDEAS	L. Armstrong	Dec(78)27720; (45)9-27720—BMI
6	22	18.	18.	BLUE VELVET	T. Bennett	Col(78)39555; (45)4-39555; (33)3-39555—BMI (B. Farrell, MGM 11062; A. Prysock, Dec 27722; Norman Kaye, Cap 1848; J. Dash Ork, Mercury 8255; H. Singer, Coral 65070)
8	22	18.	18.	DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533; (33)3-39533—ASCAP
4	22	20.	20.	OUT IN THE COLD AGAIN	R. Hayes	Mercury (78)5724; (45)5724X45—ASCAP (B. Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Coral 65043)
2	19	21.	21.	SIN	Four Knights	Cap(78)1806; (45)F-1806—BMI
2	29	22.	22.	BECAUSE OF YOU	Tab Smith	United 104—BMI
14	18	23.	23.	WHISPERING	L. Paul	Cap(78)1748; (45)F-1748—ASCAP (G. Jenkins, Decca 27585; F. Froba, Decca 2700; Bernie Leighton, Mello Roll 5004)
1	—	23.	23.	I LIKE IT	J. Turzy	Dec(78)27851; (45)9-27851—ASCAP (Jerry Lewis, Capitol 1740)
4	19	25.	25.	GAMBELLA	J. Stafford-F. Laine	Col(78)39570; (45)4-39570; (33)3-39570—BMI
1	—	25.	25.	SOLITAIRE	T. Bennett	Col(78)39555; (45)4-39555—BMI (T. Dorsey, Decca 27843; B. Hann, King 15134; T. Edwards, MGM 11077; D. Martin, Capitol 1817)
3	22	25.	25.	WHERE'S-A YOUR HOUSE	R. O. Lewis	MGM(78)11056; (45)K-11056—ASCAP (Doris Drew, Mercury 5701)
12	30	28.	28.	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
3	22	29.	29.	DOWN YONDER	J. (Fingers) Carr	Cap(78)1777; (45)F-1777—ASCAP
2	28	29.	29.	I CAN'T HELP IT	G. Mitchell-M. Miller	Col(78)39595; (45)4-39595—BMI (H. Henderson Ork, Dec 48255; Don Cherry, Dec 27836; H. Williams, MGM 10961; B. Eberly-L. Baxter, Capitol 1887)
1	—	29.	29.	JAZZ ME BLUES	L. Paul	Cap(78)1825; (45)F-1825 (E. Farley, Token T-201)
1	—	29.	29.	UNFORGETTABLE	Nat (King) Cole	Cap(78)1808; (45)F-1808—ASCAP (T. Beneke, MGM 11060)



# MEL BLANC



No. 1853  
F 1853



# EDDIE *Greatest*



## EDDIE FISHER

comes up with his greatest  
record to date —

# ANY TIME

*and*

### “NEVER BEFORE”

RCA VICTOR RECORDS  
20-4359—47-4359



# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## 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

- Any Time—Eddie Fisher-Hugo Winterhalter Ork (Never) V 20-4359
- At Dawning—Paul Weston Ork-Norman Luboff Choir (Charmaine) Col 39616
- Blue Skies—Art Lund-LeRoy Holmes Ork (I Can't) MGM 11106
- Blue Smoke—Dean Martin-Dick Stabile Ork (Night) Cap 1885
- Charlie Changed His Mind—Marion Morgan-LeRoy Holmes Ork (I Get) MGM 11105
- Charmaine—Paul Weston Ork-Norman Luboff Choir (At Dawning) Col 39616
- Chicago—Murray Arnold (Let Me) King 15139
- Christmas in Killarney—Ralph Marterie Ork-Richard Page Chorus (When) Mer 5734
- Closer You Are—Buddy DeFranco Ork-Pat Collins-Dave Lambert Singers (Too) MGM 11107
- Cry—June Valli-Hugo Winterhalter Ork & Chorus (On the) V 20-4361
- Don't Blame Me—Vic Damone-Geo. Bassman Ork (I Remember) Mer 5744
- Gentle Carpenter of Bethlehem—The Mariners-Archie Bleyer Ork (I See) Col 39606
- Girl With the Tambourine—Ross Bagdasarian-Geo. Cates Ork (He Says) Coral 60597
- Green Sleeves—Mitch Miller Ork-Peter Hnaley (Love) Col 39617
- He Says "M N-H M M"—Ross Bagdasarian-Geo. Cates Ork (Girl With) Coral 60597
- Helpless—Lionel Hampton & His Hamp-Tones (Samson's) MGM 11108
- Hi-De-Ank-Tum—Murray Arnold-Charles Quartet (I'm) King 15132
- I Can't Get Started—Art Lund-LeRoy Holmes Ork (Blue) MGM 11106
- I Can't Help It—Bob Eberly-Les Baxter Ork (Somebody's) Cap 1887
- I Get a Warm Feeling—Marion Morgan-LeRoy Holmes Ork (Charlie) MGM 11105
- I Remember You, Love—Vic Damone-Geo. Bassman Ork (Don't) Mer 5744
- I See God—The Mariners-Archie Bleyer Ork (Gentle) Col 39606
- I Talk to the Trees—Murray Arnold-Ray-Charles Quartet (I'm on) King 15131
- If You Catch a Little Cold—Ethel Merman-Jimmy Durante (You Say) Dec 27865
- I'm a Hi-Ballin' Daddy—Tiny Bradshaw Ork (You Came) King 4467
- I'm Crying—Milton De Lugg Ork-Whippoorwills (Love) MGM 11102
- I'm Heading Out West—Murray Arnold-Ray-Charles Quartet (Hi) King 15132
- I'm on My Way—Murray Arnold-Ray-Charles Quartet (I Talk) King 15131
- Indiana—Ken Griffin (Sleepy) Col 39603
- It's All Over But the Memories—The Mariners-Archie Bleyer Ork (Take) Col 39607
- Jack the Snow Shoe Rabbit—Ray Pearl Ork-Stuart Trio (Parker's) Citation 1153
- Jingle Bells—Les Paul (Silent) Cap 1881
- Keep Your Skirts Down, Mary Ann—Johnny Long Ork (Our) King 15112
- Let Me Call You Sweetheart—Murray Arnold (Chicago) King 15139
- Life Is a Beautiful Thing—Evelyn Knight-Perry Botkin and The Rhythmaires (With a) Decca 27874
- Little Foolish Pride—Fred Waring & His Pennsylvanians (Monastery) Dec 27855
- Love Makes the World Go Round—Mitch Miller Ork-Peter Hnaley (Green) Col 39617
- Love, Mystery and Adventure—Milton DeLugg Ork-Whippoorwills (I'm) MGM 11102
- Monastery Bells—Fred Waring & His Pennsylvanians (Little) Dec 27855
- My First and My Last Love—Murray Arnold-Russ Case Ork (Varsoviana) King 15133
- My One and Only Love—Jack Haskell-Lew Douglas Ork (Pal That) Coral 60596
- My Sweet Love Ain't Around—Owen Bradley Sextet-Don Estes & Aicyone Beasley Choir (She's) Coral 60557
- Never Before—Eddie Fisher-Hugo Winterhalter Ork (Any) V 20-4359

- Night Train to Memphis—Dean Martin-Dick Stabile Ork (Blue) Cap 1885
- No Hard Feelings—Larry Fortine (Sweet) King 15130
- On the Old Potato Farm—Buddy Morrow Ork-Frankie Lester (Dear Mary) V 20-4361
- Oooh! Look-a-There, Ain't She Pretty?—Champ Butler-Paul Weston Ork (These) Col 39604
- Our Love Affair—Johnny Long Ork (Keep Your) King 15112
- Pal That I Love Stole the Gal That I Loved—Jack Haskell-Lew Douglas Ork (My One) Coral 60596
- Parker's Bolero—Ray Pearl Ork-Stuart Trio (Jack the) Citation 1153
- Peace in the Valley—Red Foley-Sunshine Boys (Say) Dec 27856
- Polly—Murray Arnold & His Dixieland Band (Rosalie) King 15142
- Ragtime Melody—Joe (Fingers) Carr-the Carr-Hops (Snow) Cap 1876
- Rosalie—Murray Arnold & His Dixieland Band (Polly) King 15142
- Samson's Boogie—Lionel Hampton & His Hamp-Tones (Helpless) MGM 11108
- Say a Little Prayer—Red Foley-Sunshine Boys (Peace) Dec 27856
- She's Gone, Gone, Gone—Owen Bradley Sextet-Don Estes & Aicyone Beasley Choir (My Sweet) Coral 60557
- Silent Night—Les Paul (Jingle) Cap 1881
- Sleepy Time Gal—Ken Griffin (Indiana) Col 39603
- Snow Deer Rag—Joe (Fingers) Carr-The Carr-Hops (Ragtime) Cap 1876
- Somebody's Been Beatin' My Time—Bob Eberly-Les Baxter Ork & Chorus (I Can't) Cap 1887
- Sweet Bunch of Daisies—Larry Fortine (No Hard) King 15130
- Take Me Home—The Mariners-Archie Bleyer Ork (It's All) Col 39607
- These Precious Things Are Mine—Champ Butler-Paul Weston Ork (Oooh!) Col 39604
- Three Bells—June Valli-Hugo Winterhalter Ork & Chorus (Cry) V 20-4368
- Too Many Dreams—Buddy DeFranco Ork-Pat Collins-Dave Lambert Singers (Closer) MGM 11107
- Varsoviana—Murray Arnold-Russ Case Ork (My First) King 15133
- When Your Lover Has Gone—Ralph Marterie Ork-Richard Page Chorus (Christmas) Mer 5734
- With a "No" That Sounds Like "Yes"—Evelyn Knight-Perry Botkin & Rhythmaires (Life Is) Decca 27874
- You Came By—Tiny Bradshaw Ork (I'm a) King 4467
- You Say the Nicest Things—Ethel Merman-Jimmy Durante (If You) Dec 27865

### POPULAR ALBUMS

- Benny Goodman and His Orchestra Album (Treasury of Immortal Performances)—(1-12") Victor (33) LPT-1005; Sing, Sing, Sing; I've Found a New Baby; Sometimes I'm Happy; King Porter Bunny Berigan Plays Again Album (Treasury of Immortal Performances) (1-12")—Victor (33) LPT-1003; I Can't Get Started; The Prisoner's Song; Jelly Roll Blues; Black Bottom; Trees; Russian Lullaby; 'Deed I Do; High Society.
- Honky Tonk Piano Album—Frankie Carle (3-7") V (45) WP-327; In a Little Spanish Town; Crazy-bone Rag; Frankie Carle Rag; Frankie and Johnnie, The Prisoner's Song Rag; Piano Roll Blues.
- Keyboard Kings Album—Walter Cross (1-10") MGM (33) E-114; Orchids in the Moonlight; Through the Years; More Than You Know; Tea for Two; Without a Song; I Know That You Know; Sometimes I'm Happy; Time on My Hands.
- Moonlight Music Album—Russ Morgan Ork (1-10") Decca (33) DL-5365; Silver Moon; Poor Butterfly; Nights of Splendor; My Romance; Let the Rest of the World Go By; You and the Night and the Music; Just One of Those Things; In the Still of the Night.
- Muggsy Spanier Favorites, Vol. II Album (Treasury of Immortal Performances)—(1-12") Victor (33) LPT-1000; Someday Sweetheart; Bluin' the Blues; Sister Kate; Dinah; Riverboat Shuffle; At Sundown; Black and Blue; Lonesome Day.
- Original Music From Danger Album—Tony Mottola-Ray Charles Singers (1-10") MGM (33) E-111.
- Stomp; It Had to Be You; Roll 'Em; One o'Clock Jump.

### HOT JAZZ ALBUMS

- Around About Midnight—The Robins (You Sure) Score 4010
- Autumn Leaves, Shade of Blond, September Serenade, So Very Pretty, Jackie My Little Cat, Bedelia, Loving You the Way I Do, Singing for You (1-10"), Blue Note (33) LP-5005
- Can't Do Like You Used To—Lightnin' Hopkins-Thunder Smith (West Coast) Aladdin 165
- Charley's Quote—Cal Tjader Trio (These) Galaxy 702
- Crazy Chris—Dave Brubeck Quartet (Somebody) Fantasy 517
- It's the Talk of the Town—Erroll Garner (Robbins') Col 39580
- Kiddin' With Chopin—Sharkey & Kings of Dixieland (Pack Up) Cap 1860
- Kings and Queens of Boogie-Woogie Album—Meade Lewis-Pete Johnson-Albert Ammons & Rhythm Kings-Cleo Brown-Honey Hill-Dot Rice-Farnkie Black, Decca (33) DL-5249; Honky Tonk Train Blues; Yancey Special; Blues on the Down Beat; Kaycee on My Mind; Boogie-Woogie Stomp; Pinetop's Boogie Woogie; Boogie Woogie; Texas Stomp.

### CHILDREN

- Bulu the Zulu—Josef Marais & Miranda (Fideree) Col MFV-126
- Drippy (The Runaway Raindrop) Album—Keenan Wynn (2-10") MGM L-16
- Fideree Fidera—Josef Marais & Miranda (Bulu) Col MJV 126
- Round & Round the Xmas Tree—Tom Glazer-Gene Lowell Chorus (We Wish) YPR 226
- Tchaikovsky: Sleeping Beauty Album (2-10") Norman Rose—CRG 202

(Continued on page 47)

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## 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.

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Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

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

<b>EDDIE FISHER (Hugo Winterhalter Ork)</b> <b>Any Time</b> VICTOR 20-4359—An Eddy Arnold hit of a couple of seasons ago is converted into a powerful pop entry via this persuasive Fisher-Winterhalter disk. Should be a big winner for Ptc. Fisher.	89--89--89--89
<b>Never Before</b> Fisher belts out a movie ballad of quality in his bravura ballad style. Rich Winterhalter orking rounds out a disk which should particularly please the fans.	83--83--83--83
<b>ETHEL MERMAN-JIMMY DURANTE</b> <b>If You Catch a Little Cold</b> DECCA 27865—This one could easily be as big as "I Said My Pajamas." The material is strong, the performance by the movie-TV-legit stars is free-wheeling and loaded with laughs.	87--88--86--88
<b>You Say the Nicest Things</b> The personality pair sound like they're having a big ball with a cute piece of material. The chanter and chanting should give the listener a big charge, too.	85--85--85--85
<b>JUNE VALLI (Hugo Winterhalter Ork &amp; Chorus)</b> <b>Cry</b> VICTOR 20-4388—A promising newcomer, Miss Valli should increase her wax potential considerably off her highly effective reading of a highly promising ballad entry. Her version, handsomely framed by a wonderful Winterhalter backdrop, should be among the bigger winners on the song.	87--88--86--87
<b>Three Bells, The</b> Miss Valli, a new singer with a distinctive quality and style, does nicely with this promising Frenchie. The rendition is a bit too deliberate for comfort but if the song catches, this version can't be discounted.	78--80--78--75
<b>MITCH MILLER ORK (Peter Hanley)</b> <b>Green Sleeves</b> COLUMBIA 39617—Mitch comes up with a rousing modern waltz version of the traditional English ballad. He's got his French horns going full blast, Peter Hanley fashioning a good solo vocal and the chorus chanting in fine, happy spirit. If the public hasn't tired of folk waltzes, this disk could stir a commotion.	86--87--85--85
<b>Love Makes the World Go Round</b> (Paulette Sisters) The Paulette Sisters blend sweetly on the lyric put to the lovely theme music of the French movie, "La Ronde." Miller backs them up with his battery of horns.	77--80--76--76
<b>DEAN MARTIN (Dick Stabile Ork)</b> <b>Blue Smoke</b> CAPITOL 1885—Martin, who has been singing extremely well on wax of late, continues to do so on a pretty off-beat ballad. The potential is there and could be promoted home.	85--86--85--85
<b>Night Train to Memphis</b> Martin does a persuasive job in covering on the Red Foley-Roberta Lee revival or a hard-hitting country rhythm opus. Should make money.	84--86--82--84
<b>VIC DAMONE (George Bassman Ork)</b> <b>I Remember You Love</b> MERCURY 5744—A touching new ballad is sung with warmth and richness by Damone to a neat Bassman orking. A meritorious effort which could connect via proper exposure.	85--85--85--85
<b>Don't Blame Me</b> Vic has never made a better record than this for sheer virtuoso singing. He really does the standard up brown. Disking should assist sales-wise since this is the way Vic sings the songs in a current movie, "The Strip." A superb job.	85--85--85--85

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

<b>LES PAUL-MARY FORD</b> <b>Silent Night</b> CAPITOL 1881—Paul works up the seasonal anthem in a short but long enough instrumental treatment. The heat on the guitarist should make this a profitable seasonal slice.	85--88--88--78
<b>Jingle Bells</b> Beautiful, sensitive, reverent, warm disk of seasonal hymn should do a potful of business for the next six weeks and for years to come. Mrs. Paul (Mary Ford) sings it.	86--86--86--86
<b>JOE (FINGERS) CARR-THE CARR-HOPS</b> <b>Ragtime Melody</b> CAPITOL 1876—Fast coverage on the Del Wood follow-up to "Down Yonder" includes a lyric chanted by a male group. If the Wood version makes it, then this one should get lots of the action.	84--85--83--85
<b>Snow Deer Rag</b> Carr, nee Lou Busch, comes up with another of his honky 88 jobs backed by a rhythm section. Catchy stuff.	78--80--76--78
<b>MURRAY ARNOLD</b> <b>Chicago</b> KING 15139—Backed by a satirical orking in rag time, Arnold's pianistic on the oldie could stir up some action with the proper promotion. A humor-packed disk which should get heard.	84--84--82--86
<b>Let Me Call You Sweetheart</b> Arnold, regular pianist with Freddy Martin's ork, essays the hoked-up, barroom piano style using the familiar oldie for the melody. It adds up to a finger-full performance which should draw coin.	78--80--76--78
<b>ART MOONEY ORK (Tony Alamo)</b> <b>Slow Poke</b> MGM 11115—Gimmick attempt of the band gang-singing "hurry up" repetitiously fails to come off on this coverage of the country click gone pop in a strong way. Tony Alamo's chanting is only fair.	75--75--75--75
<b>Keep on the Sunnyside</b> (Jack Day) Sparked by a gang-sing, accordion and country-fiddle orking and a hand-clapping beat, Mooney has come up with one of his best sides in many a moon-ey.	83--83--81--85
<b>BUDDY MORROW ORK (Frankie Lester)</b> <b>On the Old Potato Farm</b> VICTOR 20-4361—A rousing old college-tavern gang song is brought back for a really spirited treatment by the Morrow ensemble, both vocally and instrumentally. Should draw both spinner and juke attention wherever the collegians hang out.	83--84--80--84
<b>Dear Mary</b> A sound gimmick, engineered at the keyboard, a good dance arrangement and a fine Frankie Lester vocal make this a winning performance of a fair ballad.	72--75--70--71
<b>CHAMP BUTLER (Paul Weston Ork)</b> <b>These Precious Things Are Mine</b> COLUMBIA 39604—Champ has been constantly improving on wax. This is one of his finest ballad efforts. He projects persuasively on a very attractive new plug ballad entry. Weston's backing is tasty and attracting.	82--84--81--81
<b>Oooh! Look-A There, Ain't She Pretty?</b> Apparently an effort to follow-up "Down Yonder," this conception of a novelty oldie, which clicked a few years ago via a Buddy Greco disk on Musicraft, just hasn't got the drive or taste of the predecessor.	78--80--75--78
<b>ROSS BAGDASARIAN (George Cates Ork)</b> <b>He Says "MM-HMM"</b> CORAL 60597—The co-author of "Come-On-A My House" impresses on this disk as both a composer of novelty material and a good performer of his own material. The shuffle-like beat set by the Cates ork, the instrumentation and yock-full lyric could stir up action for this item.	82--84--80--82
<b>Girl With the Tambourine, The</b> Neither material or performance-wise impress in this Middle-Eastern sounding item. The snake charmer orking does much to spark the disk.	70--73--68--70
<b>MURRAY ARNOLD-RAY CHARLES QUARTET</b> <b>I Talk to the Trees</b> KING 16131—A most attractive ballad from "Paint Your Wagon" is rendered convincingly by Arnold in a forthright manner. Arnold shows to be a warbling stylist of promise.	81--82--81--80
<b>I'm on My Way</b> A bright item from the "Wagon" score is delivered with vigor and style by Arnold, the Freddy Martin pianist-singer, with an assist from vocal group and ork.	76--80--75--73
<b>BOB EBERLY-LES BAXTER (Baxter Ork &amp; Chorus)</b> <b>I Can't Help It</b> CAPITOL 1887—Eberly does a pleasant job in covering on the Hank Williams ballad which has attained pop promise via Guy Mitchell and Don Cherry etchings. If song clicks, the slice should catch a share.	79--79--79--79
<b>Somebody's Been Beatin' My Time</b> Eberly, backed by a vocal group and ork here, makes a satisfying pop reading of a current Eddy Arnold country hit.	75--75--74--76

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Record No. 1839—45rpm F-1839

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>MURRAY ARNOLD-CHARLES QUARTET</b> <b>I'm Heading Out West</b> KING 15132—Arnold, being introduced to wax as a single on a 10-side release, here demonstrates a likeable way with a happy, gang novelty with an assist from a vocal group. This one's got a nickel-grabbing quality.		79--80--77--81
<b>Hi-De-Ank-Tum</b> Another fine performance by Arnold on a similar type gang novelty. Song's not up to the topside's.		71--72--70--72
<b>MURRAY ARNOLD &amp; HIS DIXIELAND BAND</b> <b>Polly</b> KING 15142—This is "Polly Wolly Doodle" done up in corny Dixieland a la Pee Wee Hunt with Arnold dishing out honky piano and a clary wailing for fun. Live recording should help the coin attraction on the boxes. The Midwestern corn belt should be ripe for this one.		79--79--77--81
<b>Rosalie</b> Same type of treatment is handed the Cole Porter fave. Arnold carries this most of the way from his piano bench.		71--71--70--73
<b>OWEN BRADLEY SEXTET (Dottie Dillard-Jack Shook)</b> <b>My Sweet Love Ain't Around</b> CORAL 60557—The Shook-Dillard team bluesy duetting on an intriguing country-pop item a big lift from the tempo and beat set by the Bradley organ-led group.		78--80--77--78
<b>She's Gone, Gone, Gone</b> (Don Estes-Alcyone Beasley Choir) As usual, Bradley's combo maintains a fine rhythmic feeling. Estes impresses as a capable warbler and he is well assisted by the Beasley chorus on an attractive alternating verse and chorus waltz with folk qualities.		74--75--73--74
<b>LARRY FOTINE ORK</b> <b>No Hard Feelings</b> KING 15130—Chirp Cathy Cordovan and a male group team up on an okay vocal of an above-average item strongly reminiscent of a couple of Tin Pan Alley hits of years ago. Good dance wax.		77--80--74--78
<b>Sweet Bunch of Daisies</b> Fotine, Midwestern dance favorite, does well enough with an attractive waltz item tho the lyric, as chanted by Guy Ross, sounds weak.		73--75--70--74
<b>EVELYN KNIGHT (Perry Botkin &amp; The Rhythmaires)</b> <b>With a "No" That Sounds Like "Yes"</b> DECCA 27874—Material here is written by Terry Gilkyson, who keeps turning out ditties which sound like authentic folk songs. Miss Knight does one of her best, soft-voiced jobs in selling the amusing lyric.		77--80--75--77
<b>Life Is a Beautiful Thing</b> A highly attractive new waltz ditty from the upcoming "Aaron Slick From Pumpkin Crick" flick is done by Miss Knight in her usual breezy style. Accompaniment by the string-heavy Botkin ork and vocal group adds interest. Disk, however, is coming on the heels of the chirp's currently active "Little Boy" platter.		73--77--70--72
<b>PAUL WESTON ORK (Norman Luboff Choir)</b> <b>Charmaine</b> COLUMBIA 39616—Weston, as usual, fashions a persuasive etching of a lovely revival, already well on its way. It's a good coverage effort, spotting a round-toned trumpet solo and choral vocal. Could be hurt for its lateness.		77--80--75--75
<b>At Dawning</b> The standard is done tastefully in a mood choral-ork arrangement for dancing. Should get jockey attention.		74--78--72--72
<b>JACK HASKELL (Low Douglas Ork)</b> <b>Pal That I Love Stole the Gal That I Loved, The</b> CORAL 60596—The Chicago-based TV singer does a nice job on a fine old ballad. Good mood wax.		76--77--75--76
<b>My One and Only Love</b> Haskell's chanting is just a little too casual on an okay new item from Scotland via "Songs for Sale."		67--70--65--66
<b>MURRAY ARNOLD (Russ Case Ork)</b> <b>My First and My Last Love</b> KING 15133—Arnold plays some beautiful piano in between his neat vocal efforts on this latest ballad adaptation from "Scheherazade."		73--77--70--72
<b>Varsoviana</b> Arnold's keyboard ability is put to work on an oldish theme in an effort to come up with a tavern instrumental. Pleasant but not standout.		71--72--70--72

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>LIONEL HAMPTON &amp; HIS HAMP-TONES</b> <b>Helpless</b> MGM 11108—Sonny Parker shouts a good slow blues and Hamp spells him with a vibes solo to a lowdown r.&b. small group backing. Mostly for r.&b. business, this one could do okay in that field.		75--76--74--75
<b>Samson's Boogie</b> Medium boogie instrumental by Hamp's small group spots some fair piano, mediocre tenor and fine Hamp. Not much that's stimulating here, tho.		68--70--67--66
<b>OWEN BRADLEY QUARTET (Dottie Dillard)</b> <b>Santa Claus Looks Like My Daddy</b> CORAL 60594—Dillard gal comes up with a cute-as-a-button little moppet voice in chirping this new seasonal item. Result is an above average yuletide disk.		73--75--72--73
<b>Uncle Mistletoe</b> More good coverage on the new Christmas ditty which may wind up as a strong contender via the department store promotion route.		73--75--72--73
<b>THE MARINERS (Archie Bleyer Ork)</b> <b>It's All Over But the Memories</b> COLUMBIA 39607—A nostalgic plug ballad is rendered sweetly by the Godfrey show vocal group.		73--73--73--73
<b>Take Me Home</b> The boys blend nicely but don't make a convincing go on this pretty theme.		66--68--65--65
<b>MILTON DE LUCC ORK (The Whippoorwills)</b> <b>Love, Mystery and Adventure</b> MGM 11102—The Whips, set in a tasty small band clefting by leader De Lucc, blend pleasingly for a colorful rendition of an attractive ditty by the writers of "Shanghai."		73--75--71--73
<b>I'm Crying</b> Draggy tempo and rather colorless reading of a country r.&b., which has been attracting attention in these specialty fields.		66--66--65--67
<b>ROBERT FARNON ORK</b> <b>Hallelujah</b> LONDON 1062—More Youmans here. This side is done vocally by the George Mitchell choir and done well. There's a fine beat and feeling thruout, but a disjointed orchestration detracts somewhat.		73--75--71--72
<b>More Than You Know</b> In an attempt to follow the instrumental hit by Mantovani, "Charmaine," the diskery has yanked this Vincent Youmans favorite from a Farnon album. Good as this is, it doesn't sound like another "Charmaine."		70--72--68--70
<b>MARION MORGAN (LeRoy Holmes Ork)</b> <b>I Got a Warm Feeling</b> MGM 11105—Miss Morgan turns in a warm chant of a very pretty ballad.		72--75--70--70
<b>Charlie Changed His Mind</b> The thrush seems to have some difficulty in getting across this rather clever bit of country-inspired material.		66--66--65--67
<b>BERNIE MANN ORK</b> <b>Legend of Tiabi, The</b> KING 15135—More good dance wax with Hughes handling the lyric a first-rate chant.		72--74--70--72
<b>The Closer You Are</b> The attractive ballad from a soon-to-be-released Tony Martin flick is handed a neat dance interpretation from the Mann ork with Tommy Hughes handling the vocal.		70--72--68--70
<b>ANNE SHELTON-GEORGE MITCHELL CHOIR-ROBERT FARNON ORK</b> <b>Mademoiselle De Patee</b> LONDON 1067—A highly attractive European waltz melody, reminiscent of a flick production number, is done by Miss Shelton in her usual capable fashion. The lyric, however, sounds unsuited to a fem vocal.		72--73--70--72
<b>In the Chapel of San Remo</b> An Italian adaptation is chanted in both English and the native tongue by the warm voiced Miss Shelton.		71--73--70--71
<b>LES HOWARD-DIANA COUPLAND (Nat Temple Ork)</b> <b>White Wedding</b> LONDON 1137—Howard goes it alone on a good new ballad in the style of Tin Pan Alley tunes of past years.		71--74--69--70
<b>Tell Me True</b> (Nat Temple Group) The new English disk pair turn in a cute performance on a light-weight ditty with the feel of a folk song.		70--73--68--70
<b>ART LUND (LeRoy Holmes Ork)</b> <b>Blue Skies</b> MGM 11106—A specialty of Lund's from his Benny Goodman days is re-done here under his own tag. He still sings it with the lightness that made the beat rendition so effective before. Arrangement is mighty close to Benny's original.		71--73--70--70
<b>I Can't Get Started</b> Lund's personable vocal style carries the oldie in acceptable fashion. Lyrics have been modernized. The effort somehow doesn't ring bells.		68--70--65--68
<b>BILL TABBERT-THE "400" QUARTET (Joe Lipman Ork)</b> <b>Ma! My Toys Are Broken</b> "400" RECORDS 2001—This one could do quite well as the Christmas season approaches. Orking, production effects and song material are all first-class. Tabbert's chanting the good, is not too well suited to the material.		70--76--67--68
<b>Santa's on His Way</b> New label makes its bow with a fairly good seasonal dity written by one of the diskery's owners. Tabbert, from the legit musical stage, sings well enough, but lacks the necessary projection. The Lipman orking is both good and lush.		66--72--62--65
<b>THE MARINERS (Archie Bleyer Ork)</b> <b>I See God</b> COLUMBIA 39606—The quartet sings with warmth and reverence in interpreting a fine religious tune which should please sacred music buyers on all levels.		70--72--68--NS
<b>Gentle Carpenter of Bethlehem</b> The family audience, particularly Godfrey listeners, should make up the market for this semi-seasonal religious opus which includes a short recitation. It's well done by the group.		67--70--65--NS
<b>BUDDY DE FRANCO ORK (Pat Collins-Dave Lambert Singers)</b> <b>Closer You Are, The</b> MGM 11107—Pleasing dance slicing of a pretty ballad from the "Two Tickets to Broadway" flicker spots good Lambert group work and a neat vocal by Pat Collins. De Franco inserts a brief show of his mastery of the clary.		69--70--68--68
<b>Too Many Dreams</b> Routine ballad is done up nicely enough by the young ork and its vocal contingent.		65--65--65--65
<b>RAY PEARL ORK (The Stuart Trio)</b> <b>Jack the Snow Shoe Rabbit</b> CITATION 1153—Lightweight kiddity is done pleasantly by this Mid-western ork.		63--63--63--62
<b>Parker's Bolero</b> Dull instrumental effort.		50--50--50--50

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**Advance Record Releases**

Continued from page 44

Tom & Jerry & the Fire Engine (Sides 1 & 2)—Bret Morrison-Cece Blake-LeRoy-Holmes Ork—MGM S-19

Tom & Jerry Meet Santa Claus (Sides 1 & 2)—Bret Morrison-LeRoy Holmes Ork—MGM S-18

We Wish You a Merry Xmas—Tom Glazer-Gene Lawell Chorus (Round) YPR 226

Desert Dance—Tito Rodriguez Ork (Donde) Tico 10-035

Donde Estabas Tu—Tito Rodriguez Ork (Desert) Tico 10-035

Glorita—Noro Morales Ork (St. Louis) Col 39601

Lydia—Johnny Lopez Ork (Tu Amor) Tico 10-068

St. Louis Blues Mambo—Noro Morales Ork (Glorita) Col 39601

Tu Amor—Johnny Lopez Ork (Lydia) Tico 10-068

**LATIN AMERICAN**

Chupando Cana—Perez Prado Ork-Tony Camargo-Hermanas Gaona (Deja) V (45) 51-5547

Deja Que Suba La Marea—Perez Prado Ork-T. Camargo-H. Gaona (Chupando) V (45) 51-5547

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- IF I CAN LOVE YOU IN THE MORNING UNDECIDED 15128 and 45-15128
- MURRAY ARNOLD**  
I TALK TO THE TREES I'M ON MY WAY 15131 and 45-15131
- I'M HEADING OUT WEST HI-DE-ANK-TUM 15132 and 45-15132
- ROY STEVENS**  
ROLLIN' STONE I'M COMIN' HOME 15126 and 45-15126
- ONCE CHRISTMAS EVE IN MY HOME TOWN 15127 and 45-15127

**FOLK-WESTERN**

- MOON MULLICAN**  
HEARTLESS LOVER ANOTHER NIGHT IS COMING 984 and 45-984
- HAWKSHAW HAWKINS**  
SLOW POKE TWO ROADS 998 and 45-998
- BLUE SKIES IN YOUR EYES SUNNY SIDE OF THE MOUNTAIN 997 and 45-997
- COWBOY COPAS**  
'TIS SWEET TO BE REMEMBERED BECAUSE OF YOU 1000 and 45-1000
- EDDIE SMITH & THE CHIEF**  
DOWN YONDER SWEET BUNCH OF DAISIES, OVER THE WAVES, MEDLEY 986 and 45-986
- ZEB TURNER**  
I GOT LOADED CRAZY HEART 1001 and 45-1001

**SEPIA-BLUES**

- EARL BOSTIC**  
FLAMINGO I'M GETTING SENTIMENTAL OVER YOU 4475 and 45-4475
- SLEEP SEPTEMBER SONG 4444 and 45-4444
- WYNONIE HARRIS**  
BLOODSHOT EYES CONFESSIN' THE BLUES 4461 and 45-4461
- LUCKY MILLINDER**  
I'M WAITING JUST FOR YOU BONGO BOOGIE 4453 and 45-4453

**Federal**

- THE DOMINOS**  
SIXTY MINUTE MAN I CAN'T ESCAPE FROM YOU 12022 and 45-12022
- I AM WITH YOU WEEPING WILLOW BLUES 12039 and 45-12039

**DELUXE**

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# THE BILLBOARD Music Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).

## • 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.

- RAGTIME MELODY ..... Del Wood ..... Tennessee 808  
The fem keyboard artist's follow-up to "Down Yonder" has that same cornball honky-tonk quality. Rex Allen has a ringing country-pop vocal rendition on Decca.
- BLUE TANGO ..... LeRoy Anderson Pops Orchestra ..... Decca 2787  
Like "Syncopated Clock," this is a light, melodious, richly scored pops concert type instrumental which could catch the fancy of the city disk buyer. Deejays are certain to go for it.

## • 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. LITTLE WHITE CLOUD THAT CRIED ..... Johnnie Ray ..... Okeh 6840
2. THE THREE BELLS ..... Andrews Sisters-Gordon Jenkins Ork. Decca 27858
3. CHARMAINE ..... Gordon Jenkins Ork. Decca 27859
4. I LIKE IT ..... Jane Turzy ..... Decca 27851
5. THE THREE BELLS ..... Sammy Kaye Ork. Columbia 39602

## • 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. I LIKE IT ..... Jane Turzy ..... Decca 27851
2. THERE'S A CHRISTMAS TREE IN HEAVEN ..... Four Aces ..... Victoria V-102
3. CHARMAINE ..... Gordon Jenkins Ork. Decca 27859
4. SHRIMP BOATS ..... Dolores Gray ..... Decca 17832
5. THE THREE BELLS ..... Andrews Sisters-Gordon Jenkins Ork. Decca 27858

## • 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. DOMINO ..... Bing Crosby ..... Decca 27830
2. CHARMAINE ..... Mantovani Ork. London 1020
3. CHARMAINE ..... Vaughn Monroe ..... V 20-4375
4. I DON'T WANT TO BE FREE ..... Margaret Whiting-Jimmy Wakely. Capitol 1816
5. SHRIMP BOATS ..... Jo Stafford-Paul Weston Ork. Columbia 39581

## • The Country and Western 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 the Country & Western Disk Jockeys think tomorrow's hits will be:

1. DRIFTWOOD ON THE RIVER ..... Ernest Tubb ..... Decca 46377
2. MUSIC MAKIN' MAMA FROM MEMPHIS ..... Hank Snow ..... Victor 20-4346
3. 'TIS SWEET TO BE REMEMBERED ..... Cowboy Copas ..... King 1000
4. HEARTLESS LOVER ..... Moon Mullican ..... King 984
5. GRIEVING MY HEART OUT FOR YOU ..... Don Cherry ..... Decca 27836

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# Music as Written

Continued from page 24

mith, Debussy and Mozart will be performed. Soloist is Dorothy Ledger. . . . Shorty Rogers' new band highlights Pete Condoli, Milt Bernhardt and Hampton Hawes. . . . Capitol Records' studio-record services division contracted with Radio Corporation of America to have sound slicings made at Cap's Melrose studios directly recorded on film by piping thru Victor's Hollywood studios. Westminster Productions was first to use the new service.

Eddy Arnold is now heard locally twice weekly on KECA. Show is sponsored by Ralston. . . . Lionel Hampton assigned all royalties from his MGM diskings of "Shalom! Shalom!" and "Hannah! Hannah!" to the Zionist Organization in America for American projects in the state of Israel. . . . June Allyson in "One for the Road" at MGM. . . . Musical sequence, "Girls, Girls, Girls," in "The Merry Widow" will be directed by Busby Berkeley at Metro. . . . Ray Heindorf concluded score of WB's "I'll See You in My Dreams." . . . Russ Morgan arrived last week to prep for his four-weeker at the Palladium, November 27. Before opening at the Palladium, Morgan will do several sessions at Decca.

### Toronto

The Uptowners are replacing the Starliners at the Plaza Room. . . . Vince Boyd comes into the St. Regis Rainbow Room replacing Ralph Richards' piano impressions. . . . The Aristocrats are handling the music chores at the Brown Derby, featuring Dave

Black on the snare drums. . . . Clyde McCoy and his blues trumpet is followed in at the Casino by Chico Marx on the piano. . . . Jack Fowler has the baton chores at the Arlington Tavern. . . . Dick Haymes returns to Brant Inn. . . . Johnny Savage Quintet is at the Famous Door. . . . Club One Two continues its intimate presentations with the Herman Chittison Trio and Irene Williams.

### Philadelphia:

Michael Donnelly playing the week-end dance sessions for Pat O'Brien at his Brookline-on-the-Boulevard dancery. . . . George Sommers negotiating to wax his band for the King platter label. . . . Teddy Troy's tune about "Melvin" has been waxed by the Quaker City String Band on the local Eagle label. . . . Clem Horton set to relight the La Casa Llana. Ballroom opening next month. . . . Curt Hinson, "The Sunset Troubadour," joins the "Jamboree" air cast at WBAL, Baltimore, Md.

### Detroit

Decca Records has moved the local branch, managed by William C. Chambers, to a new near-downtown site on Lafayette Avenue. . . . Anita Echols, comedienne just closed at the Flame Show Bar, has signed a personal management contract with Jerry Harris. . . . Sophie Tucker moved into the Elmwood Casino Monday, immediately after her appearance on radio's "The Big Show." . . . Charlie Carlisle, pianist, has

# V. SPERRY LOSES CAR; SNIPES TOO

CHICAGO, Nov. 17. — Vern Sperry, colorful owner of Meadowacres Ballroom, Topeka, Kan., was telling friends this week of the theft of his new Chrysler last week. Sperry wasn't bemoaning the loss of the car, however. He was more concerned about what was in the trunk when the car was stolen. His 250 show cards on Ray Anthony's band, which plays there later this week, were in the rear of the car and still are missing, making him unable to snipe the town with cards in advance of the date.

returned to the Wyoming Show Bar.

Bill Rosso, trombonist and arranger for Stan Kenton, has been signed to a recording contract by Dee Gee Records, fronting his own band. . . . The Johnny Allen Orchestra, currently at Club Juan, has signed Jerry Harris as personal manager. . . . Frankie Connors, who was house tenor for several years at the Fox Theater, opened at Killarney Tavern in Windsor. . . . Nancy Wright is the new thrush at the Statler Terrace Room. . . . Eddy Jerome, tenor, heads the new show at Sid's Cafe, East Side supper spot.

# On the Stand

## Blue Barron

(Reviewed at Palladium, Hollywood, November 6)

Records: MGM. Road manager, Walter Major. Booked by Music Corporation of America. Feature billings, Betty Clarke, Eddie Morgan, Dick Hall, Phyllis Inez. Three Blue Notes, vocals.

Trumpets: Frank Trout, Hal Greene, Hank Greer. Trombones: Jimmy MacDonald, Wylie Harrell, Al Esposito. Reeds: Al Jackson, Mel Owen, George Brandon, Lenny Heff. Rhythm: Andy Ajello, drums; Sal Valentine, piano; Walter Major, bass-tuba. Arrangers: Carl Ladra, Ivan Lane. Vocals: Betty Clarke, Eddie Morgan, Dick Hall, Phyllis Inez, Three Blue Notes (Jimmy MacDonald, Lenny Heff, Wylie Harrell). Leader: Blue Barron.

Blue Barron's sweet stylings are scoring with local dancers. Altho Barron has been an orkster for 15 years, this is his first time in the Hollywood area. He's continuing with the same kind of music that he's always played, and if the number of dancers as compared to listeners is any criterion, Barron knows what he's doing.

Ork's singing song titles distinguish it. Book contains plenty standards and pops (15 tunes of the day). Barron throws in an occasional Latin or jump tune, depending on the crowd, but arrangements are stock. First week at the dancery found little turnover in dancers, the majority waiting until the final minutes before departing, which is a tribute to Barron's easy rhythms.

Vocals are capably handled by vivacious Betty Clarke, Phyllis Inez, Eddie Morgan, Dick Hall and the Three Blue Notes. Band has few instrumentals and uses both solo and group vocals to good advantage. Three-chorus medleys and college tunes complete a well-rounded library.

This ork keeps the dancers' wishes paramount when choosing selections. Joe Bleeden.

## ISR Etches Harper's "Each Step of Way"

HOLLYWOOD, Nov. 17. — Strong response to Billy Graham's religious Western film, "Mr. Texas" led International Sacred Recordings to release its own disk of Redd Harper's "Each Step of the Way." Tune was previously recorded by Harper for the Graham Foundation. However, demand for the song via Harper's national p.a.'s led ISR prexy Paul Hewitt to issue the number separate from Graham's org.

"Each Step" is backed by "Quiet Time," both cleffings by Harper. ISR shipped 5,000 platters to Harper, who this week-end is in Minneapolis. Tunes are backstopped by the Cowboy Christians (4). Disks will be sold wherever Harper appears and, in addition, given to ISR's distributors throughout the country.

# Extra Added

Continued from page 15

Shaw, originally skedded to open at the Boston Latin Quarter with Billy Daniels, will open instead on December 12 with Alan Dale. The club thinks she's so hot, she's been signed for the latter date at a raise and has given Latin

## Damone Airs Army Life Via DJ Talk

NEW YORK, Nov. 17.—Listeners to the Mutual networks' Bob Poole deejay show last week heard a six-minute transatlantic telephone interview with Vic Damone, on duty with the United States Army in Nuremburg, Germany. The interview was set up by Poole with the cooperation of Army authorities here.

The disk-flick star asked Poole to help get as many show business acts as possible to visit Germany to entertain the troops there. Rest of the chatter revolved around current G.I. favorite tunes, Damone's duties, living conditions and the status of the chanter's romance with Joan Benny, daughter of Jack Benny.

## Aladdin Invades Classical Field

HOLLYWOOD, Nov. 17.—Coast rhythm and blues indie Aladdin Records will enter the classical field. Label co-owner Leo Mesner is slated to leave for Europe November 23, stopping in France, Italy, Germany, Hungary, Belgium and England before returning to the U. S. in two months.

This is diskery's initial stab at longhair, already established in the blues, Western and spiritual ranks. A new subsid will be created to handle the new line, supplementing besides Aladdin, Intro and Score.

Mesner, whose r.&b. line already is released in many foreign countries, hopes to snare reciprocal rights whereby he would receive exclusive rights to classical fare here. Diskery exec also said he will buy masters or ink artists he believes will fall in line with his blues catalog or purchase outright classic disks.

## Betty Clooney, GAC Sign Booking Pact

NEW YORK, Nov. 17. — The General Artists' Corporation this week inked a booking pact with Betty Clooney. The thrush has been set for Moe's Main Street, Cleveland, for the week of December 10 and will follow with a date at the Lookout House, Covington, Ky. She records for the King label and is managed by Ray Bloch Associates.

Next Saturday (24), the younger sister of Rosemary Clooney will guest on the Vaughn Monroe radio show.

## Atlantic to Press Chanteuse Series

NEW YORK, Nov. 17.—Atlantic Records, which in addition to its full r.&b. line every now and then makes a stab with an off-beat wax idea, is going to attempt to develop a series of LP waxings of popular nitery chanteuses. Diskery will kick off the series with Mabel Mercer, a thrush with a cult following in this city, who works in a room especially designed for her, the Byline Room.

## Rogers Ork Breaks In Over Tonkins Circuit

HOLLYWOOD, Nov. 17. — Shorty Rogers' new ork breaks in on Van Tonkin's State loop with dates at the VFW Hall, Santa Maria, November 22; Rainbow Ballroom, Fresno, November 23, and Pomona's Rainbow Ballroom, November 24. Band (17) gets a \$600 guarantee against a 60 per cent split.

Following the initial bookings, band returns here for additional rehearsal prior to Northern dates. Rogers, an ex-Kenton tootler, snared Jay Johnson as vocalist.

Also on Tonkins' circuit, Les Brown last week (2) grossed \$2,464 at the Vet's Memorial Auditorium, San Luis Obispo, and \$2,807 at the Civic Auditorium, Hanford, the following day.

Quarter options for the next five years.

Jet McDonald signed with Peggy Loeb as personal manager. . . . Mark Stevens, signed to personal management deal with Arena Stars, will work personals with an instrumental and vocal group labeled Four of Us. Mara and Maurice have signed a two-way deal with Lou Walters. They open at the Gilded Cage on or about November 21 and the Miami Beach Latin Quarter on or about December 20.

### Bridgeport

Lenny's Wagon Wheel, Bridgeport, Conn., opened its season with Ray Eberle, Art Lund, Tony Bennett and Toni Arden come in for succeeding weeks.

## 10G for Eckstine Package in Cincy

CINCINNATI, Nov. 17.—Billy Eckstine, the George Shearing Quintet and an all-star group of jazzmen headed by trombonist Benny Green, hung up a record for jazz one-nighters here Saturday (10) night at the Taft Theater with a gross of \$10,062 after taxes. This eclipsed the previous record, set recently by the Jazz at the Philharmonic, by about \$1,000.

Shows were given at 8:30 and midnight, with business so heavy at the first show that patrons were seated on the stage and in the orchestra pit. Advance sale tickets for the first show were exhausted by the preceding Thursday. The price scale was \$3.69, \$2.57, \$2.05 and \$1.54.

## Imperial Diskery Inks Slim Whitman

HOLLYWOOD, Nov. 17.—Imperial Records' Prexy Lou Chudd inked Slim Whitman to a two-year pact. Whitman etched four sides with his own ork, for release December 1.

The former Victor artist is in Shreveport, La., where he is featured on the "Louisiana Hayride." Chudd next week (23) leaves for a two-week jaunt thru Texas, Louisiana and Chicago where he will cut Western and rhythm and blues talent. A second session with Whitman is on tap when Chudd hits Shreveport the end of the month.

## Providence Parks Markets for Names

CHICAGO, Nov. 17.—New outlets for name dance bands are hard to find these days, but a Rhode Island park, which has operated its ballroom for 23 years with a local band, is finally making the test with names next summer.

Art Simmons, of Crescent Park, Providence, is attending the National Ballroom Operators' Association convention here this week to get ideas for using at least three top names next season.

Since his group took over the park in 1928, they've had a Monday-Thursday-Saturday night dance policy, using Charley Weygand's local 13-piece ork at 50 cents plus tax. Weygand also is outing manager at the spot.

## "Sin" Pays Off

Continued from page 26

known each other, "Sin" was their first attention-getter. They credit Jimmy Lynn, Chester disk jockey, for plugging the song every day at the start when they brought him the local waxing of The Four Aces on the indie Victoria label.

While they won't be getting their royalties until January 1, they have been getting advances. Besides the royalties, there will also be performance fees. On the strength of "Sin," they've won acceptance for their latest opus, a waltz entitled "Let Me Dream," with Mercury records taking it for either Patti Page or Eddie Howard.

But in spite of the pay dirt ahead, both boys are holding on to their present status. Shull keeps at it at the refinery, where he averages \$100 a week. Hoven is keeping his music shop but aims to branch out with a publishing firm for accordion music, of which he already has 42 original compositions as a starter.

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Allegro Moderato

I JUST CAN'T MAKE MY EYES BEHAVE Try as I say they won't be-have

You're in re-act-i-ble - I'm so ma-

op-ti-ble - I try to lock the oth-er way But then these

eyes be-gin to stray They won't o-bey they're your slave I JUST

CAN'T MAKE MY EYES BEHAVE HAVE

FOR INFORMATION CONTACT

JOHN SCHOENBORN, 5941 N. Washtenaw, Chicago 45, Ill.



## Norman Preps Satchmo Bash

HOLLYWOOD, Nov. 17.—Disk jockey Gene Norman, who has presented most of the nation's jazz and blues artists in concert on the Coast, continues his role as musical impresario when he stages a concert featuring Louis Armstrong and Les Brown's ork. Concert will be held either at Pasadena's Civic Auditorium or Shrine Auditorium.

Date for the event is not set due to two other concerts this month at the Shrine. Norman Granz brings his "Jazz at the Philharmonic" here Tuesday (20) while November 30 Stan Kenton bows the current version of his concert crew. Norman is hesitant about packaging the Armstrong-Brown combo too close to Christmas and may sandwich it in between Granz and Kenton or follow Kenton with an early December date.

Norman for the fifth time presents in concert Duke Ellington February 29 at the Shrine. Two years ago Norman took Ellington on eight Coast dates. The deejay last month played a Billy Eckstine-George Shearing package and the annual Dixieland Jubilee to full houses (7,000). The Dixie affair was co-produced by Frank Bull, disk jockey with Norman on KFWB.

## Pubs Move Closer

Continued from page 22

tactics, the publishers now are making little more than token efforts to swing live radio and TV plugs. As one professional manager put it: "Remotes mean nothing, radio plugs just as much and TV producers never heard of our current songs and it's next to impossible to sell them."

Consequently, the publisher budget for such expenditures as fancy opening night gatherings, personalized romancing of radio artists, making the spots, etc. has been cut. Actually, in an indirect way, the publisher himself is being instrumental in nullifying another long standing business tradition, that of the payola for the live plug on radio or TV. The de-emphasis of the plug has been made principally because these plugs will come naturally if their songs are made via the record.

Publishers today are spending their money on such promotion devices as sharing local exploitation costs on a disking with distributors. Such exploitation usually would include preparing special window and wall streamers on individual recordings of their songs as well as cooperative drives with local deejays for plays.

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## Today's TOP TUNES

**(IT'S NO) SIN**

**EDDY HOWARD**—Mercury (My Wife and I)  
**FOUR ACES-A. ALBERTS**—Victoria (Arizona Moon)  
**SAVANNAH CHURCHILL**—Victor (I Don't Believe in Tomorrow)  
**FOUR KNIGHTS**—Capitol (Glory of Love)  
**SAMMY KAYE**—Columbia (Jealous Eyes)

**OTHER RECORDS AVAILABLE:** Four Buddies, Soney; C. Hawkins, Decca; A. Morgan, Decca; Arthur Prysock, Decca; Billy Williams Quartet, MGM



Illustrated here, greatly reduced, are the front and reverse side of Today's Top Tunes (actual size, 8 1/2"x11). Illustration at the right shows an actual size reproduction of just one of 30 listings of the top tunes, complete with best selling records, artists, labels and record numbers. Note small lightface type at the bottom which shows other recordings of the tune available. Today's Top Tunes is printed in a different color combination every week, so that you and your customers can always and immediately tell the new issue from the previous week's.

**T**ODAY'S TOP TUNES is the new Billboard service (not published in The Billboard) that dealers all over the country are using to **sell more and more and more records**. Orders and re-orders for greater and greater quantities of Today's Top Tunes prove that it is doing just that! Why? Because Today's Top Tunes is the most complete, most reliable, most accurate service of its kind available anywhere... because it is published by The Billboard and based on The Billboard's Honor Roll of Hits carried out to 30 positions... because it is tailor-made to needs of dealers (the first copy of Today's Top Tunes was not published until over 7,000 dealers were quizzed as to how it should be handled... what it should cost... how it could work best for them).

### Just What Is TODAY'S TOP TUNES...

Today's Top Tunes is The Billboard's Honor Roll of Hits carried out to 30 positions...

Today's Top Tunes lists Best Selling recordings of each song in order of popularity and regardless of label. This information is not available in any other dealer-customer service.

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Today's Top Tunes is being used in many, many ways right now to help wide-awake dealers to greater record sales and profits.

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White Electric Company, Woodruff, Wis.

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F. N. Dahl, Fergus Falls, Minn.

"We have been receiving 50 TOP TUNES every two weeks for which we have paid in advance. Please start sending 50 TOP TUNES EVERY WEEK and send me a bill to cover cost until January 31, 1952."  
The Turntable, El Paso, Tex.

"We use TODAY'S TOP TUNES in our listening booths."  
Bell Sales Co., Knoxville 2, Tenn.

"Each customer gets a copy of TODAY'S TOP TUNES. About 15% of the TODAY'S TOP TUNES lists come back within one week, marked with what they want to buy."  
Northside Music & Appliance, Cincinnati, Ohio.

"I think TOP TUNES are doing a lot of good. Have been mailing and passing them out. It is showing RESULTS."  
Shumway Appliance Shop, Milton, Wis.

"TODAY'S TOP TUNES is an excellent counter aid in selling pops."  
Jacobs Brothers Music, Philadelphia 3, Pa.

"Congratulations! TODAY'S TOP TUNES is the best and easiest to read list ever. Valuable for store use."  
Whittle Music Co., Dallas 1, Tex.

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To introduce new dealers to the sales power of Today's Top Tunes, it is now being offered for a limited time only at a special money-saving introductory rate!

**ACT NOW AND SAVE \$3.00**

Yes, for a limited time only, you can get... 50 copies of Today's Top Tunes each week for the next 8 weeks for only \$5!

MAIL THE COUPON TODAY!

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City

Zone

State

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## Sides and Asides

Cy Feuer and Ernie Martin will produce a musical next season entitled "Can-Can," with words by F. Hugh Herbert and music by Cole Porter. The show will be set in the Montmartre of Toulouse-Lautrec, but the painter himself will not figure in the script. The leading character is to be called La Goulue, the Queen of Paris, a role for which the services of Carol Channing will be sought. Lemuel Ayers will probably provide the sets, Michael Kidd the choreography. Herbert has two other scripts pending, "The Vintage Years" and "A Girl Can Tell."

### BROADWAY SHOWLOG

Performances Thru November 17, 1951

#### DRAMAS

Affairs of State	9-25, '50	483
(Music Box)		
Barefoot in Athens	10-31, '51	22
(Martin Beck)		
Faithfully Yours	10-18, '51	36
(Coronet)		
Glad Tidings	10-11, '51	44
(Lyceum)		
Love and Let Love	10-19, '51	35
(Plymouth)		
Remains to Be Seen	10-3, '51	53
(Morosco)		
Saint Joan	10-4, '51	53
(Cort)		
Stalag 17	5-8, '51	223
(48th Street)		
The Four Poster	10-24, '51	29
(Barrymore)		
The Moon Is Blue	3-8, '51	292
(Henry Miller's)		
The Number	10-30, '51	23
(Biltmore)		

#### MUSICALS

A Tree Grows in Brooklyn	4-8, '51	304
(Alvin)		
Bagels and Yox	9-21, '51	92
(Holiday)		
Borscht Capades	9-17, '51	77
(Royale)		
Call Me Madam	10-12, '50	460
(Imperial)		
Guys and Dolls	11-24, '50	414
(46th Street)		
Music in the Air	10-8, '51	48
(Ziegfeld)		
Paint Your Wagon	11-12, '51	8
(Shubert)		
Seventeen	6-12, '51	172
(Broadhurst)		
South Pacific	4-7, '49	1068
(Majestic)		
The King and I	3-19, '51	268
(St. James)		
Top Banana	11-1, '51	20
(Winter Garden)		
Two on the Aisle	7-18, '51	139
(Mark Hellinger)		

#### CLOSED

Dinosaur Wharf	11-10, '51	4
(National)		
(Opened 11-8, '51)		

#### COMING UP

To Dorothy, a Son	11-19, '51	
(Golden)		
Never Say Never	11-20, '51	
(Booth)		
Gigi	11-24, '51	
(Fulton)		

## Scandinavian Confab Held

GOTHENBERG, Sweden, Nov. 17.—A heavily attended convention of principal theatrical groups of Scandinavia is being held here this week-end, with delegates present from Denmark, Norway, Sweden and Finland. Meetings are being held in the State Theater, under the leadership of Einar Kjørth, head of Gothenberg's Stora Theater.

On the agenda are plans for expanding of the interchange of theatrical productions within the Scandinavian group, the abolishment of various restrictions on amusements and the co-ordination of theater to radio and television.

## "Madwoman" To Pasadena

HOLLYWOOD, Nov. 17.—Jean Girardoux's "The Madwoman of Chaillot," which ran at the Ivar Theater during the summer, makes another local appearance Thursday (22) at the Pasadena Playhouse. In for two weeks, play features Sadie Lou Tieri, Eden O'Hearne, Ivis Goulding and Jack Lynn. Barbara Vajda directs. Playhouse's current attraction, "Once Upon an Earthquake," winds up to morrow.

Marcia Henderson is replacing Coleen Gray in the second touring company of Herbert's "The Moon Is Blue."

### Old Title for "Jimmie"; Burrows Directs . . .

"Jimmie" has now switched its title back to "Three Wishes for Jamie." Under Abe Burrows' direction, the show will go into rehearsal January 2, and after try-outs in New Haven and Boston will open in New York the week of March 3. Martyn Green, formerly of the D'Oyly Carte Opera Company, will not be in the cast; he must be in London early in January for the shooting of an Alexander Korda film on Gilbert and Sullivan.

### Elliott Into "Venus"; Gordon's Musical . . .

Denholm Elliott, who played the Duke's son in the London production of Christopher Fry's "Venus Observed," may have the same role in the production that opens a 16-week engagement at the Century, February 13. Max Gordon expects to present next season a musical based on the film comedy, "The Ghost Goes West," which starred Robert Donat back in 1936. Yip Harburg and Fred Saily will write the book and lyrics. No composer has been signed yet. That makes the third

(Continued on page 56)

## Center Ballet Off to Swell Start in N. Y.

NEW YORK, Nov. 17.—Ballet at the City Center has definitely come into its own. In a few short years, the New York City Ballet troupe has built itself a top-bracket niche in the tulle-and-tights parade. Tuesday (13) teed-off a five-week fall season that looks as attractive coin-wise as it does artistically. Opening night had the City Center packed to the roof with a 52G advance in the till, \$2,000 better than the bow-in of a three-week stand last September.

While this is the troupe's most ambitious undertaking to date with a world premiere, three ballets new to the troupe and two revivals added to the rep, the terpers may repeat their unprecedented September feat of winding up in black. The four new works—Balanchine's "Tyl Ulenspiegel," his "Swan Lake" and "Apollo," and Tudor's "Lilac Garden"—run production costs up about 25G. But if pew-buying by the faithful runs to form, the five-week season can still build to a profit. This could run to a practical certainty if the troupe can get a favorable ruling on the remission of the 20 per cent Federal

(Continued on page 56)

## Dramatic & Musical Routes

Autumn Garden (Erlanger) Chicago.  
Ballet Theater (Curran) San Francisco.  
Candida (Geary) San Francisco.  
Child of the Morning (Shubert) Boston.  
Cocktail Party (Biltmore) Los Angeles.  
Constant Wife, with Katharine Cornell (American) St. Louis.  
Darkness at Noon (Nixon) Pittsburgh.  
Death of a Salesman (Town Hall) Toledo, O., 19-21; (Auditorium) Columbus 22-24.  
Fledermaus, Die (Royal Alexandra) Toronto.  
Gentlemen Prefer Blondes (Palace) Chicago.  
Gigi (Shubert) New Haven, Conn.  
Happy Time (Blackstone) Chicago.  
I Am a Camera (Forrest) Philadelphia.  
Kiss Me, Kate (Shubert) Philadelphia.  
Lo & Behold (Cass) Detroit.  
Member of the Wedding (Orpheum) Kansas City Mo.  
Mr. Roberts (Capitol) Yakima, Wash., 21; (Metropolitan) Seattle 22-24.  
Moon Is Blue (Gayety) Washington.  
Moon Is Blue (Harris) Chicago.  
Nina (Walnut St.) Philadelphia.  
Oklahoma (Hanna) Cleveland.  
Peter Pan (Great Northern) Chicago.  
Point of No Return (Colonial) Boston.  
River, The (Selwyn) Chicago.  
Rose Tattoo (Locust St.) Philadelphia.  
Season in the Sun (Erlanger) Buffalo, N. Y., 19-22; (Auditorium) Rochester 23-24.  
Sadlers Wells Ballet (Auditorium) Seattle 19-21; (Auditorium) Portland 22-24.

## Broadway Opening

### PAINT YOUR WAGON

(Opened Monday, November 12)

#### Shubert Theater

A musical play. Books and lyrics by Alan Jay Lerner. Music by Frederick Loewe. Staged by Daniel Mann. Dances by Agnes de Mille. Settings by Oliver Smith. Costumes by Motley. Musical director, Franz Allers. Orchestration by Ted Royal. General manager, John York. Stage manager, Ward Bishop. Press representative, Wolfe Kaufman. Presented by Cheryl Crawford.

Wait ..... Bert Matthews  
Jennifer Rumson ..... Olga San Juan  
Salem Trumbull ..... Ralph Bunker Jasper  
Ben Rumson ..... Ted Thurston  
Steve Bullnaek ..... James Barton  
Peter Billings ..... Rufus Smith  
Cherry ..... James Mitchell  
Jake Whippany ..... Robert Penn  
Mike Mooney ..... John Randolph  
Doctor Newcomb ..... David Thomas  
Sing Yuy ..... Tom Ai  
Lee Zen ..... Chun-Tao Cheng  
Egar Crocker ..... Richard Aherne  
Sandy Twist ..... Jared Reed  
Reuben Sloane ..... Gordon Dilworth  
Jacob Valveras ..... Tony Bavaar  
Jacob Woodling ..... Josh Wheeler  
Elizabeth Wooking ..... Marijane Maricle  
Sarah Wooking ..... Ben Matthews  
Dutchie ..... Lorraine Havercroft  
Carmellita ..... Gemze De Lappe  
Yvonne Sorel ..... Mary Burr  
Suzanne Duval ..... Gisella Svetlik  
Elsie ..... Gordon Dilworth  
Raymond Janney ..... James Tarbutton  
Rocky ..... Norman Weise  
Joe ..... Delbert Anderson  
Sam ..... Delbert Anderson  
Singers: Delbert Anderson, John Anderson, Gino Baldi, Edward Becker, Jack Daboub, John Faulkner, Robert Flavelle, John Schickling, John Schmidt, John Spach, Newton Sullivan, Fedor Tedick, David Thomas, Edgar Thompson, Ted Thurston, Norman Weise.  
Dancers: Mary Burr, Tamara Chapman, Gemze de Lappe, Joan Djourup, Katia Gelezova, Dorothy Hill, Stuart Hodess, Jean Houloose, Carmelita Lanza, Robert Morrow, Irena Mural, Paul Olson, Dick Price, Charlotte Ray, Mavis Ray, Frederick Schaeffen, John Smolko, Gisella Svetlik, James Tarbutton.  
Songs: "I'm On My Way," "What's Goin' On Here?" "I Talk to the Trees," "They Call the Wind Maria," "I Still See Eliza," "How Can I Wait?" "In Between," "Whoop-Ti-Ay!" "Carino Mio," "There's a Coach Comin' In," "Hand Me Down That Can o' Beans," "Another Autumn," "Movin'," "All for Him," "Wanderin' Star," "Strike!"

ing up the robust laugh angles of his yarn, he has concentrated on a literal reproduction of a picturesque era, held together with emphasis on a fairly wishy-washy romance between his ingenue and juvenile. The result is that, when Barton is in his dressing room, and the young lovers and Miss de Mille's fandango gals are resting from their labors, there isn't much that "Wagon" can do but break out in lusty male chorals. While these are adroitly directed and excellently sung, they cannot but leave an impression that no matter how good Loewe's music is, he has written an awful lot of it.

However, beside Barton's golden moments, "Wagon" boasts a lot of silver ones. Tony Bavaar, recruited from television for a Stem debut, brings a fine voice and personable ability to the young Mexican lover. Olga San Juan, recruited from the movies, is pert and vigorous as his vis-avis. If she punches too hard at putting across a song and has an aptitude for milking its finish, it may be chalked up to Stem stage inexperience. If their love affair seems less than torrid, it is because Lerner has written it that way. But the arrival of the so-lon gals at the end of the first act gets matters jumping. Agnes de Mille has picked a wonderfully versatile corps of dancers, headed by James Mitchell, who made himself a resounding hit in "Brigadoon" not so long ago. She has devised a rousing first act finale, and a second act opening that leaves the audience as limp as its participants. It is great stepping stuff, with Mitchell at his best, paired delightfully with Gemze de Lappe, in a showstopping duo, and a whirlwind can-can finish led by Mary Burr. "Wagon" really gallops, when it dances, but again it doesn't dance enough.

#### Lots of Talent

In sum, a lot of real professional talent has gone into making "Wagon" impressive. Motley's brilliant costumes are an eye-entic against Oliver Smith's mountain backgrounds. Franz Allers in the pit is a tower of strength both for orchestra and choral direction. Daniel Mann's first musical staging chore has been accomplished with dispatch. The whole cast goes at it full tilt. But a reporter could wish that the book didn't waste a couple of characters like the two Mormon wives, played with such amusing effect by Jan Sherwood and Marijane Maricle, by relegating

## Out-of-Town Reviews

### I AM A CAMERA

(Opened Monday, November 12)

#### Forrest Theater, Philadelphia

A play by John Van Druten, adapted from the stories of Christopher Isherwood. Directed by the author. Setting and lighting by Boris Aronson. Costumes by Ellen Goldsborough. Presented by Gertrude Macy in association with Walter Starcke.

The cast: Julie Harris, William Prince, Martin Brooks, Olga Fabian, Marian Winthers, Edward Andrews and Cele McLaughlin.

The human mind in its seemingly magical powers of perception is ever rich in its variety of story, content and characters when it takes the self away from the physical realities about the person and yields to the realm of imagination. And whether it be real or imaginative, the human mind forever registers like a camera.

It is in that psychological sphere that John Van Druten finds inspiration for a title more

(Continued on page 56)

## Texas Fair Inks "Blondes" for Cotton Bowl

DALLAS, Nov. 17.—State Fair of Texas has booked "Gentlemen Prefer Blondes," with the original Broadway cast including Carol Channing, into the State Fair Auditorium for Cotton Bowl Week. The run will be 10 or 11 performances, beginning Christmas Day.

"Kiss Me, Kate" was the Cotton Bowl Week attraction here last year. "Blondes" is expected to better considerably an approximate \$75,000 grossed by "Kate" for 10 performances.

The show will be the principal entertainment feature of the Cotton Bowl festivities which include college and high school basketball tournaments, a symphony concert, special showings at art museums and the New Year's Day football classic in the Cotton Bowl between the Southwest Conference champions and a representative of another section of the country.

"Blondes" will come to Dallas from the Palace Theater in Chicago and will depart for the Coast following the Dallas engagement.

them to mere stooge stature thru the proceedings. There was such a promising start when Barton bought one of them.

It just seems that "Wagon" swaps a lot of potential fun for tepid romance and lusty chorals. But it is impressive.

Bob Francis.

## Out Next Week

"Then, Now . . . and Tomorrow"

### A 25-Year History of Radio and Television

commemorating the

National Broadcasting Company's Silver Jubilee

featuring articles by

BRIG. GEN. DAVID SARNOFF  
FRANK M. FOLSOM • NILES TRAMMELL  
JOSEPH MCCONNELL • CHARLES DENNY  
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JAMES M. GAINES • WILLIAM BROOKS  
CHARLES BARRY • FRED WILE  
GEORGE FREY • ED MADDEN  
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AFFILIATES CONVENTION  
Boca Raton, Fla., Nov. 28-Dec. 2

### THE COCKTAIL PARTY

(Opened November 12)

#### Biltmore Theater, Los Angeles

A comedy by T. S. Eliot. Presented by Lewis and Young. Directed by Norman Lloyd. Sets, Robert Tyler Lee. Costumes, Mary Grant Price. Stage manager, Robert Ryan. Company manager, Leslie Thomas.

Edward Chamberlayne ..... Harry Ellerbe  
Julia (Mrs. Shuttlethwaite) ..... Estelle Winwood  
Celia Coplestone ..... Marsha Hunt  
Alexander MacColgie Gibbs ..... Reginald Denny  
Peter Quilpe ..... William Schallert  
An Unidentified Guest ..... Vincent Price  
Lavinia Chamberlayne ..... Rose Hobart  
Nurse-Secretary ..... Tyler Winn  
Caterer's Man ..... Thomas Rosqui

Local debut of T. S. Eliot's "The Cocktail Party" is every bit as confusing and wordy as advance notices predicted. A first audience greeted the production in a varied manner, leaving no doubt, however, that few actually understood in the full sense of the word what was being portrayed on the stage. Depending on the spoken word rather than staging or physical action, play is brightened by Vincent Price, whose presence almost makes the dialog understandable. Story deals with a couple who after five years of marriage find themselves confronted with emotional and spiritual roadblocks; also, a young girl who is lonely to the extent of soul-stirring illusions. Eliot's writing, the precise, contains much double talk, too much to relax the average theatergoer.

Price dominates the proceedings, both as the uninvited guest and later as a psychiatrist. Marsha Hunt's characterization of the lovely lass carries charm and sincerity. Estelle Winwood's comic beginning grows tiresome after the first act. William Schallert is good as the young man who goes to Hollywood for a writing career.

Norman Lloyd's direction might have been swifter to make for a more coherent performance. Robert Tyler Lee's sets were okay.

Joe Bleeden.

## Ross Has Tiff With 'My L.A.' Megger, Exits

HOLLYWOOD, Nov. 17.—Singer Howard Ross walked out of "My L.A." rehearsals, saying the cast's morale had hit bottom and if the management continues on its present course, the show will open with an unhappy personnel, the majority of whom will be unaware of the show's contents.

Co-Producer Harold Maresch said that the musical's director, Pembroke Davenport, was unhappy with Ross and an argument was the basis for Ross' anking. Ross this week said: "If the producers are sold on the show, they should attempt to sell the cast. There are many unhappy people in the show and they're in the dark as to what the show is about. If money didn't mean so much to others, I'm sure there would be more walking out."

Ross won the 1948 Hollywood Bowl auditions and has appeared in opera, light opera and films.

## Fischer Heads Legit Theater In Springfield

SPRINGFIELD, Mass., Nov. 17.—Harry J. Fischer, former Strand Theater manager, Westfield, will be house manager for the Broadway Theater here, according to an announcement today from Harry Smith, division manager of Western Massachusetts Theaters, Inc.

Fischer has already assumed his duties. The Broadway initiated its new stagershow policy with the world premiere of Clare Boothe Luce's "Child of the Morning," starring Margaret O'Brien yesterday (16).

Well known to Western Massachusetts theatergoers as a comedian with the former Thatcher Players in Springfield, Fischer has a varied background in other stock companies and radio.

# Hocus - Pocus

By BILL SACHS

**McDONALD BIRCH** and wife, **Mabel Sperry**, closed their fall season at New Lexington, O., October 29, and are now at Birchwood, their home at Malta, O., where they will remain until January, when they hit out for Florida. "Had a fine season," typewrites Birch, "all in Pennsylvania, except for four dates in New York State. Closed a bit early, but we are not making those extended tours any more. Just want to play six or eight weeks each fall, and not more than that in the spring. More fun at Birchwood than working all year for Truman. This season, as usual, we presented our full-evening show in auditoriums under civic organizations' sponsorship. Several magicians have written me recently expressing surprise that we were playing assemblies in the East. They got the idea from the squib in your column stating that **N. P. Patton**, of Carolina Assemblies, was book-

ing us. We never play school assemblies, as we have 42 trunks of baggage. My wife's father, **E. L. Sperry**, has booked us exclusively for 16 years, but has been in semi-retirement the last several years. Mr. Patton has therefore taken over as personal manager for part of our time each year, including the fall tour just completed. Mr. Sperry is booking the Florida tour, and will go into Mississippi, Alabama and Texas to wind up the 1952 spring tour. Our chief assistant and stage manager, **Pat Patterson**, of Gastonia, N. C., is filling dates of his own in the South until we open again. He replaced **Pat Patterson**, Columbus, O., this season. The latter is now attending Ohio State University." . . . **Dr. Franz Polgar**, mentalist-hypnotist, played for members of the Cincinnati Club, Cincinnati, November 8, and the following day appeared at Keil Auditorium, St. Louis, before 1,500 members of the Missouri Educational Association. The two dates were coincidental with the release of Polgar's new book, "The Story of a Hypnotist," published by Hermitage at \$3.

**LEON MANDRAKE**, assisted by his wife, **Velvet**, has moved into Club Gay Haven, Dearborn, Mich., for an indefinite stay. . . . **Milbourne Christopher** made his third repeat stand on the "Garry Moore Show" over the CBS-TV network Monday (19). On November 28 he'll give his "The Surprise Element" demonstration for the Magicians' Guild in New York. . . . New dean of the Society of American Magicians, succeeding the late **Al Baker**, is the veteran and accomplished wizard, **Jean Hugard**. He was elected unanimously at the SAM's National Council meeting recently. . . . **Mike Zerance** is on the mend at Harrisburg, (Pa.) Hospital following an operation November 12. . . . **George Wright**, formerly associated with the Thurston show, is recuperating from a recent stroke at his home, 111 Gebert Avenue, Reading, O. . . . **King and Zorita**, mentalist, are winding up a two-weeker at the Don Carlos Cafe, Winnipeg. They recently concluded a string of club dates at the Chase and Jefferson hotels in St. Louis. . . . **C. A. Frank** has returned to his Hutchinson, Kan., headquarters after winding up in advance of **Virgil and Company**, who closed their season recently at Eugene, Ore. According to Frank, Virgil is planning a foreign tour to begin early in 1952. . . . Since returning from a Korean tour with a USO unit, **Larry Weeks**, magical juggler, has been keeping busy on nitery and club dates in the East. He recently appeared on the same bill with his longtime magic friend, **Tommy Dowd**, at the South Shore Terrace, Merrick, Long Island, and at the Savoy Theater, Brooklyn, caught **Dr. Zurlhoff's "Asylum of Horrors"**, which had the **Maginis** featured in the magic slot doing their usual efficient job. As this goes to press, Larry is slated to resume with a USO unit, "Happytime," for a six-week tour of the Zone of the Interior.

**Lois DeFee** is the new owner of a home recently purchased in

## Morton Hit by 10G Decision

NEW YORK, Nov. 17.—Garry Morton, comic, was hit by a \$10,000 decision in New York Supreme Court last week in a suit against him by Irving Romm, his personal manager. Morton had signed with Romm some years ago on a five-year deal agreeing to pay Romm 25 per cent out of which Romm was to pay all booking commissions. In the event Morton's annual income reached \$10,000, the contract was automatically renewed. About two years ago, Romm left show biz and went into a dress business in Philadelphia. He informed Morton that his brother, Harry Romm, with Music Corporation of America, would take care of Morton's booking. A year or so later Irving Romm ran into Morton at the Lookout House, Covington, Ky., and asked the comic for commissions. Morton charged he had been "abandoned" and refused to pay. Romm brought suit in Supreme

# Burlesque Bits

By UNO

**Jean Carter**, now **Imogene Lee**, with **Mandy King**, back in burly after several years absence during which Jean was in the casts of five MGM pix, have bought a home in Sherman Oaks, Calif., where they will reside when they are not spending other days at their other home in Lake Hopatcong, N. J. . . . **Irving Wolf**, former owner of the 500 Club in Atlantic City, where he was instrumental in forming the team of **Martin and Lewis**, is now operating the Top Side nitery, a show-folk rendezvous in Washington, D. C. . . . **Tommy Timblin Jr.**, born November 5 in a Detroit Hospital to ma **Blaze Fury**, pa **Tommy Timblin Sr.**, grandma **Frances Parks** and great-grandma **Opal Parks**, is heralded as—according to a novel birth postal—"a new star of stage, screen, radio and television." . . . **Nancy Maureen**, daughter of **Carol LeClair**, underwent a tonsilectomy November 9 in Flushing (N. Y.) Hospital and will leave shortly to reside in Detroit with her godparents, **Mr. and Mrs. John Lewis**. . . . **Rene Martin**, an addition at Strip City, Hollywood, Calif., is negotiating for a screen test. . . . **Laura Dennis**, former feature at the Neon Club, Louisville, and the Follies, Chicago, is one of the new chorines at the Grand, St. Louis.

**Milt Schuster's** recent bookings include **Tommy Miller**, **Bob Winkler**, **Earl Root**, **Marion Russell**, **Abe Gore**, **Sunny Dare**, **Bobbi Bruce** and the **Edmonds** for the Fox, Indianapolis, the week of November 8; **Joe DeRita**, **Wauneta Bates**, **Irving Benson**, **Bob Goodman**, **Danny Jacobs**, **Rene Andre**, **Carol Shannon**, **Lorna Rhodes** and **Princess Domay**, Rialto, Chicago, the same week; **Don Lynn** and **Ilka DeCava** to succeed **Lee Norman** and **Toni Baldwin** in Kansas City, and **Max Coleman** for a return to the **Bob Ferguson** unit at the Roxy, Cleveland, December 14. . . . **Harry Seymour** was the replacement for **Freddie Frampton** in a Midwest-Hirst unit in Pittsburgh. Latter is skedded for the **Jack Kane** circuit. . . . **Irving Harmon** and **Mary Ann** were replaced by **Claude Matthis** and **Claudeen** in another Midwest-Hirst unit in Detroit last week. **Claudeen** was added at the Gayety, Toledo, the week of November 8. . . . **Mei Ling** is the current feature at the Gayety, Columbus. . . . **Joan Merrick** finished a 10-week tour of the Kane Circuit and started a two-week stay at the Gayety, Norfolk, Va., November 16. . . . **Betty Dean**, Pittsburgh's Strobolite stripper, opened at the Village Hotel, Erie, Pa. . . . **Jack Lamont** joined **Walter Brown** and **Phyllis Gail** at the State, Canton, O.

**Lois DeFee** is the new owner of a home recently purchased in

## Latin Quarter

Continued from page 15

juggle balls, beds, tables and other assorted props as smoothly as if they were using their hands. A big finish drew tremendous applause. Beverly Richards working way upstage did a half-woman-half-man dance that failed to register chiefly because the fem gown billowed out too much covering up the "male" leg, thereby destroying the illusion. Brenda Hollis, a blond, seductive production worker, song-talked her way thru a parody, "You Took Advantage of Me" in fair fashion. The rest of the show plus the productions with Jack Kilty doing the singing, remains basically the same—a solid hour and 45 minutes of fast moving show with plenty of girls in various stages of dress and undress expertly seasoned with showmanly flash. Bill Smith.

## Ad Agency Sues Lopez

NEW YORK, Nov. 17.—The Roland-Bodee Advertising Agency (Lou Bodee and Jack Roland) obtained a default judgment against Angel Lopez, former owner of the Havana-Madrid, and the BBW Restaurant Corporation for \$4,193.54. The amount represents advertising the agency placed for the cafe. Lopez now operates the Chateau Madrid.

Court before a jury. The decision was that Morton has to pay Romm 10G. Morton is now appealing the case.

North Miami in the same section of Florida where other burly celebs such as **Rosita Royce**, **Tirza** and **Zorita** reside. . . . **Jack Montgomery**, in association with booker **Milt Schuster** in Chicago, has placed **Doris Holt** for the Cadillac Club, Calumet City, Ill.; **Kareen Winters**, 4811 Club, Cicero, Ill.; **Marion Russell**, Silver Frolics, Chicago; **Ann Marsh**, Torch Club, Shreveport, La.; **Sally Lane**, Band Box, New Orleans, and **Angel Adams**, Gold Coast, Chicago. . . . **Virginia Kinn**, featured with the **King-Matthews** unit, is making a burly return this season after three years in Chicago and Detroit niteries. . . . **Yvette**, at the Empress, Detroit, writes she has postponed marriage plans until a future date. . . . **Helen Ray**, **Jenee LaStall** and **Tona Anthony** headline the Turf Club, Mexicali, N. M. . . . **Countess Pasha** bows at the Follies, Hollywood, Calif., November 23 for two weeks. . . . Turf Club, Denver, where **Ronnie Wilbur** and **Buddy Raye** are recent additions, is being booked exclusively by the Ginger Lee Agency, as are also the Embassy, Las Vegas, Nev., and the Manchester, Los Angeles. . . . Headliners at the Hudson, Union City, N. J., for the week of November 18 are **Georgia Sothern**, **Charlie Robinson** and **Bob Ridley**, and November 25, **Stinky Fields** and **Carol LeClair**.

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## Pallomar Promotion Draws Record 800

Hays Sees Hope for Hypoed Biz After Pitch Produces Better Transportation

MILWAUKEE, Nov. 17.—Close to 800 skaters attended a recent Halloween masquerade party at Pallomar Roller Rink here. Manager Phil Hays reported that this turnout exceeded all previous Halloween promotions ever attempted by the rink. Last year's shindig was also considered a success, altho attendance that night totaled 400.

Main attraction this year was \$100 prize money for skaters wearing the most original costumes. In addition to regular newspaper advertising, the party was publicized via the usual post cards sent to patrons on the rink's mailing list.

Starting with the middle of November, according to Hays, business at the rink should improve sharply due to installation of regular bus service directly to Pallomar's doors. One factor

which has held down attendance here for many years has been the fact that skaters had to walk long distances from the nearest public transportation facilities. A survey conducted by the management disclosed that approximately 70 per cent of the skaters used busses and streetcars to get there.

Hays played an active part in the recent action of the Wisconsin Public Service Commission which forced the transport company to extend its bus lines down 27th Street, past Pallomar. Along with other interested businessmen of the area, he made several trips to the capitol in Madison to attend public hearings on the successful proposals for better bus service.

Big event now in the planning stage is the annual turkey hunt, scheduled for Wednesday (22). Blindfolded skaters will attempt to track down two live gobblers and also win all the fixings necessary for Thanksgiving dinner. Hays has cooked up a lively schedule of games and prizes for the event.

More news from Pallomar includes the fact that a new pro has taken over the reins and is doing an excellent job of organizing classes among skaters. He is George Bergin, Detroit.

## Kreklau Radio Quiz Program Hikes Rink Biz

GLENDIVE, Mont., Nov. 17.—A 10-minute Friday night radio program, "Kreklau's Kwiz," open to the general public and designed to stimulate patronage of Kreklau Roller Rink, is credited by Owner-Manager Lloyd Kreklau with increasing Friday night business at the rink and building attendance on other nights to "an astounding" degree. Prize offered in the contest, slated to end in January, is a pair of shoe skates.

Kreklau also was active in promoting his annual Halloween party. Several weeks in advance he had on display in the rink a "punkie pumpkin," and had skaters write on the back of their admission tickets their guess as to the number of seeds in the pumpkin. For prizes Kreklau offered three passes to the rink to the first place winner, two for second and one for third. On the same night Kreklau started a "ring the bell" contest which is being used as a Wednesday business builder. He reports the contest to be generating considerable interest among patrons, as the jackpot, won only by ringing the bell, is increased \$5 each week.

Beginning December 7, classes in elementary skating will get under way at the rink from 7 to 8 p.m., thus giving enrollees a chance to practice in the regular night session what they have

(Continued on page 56)

## MUSIC! MUSIC! MUSIC!

### It Makes the Wheels Spin at Cincy's P. H.

CINCINNATI, Nov. 17.—What is likely an attendance record for a rink of its size (60 by 160 feet) was set by the Lou Meyer-operated Price Hill Roller Rink here Friday (9) when a few more than 700 patrons crowded the establishment to its doors. There was no special attraction that night, said Manager C. V. (Cap) Sefferino, the big total being helped considerably by two party bookings of approximately 110 skaters each.

The Price Hill rink has been a surprising experiment. Given anywhere from two months to a season of survival by some trade observers, the suburban rollery has shown a steady growth in business

during its nearly three years of operation.

The management claims no special methods of operation in accounting for the rink's success, but it does do its best to see that everyone has a good time. It's standard of dress rules is rigid, except for the length of skating skirts, which is left to the patron's discretion. The rink has an excellent maple floor, fine acoustical conditions because of a fibre-

(Continued on page 56)

## Coliseum at Ogden Opens Cattle Show

OGDEN, Utah, Nov. 17.—Livestock from 13 States and Canada went on exhibit at the Coliseum here Saturday (10) as stockmen began competition for the \$25,000 in prizes offered at the annual show.

Five days of judging and auctions were scheduled. E. J. Fieldsted, manager-secretary, said 21 carloads of cattle and sheep from the San Francisco exposition were among entries, while others came from Texas.

## Toledo Arena Plans to Buy Video Program

TOLEDO, Nov. 17.—Toledo Sports Arena will become one of the first in the country to buy television commercially to promote its own attractions, according to plans being formed by Andy Mulligan, general manager, and Bill Green, press man. The

(Continued on page 56)

## AUDITORIUMS AND ARENAS

### Ft. Wayne Coliseum Nears Final Construction Stage

By DAPHNE (DEE) POLI  
FORT WAYNE, Ind., Nov. 17.—The new Allen County War Memorial Coliseum here is nearing the final stages of construction. The \$3,000,000 building was started in 1950. Interior work will be completed this winter.

It's built on a 60-acre tract at the edge of town, a 15-minute drive from downtown area. Surfaced and lighted parking area will handle 3,500 cars and landscaping costs are estimated at \$40,000.

The arena will have 7,500

theater-type permanent seats and facilities for 2,500 portable chairs, giving a total of 10,000 seats for such events as basketball. Wrestling seating capacity will be 11,500. Permanent ice rink will measure 85 by 200 feet and seating capacity for hockey will be 8,500.

Below the arena level will be

(Continued on page 55)

### Philly Skating Club Holds Sports Night

PHILADELPHIA, Nov. 17.—Bosh Pritchard, former star of the Philadelphia Eagles professional football team, was honored this week in ceremonies highlighting the first anniversary of the Concord Roller Skating Club at Concord Roller Rink in the Frankford section of the city.

Tuesday (13) Pritchard was presented with a plaque for his sensational comeback in football after missing the 1950 season because of an injury. Radio sports personalities, including Matt Goukas, Mario Ginnelli and Sherry O'Brien, were on hand to make the sports night a gala event. The plaque was presented by Theo Wojciejoski, president of the skating club.

### Jones Market on Wheels in Junket

PITTSBURGH, Nov. 17.—The Johnny Jones Jr., super-market on wheels, a truck fully stocked with skates, shoes and all roller rink replacements, has been visiting operators in Georgia, North and South Carolina, Southeastern Pennsylvania, Maryland, Northern Florida and Eastern Alabama.

The truck leaves this week for a visit to rinks in New England. In months to come the truck will visit every State in the country said Milton Aranson, director of the Jones Company.

## New N. C. Corporation

RALEIGH, N. C., Nov. 17.—Secretary of state has issued a charter to Holiday Productions, Inc., Marion, N. C., to engage in stage entertainments. Authorized capital stock is 2,000 shares of no par value; three shares subscribed by Frederick Bergmann Jr., Cecelia Bergmann, both of Asheville, and Albert Hewitt Jr., Marion.

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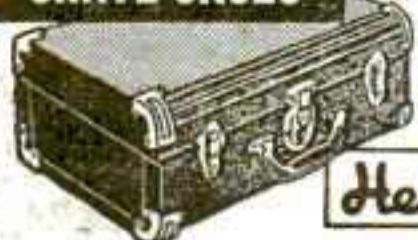
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Bob Hope  
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C. A. Ritter  
Justus Edwards

# Drivin' 'Round the Drive-Ins

U. S. CIRCUIT Court of Appeals at Philadelphia last week sustained the decision of the lower U. S. District Court in giving David Milgram day-and-date clearances for first-run pictures at his Boulevard Drive-In, outside of Allentown, Pa., with in-town theaters. Decision vitally affects the drive-in film set-up all over the country. . . . Pleasant Hill Drive-In, Wilmington, Del., is hy-

# London Dispatch

By LEIGH VANCE

Continued from page 2  
 formances to pieces. This year the howl is about the type of blue patter put on before the Queen and Princess Margaret. Fair examples of the type of "joke" objected to are one about dogs and lampposts, "dive-bombing" seagulls, and a tasteless bedroom sketch involving "Elizabeth and Philip."

Go to any vaudeville show and you'll find men with false eyebrows and very red faces rolling them into the aisles with a noise which is commonly called the raspberry, or reciting the oldest rhymes off lavatory walls.

In contrast is the generally high standard over that kind of matter which visiting American artists keep. Going to the top first, Bob Hope held them for 84 minutes on his first night at the Prince of Wales this year without anything more "disgusting" than a burlesqued impression of the way a fella gets when a lush thrush ripples by. There couldn't be any offense there. Jack Benny, Fred Allen and the rest come clean in a way which proves you can make the mugs laugh at wit if only you are witty.

Perhaps the only good thing to come out of all this smut may be a genuine drive to clean up the gags we have thrust at us in theaters all over the country.

## Turpin Goes Into Vaude; New Play Hits Snag . . .

That momentary middleweight champion Randolph Turpin, is in the news again. On his vaudeville tour in which he gives exhibition bouts, one Francis Ziba forgot to duck the Turpin thunderbolt, wound up in hospital, but is now out. . . . Andrew Rosenthal's sensitive domestic drama on the problems of a G.I. adjusting himself to married life again, "Third Person," is getting sympathetic reviews from its run at the Arts Club Theater but a big "no" from the Lord Chamberlain, who licenses plays for public presentation. . . . And Larry Adler is getting raves for his nimble-mouthed performance with the Boyd Neel Orchestra. . . . A big boost in the popularity of square dancing over here has been helped by press stories from Canada of Princess Elizabeth and Prince Philip pacing it out with the local boys and girls.

## Ft. Wayne Spot

Continued from page 54

the exhibition hall, with 50,000 square feet, at ground level. Two large ramps lead to the second-floor arena. Events may be held in both levels without conflict. Manager Don Myers said that no opening date has been set, but that it may be set for April or May.

## Profits Check Presented

MEMPHIS, Nov. 17.—A check for \$12,244.96 was presented to the Goodfellows of the Press-Scimitar as their share of the profits from the appearance of Ted Mack and the "Original Amateur Hour" at Ellis Auditorium in October. Kiwanis Club president, W. W. Scott, presented the check to J. Meeman of the Press-Scimitar and W. L. Sharpe, chief Goodfellow.

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poing its Thursday night attendance by giving away a Westinghouse electric roaster, portable radio or appliance each week. . . . In Reading, Pa., area, the Mt. Penn Drive-In closed for the season, while the Reading Drive-In continues operations. . . . Doug Amos, Hartford, Conn., division manager for Lockwood & Gordon Theaters, reports shuttering of all three circuit drive-ins in the Connecticut area. The trio includes drive-ins at Danbury, Norwalk and Torrington, Conn. . . . The E. M. Loew circuit has closed its Farmington Drive-In, Farmington, Conn., with Manager Hector Frascadore planning a European vacation this winter.

WORK is being rushed on three drive-ins for the Franklin & Herschorn Company, which operates a chain of theaters thruout the Maritime Provinces. Efforts are being made to have the leveling, clearing, grading and draining operations completed before cold weather sets in. Construction of buildings and towers also is being carried on under a plan to have the spots open about May 1, 1952. Theaters will be located on the main road between Sydney and Glace Bay, N. S., the Windsor Road about two miles out of Halifax, and on the St. John River Road about 9 miles out of St. John, N. B. Car-capacity planned for each of the spots is 950. Thus far, the St. John site is the only one without competition. . . . Famous Players chain has announced plans for an auto theater at Halifax and another between Sydney and Glace Bay. Each is expected to have 1,000-car capacities.

## 'Holiday on Ice'

Continued from page 3

contribute to the merriment a three specialties. The latter pair fumble and fall thru the show as "Flip and Flop."

Jinx Clark, another newcomer, vies with la Hyldoft as top stunner on the eye-appeal side. She teams with Rudy Richards, also a first-year performer, in a calypso number that could easily be the show's top spot.

On the production side, however, chief attention has been focused on a number billed as "Trees," which is just what the name implies. It brought down the house when caught.

Little Joan Freisinger, 10-year-old daughter of Leo and Mae, gets into the act with her parents in a Christmas number that is well injected into the show for Yule appeal. Her pop bows back with his speed skating and daring jumps thru three spiked hoops.

The producers have developed a chorus line whose work rivals that of Markert's Radio City Music Hall Rockettes for precision and timing. Their lines are tight, their blading perfect.

"Holiday" is beautifully costumed, with an accent on warm, rich tones rather than pastels. The entire production is done to some brilliant props and sets designed by James Marcom, easily one of the show's top visual assets.

"Holiday" is a fine evening's entertainment which seems to get better and better each year. On this date, as on others, there will be many repeat customers and the show could not starve on any of the 19 remaining dates on the present tour Jack Ellis.

## Sinatra Pulls

Continued from page 3

voice no longer is there. But the salesmanship, the phrasing and the sock delivery overcome all shortcomings of the larynx. His facile use of the body and hands to punctuate his warbling rounds out the work of one of the master singing entertainers of our day.

The songs he sings are culled from the great mass of standard tune interpretations for which Sinatra has become justly famous. The idea to use these sure-fire oldies instead of trying to carve some unproven new ones was indeed an inspiration which helped increase the general quality of the flicker. Tunes included such great ones as "You Go to My Head," "I Got a Crush on You," "When You're Smiling," "All of Me," "That Old Black Magic," etc. At one time or another, Sinatra has recorded these items, and they are still available in Columbia Records' catalog.

# Paris Peek

By ANNE MICHAELS

Continued from page 2

the time the American troops marched into Italy. . . . The Peters Sisters have made their film debut in Maurice Labro's "Pas Vacances pour Monsieur Maire." . . . Spyrous Skouras announced a program for 1952 of four films to be made in Europe by Twentieth Century-Fox using Italian and French directors and featuring such names as Joseph Cotton, Paul Muni, Joan Fontaine and Michele Morgan. . . . Film directors Jean Delannoy, Louis Dacquain and Claude Autant-Lara, writer Rene Wheeler, producers Rouvre, Decharme, and Gerin, as well as a government official on the Cinema Committee, have handed in a report on their findings concerning the unhappy fact that the French Cinema is losing about the equivalent of \$10,000,000 a year. The major point on the report is the claim that many of the movie houses use two sets of tickets and divert about two thirds of the named deficit to themselves in a way that the officials are not able to check. Of that sum which comes to almost \$7,000,000, the producers' share should be at least \$3,000,000. The committee has recommended that legal action be taken against any film house found guilty of this offense. . . . The French railways are experimenting on the possible inauguration of short subjects to be shown during long train trips.

## What's Going on In Theater Circles . . .

Francois Perier, one of France's young leading actors has written his first play. . . . Jules Romain's "Donogoo" becomes part of the Comedie Francaise's repertoire this week. . . . Sophie Raimu, adopted daughter of the late character actor, is sponsoring a series of galas to raise \$8,500 for a bust of the famous performer. . . . Garcia Lorca's plays are having a revival in Paris. "The House of Bernarda" reopens at the author's "Blood Wedding" will make its French debut at the Studio des Champs Elysees shortly. . . . First lady of the French screen and stage, Edwige Feuillere, turns director in "La Liberte est un Dimanche" as well as portraying the only feminine role in the play. . . . Paul Gilson's play "L'Homme qui a Perdu son Ombre" (The Man who Lost his Shadow) was shown on TV this Tuesday before opening in the theatre.

## French Radio Adds More Variety Programs . . .

French radio is adding more and more variety programs to its schedule. . . . The BBC program "Town Forum" moves over to Paris for a broadcast in which the Parisian public will be asked to question the board of five experts on anything to do with England. . . . The International Labor Organization now meeting in Geneva has submitted to the agenda of its Advisory Committee on Salaried Employees and Professional Workers, certain suggestions regarding radio and television performers throughout the world. The ILO is most concerned over the re-broadcasting and re-recording work their actors do. According to the findings submitted re-broadcasts and recordings benefit only a "limited number of high quality performers" whereas "the run of the mill artists" are unable to make a living. As a safeguard the UN affiliated organization suggested the right of veto. The ILO also wishes the artist's right to have his name mentioned whenever his broadcast is re-done, as well as protection against technical difficulties in reproduction to be considered. The final suggestion was that the performers be paid for use of all their recordings, and that all the above-mentioned items, if approved when the committee meets at the beginning of the year, should be done with the employers through a system of collective bargaining.

## News and Notes From the Niteries . . .

New addition to the Winter Circus is Gilbert Houcke and his eight Bengal tigers. . . . Anna May Wong's niece Jadin Wong will follow Hazel Scott into the Drap D'Or with her program of Chinese and Hindu dances. Two of the numbers on the program have been inspired by "South

# Roadshow Rep

GORDON A. HOLLINGSWORTH, minstrelsy and rep fan, letters from Columbus, O., that while he was in Bowling Green, Ky., recently a former billposter and stagehand for Potter's Opera house showed him a lithograph announcing that the Peruchi-Beldini Stock Company would appear there one week in September, 1900. On the litho were several scenes from "The Two Orphans," with the colors apparently as bright as when printed by the A. S. Seers Company, Hollingsworth says. He adds that the building occupied by the opera house is still standing but that the theater part and stage were converted to other uses some time ago. . . . Everett Gray is showing religious pix in the Burlington, Vt., area to good returns. . . . Fremont Turgeon, who has been in Ontario, advises that he will take a two-month vacation because of a recent flu attack. He is mulling a trip to Miami for the winter.

DAVE M. (DADDY) MURCHER pens from Oroville, Ore.: "I have had a platform show in Northern California most of the past summer and returns have been fair. I'm currently working halls with a local fair promotion idea. I met the Allie Daniels Family Show at Plators, Calif., and the personnel was en route to Northwest Canada. I'm carrying 16mm. pix, and some animals and work in a dance show date occasionally." Murcher is an old-time med showman, having trouped with the Kickapooos and Doc Sid White. . . . Art Walsh advises from Kalispell, Mont., that he has gone indoors after successfully working a single open-air platform show during the summer. He's now taking on any kind of sponsor date that comes up and also is warming up his hypnotic show that he has presented for many years. Walsh says that he learned his hypnotism from Prof. Willie Marshall, who toured the East for many years. Walsh says that "I stayed too long in big towns where I worked for sawdust, mostly in museums." . . . Mr. and Mrs. E. E. Wallace will play some sponsored dates around Carthage, Mo., with E. F. Hannan's "Road to the Right." The Wallaces will move toward Florida later on where they take on some church dates each year.

Pacific." They are "Happy Talk" and "I'm Goin' to Wash That Guy Right Out of My Hair." The French translation of the latter comes out something like: "I'm going to wash all my thoughts with the shampooing of my love." . . . Charles Trenet boarded the Ile de France to go to America where he is to do a two month appearance at the "Blue Angel." Things all seemed to go wrong for the singer, the sea was choppy, his room was suffocating and his secretary had forgotten to put his song arrangements in his baggage. Anyhow Trenet left the ship on board a small boat and decided to rest in Paris a few days before taking the plane to the U. S.

F. W. WOLCOTT'S Original Rabbit Foot Minstrels, owned and operated by Capitol Amusements, Inc., and managed by Earle, Maude and Joe Hendren, have been set up in winter quarters in the electrical building on the Mid-South Fairgrounds, Memphis, following close of a successful season in Clarendon, Ark., October 16. Show was out for 18 weeks, playing old and new territory in Mississippi, Alabama, Tennessee, Arkansas and Louisiana. Tour topped by several weeks the jaunts the show took when it was under ownership and direction of Wolcott. Current plans call for the Hendrens to open next spring with all new rolling stock, including new baggage vans, advance and sound cars, Passenger bus and workingmen's sleeper bus. New canvas, new stage and scenery and additional seats also will be added. This year's staff included Earle Hendren, president and general manager; Joe Hendren, executive vice-president and manager; Maude Hendren, secretary-treasurer; J. W. (Jockey) Foster, general agent, contractor and director and advertising director; T. C. Morrison, lithographing brigade director; S. B. Warren, superintendent; Ed Erwin, equipment and maintenance superintendent; Ed Gentry, lot and seat superintendent; Romie W. Johnson, boss canvasser; Billy Holloway, musical director and arranger; Nicky Lane and Ricky Wright, chorus directors and special dance producers; Sonny Fox, emcee; Al Banks, stage manager; Lassie Brown, producing comedian, and Alma Monday, vocal director.

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# The Final Curtain

**BAKER—Oshie I.**, 55, November 8 following a heart attack. He was part owner of two Detroit suburban theaters—the Mel and the Forum. Survived by his widow, Ethel, who is the daughter of Louis Schlusel, Detroit circuit operator, and three daughters, Mrs. Charles Periman, Mrs. Harry Miller and Mrs. Milton Dresner. Interment in Clover Hill Park Cemetery, Detroit.

**BENEDICT—Clifford (Pop)**, 73, lifeguard at Roton Point Amusement Park, Norwalk, Conn., for 18 years until his retirement, in that city November 5 following a brief illness. He also was a professional swimmer. Burial in Riverside Cemetery, Norwalk, November 7.

**BESSERER—Ed**, 73, theater operator, recently in Austin, Tex. At one time he operated a chain of movie theaters in Austin, including the old Hancock Opera House, now the Capitol Theater; the Queen, Yale and Casino theaters.

**BLAKE—Isabella**, 86, music teacher, November 8 in Misericordia Hospital, Philadelphia, of injuries sustained after being struck by an automobile while crossing a street. A protegee of the late Constance Sternberg, who once had a conservatory in Philadelphia. Miss Blake taught piano in that city for many years and was actively teaching at the time of her death. A niece survives. Funeral services November 10 in Philadelphia, burial there.

**BREED—Lewis B.**, 76, assistant treasurer and a founder of radio station WSPR, Springfield, Mass., November 10 in that city.

**BURNS—Thomas B.**, 66, musician, November 3 in Fort Worth. He played with John Philip Sousa's band, in vaude shows and with house orchestras at the Majestic and Rialto theaters, Fort Worth.

**CUSSON—Robert**, 55, veteran circus trouper, in Biloxi, Miss., recently. He toured with such shows as Al G. Barnes, Sells-Floto, Tom Mix, Dailey Bros., Stevens Bros., Roger Bros., and Dale circuses during his 30 years in show business. His widow survives.

**EHLEBT—Arthur Owen**, 60, who with his wife operated the Owen and Elliott Theatrical Agency, Milwaukee, for the past eight years, November 5 at his home in Glendale, Wis. At various times he was straight man in a comic team, a theater manager, producer and agent. In addition to his widow, two sons and three sisters survive.

**IN LOVING MEMORY OF MY PAL**  
**BOB ELLSWORTH**  
"King of the Marimba"  
Who passed away 1 year ago  
Nov. 17, 1950  
Norma Lee & Family

**EMBACH—Monica**, November 6 in Detroit. She was the mother of W. I. (Gus) Embach of General Theater Service. Nine other children survive.

**ERNST—Gordon J.**, 49, narrator on religious programs on CKLW, Windsor, Ont., November 11 in Detroit. Survived by his widow, Eleanor, and two children. Interment in Evergreen Cemetery, Detroit.

**FREDERIKSEN—Ase**, 57, violinist and composer, November 10 in Copenhagen, Denmark. Much of his reputation was built on numerous marches he wrote, and he also was popularized thru radio and records. More than 45,000 records of his "Copenhagen March" have been sold.

**GILBERT—Francis**, 66, copyright attorney who handled many music cases, November 10 at his home in Sandy Hook, Conn. Early in his career he dealt with cases in the field of musical copyright and was attorney for publishers, composers and performers, including Irving Berlin; Bourne, Inc.; Frank Loesser, the Feist Music Companies; Carl Fisher, Inc.; Lombardo Music Company; G. Schirmer, Inc., and Bregman, Vocco & Conn, Inc. He was an organizer and director of This Is the Army, Inc., and was active in exploiting the play of that name for Army emergency relief during World War II. His widow, a daughter, a son, a sister and two brothers survive.

**GOODMAN—Barney**, 60, owner of the Chapman Park Hotel, Los Angeles; the Del Coronado, Coronado, Calif., and six other hotels, November 14 while attending a prize fight in Los Angeles. Chapman Park houses the Zephyr Room nitery. Other hotels are Santa Rita and El Conquistador, Tucson, Ariz.; Belleview, Kansas City; Donna, Donna, Tex.; the Cortez, Weslaco, Tex., and the Madison, Harlingen, Tex. His widow, Sophia, and a son, John K., survive.

**HOLLIS—Kay**, wife of Henry Hollis, in Pawtucket, R. I., November 7. She sang with the Sousa band at the age of 16, later appearing in vaudeville and burlesque with her husband, billed as Hollis and Guilmette.

**HURT—Clarence E.**, 55, Du Quoin, Ill., sign maker and labor leader and associated with the Du Quoin State Fair since its early days of operation, of a heart attack at his home recently. His widow, a sister, two brothers, a son and three daughters survive. Burial in IOOP Cemetery, Du Quoin, Ill., October 19.

**HURTEAU—Arthur**, 55, Allegan, Mich., radio operator, in that city November 12 of heart disease.

**KEATING—Mrs. Belle C.**, 59, who with her husband operated a music store in Wildwood, N. J., November 4 in Burdette Tomlin Memorial Hospital,

Cape May Court House, N. J., following a heart attack. In addition to her husband, a son also survives. Burial November 7 in Wildwood, N. J.

**McINERNEY—John E. (Jack)**, 55, press relations director for United Paramount Theaters, Inc., and advertising and publicity director of the Paramount Theater, New York, November 14 in Bronxville, N. Y. After work as a reporter with Gotham newspapers before and after service in World War I he became publicity for Cosmopolitan Pictures and later Universal Pictures. In 1925 he was upped from Paramount Pictures' exploitation department to publicity director of the Rialto and Rivoli Theaters, New York, both of which were owned by Paramount at the time. After working as a publicist for the opening of the Paramount Theater, he was appointed publicity director of the house in 1926. His widow and sister survive.

**In Loving Memory of my Brother**  
**ROBERT O. McDANIEL**  
Nov. 23, 1889—June 12, 1951  
Gertrude Webber Matthews

**McINTYRE—Dr. Thomas C.**, 75, November 6 in Detroit. He was tuba player with the Wixom Bros. Circus in 1902. Survived by his widow, Hattie; two sons, Yale and Thomas, and a daughter, Mrs. Shirley Kukuk. Interment in Gethsemane Cemetery, Detroit.

**MEREDITH—G. J.**, formerly associated with Paramount Pictures in New York and later with Paramount-Richards in New Orleans and Shreveport, La., as an advertising executive, November 9 in a Baton Rouge, La., hospital. At one time he had been active in State politics. Surviving are his widow, two daughters and a sister. Burial in Roselawn Cemetery, Baton Rouge.

**PERIMAN—James E.**, 27, engineer with Station WFAA-TV, Dallas, recently in that city.

**PETERSON—James E.**, 64, for 21 years radio technician with WIP, Philadelphia, suddenly at his home in Philadelphia November 9. He was superintendent of equipment at the station. Surviving are his widow, Maggie; four daughters, three sons and seven grandchildren. Burial in Locustwood Cemetery, Delaware Township, N. J., November 14.

**FRUITT—Alberta (Little Nell)**, 43, former trouper with the Barnett and Wallace Bros.' winter shows and wife of Virgil Pruitt, former agent and billposter with the Gollmar, Walter L. Main, Kay, Barnett and Wallace Bros., shows, November 5 at Kenosha, Wis. Survived by her husband and two daughters. Burial in Sunset Ridge Cemetery, Kenosha.

**RIKER—Addo P.**, formerly with Imperial, Barkott Bros.,

**ROBERTS—Charles E.**, 57, movie comedy writer and director, November 10 at his home in Hollywood. He wrote and directed a number of comedy two-reelers in both the silent and talkie eras. He was a writer for the old Educational Studios for 18 years and spent the same length of time writing comedy for RKO. In recent years he authored many of the film in the "Mexican Spitfire" series with Lupe Velez. He wrote and directed many of the Lloyd Hamilton comedies and many two-reel and feature movies starring the late Leon Errol.

**SABLEN—Jennie Marie**, 58, known professionally as Bernice, of Williams and Bernice, who offered trapeze, trampoline and trained dog acts for 30 years in theaters, circuses and at fairs prior to their retirement eight years ago, November 10 at her home in Evansville, Ind. She was born May 29, 1893. Burial November 13 in Oak Hill Cemetery, Evansville. Surviving is her husband, Carl (Williams) Sahlen.

**STUCKEY—Z. W.**, November 8 in Lancaster O. He was the father of H. Howard Stuckey, Butterfield Theaters executive and former Detroit manager for Paramount Pictures. Another son and daughter also survive.

**STURGESS—Jennie**, 64, November 8 in Grandville, Mich., of a heart attack. In recent years she had operated the Grand Theater, Grandville, in partnership with her son, Howard. She was the widow of William G. Sturges, film salesman in the Michigan territory for Republic and other film companies for many years. Another son, Fred, booker for Co-Operative Theaters, Detroit, and a daughter, Irene, also survive. Interment in Grandville.

**TRIMBLE—Joseph**, 78, director of the Portage La Prairie, Man., Exhibition for more than 50 years and its president for five years, in Portage La Prairie November 9. He had also been president of the Western Canada Fair Association. Survivors include his widow, three daughters and a son. Burial in Portage La Prairie.

**TROSTL—Evy**, 17, member of the Great Arturo high wire act, following a fall from the wire at Baltimore Wednesday (14). She had been in the act for three years. Surviving are her parents, Mr. and Mrs. Arturo Trostl, and their two younger children. Burial at Tampa. (Details in General Outdoor section.)

**VALANDO—Mrs. Patricia**, 35, wife of Thomas Valando, president of Laurel Music Corporation, New York, November 12 in that city. A daughter, her parents and a sister also survive.

**WEBER—Mrs. Lillian**, 78, widow of vaude comic Joe Weber, November 10 in New York after an illness of a year. The former Lillian Friedman, she married Weber in 1897 and toured with the team of Weber and Fields throughout America. Her husband died in 1942. Survivors include a brother and three sisters.

**WILSON—Arthur H.**, 77, November 10 at Detroit. He was the father of Mrs. Alice Gorham, prominent theatrical press agent in Detroit for 30 years. Another daughter and three sons also survive. Interment in Woodlawn Cemetery, Detroit.

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**TOLK—Dolores Tolk**, actress, from Duncan Tolk in New Haven, Conn., recently.

and World of Pleasure shows, in Veterans Administration Hospital, Grand Haven, Mich., October 3. His widow, Mary, survives.

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## Music! Music!

glas ceiling and equipment is kept in topnotch condition.

"In our effort to supply what we believe to be feet music, we have come up with a unique musical program," said Sefferino. We play only recordings which we can see, by close observation, that most of the skaters enjoy, and when we run into a dead record we discard it immediately. This forces us to scan the commercial field of popular music constantly. This is quite a headache, but we believe it quite necessary. We sincerely believe that if we could find one outlet that could furnish us with skating records which we feel will keep a happy atmosphere in our rink, the necessity of live organ music would be out of the question as far as our method of operation is concerned.

Also the rink has experienced a substantial drop in week night business recently, week-end business has improved enough to give the operation a fair over-all increase in comparison with last year's figures. Sefferino blames the drop on the impact of the recent increase in the withholding tax on wages, but believes the loss will be regained once customers become accustomed to the increased bite. The rink's location is excellent. Price Hill is Cincinnati's largest suburb (population about 70,000) and wages are well above average.

## Toledo Arena

plan would be in contrast to the usual set-up of serving as a source of programing.

Format calls for a combination program at 6:45 p.m. on Mondays over WSPD-TV, starting in about three weeks. Coming attractions of the Sport Arena such as wrestling, hockey, special promotions and "Holiday on Ice" will be featured together with sports information, predictions on the week's major sports events and interviews with sports figures. Local newspaper sports editor with a strong local following is to handle the show. Additional features would include contests and giveaways.

## I Am a Camera

Continued from page 52

provocative than his play. For in dipping into Christopher Isherwood's collection of "Berlin Stories" dealing with the English-American novelist's life in that Germanic hot seat in 1930, the playwright eschews the facets of fantasy. Instead, Isherwood is cast in the role of the cameraman intent on revolving his new novel around the full sweep of impressions captured when the characters that may fall within his mental focus pass in review. There is to be no projection of his own mental images, even when he takes himself aside to bridge the episodic scenes by trying to rationalize what he sees.

**Isherwood In**  
However, instead of being the cameraman, remaining behind the lens in a role of the true recorder, Van Druten has put Isherwood right into the picture. It's the audience which looks thru the viewfinder, for the most part with a great deal of interest if not fascination, as the camera picks up the strange relationship of the none-too-ambitious novelist sorely lacking in both inspiration and ability and Sally Bowles, the nymph-like lady of the evening. Thoroughly unconventional and thoroughly Bohemian of the lower Continental variety, Isherwood's camera is completely carried away by this matter of woman—a betrayed prostitute who fell in love with a swine because he was of her own level, only to be thrown over while being enceinte for a "Communist virgin," two things she could never be accused of being and a twin characteristic which Van Druten doesn't spell out.

It's on the rebound that Isherwood and milady live together in contradiction, because their platonic relationship is with full connubial bloom. Van Druten resolves this conflict after too many scenes and speeches by having Sally cast aside Isherwood's offer of the more prosaic things like marriage and a home and children in favor of remaining what she has cut herself out to be—even in hot pursuit of wanton pleasure as long as it pays off in a material sense. For Isherwood, who reclaims the spiritual values involved, his muddled picture is cleared by going back home to develop the film.

In Julie Harris, outgrowing her teen-age stereotype to that of a fully matured fille de joie, Sally Bowles is alive and effervescent—a picture caught by the camera that has complete definition. And for Miss Harris, her portrayal means fresh waves of acclaim for playacting acumen. Giving added insurance to the eventual box office success of Van Druten's latest effort is the penetrating portrait of the young Isherwood by William Prince.

### Clear Definition

Van Druten's camera has others in focus, and the pictures are for the most part with excellent definition. The strong resolve of Natalia Landauer in spite of the rioting against the Jews by the mushrooming Nazis is made all the more sterling by Marian Winters' exposition that makes the character live. Martin Brooks, as Fritz Wendel, whose religious identity comes out in the rioting, completes his picture of a spineless and shallow fortune hunter with equal understanding. However, Van Druten is without that understanding in having Fritz resolve his emotional conflicts back stage, making it entirely too easy for the character he has created.

Three lesser portraits etched with fine detail are those of Olga Fabian as the German housekeeper, Edward Andrews as the play-bent and overly-imbibing American tourist, and to a lesser degree, Cele McLaughlin as Sally's overbearing mother.

Van Druten has developed a whole batch of pictures with his word camera, many of which add nothing to the total character mosaic he intended to create. As a result, there is a marked drop in pace and punch after the first act. But for what Van Druten aims to say, there's hardly need for more than a second stanza to keep the Stem's Empire Theater comfortably crowded when the "Camera" gets there.

Maurie Orodener.

## Sides and Asides

Continued from page 52

musical to be based on an old film announced in as many weeks.

### Drama Season Set for N. Y. City Center . . .

The New York City Center will begin its winter drama season December 26. Three plays will run for an engagement of two weeks each. The plays may break in at the New Parsons Theater, New Haven, for a week before coming to the City Center. Eugene O'Neill's "Anna Christie" will certainly be the second of the three plays, with Celeste Holm in the title role. Being considered for the other two slots are Ibsen's "The Wild Duck" with Maurice Evans, and Clemence Dane's "Come of Age" with Judith Anderson.

### Quartet in Longer Run; Other Stem Doings . . .

The First Drama Quartette's scheduled engagement at the Century has been extended 11 performances because of the heavy demand for tickets. . . . Patricia Wheel will have a featured role in Enid Bagnold's "Gertie," rehearsals for which begin December 10. . . . Elia Kazan is making staging suggestions on "Point of No Return" because H. C. Potter has been called to Hollywood suddenly to direct a picture for RKO. . . . Teresa Wright may return to the Broadway stage in "The Peaceable Kingdom" by Mary Drayton under the banner of George Nichols III. . . . Herman Levin and Oliver Smith are trying to arrange the presentation of Clifford Odets' "The Country Girl" and "Golden Boy" in repertory. . . . Webb Tilton will take over the role of Emil de Beque in the Chicago company of "South Pacific" after Richard Eastham leaves at the end of the year. . . . Ruth Hussey is considering the fem lead in "The Minute Hand," which will be produced by Clifford Hayman.

## Center Ballet

Continued from page 52

admission tax as a cultural, non-profit org.

Tuesday (13) opening program, while including nothing new, comprised an overall to get the troupe off on its best foot, giving practically all the principals a chance to score. Lead-off was show travesty, "Cakewalk," with Janet Reed, Patricia Wilde, Yvonne Mounsey, Frank Hobi and Herbert Bliss ably stepping the tongue-in-cheek nonsense, with a fine assist from Doris Breckenridge and Jillana.

Todd Bolender's "Miraculous Mandarin" spotlighted the choreographer with Melissa Hayden. A reporter still doesn't know just what Bolender's pretentious, moody pattern is getting at, but Miss Hayden is superb at whatever she is interpreting.

The finale spotted nearly all the troupe's toppers and second-stringers in Balanchine's "Bourree Fantasque," a happy choice for a wind-up. Tanaquil Le Clerq paired splendidly with Jerome Robbins, Maria Tallchief ditto with Nicholas Magallanes, and Janet Reed with Herbert Bliss.

The high spot of the evening, however, which had the balletomanes cheering, was Balanchine's "Pas De Trois" with Andre Eglevsky partnering Miss Tallchief and Nora Kaye. The trio gave a virtuoso performance that would be hard to top, either individually or collectively.

Dancewise, the Centerites move up a peg with each succeeding season. The group has developed a wonderful esprit de corps, with everyone from the principals down contributing everything they've got to the whole. This reporter has been hoping that they would go in for full length classics a la Saddler's Wells. This may become a reality next fall, since Balanchine wants to amplify his new one-act "Swan Lake" to full-length proportions. That would be a real stride.

Bob Francis.

## Kreklaw Quiz

Continued from page 54

learned in the class. Dance, figure and free style skating will be taught by Kreklaw, who is also conducting Saturday afternoon classes for grade school tots.

**Sigmund Romberg**  
(November 9, 1951)  
HARRY D. SQUIRES

## LOUISVILLE FAIR UPS GATE PRICE TO BUY BETTER SHOW

LOUISVILLE, Nov. 17.—Kentucky State Fair here will up its outside gate price from 50 cents, tax included, to 60 cents next year, and will earmark roughly 10 cents of each front-gate to go toward an outstanding attraction.

The decision to increase the price and to contract some outstanding attraction was made at a meeting of the fair board here Thursday (15).

J. Dan Baldwin, fair manager, said he would attend the Chicago outdoor convention, and that he would hear proposals from outdoor bookers at that time.

For years the fair has operated with a low grandstand budget, but under a policy of earmarking a portion of its gate receipts, it would raise its outlay to levels of that of other major State fairs.

## New Calif. Set-Up Is Asked by Horse Show Proponent

### Breeder Urges Withdrawal Of Financial Support of WFA

CORONADO, Calif., Nov. 17.—Proposal that the supervision of California fairs be taken out of the Department of Finance and placed under control of a board or department especially created to supervise such events, was made by J. A. Smith, breeder of show horses, at the annual meeting of the Western Fairs' Association here this week. He also urged that State fund contributions for the maintenance of WFA be eliminated.

Hearing the proposals, along with 400 fair managers, were the joint Senate and Assembly Interim Committee on Fairs and Expositions. Continuance of the hearing is scheduled for January 17-18 in Sacramento.

The two moves were part of the first of three made by Smith in his move to gain support for the staging of horse shows at events. In the audience were Verne Hoffman, chairman, and John F. Thompson of the Senate interim group, and Lester Davis, chairman; William Hansen and Charles Grubser of the Assembly committee.

Smith's first proposal "in the belief that the only justification for the State's contribution to a county or agricultural district fair is predicated on the theory that such fairs are educational institutions, operated for greatest benefit of the people generally and without profit to anyone, I recommend the following considerations: "That the supervision of fairs be taken out of the Department of Finance and placed under the con-

## Employee Taxes Affect Circus Acts, Sez U. S.

• Continued from page 3

not. The Bureau memo said the court "directed attention to the limited supervision exercised by the Radio City management in fitting an act into the program . . . and to the fact that the performances at the Radio City Music Hall remained over the weeks a series of vaudeville and like disparate acts which did not, as in the Ringling Bros. case, become an integrated production."

The court also "contrasted the short duration of the acts' engagements in such case (Radio City) with the more durable relation disclosed by the contracts between the corporation and the featured performers in the circus." Internal Revenue's memo pointed out.

The memo added that the court held the circus entertainers to be subject to employee taxes partly because they were hired for "the entire season of seven months under contracts which granted to the corporation the right to renew the contracts . . . and if it did so renew, to prohibit the appearance of the performers in any other circus, theater, or Wild West show. . . ."

trol of a board or department especially created to supervise such fairs to the end that fairs be conducted in line with the best interest of people generally.

### Urges Audit

"Funds contributed to fairs by the State be accurately accounted for by proper audit to include all fair revenues and expenses including administrative, and thus provide intelligent and accurate comparisons of fair management and activities for future fair grants and activities.

"Eliminate State fund contribu-

(Continued on page 76)

## Evy Trostl, 17, Dies After Fall From High Wire

BALTIMORE, Nov. 17.—Evy Trostl, 17-year-old high wire performer in the Great Arturo act, died in a hospital here Wednesday (14), 30 minutes after she fell from the wire while doing a solo portion of the family act. She was appearing with the Polack Bros.' Eastern Unit at the Shrine show here.

An audience of 7,500 watched as the girl, who had been in the act for three years, fell 50 feet. Her father, Arturo Trostl, was one of the first to reach her after the fall. He and her cousin, Eric Trostl, other members of the trio, were on pedestals at each end of the wire when she fell.

The family came to the United States from Vienna several years ago. Evy began wire walking when she was 10. She had planned to return to Tampa after the Baltimore date to re-enter school. Her mother, who previously worked in the act, was in Tampa with the couple's newborn baby and seven-year-old son.

Arturo Trostl flew to Tampa late Wednesday where funeral services were to be conducted.

## '51 BUMPER YEAR FOR FAIRS; OUTLOOK FOR '52 IS BRIGHT

### End of 20% Gate Tax to Aid Annuals; Defense Spending to Up Outdoor Biz

• Continued from page 1

for Uncle Sam going into the fair's own treasuries.

Apart from the relief from the onerous 20 per cent tax, there are other factors which point up a bright outlook for the annuals. The full impact of the stepped-up production will be felt early next spring and carry thru the year, according to present indications.

### Higher Incomes

As a result, employment will be higher than this year. There will be more people working in more families, and this will, of course, mean a higher income for many families. Farm income will be high.

Along with this, there will be less demand for consumer products, as many people already have made their large purchases in anticipation of either higher prices or shortages. Most farmers have been in strong cash positions for several years. And, urban dwellers, who made purchases on the installment plan, for the most part will have worked them off between now and fair time, leaving them with ample cash to visit fairs and patronize their many attractions.

Moreover, Mr. and Mrs. John Q. Public—and Sis and Junior will

find the lure of fairs as strong or stronger than ever. In the field of the traditional forms of entertainment, fairs perhaps have shown the greatest strength in recent years. While other phases of show business have been on the wane, fairs have further entrenched themselves.

### Record Gates

A run-down of some of the attendance at this year's fairs points that up. The more than 100-year-old Wisconsin State Fair, Milwaukee, for instance, hit an all-time record gate of 819,210. Another oldster in years, the progressively managed Minnesota State Fair, St. Paul, drew 900,399, thus beating its average 878,000 pull of the past five years.

Canada's mighty Canadian National Exhibition attracted 2,699,000 and in so doing set a new all-time high single-day gate of 294,000. The U. S.'s biggest—the State Fair of Dallas—ran up a whopping 2,320,129 gate.

On the West Coast, California State Fair, Sacramento, established a record 762,000 gate, and the nation's largest country fair—Los Angeles County at Pomona, Calif., lured 1,076,654 persons.

Elsewhere thruout the country,

fairs such as Missouri State, Sedalia, and the Eastern States Exposition, Springfield, Mass., topped long-standing records.

### Pulling Power

The potent pulling power of fairs was demonstrated not only among the biggies, but also by hundreds of regional, district and county fairs.

One of the highlights of the season was the excellent grandstand business registered in all sections. Patronage for night revues in front of grandstands scored many records. Some fairs did up their grandstand prices, but the attractions, particularly the night shows, continued as one of the best entertainment values offered anywhere.

Midway receipts generally were good, tho down from previous years. Rides and shows in the fun zone as a whole did good to excellent business, but the game concessions as a whole were off, as a result of the backwash kicked up in other fields by the Kefauver committee.

### Mixed Returns

For the full 1951 season business for touring carnivals provided mixed returns. Those shows which relied heavily on the front end suffered. Spring and early summer weather was somewhat less favorable than usual. But most shows registered good grosses during the fair season.

There were fewer carnivals out in 1951 than in the preceding few years, the weaker units having dropped out. For many carnivals, the year was the leveler. With concession income down, many trimmed costs and brought their operations in line with reduced income.

Most of the carnivals will face 1952 with greater realism, keeping a closer eye on costs and routing their shows more carefully. An increasing number may back away from taking fair dates for which high percentages are demanded.

Next year, however, poses a brighter outlook than this year for most carnivals. Industrial areas, with higher income, should be considerably better. There also should be some easing of the harassing this year given in some instances to the most innocuous of games concessions.

### Good Circus Year

For circuses, it was a good year. It started out on a good note and held to it thruout. Like fairs and carnivals, circuses should benefit in 1952 from the stepped-up defense program. Circuses generally and the Ringling-Barnum show in particular — should get a tremendous lift in the year ahead by the lavish Cecil B. De Mille film, "The Greatest Show on Earth" to be released in March.

Only cloud, other than the troubled world picture, to darken the 1952 outlook for outdoor show business is the help situation. It was a problem—a tough one for many shows this year — but it probably will be tougher in 1952. However, as one observer put it, "if we didn't have a tight labor situation to contend with, there wouldn't be generally high employment, and our business prospects for 1952 wouldn't be so bright."

## R-B Up Over '50; Home Stretch Big

SARASOTA, Fla., Nov. 17.—Ringling-Barnum circus, which will wind up the regular season Monday (19) with a stand at winter quarters here, to date has put together a season at least a bit better than 1950, according to reports made this week.

This year's Big Show tour will be 17,275 miles when the final stand is reached. Tho business reportedly was good most of the season, the take spurted starting with Los Angeles, where the show played September 10-16. After some further Southern California dates, the circus swung into West Texas, where Amarillo was reported as providing one of the best grosses September 26 that the show gained all year. Dallas, San Antonio and Houston also yielded hefty sums.

The wind-up line of dates t'at the show now is making down the Southeastern Atlantic Coast have been good but not sensational. Cold and rainy weather, with Raleigh, N. C., Friday (2) the worst, hit the stands thru the Carolinas.

No show was missed thruout the tour, and it was claimed that runs were made in better time this year on the whole than in 1950. The grandstands designed by general manager Art Concello were offered as a principal time-saver. Tho the war in Korea supposedly has boosted defense production, the show train met with

no delays due to shipment of war goods.

Definite date for an R-B stand in Havana will await the arrival in America, Wednesday (21) of circus president John Ringling North, due after a search for European talent. It is probable that the stand will come in mid-December. The talent line-up for Havana also has to be set, and it was reported that North will incorporate nine new acts for the stand.

## Fred Miller, High Pole Act, Killed in Fall

HARLINGEN, Tex., Nov. 17.—Fred Miller, 58, part of the talent set to appear at Rio Grande Valley Mid-Winter Fair here, which opened today, was dead on arrival at a local hospital after a fall yesterday (16) while setting up an 80-foot pole used in his high act.

It was reported that Miller was setting up his rigging when the pole came apart in sections. His neck was broken in the fall. Survivors include his wife and daughter, who were present at the time of the accident.

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William Maas  
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C. A. Ritter  
Justus Edwards

## CONVENTION DIRECTORY

CHICAGO, Nov. 17.—The annual free directory of carnivals, booking offices, attractions and fair and show suppliers will again be maintained by The Billboard in the lobby of the Hotel Sherman during the outdoor convention here.

This trade service is available to all carnivals, booking offices, attractions and suppliers.

The directory will go up Sunday morning (25). To obtain free listing, shows, bookers, etc., should turn in their names, together with room numbers, at the Showmen's League of America booth in the hotel lobby.

# LOCOMOTIVE LURES 'EM

**Dallas' Retired Railroad Engine  
Sure-Fire With Youngsters, Adults**

THE FASCINATION that a giant railroad locomotive has for most everybody has contributed to the popularity of the largest permanent exhibit at the State Fair of Texas, Dallas.

In December of 1949, the Texas & Pacific Railway Company was retiring the last of 71 steam locomotives to make way for Diesels. T&P President W. G. Vollmer had a hunch somebody would want to see at least one of the railroad's biggest and most famous freight engines — the Texas type — preserved for posterity. So No. 638 was set aside and presented to the State Fair of Texas after a Fair President R. L. Thornton enthusiastically accepted the offer of the locomotive.

The engine was presented at a ceremony at which the locomotive was gaily wrapped in a king-size Christmas ribbon of red oil cloth 100 yards long. This "world's biggest Christmas present" got a lot of space in the Dallas newspapers that holiday season.

The locomotive was permanently installed on one of the fair's spur tracks behind the General Exhibits Building, with stairs erected to permit easy access to the cab and a sign giving pertinent statistics about the engine.

It has been an exceptionally popular exhibit, not only during the 16-day fair, but thru-

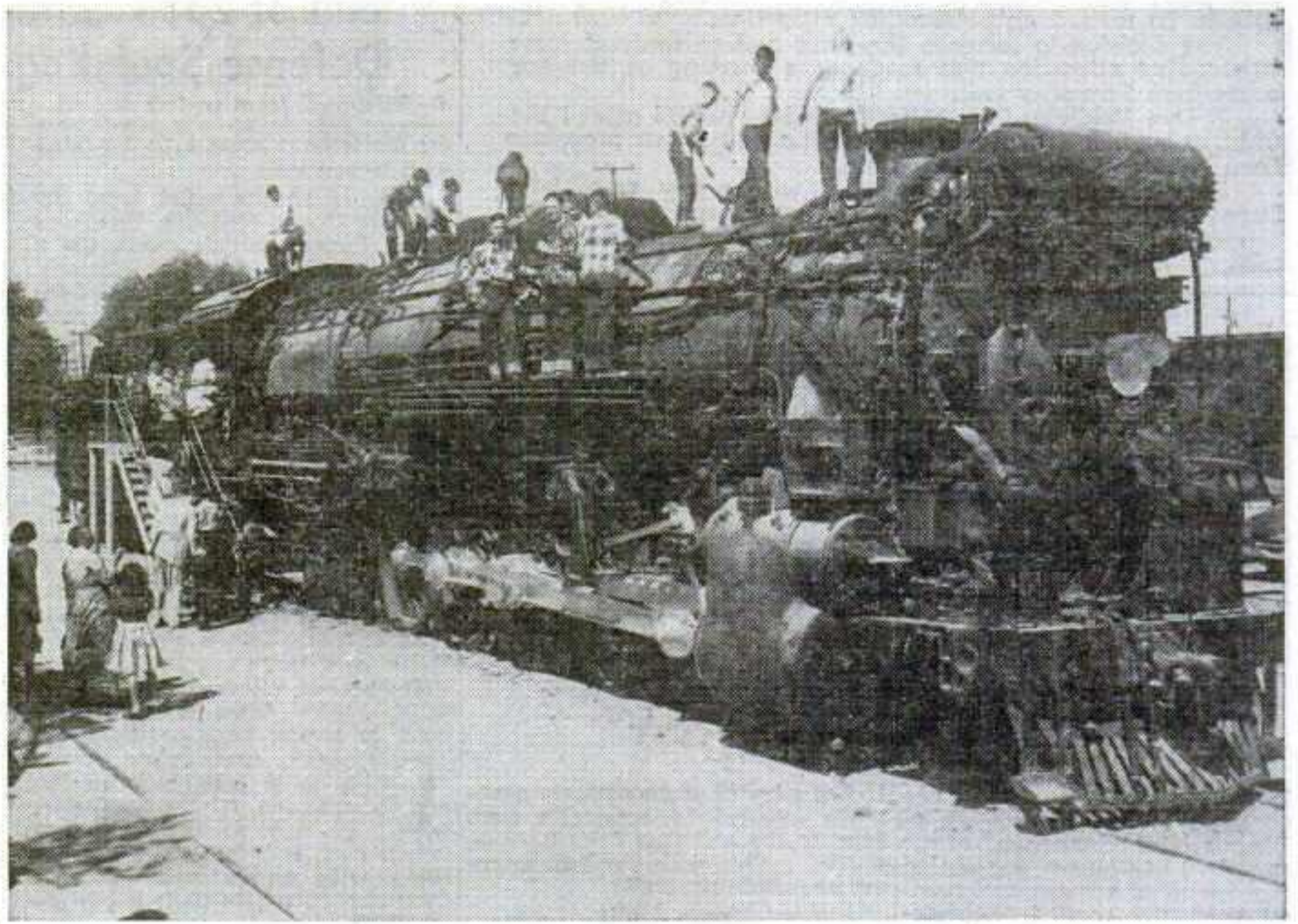
out the year, being located just off a well-traveled thoroughfare thru State Fair Park. Naturally, the T&P considers the gift of the locomotive to have been a good public relations gesture on their part, since the railroad got not only the benefit of the initial publicity, but the continuing benefit of the exhibit that is examined by hundreds of thousands of visitors annually.

The railroad moved a section of its streamlined Texas Eagle onto a spur next to the old steam engine for the 1949 and 1950 fairs, and the four-car train, with Diesel engine, attracted more than 500,000 visitors for the two fairs. Many of the people who come to the fair perhaps have never been aboard a train before, especially kids. In 1951, when the streamliner was not exhibited the old steam locomotive got almost as much play alone from visitors as the streamliner.

It's not just at fairtime that kids — and grown-ups, too — swarm over the old engine to peer out the engineer's window and tug at the bell-cord; it's every day. Most any time in the year you can see cars stop, curious visitors get out and go over the engine from top to bottom.

**Play Casey Jones**

Everybody likes to play Casey Jones, fair execs point out.



It's a rare day, even when the State Fair of Texas is not going on, that this scene could not be duplicated at State Fair Park in Dallas. Youngsters of all ages like to play Casey Jones on the fairgrounds' biggest permanent exhibit—a real locomotive given the fair as a "Christmas present" by the Texas & Pacific Railway in 1949. Biggest attraction, of course, is the bell, kept jangling constantly on big days at the fair.

Altho the locomotive cost \$116,781 originally, its salvage value at the time it was presented to the fair was only \$1,600. That proved to be a profitable investment for the railroad company considering the publicity value of having

of robust running left. The railroad company keeps the engine in reasonable good repair, at no cost to the fair, and the fair's maintenance staff keeps it painted and the signs in order.

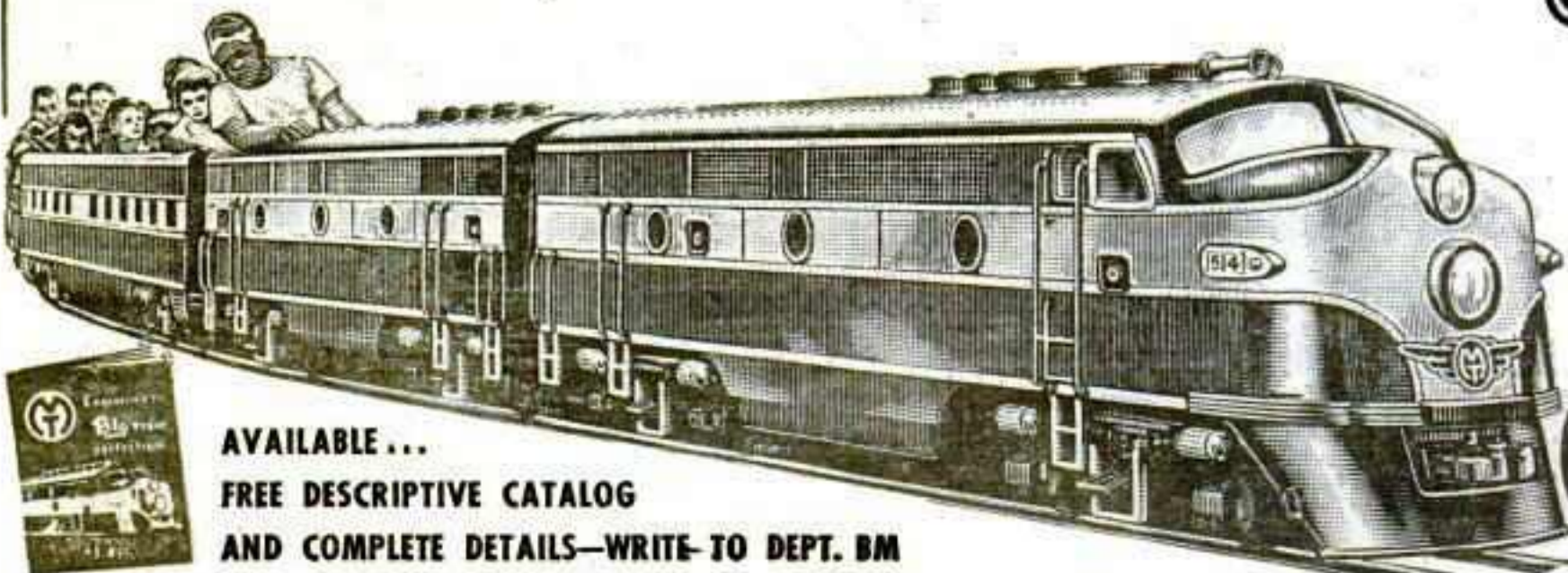
The locomotive is 99 feet long, weighs 728,700 pounds, has traveled 941,661 miles, is 21 years old and—if it were to be put back into active service—would have 24 years

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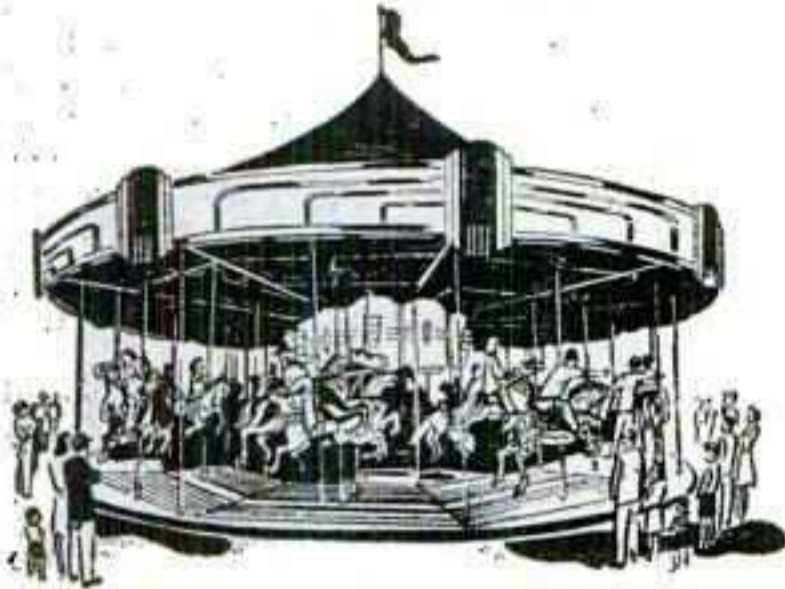
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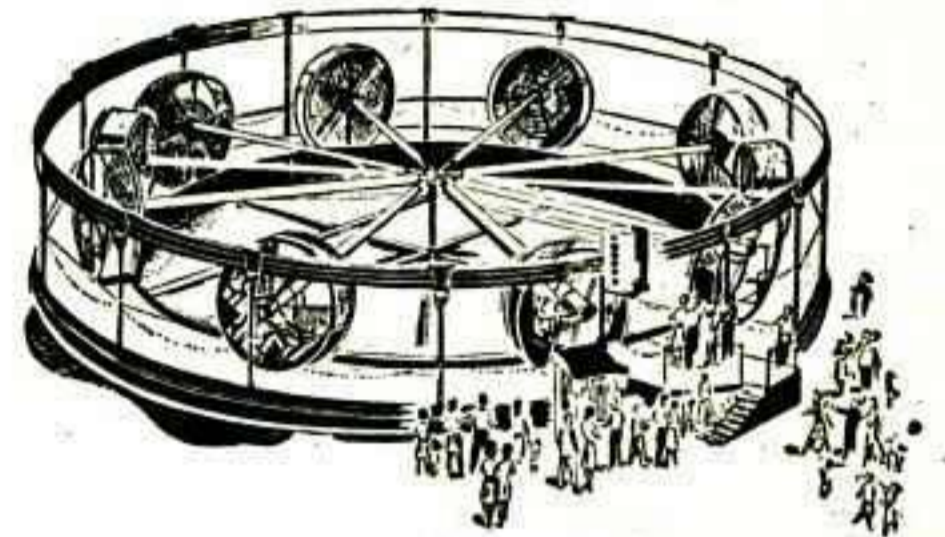
**MERRY-GO-ROUNDS**



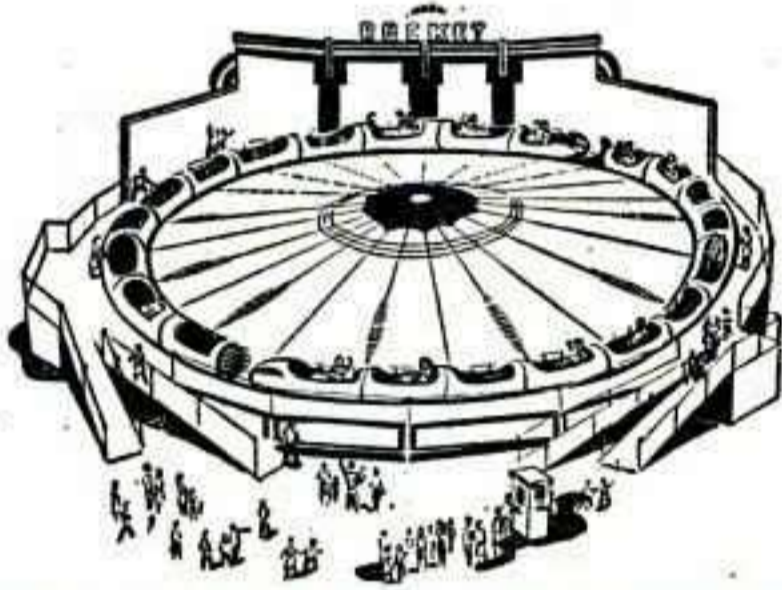
**WHIZ BANG**



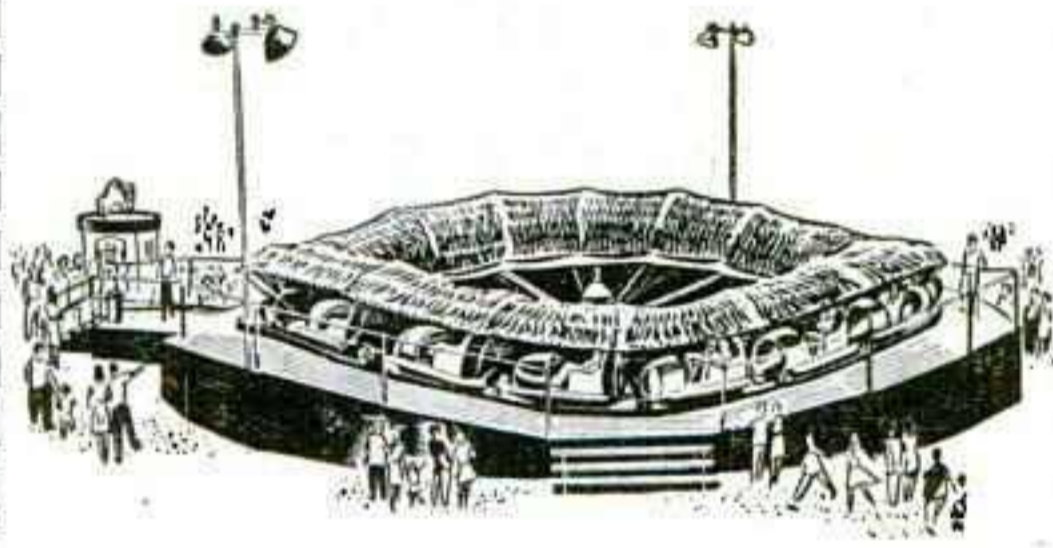
**LOOPER**



**MOON ROCKET**



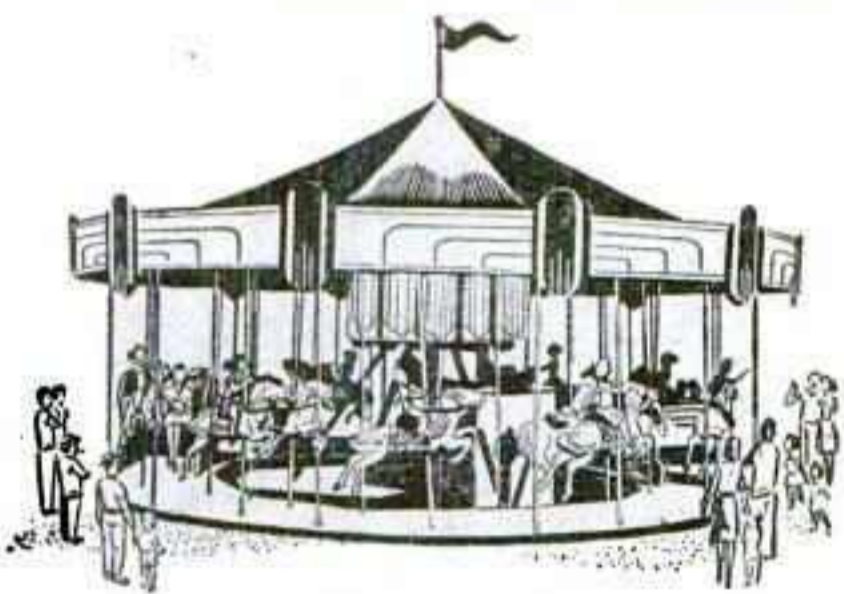
**CATERPILLAR**



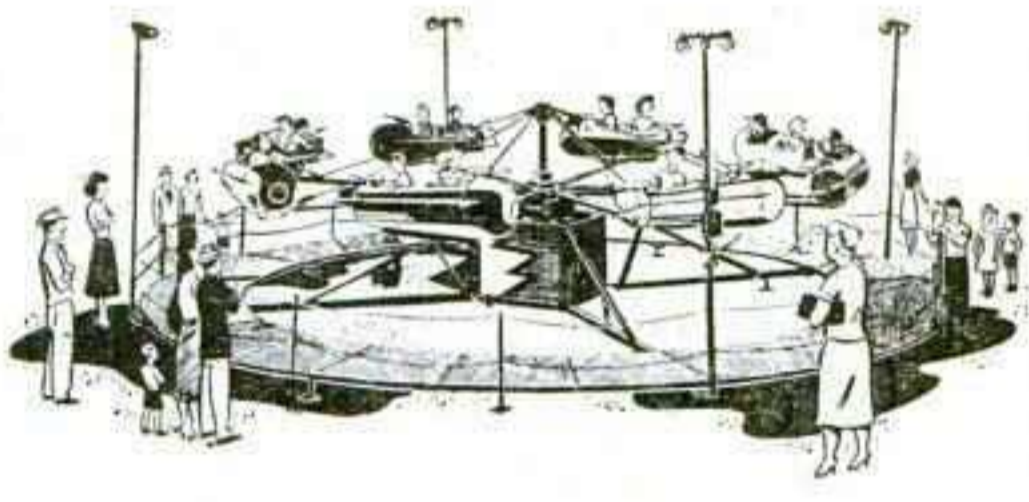
**KIDDIE JEEP RIDE**



**KIDDIE MERRY-GO-ROUND**



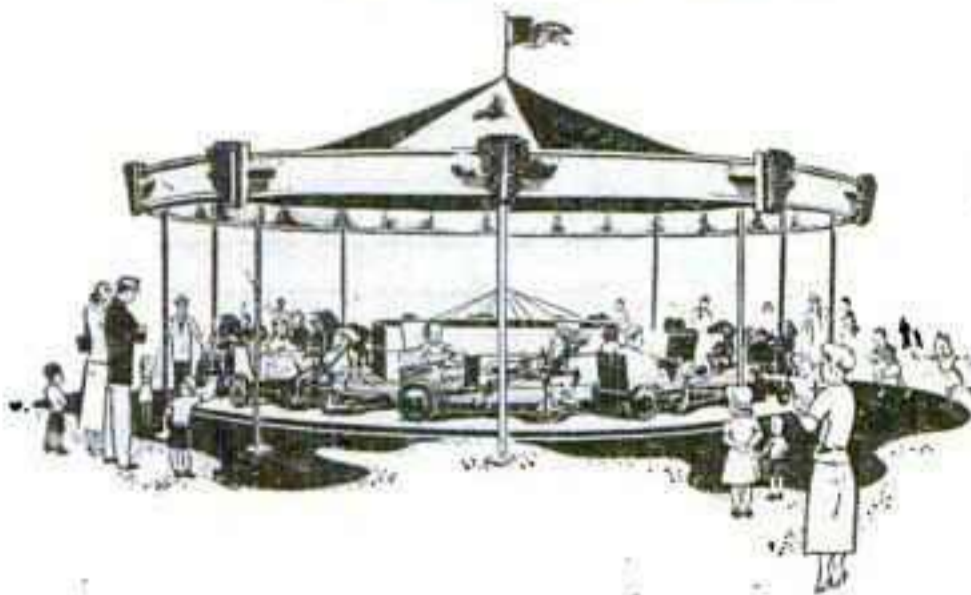
**SKY FIGHTER**



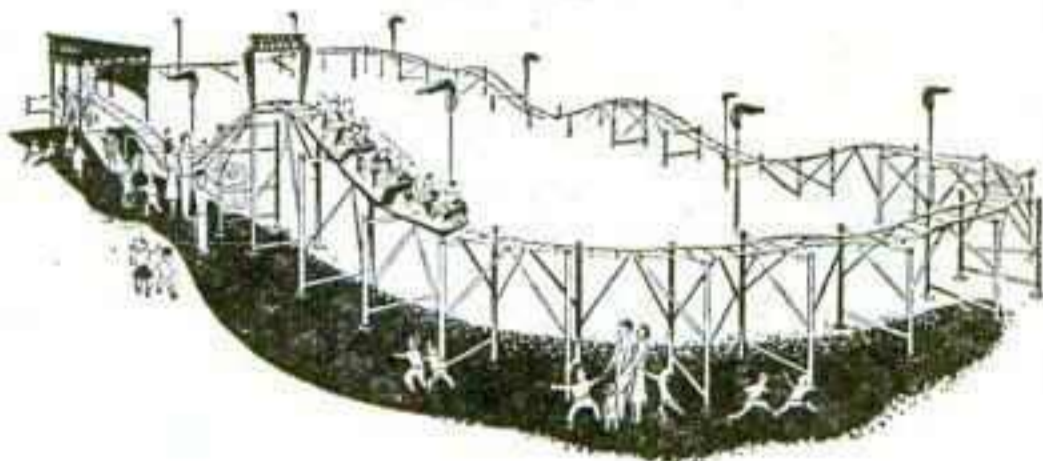
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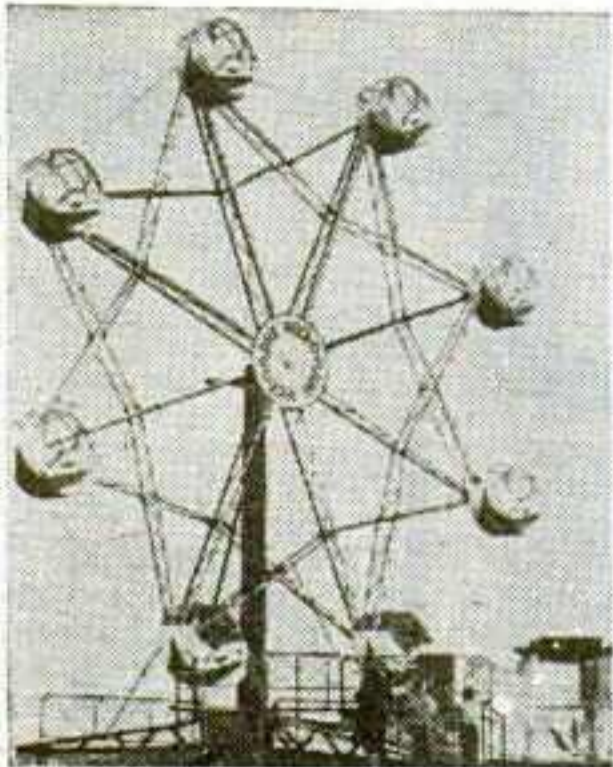




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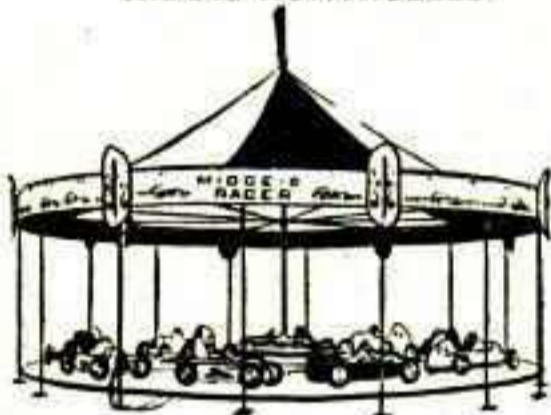
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**CLOSE-UPS: ORRIN DAVENPORT**

**Bareback Star Flips Into Producer's Role**

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

By TOM PARKINSON

**ORRIN DAVENPORT**, member of a famous riding act in the best circus tradition, thrilled big-top crowds for nearly 40 years with pirouettes and somersaults. But the neatest flip of his career was that from performer to producer.

This winter the Davenport circus package will appear under Shrine and Grotto auspices at some of the biggest and oldest indoor stands in the business. Davenport still counts himself a performer and looks at shows thru a performer's eyes. In selling his show, he considers it as a single act and he seeks the same perfection for it which made the Davenport family famous as riders. What's more, he knows whether an act he buys is doing the three revolutions it bills or whether it does two and talks one.

Unlike some showmen, Davenport draws little distinction between indoor and outdoor shows, having a sincere interest in the business and counting them all in. But he does advance theories on the status of circus business and comes up with the thought that Shrine shows are its backbone today.

The Shrine title is as valuable as any that ever graced a show wagon, according to Davenport, and without it there would be far fewer acts still in the business. Of his first love, bareback riding, Davenport has a similar theory. There are fewer big acts these days, he reasons, simply because there aren't so many places to book them. Indoor shows go only part way in making up for the vaudeville time of earlier years, and a big act has to work at least three out of four weeks if it is to keep the people together and meet the higher expenses, he states.

What Davenport has to say about circling is based on experience dating back to apprentice days, when his father, John L. Davenport Sr., trained him and his brothers and sisters as riders.

**Son of Famous Clown**

John Davenport was one of the leading singing clowns of the 1860's and 1870's. He had run away from his Savannah home to join John Robinson in 1850 and soon switched to the Spaulding & Rogers Circus. He made the trip to Europe with Howes & Cushing in 1860 and three years later was with one of the first winter circuses in Chicago. He was the main clown for John Robinson in 1865, when circuses were built around the clown-ringmaster-rider trio.

Like present-day comedians and other clowns of his day, the elder Davenport employed a staff of joke writers. Orrin Davenport says that his father had it lucky because he had the privilege of selling song books to circus crowds after he had clowned the show and the sales added considerable to his income. The clown's good



ORRIN DAVENPORT

fortune also included a large family and an outstanding ability to train riders.

Clowning became secondary to John and he began training riders as a major activity. His system was to prepare a young rider for the ring and then accompany him on his first season or two with a show. The teacher went as equestrian director and kept an expert eye on the student's post-graduate work. Training his own sons and daughters was an ambition he carried out with unusual success.

Orrin Hollis, John Davenport's brother-in-law, was one of the first graduates. He went on to become one of the top riders in the nation, and his son, Melville (Pinkey) Hollis, also became a great rider.

**Stick Davenport Starts**

Then John Davenport Jr. and Albert (Stick) Davenport, Orrin's older brothers, were trained by their father. They began with the Burr Robbins Circus in 1884, with their teacher-father as equestrian director. Both John and Albert became famous riders and were on such shows as Forepaugh, Ringling, Sells, Barnum, Hagenbeck, Main, Campbell, John Robinson, Yankee Robinson and Al G. Barnes before their deaths.

Moving family headquarters to Chicago, the Davenports built a ring barn there in 1895 and it soon became a center for many famous riders during off-season months. It was there that the father trained two of his daughters, May and Lulu, and his youngest son, Orrin.

May Davenport Mowatt was with the Barnum and Ringling shows about 20 years before her death. Lulu Davenport, who now lives next door to her brother, was a rider with the McCree and Davenport family acts on Ringling, Barnum, Hagenbeck and Cole, retiring in 1936.

In addition to the several single and double acts made up of Davenports, such famous equestrians as Bob Stickney, the Rooneys, Oscar Lowande and the Hobsons worked out at the Davenport barn. It was in this atmosphere that Orrin Davenport grew up and learned to ride.

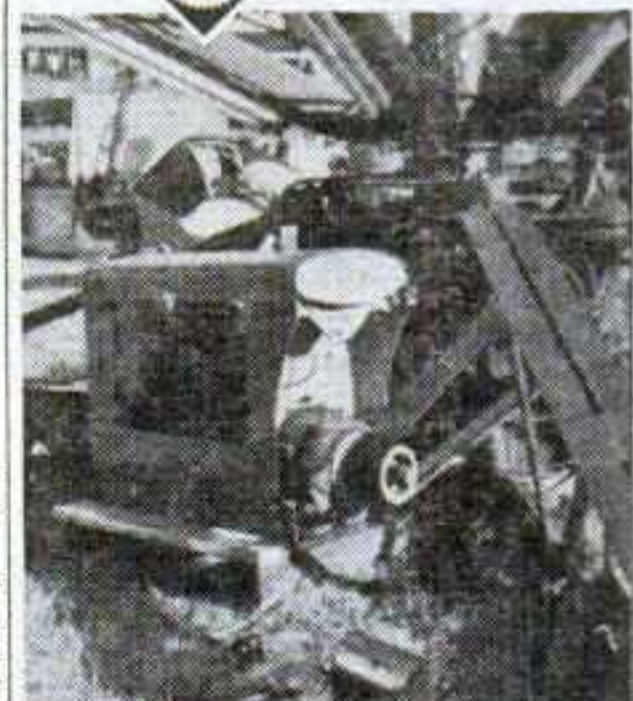
**Starts on Mud Show**

As a 15-year-old in 1900, Orrin was signed by his father as a

(Continued on page 66)

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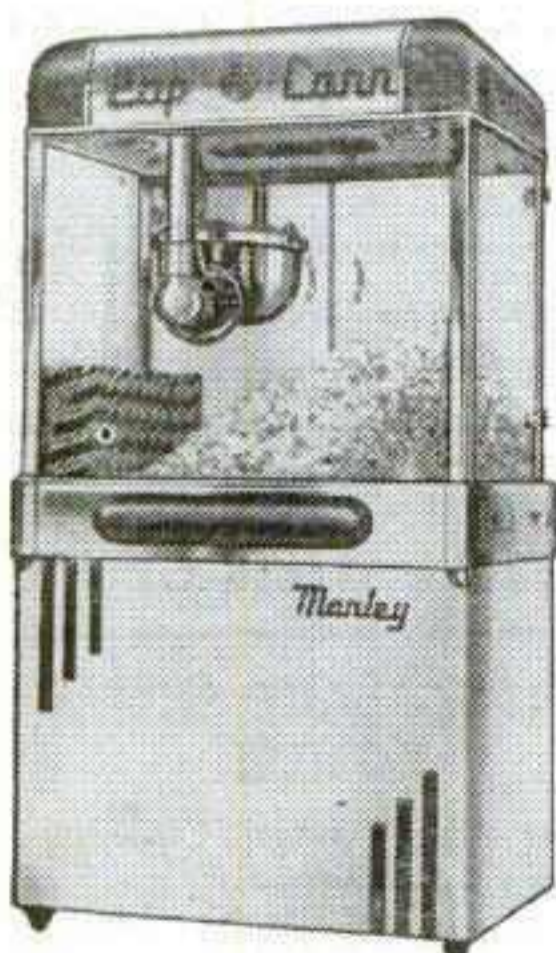
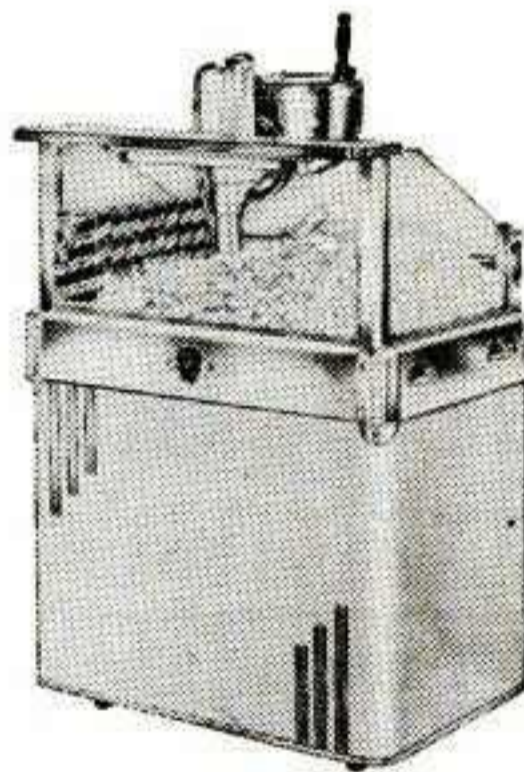


## BIG BUSINESS!

## BIG PROFITS!

### THE CONSOLE ARISTOCRAT

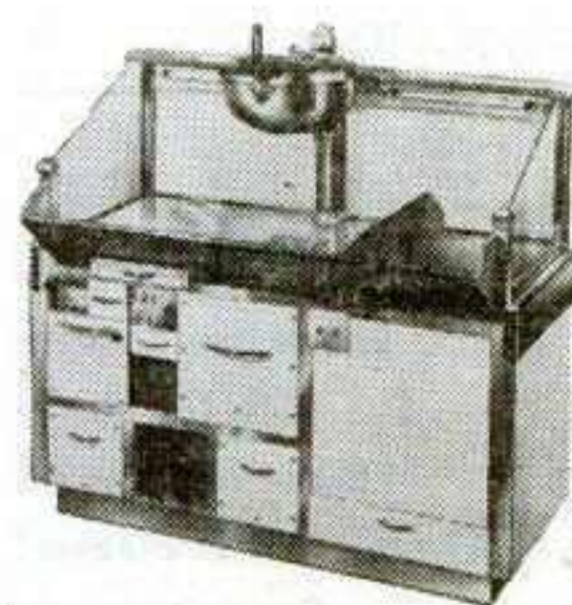
Another new addition to the Manley line is the Console Aristocrat. Has the same profit-making kettles as the standard Manley Aristocrat and its working back is almost the same. Yet, because it has no top, it can fit beautifully into small spaces. Its counter, made of tough Formica, is 50 inches from the floor, permitting over-the-counter service. A honey of a machine with traditional Manley quality throughout.



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HERE'S a way that will put your popcorn business in the upper income brackets and keep it there... install a NEW Manley Super Stadium. It's a big, sturdy machine that grinds out profits in a way you never thought possible. Its high-yield, volume-popping kettles and its brand-new popcorn elevator for extra storage space will keep *three* attendants busy. And there's room for three to work at the NEW Super Stadium... You'll be amazed at the way this Manley giant can handle a crowd. It turns out 32 bushels of popped corn an hour. Man... that's business! **BIG BUSINESS! WITH BIG PROFITS!** Here's the perfect machine for drive-ins and big theaters, for stadiums, ball parks, circuses, carnivals... for any place where people gather. Its 12, 16 and 24-oz. kettles are interchangeable. Filtered warm air forced through elevator keeps popcorn fresh, hot, and delicious. New ball-bearing casters for easy moving. Plus a streamlined beauty that will P-U-L-L customers into your stand. Get more details! Fill in the coupon below today!



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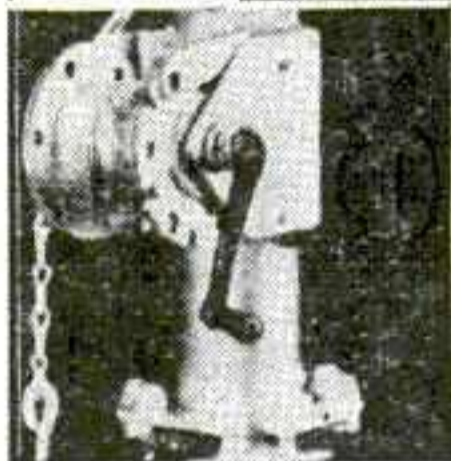
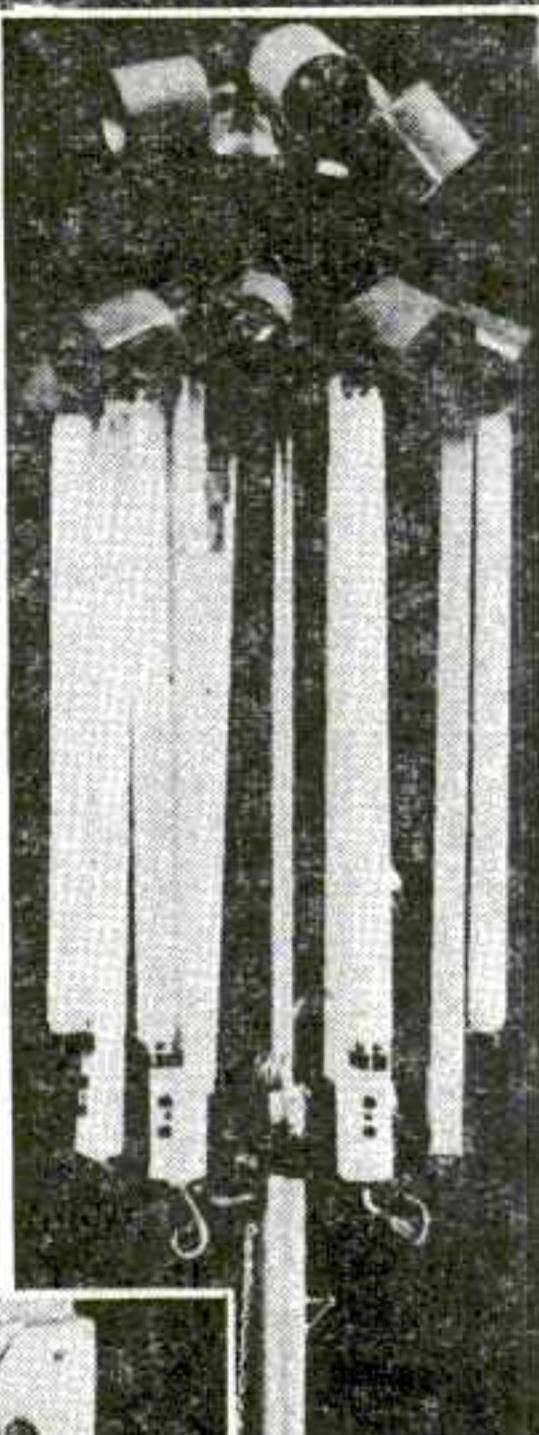
**MANY HUNDREDS NOW IN USE ON THE LEADING CARNIVAL MIDWAYS**—From the Largest Railroad Shows to the Smallest Outfits.

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**IN USE WITH PERFECT SATISFACTION** at Amusement Parks, Fair Grounds, Kiddie Lands, Drive-Ins, Expositions, Amusement Centers, Stadiums, Race Courses, Parking Lots, etc.

**SEND FOR BROCHURE**, giving full description, details, prices and terms.

(A) Photo of mockup showing general construction features of light cluster section. Tower mounts twelve 15 in. No. 3000-A Steber Aluminum Reflectors burning 500 w. fl bulbs. Six 8 foot fluorescent strips burn two 40 watt bulbs on each strip (white light, colored light or color combinations optional with user.)



(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising and lowering towers absolute protection against fouling.

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## STIFF UPPER LIP

### English Biz Seen Rising With Return of Churchill

NEW YORK, Nov. 17.—Altho money has been tight and new amusement equipment such as rides practically non-existent in England, Jack Shillan, former British ride-maker, said this week that the return of Winston Churchill and the Conservatives to power in that country would see a general upswing in business.

Shillan came here after spending five months in England, where his mother makes her home and he has some property. Four years ago he resigned as managing director of an English ride-making firm and established a medium-income vacation camp called Palmdale Villas, Nassau, the Bahamas. He was in America to interest travel and tourist agencies in his set-up.

Shillan said that on the visit to his native land he found the rides at most amusement spots in sad shape. Under the Socialist regime, he said, production was at a standstill and importing of American devices practically nil.

**Cautious Spending**  
He found Englishmen cautious with their cash, both in respect to amusements and general retail buying. He thought this might partially explain such a case as Bertram Mills' Olympia Circus, produced annually in London, where the profit dropped from over \$500,000 in 1950 to less than half that sum this year.

Shillan gave hearty approval to a proposal being considered by the English government which

would see the fun zone of this year's Festival of Britain established permanently. He pointed out that the city has a population of 8,000,000 yet boasts no park. He felt that the enterprise could be run profitably, since other London outdoor amusements consist mostly of small street carnivals.

Tho reminded that Churchill has promised the British people only more austerity, Shillan held that if nothing else he would inspire confidence, something the Labor government never could do. Shillan admitted that American aid probably would be of considerable help.

### Re-Elect Higdon Medicine Hat Prez

MEDICINE HAT, Alta., Nov. 17.—Mack Higdon, district rancher, was re-elected president of the Medicine Hat Exhibition and Stampede Company at the annual shareholders' meeting here.

Dirk Scholten was returned as first vice-president and managing director. Second and third vice-presidents are Henry Cavan and Lorne Thompson. Joe Marsh is secretary-treasurer.

The meeting endorsed in principle a long-term expansion plan for the rodeo. The arrangement calls for a control committee to be responsible to the managing director and to the entire executive board, the main purpose being to greatly increase the number of active members in the organization.

D. S. Hawthorne reported a net revenue for the year of \$823 and said that had it not been for donations from business firms, amounting to \$2,999, the company would have suffered a loss. Weather was bad during the show's dates.

July 17 to 19 were the dates agreed upon for the 1952 exhibition and stampede.

### Michigan Circuit Elects Sam Johnson

LANSING, Mich., Nov. 17.—Sam Johnson, superintendent of speed at Ionia (Mich.) Free Fair, was elected president of the Southern Michigan Racing Circuit at the group's annual convention Tuesday (6) here.

Johnson and Secretary Rose Sarlow represented the Ionia fair at the meeting.

See Our Miniature Models and Exhibit on the Mezzanine Floor of  
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CHICAGO  
During the Convention

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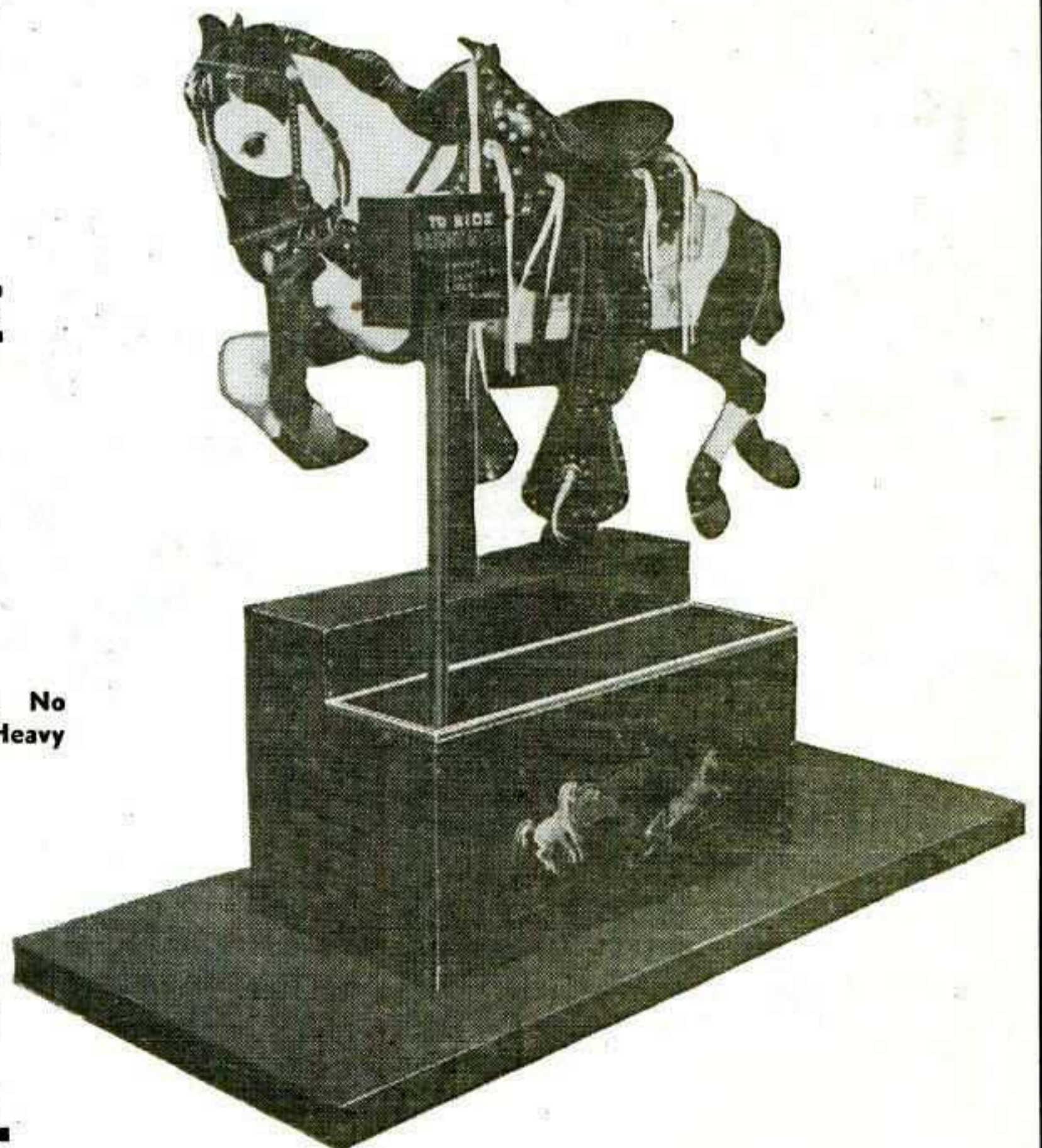
**AT BOOTHS 55 & 56**

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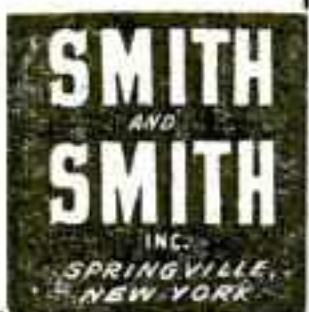
Here is a really portable Ride that hauls behind your car and can be set up ready for operation in 30 minutes. It is mounted on an all steel trailer with the platform folding up to form the sides. All equipment can be carried inside safely and securely.



Top and sidewalls can be furnished if desired. Send for complete information—write, wire or phone today!

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## NEW CALGARY MANAGER

# Maurice Hartnett Brings Wide Experience to Stampede Post

By BRUCE PEACOCK



MAURICE EARL HARTNETT

CALGARY, Nov. 17.—A farm-bred Western Canadian whose youthful ability as a livestock judge at prairie fairs gained him admission to the halls of higher learning, Maurice Earl Hartnett is back to the world of the show ring again, this time as general manager of the Calgary (Alta.) Exhibition and Stampede, Ltd.

Making his debut as head of one of the continent's great annuals, November 1, he has inherited the large-scale administrative duties of another who got his start as a 'teen-age stock judge, J. Charles Yule. Yule, long associated with the Calgary event as a director, president, general manager and then managing director, who resigned in September because of failing health.

General objective of Maurice Hartnett as he prepares to tackle his new assignment is to maintain the high standard of the Exhibition and Stampede as developed by Yule and Yule's predecessor, E. L. (Ernie) Richardson. And observers, looking to his qualifications, are confident the worthy records of the pair will not be let down.

As a farm lad and a university

well that he was able to meet varsity requirements for further learning. Specializing in agricultural economics and animal husbandry, he graduated in 1930 with a degree of Bachelor of Science in Agriculture.

During his student years he had summer employment with the university's extension department, which administers the province's agricultural societies' act and thus is closely linked with Saskatchewan's fairs.

With the department his duties included judging at Class B and C fairs and instructing farm boys' and girls' camp teams that were entering judging competitions at Saskatoon and Regina exhibitions.

### Overcomes Youth

"Along about that time I used to wear a slouch hat and only shaved once a week," he recalls. "Being so young, I had to try and look older because I was working among a lot of hard-bitten exhibitors."

In his youth, Maurice was also an exhibitor of Shropshire sheep, Clydesdale horses and Yorkshire swine at fairs. Foundation stock for his sheep and swine raising was won at Saskatchewan Livestock Association competitions at Saskatoon and Regina. Money he made as a swine breeder helped finance his university education.

The role of agricultural societies (Continued on page 68)

student he has been well-schooled in all things agricultural; as editor of a farm journal he is well-acquainted with the competitive aspects of Canadian fairs, large and small, and all phases of the grain and livestock industries, and as Saskatchewan's deputy minister of agriculture for the past four years, he has revealed his talent for administration as well as having had considerable to do with relations between the government and exhibitions.

Even before the beckoning of Calgary officials, other exhibitions, including some of Canada's major annuals, had recognized his capabilities and sought his services as manager.

Now, as he joins the managerial ranks, Maurice takes with him a long-held observation that Western Canada's agricultural fairs, to bolster their revenues and inspire public confidence, must keep abreast of the times and continually build features with drawing power.

### Visions Ind. Fairs

In turn, he holds, the way will be easier for fairs to become reasonably independent of government grants and assistance; they will be more able to direct their efforts towards educational and demonstrational programs aimed at influencing improvements in agriculture, and they will be able to renovate and better their own exhibition plants.

"If a fair is going to be a display window, it has to have something to display," he says.

Tho he realizes that his own actions will be largely dependent on the will of the Calgary directors, he would like to see a development of 4-H activities at the Exhibition and Stampede, with junior farm work and competitions getting more attention on the program, thus adding to the fair's public service.

Eldest of a family of five boys and a girl, Maurice Hartnett was born at Kinmount, Ont., in 1905 and reached Saskatchewan at the age of one when his parents took up a homestead near Perdue, Sask., west of Saskatoon.

### Wins Local Fame

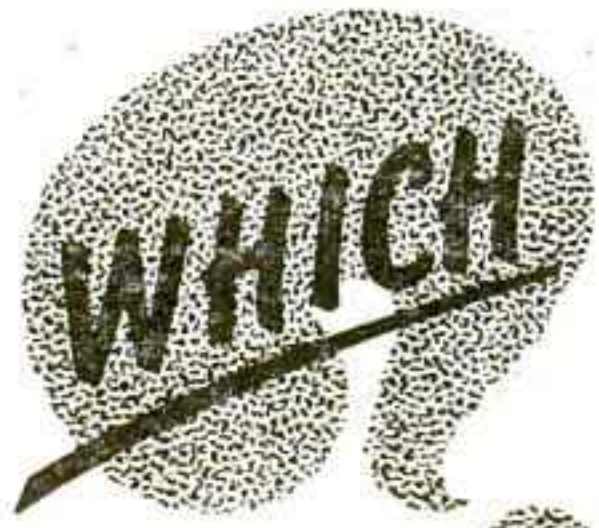
In their teens, the Hartnett boys won local fame as livestock judges in competitions sponsored by the Perdue Agricultural Society and, on farm boys' teams elected by the organization they were sent to compete against other provincial entries at farm boys camps of the Saskatoon and Regina fairs.

It was on these junkets that three of the Hartnett lads each won two scholarships put up by the exhibition associations. The awards were by way of small cash grants to be applied to university tuitions and, at that time, he didn't even know what a university was, Maurice says. Presentation of the scholarships was made at Perdue, he recalls, by the late Sid W. Johns, manager of the Saskatoon Exhibition.

Via the winnings, Maurice began a University of Saskatchewan associate course, embracing five months of each winter over three years, and in his final year, 1924, he was included on a university judging team that went to the Toronto Royal Winter fair. There, in inter-college competition, he took dairy cattle judging honors.

### B. A. in Ag.

Tho his scholarships had enabled him to jump from public school to university without benefit of high school training, Maurice returned to his home district for one winter with an insurance office and, in his off-hours, boned up on his missing education so



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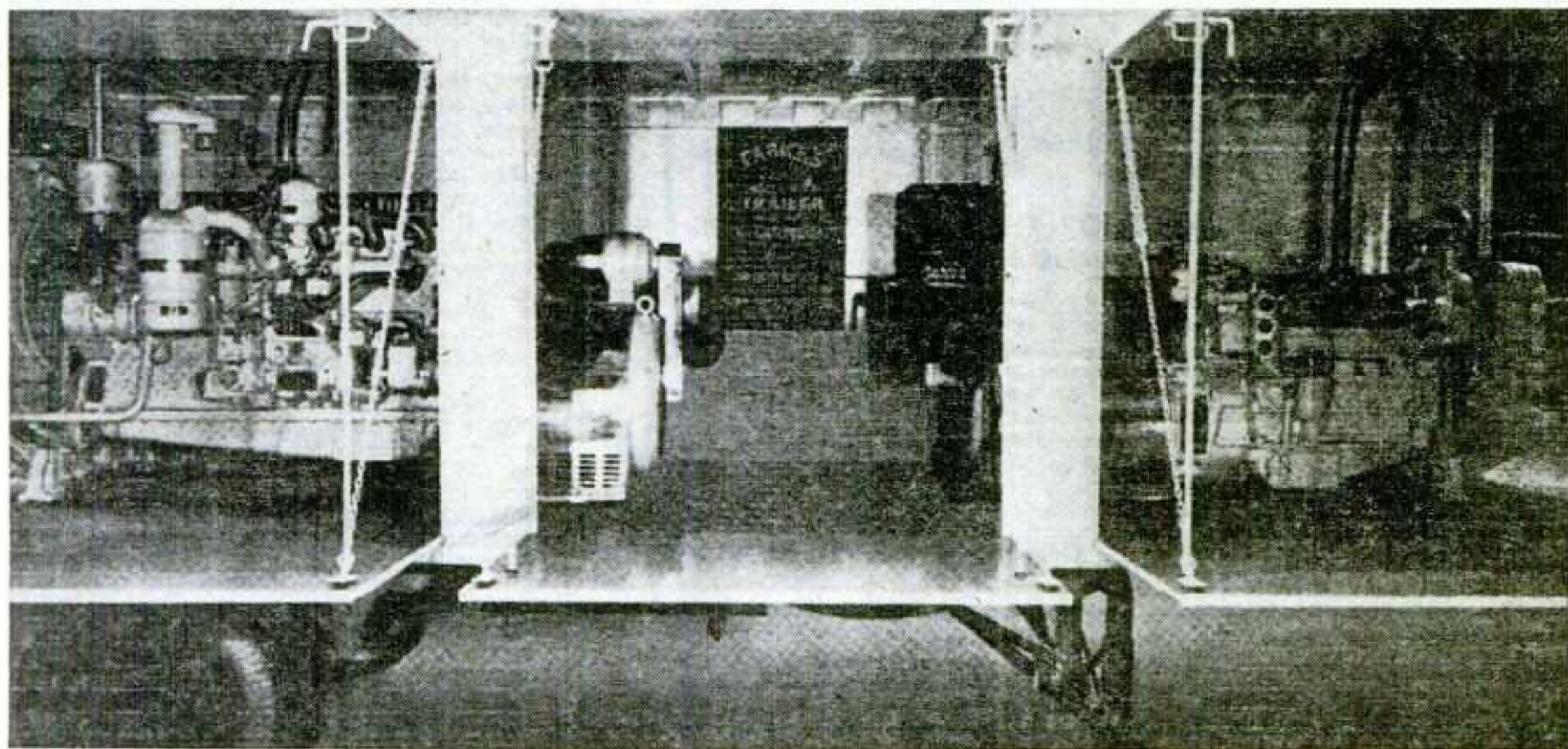
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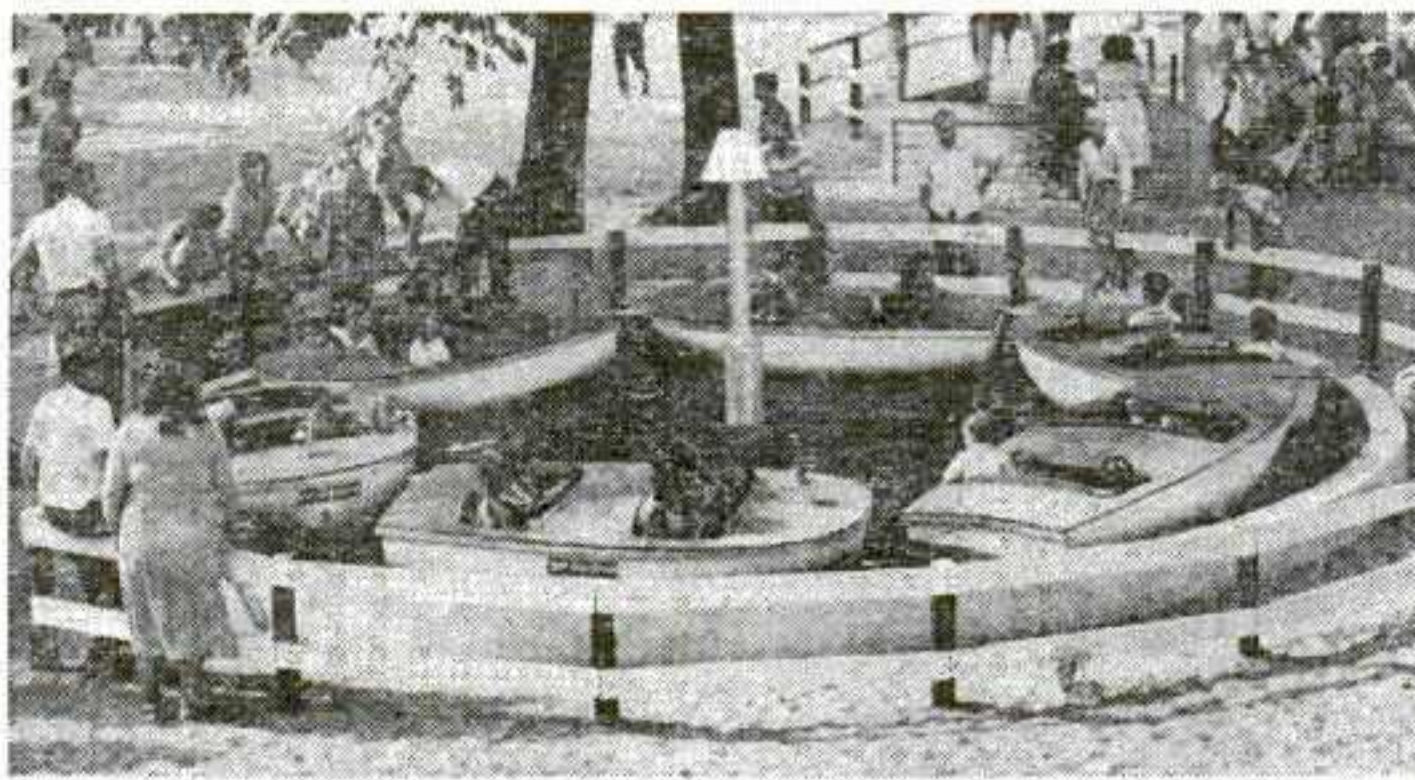
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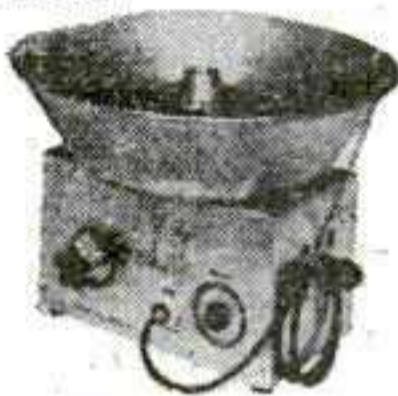


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## CONCESSION SUPPLY CO.

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# Bareback Star Flips Into Producer's Role

Continued from page 60

rider with the MacDonald wagon show, and Leo Blondin clowned the act. Early in the next season the Davenports moved over to the Sells & Gray Circus, where Orrin worked seven acts, including riding, leaping and tumbling. However, his outstanding memory of that show was of the time he loaned a dollar to Owner Willie Sells. Davenport passed a barber-shop and the barber ran out to bring him into the shop. There was Willie Sells. He had forgotten his wallet, so the 16-year-old \$16-a-week rider got the show owner out of hock.

In 1903, when the show was Sells & Downs, Orrin and his father were joined by Lulu, who was making her debut in the ring. While the show was in the South one of the Ringlings caught the Davenport act and later wired a job offer.

The Davenports began a three-year engagement with Ringling Bros.' Circus in 1904. During that time Davenport and Victoria Bedini were married and she joined the act. In 1907 they were with the Ringling-owned Forepaugh-Sells Circus and then they started a marathon engagement on Barnum & Bailey.

#### John Robinson Concedes

Once Davenport's father wrote to John Robinson for a booking, and old John replied: "I understand that your daughter is all right but that your boy can't ride much at all." That riled young Davenport, but his turn came when Robinson visited the Ringling show in Cincinnati.

"I did every riding trick I knew," he recalls. And after the show, Robinson gruffly conceded: "It's good."

There were 32 bareback riders with Ringling Bros. the season the Davenports joined, and 72 acrobats appeared in one display. Davenport guesses that their combined salary might have equaled that of a couple of acts today. And he remembers that there was less serious rivalry between acts in those days.

But there was competition, and acts had to keep up with each other to stay in business. Most acts were singles when he started. Bounding jockey, carrying and principal routines were distinctly different acts. When Orrin and Lulu Davenport offered a two-person act it was considered a big one.

Then the Konyot Troupe came to this country for a brief tour. It had more people than American acts and the homegrown variety, included big names such as the Davenports, had to enlarge to meet the competition. When the Hanneford family came here in 1915, Poodles Hanneford revived comedy riding that had not been done in this country for decades. That prompted Davenport to don clown white and shaggy coat and add comedy to his family's offering. This ended the former practice of having a clown work while others did the riding. Pat Valdo had clowning for the Davenport act while his wife was a rider with it. Still another change was made in the act when Davenport found he had to add more spectacular feats to compete with May Wirth, whom he considers the greatest rider he has known.

#### Adds Backward Flips

When the Davenports joined Barnum & Bailey in 1908, Orrin featured a backward somersault from horse to horse. He and Oscar Lowande, who now clowns the Davenport shows, learned the trick together, and Lowande became the first to do it in public because the show he was with opened earlier. It was this trick that Davenport expanded to meet the Wirth competition. Using three horses, he somersaulted from the first to the second and third.

The Davenports continued with Barnum & Bailey thru 1918 and then on the Ringling-Barnum combination from 1919 thru 1921. They began a seven-season stretch with Hagenbeck-Wallace in 1922. Another five-year engagement with Ringling-Barnum began in 1929, and in 1937 Davenport had an act with Hagenbeck-Wallace for part of the season.

Bad luck came in threes for the Davenports in 1929. Orrin caught pneumonia during the Madison Square Garden engagement and was out of the act for an extended time. His son, Orrin Jr., filled Davenport's place in the act until the young rider fell and broke a knee cap, ending his equestrian

career. Then the stock market crashed, staggering Davenport's hold on Chicago real estate, including the Davenport Arms apartment building.

Paralleling his under-canvas career for many years was Davenport's indoor circus business. The vaudeville circuits provided winter work for many acts several decades ago, but indoor circuses were few and far between. Moreover, the indoor shows generally were prepared in an almost haphazard manner. It was during this period that Ringling Bros.' performers, including the Davenports, took an advertisement in The Billboard. Shriners in Detroit saw the ad and wrote to Davenport, asking if he could get them some acts for an indoor circus. Davenport could. He "booked" the show merely by asking Ringling acts to come along with the Davenports to Detroit. T. E. Stinson soon became identified with the annual indoor affair, and Davenport has produced the show continuously since that first run 45 years ago. Now he believes the Detroit Shrine date is not only one of the oldest but also one of the biggest.

His Grand Rapids, Mich., date was added soon after. Then came Saginaw, Mich.; Toledo and others, adding up to a 16-stand season for this year and necessitating two units part of the time.

Davenport's operation varies from the usual indoor pattern. He considers himself only the producer, and he supplies only the acts. Generally, the auspices carry out their own promotion and operate their own concessions. In Detroit, he relates, it's not unusual for top executives of the automotive industry to spend their evenings selling juice at the Shrine show.

#### Pacts Ringling Talent

Informal booking of Ringling acts in the beginning expanded until Davenport had a standing agreement with the show to use its talent during the winters. At about the same time, Davenport was signing newly arrived acts of the Barnum & Bailey show each spring for vaude appearances with Alec Pantages, who, Davenport says, had a weakness for circus acts.

When Davenport moved to Hagenbeck-Wallace Circus he continued to use Ringling acts during the winter. But once he asked Jerry Mugivan, H-W owner, whether American Circus Corporation elephants might be used for the Detroit stand, Jerry agreed, saying he was happy to have someone else pay the feed bill for a while. There was no other charge that time. But Mugivan learned the gross of the Detroit show, and when the next year rolled around the price of elephants had gone up.

There was a brief period a few years ago when the Davenport-Ringling winter agreement lapsed, but now it's in operation on an even more formal basis. Each January Ringling show-owned and contracted acts move to the Davenport show following their Cuban appearance. Davenport buys them as a package and with other acts they comprise the Davenport production.

His season starts in November, closes down for the holiday season and picks up again in January. After mid-May Davenport and his wife, the former Dorothy Siegrist, are at home in Chicago. Next-door neighbors are his sister, Lulu Davenport Cook, and his son, Orrin Davenport Jr., and family. Orrin Davenport III is a 2-year-old who keeps his grandfather busy.

The circular training barn, where Davenport and many of the other great riders of this country trained, still stands behind the Davenport home, but in it a line of automobiles has replaced the stable of rosinbacks.

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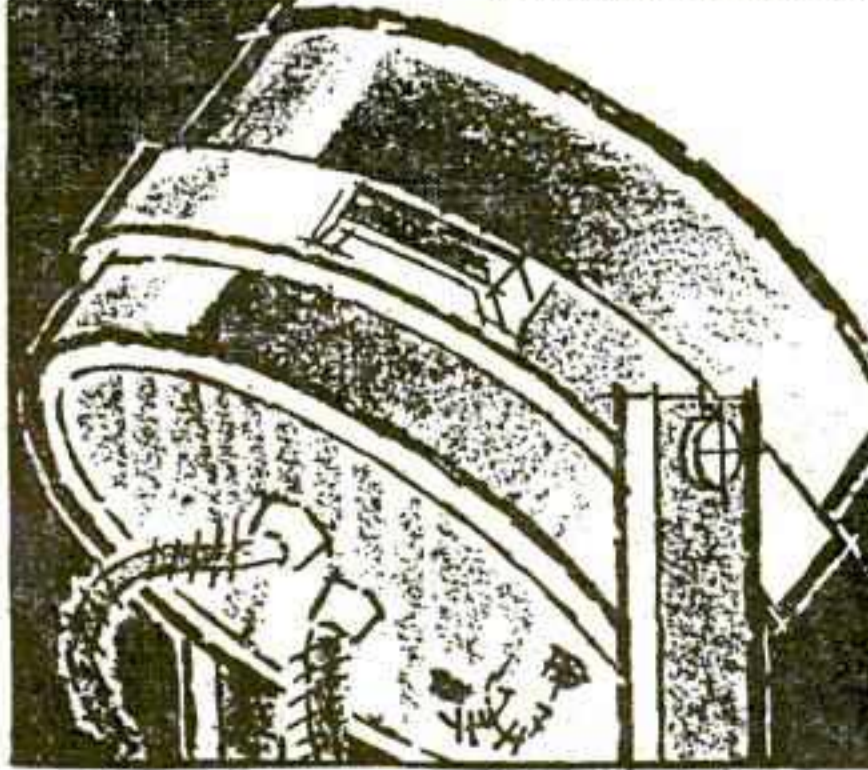
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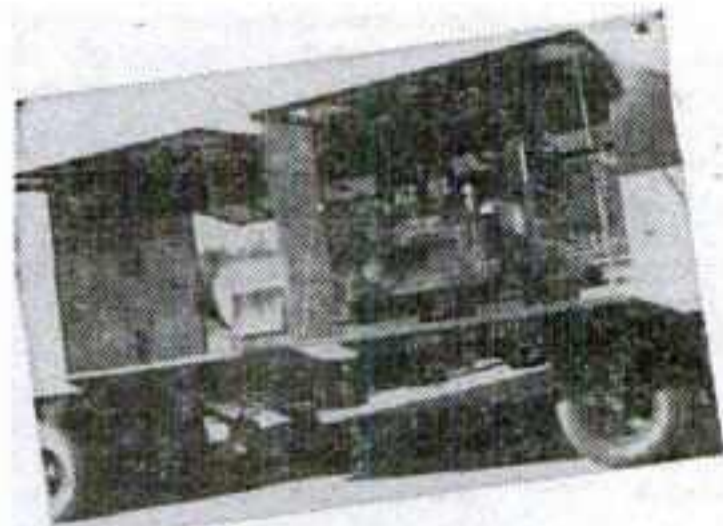
here she is . . .

LEWIS-DIESEL'S

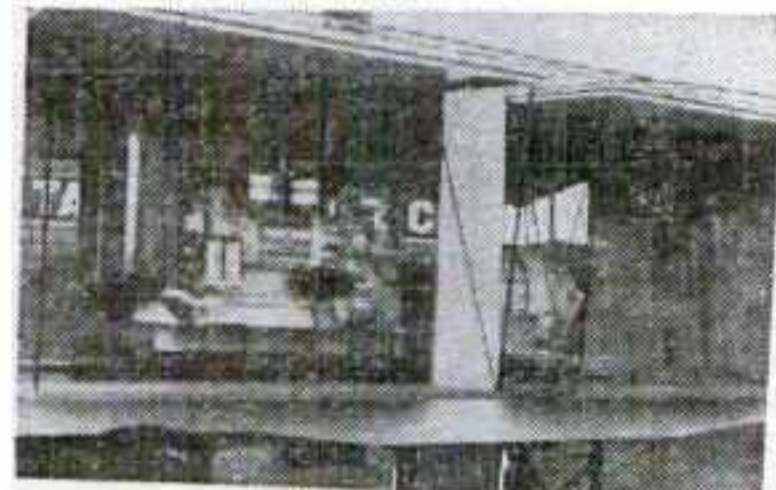
"QUEEN of the

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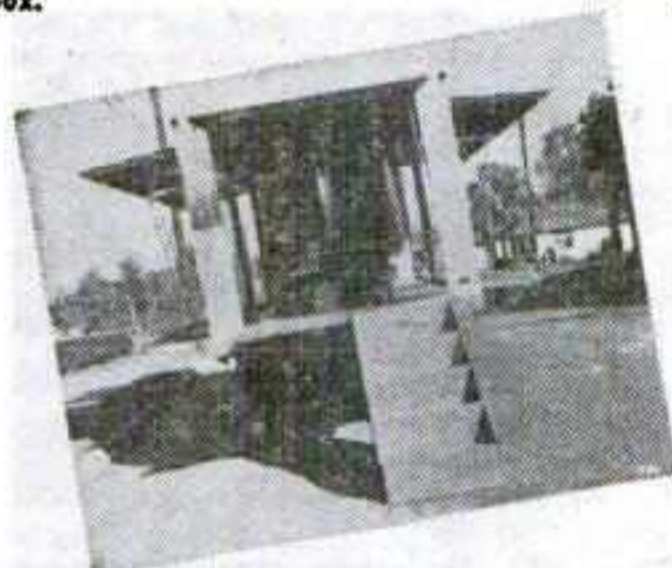
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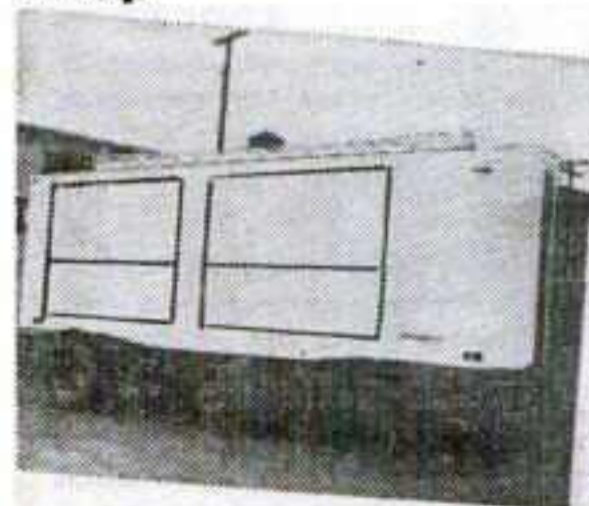
Here's a close-up of the engines and the controls. Note the splendid accessibility . . . the roominess. This view also shows you the specially constructed trusses, designed to give extra body strength to the trailer.



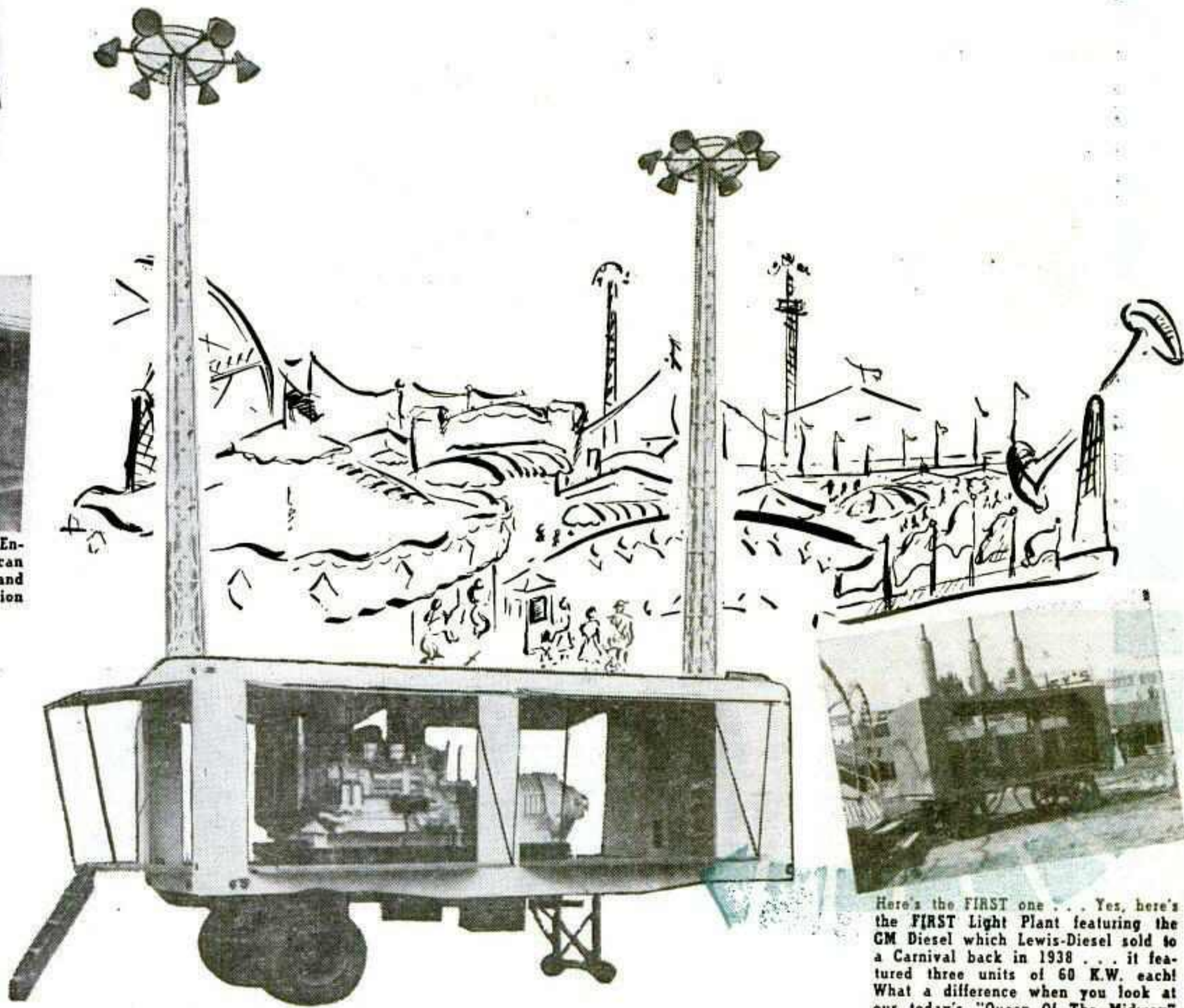
Another view of the world-famous GM Diesel Engine, the controls, and the generator. You can see the chrome on the engine that gives flash and eye appeal. Note the convenience of the junction box.



This rear view shows you the removable steps. You'll also note the over-size radiators that provide for cool operation in hottest weather. Alarm or automatic shut-down for low oil pressure or high water temperature is one of the many outstanding features of Lewis-Diesel's "Queen Of The Midway."



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Hope we can get together at the Convention where it will be on show. If you can't get there, write for descriptive literature and photographs. If you are interested in the finest group game ever made, then get in touch immediately.

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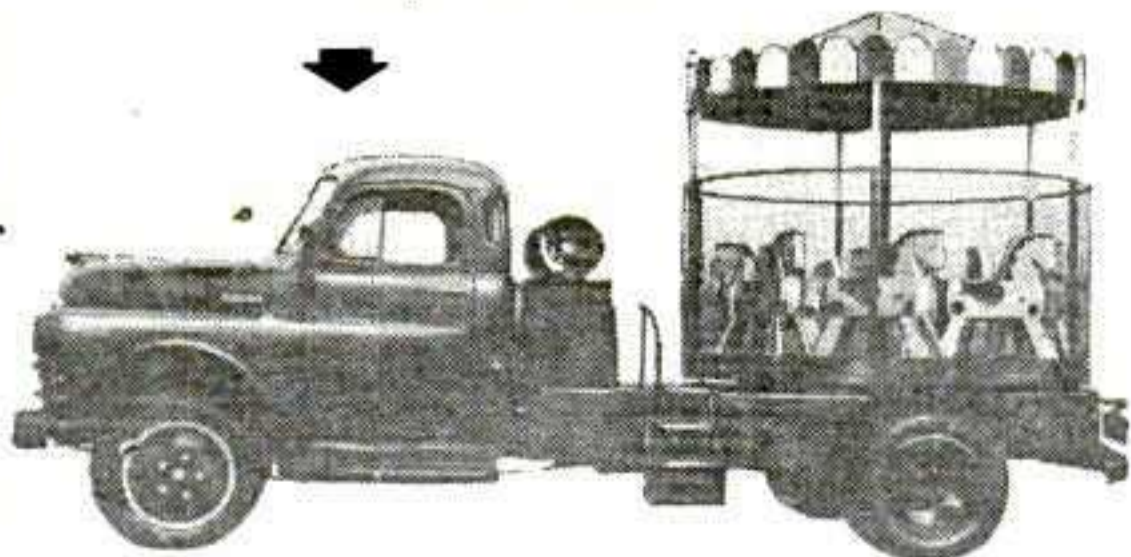
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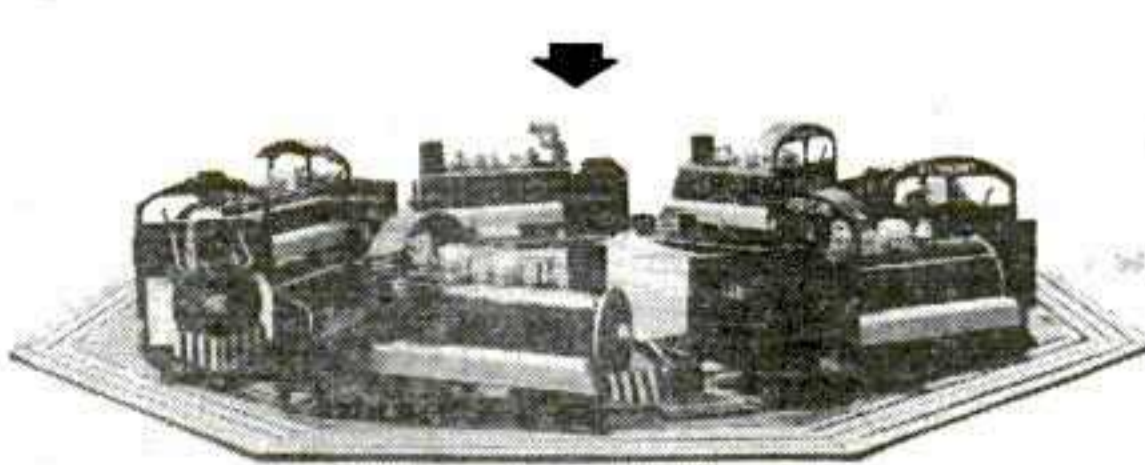
INCLUDE Merry-Go-Round (illustrated),  
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In New York City we have a complete Kiddie Park set up and operating for demonstration purposes. We can give you facts and figures, obtained from our experiences, so that you can determine initial costs, operating expenses, actual income, etc., for your own Kiddieland.

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## Hartnett Calgary Manager

Continued from page 64

and exhibitions in encouraging and assisting young people in farm activities having been brought home to him in his own stock-raising and judging days, he has always made a point of maintaining an interest in junior farm club work by way of the university extension department and his dealings with fairs thru the agriculture department.

### Joins Pub. Staff

It was in 1931, while judging livestock at the Estevan (Sask.) Exhibition, that he was approached to join the staff of the Western Producer, a farm weekly published in Saskatoon. For the next 10 years he served as the paper's agricultural editor and assistant advertising manager, developing the agricultural end of the publication and broadening its coverage to include all of the Western Canadian fairs, which he visited personally over the decade.

In 1941 he gave up newspaper work to become director of Agricultural Trade Relations (Canada), Ltd., for the three prairie provinces, with offices in Saskatoon, a liaison job between agricultural producer groups and chain store retail outlets.

Transferred to Vancouver in 1942, he managed the head office of ATR before joining Safeway Stores, Ltd., there as an agricultural consultant. On January 1, 1945, he moved to Regina, Sask., as director of agricultural representatives with the Saskatchewan government, and two years later he was appointed deputy minister of agriculture for the province.

### Sets Up Farm Units

As director of ag reps, comparable to U. S. county agents, his job was to organize a new branch of the agriculture department, setting up agencies to assist farmers in the application of modern scientific findings. Under his guidance the ag rep division grew to be an integral part of the department and one that worked closely with the fair-sponsoring agricultural societies of the province.

His new duties will continue to keep him in touch with Western Canadian farm people, particularly the livestock men, for it is at Calgary that the West's major sales of purebred beef cattle, sheep and swine are concentrated.

During the 1933-'41 period Maurice was an associate director of the Saskatoon Industrial Exhibition, in charge of educational and judging-ring attractions, and when he left the city he was second vice-president of the annual.

### A Patron

During his first three years in Regina he was a director of the Regina Exhibition Association, serving as chairman of the farm boys' camp committee and a member of the executive and finance committee. In recent years he has been a patron—an honorary appointment—of the Regina and Saskatoon exhibitions.

While in Vancouver he had been an associate director of the Pacific National Exhibition, on the junior activities committee.

At university Maurice served first as secretary of the Students Representative Council, later as president. He was president of the University Alumni Association for three years after graduation and upon retiring was made

an honorary life member. He was also president of the Agriculture College Graduates' Association. In 1940 he was elected to the Senate of the University of Saskatchewan, and, in the following year, was the first graduate to be named to the university's board of governors. He resigned on becoming a civil servant.

### Ag. Org. Honors

While in Saskatoon he was president of the North Saskatchewan local, Canadian Society of Technical Agriculturists, now the Agriculture Institute of Canada. He is a member and former secretary of the western section, Society of Animal Production, and an honorary life member of the Saskatchewan Field Husbandry Association.

He married Ruth Elizabeth Lefoux, of Weyburn, Sask., and Saskatoon, in 1937. They have three children, Gary, 10; Denis, 8, and Maureen, 5.

Maurice's conception of a successful exhibition is one that has its educational and entertainment features well-balanced. "It must be a crowd-puller, a revenue producer and continually maintain high standards," he believes.

### Guides Calgary's Future

As he guides the future of Calgary's world-famous Western spectacle he does so with a wide-range viewpoint—thru the eyes of a newspaperman, those of a government official who has dealt extensively with exhibitions, those of an agriculturist and competitor and, as important as any, those of one who has been a paying customer.

And as a payee his opinion is one that should cheer grandstand attraction bookers for he says he's long been impressed with the high calibre of acts and all-round quality of the platform shows on the Western Canadian A and B loops.

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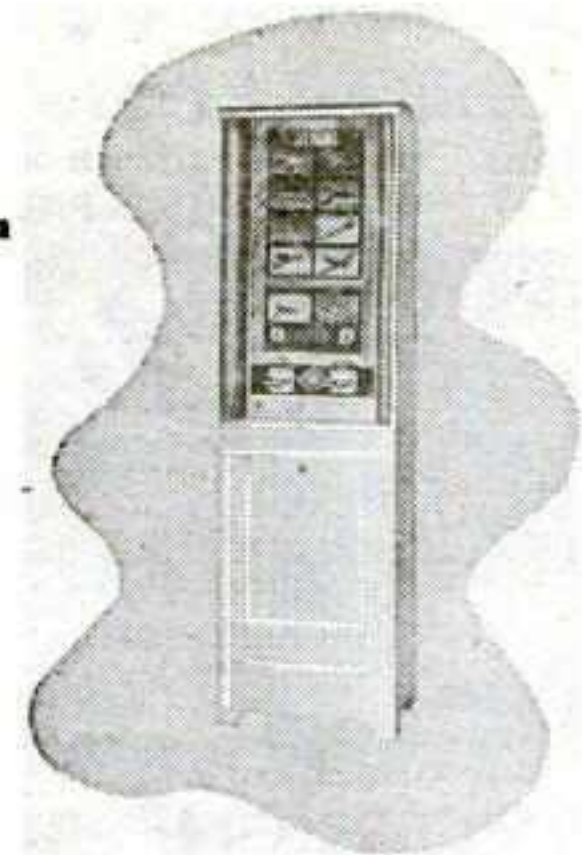
# Separately . . .



**Six Shooter**



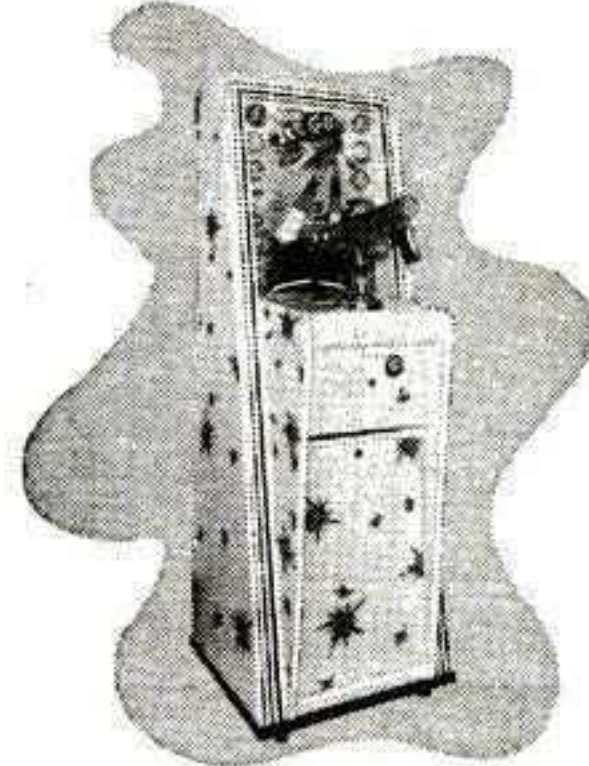
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**Silent Salesman**



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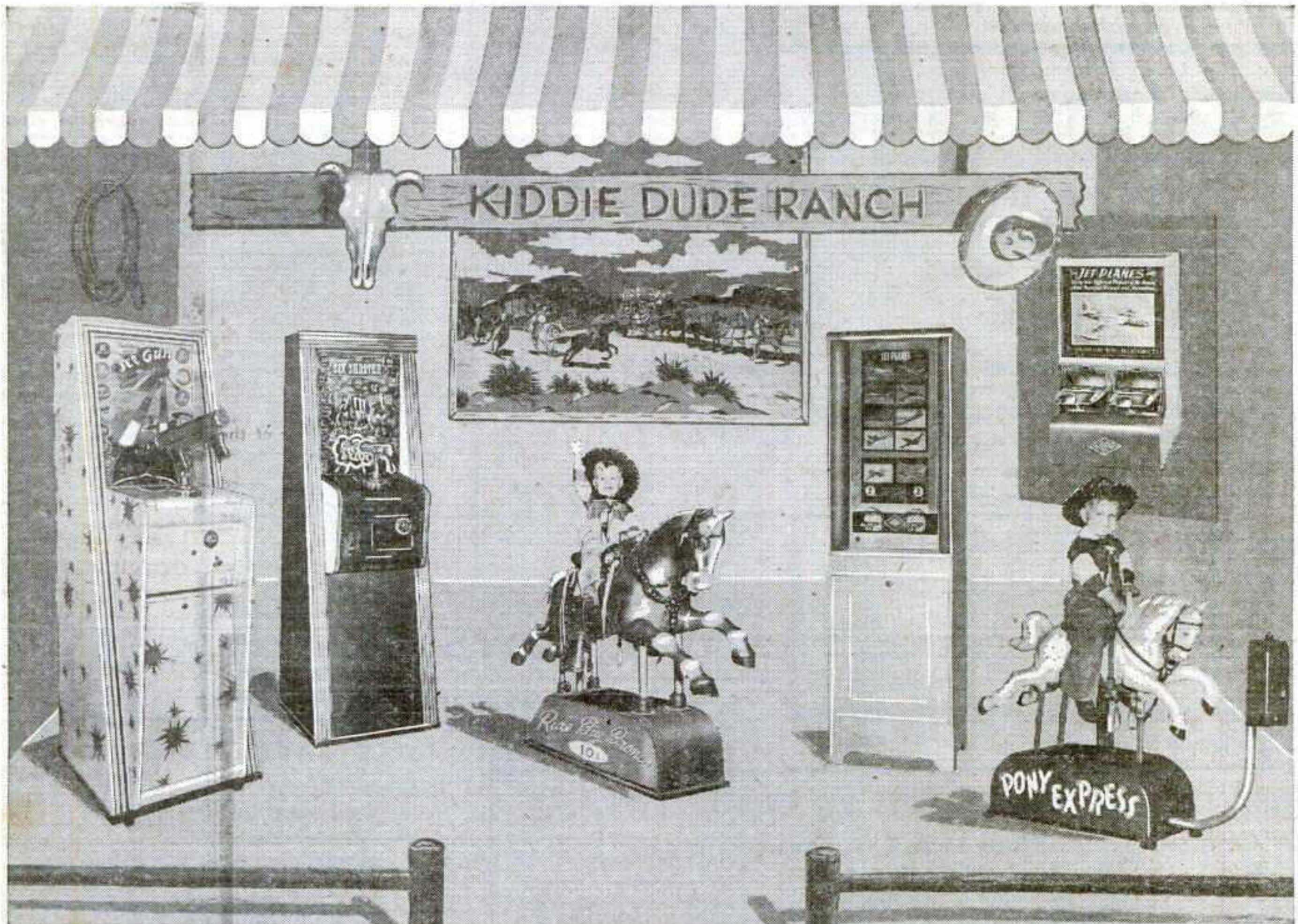


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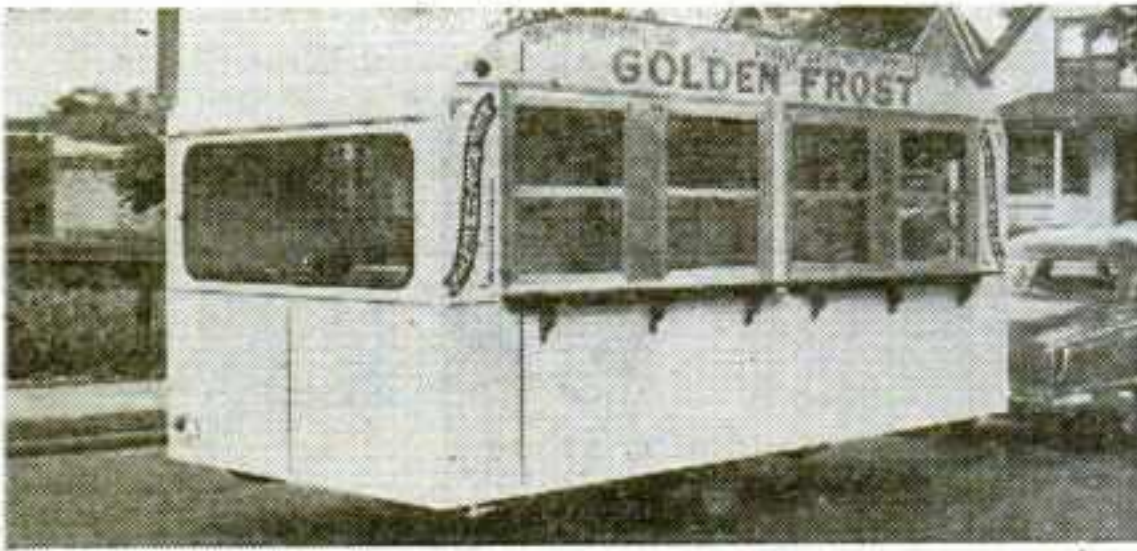
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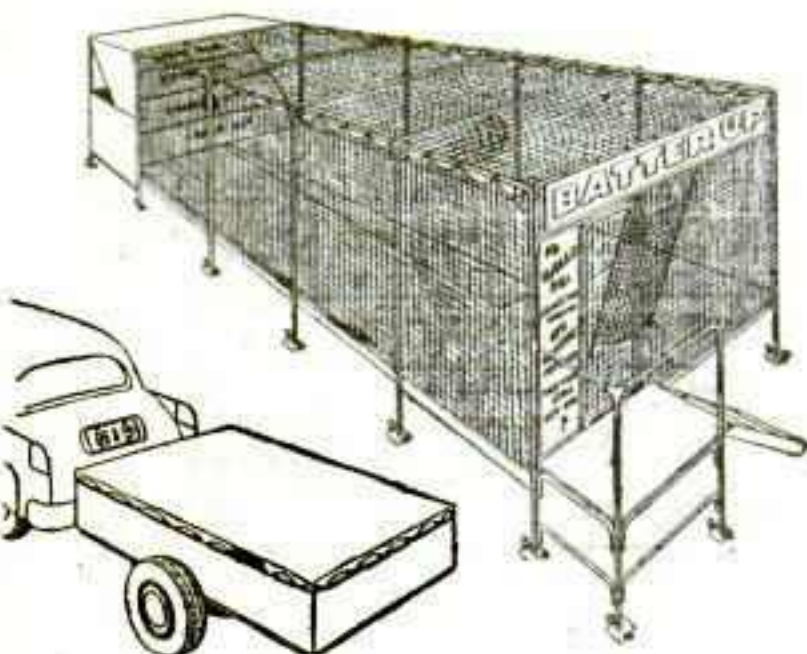
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# Still-Date Facilities

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## CALIFORNIA

Angels Camp, Calaveras County

GRANDSTAND CAPACITY: 15,000. SIZE OF RACE TRACKS: Half and fifth of a mile. Plant is rented for big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 1,300. Coliseum available for rental for dances, stagshows, trade shows, sports shows.

1951 STILL DATES: Gun Club Show, State Church Convention, rodeo, dances, music festival.

CARL T. MILLS: Angels Camp.

Antioch, Contra Costa County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 3,000. Size of race track, three-eighths mile. Track is equipped for night racing. Plant is rented for big car races, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 2,000. Coliseum (indoor arena) available for rental for dances, stage-shows, sports shows.

1951 STILL DATES: Dances, boxing matches, Folk Dance Festival, Sea Scouts Court of Honor, Church Revival Meeting, Antioch Centennial Celebration, church bazaar, Horace Heidt Show.

NORMAN D. SUNDBORG: Secretary-manager, P. O. Box 25, Antioch.

Eureka, Ninth District Fair

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, five eighths and quarter mile. Plant is rented for big car races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Polack Shrine Circus, Jole Chitwood Thrill Show, midget auto races, big car races.

WALDO RICHES: Secretary, 3750 Harris St., Eureka.

## CONNECTICUT

Stafford Springs, Stafford Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,000. Size of race tracks, half mile and one fifth mile. Both tracks equipped for night racing. Plant is rented for big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 750. Coliseum available for rental for dances, stagshows, trade shows, sports shows.

1952 STILL DATES: Stock car races, midget auto races.

C. D. BENTON: Cooper Lane, Stafford Springs.

## IDAHO

Boise, Western Idaho State Fair

GRANDSTAND CAPACITY: 7,000. BLEACHER CAPACITY: 3,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for thrill shows, rodeos.

COLISEUM (INDOOR ARENA) CAPACITY: 3,000. Coliseum available for rental for stagshows, trade shows, sports shows.

1952 STILL DATES: Horse show, race meet, thrill show, riding club show and rodeo, livestock show and sales, 4 registered dairy sales.

CLARE E. HUNT: Secretary-manager, Route 4, Boise.

## ILLINOIS

Peotone, Will County Fair

BLEACHER CAPACITY: 18,000. Size of race track, one-fifth mile.

Track is equipped for night racing. Plant is rented for stock car races.

1951 STILL DATES: Stock car races every week.

CLARENCE CANN: Peotone.

## IOWA

Avoca, Pottawattamie County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of race track, one-half mile. Plant is rented for big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Cole & Walters Circus.

JOSEPH W. DAVIS: Avoca.

## MINNESOTA

Howard Lake, Wright County Agricultural Society

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 300. Size of race track, half mile. Plant is rented for big car races, hot rod races, thrill shows.

1951 STILL DATES: Wright County Federation of Sportsmens Clubs, Duroc Breeders Annual sale.

PAUL L. EDDY: Howard Lake.

## NEBRASKA

Lincoln, Nebraska State Fair

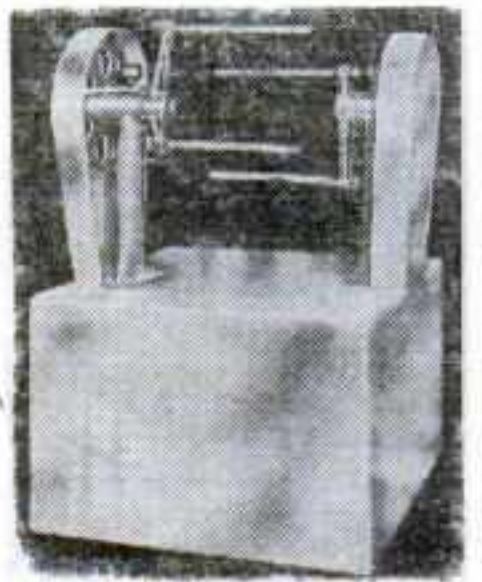
GRANDSTAND CAPACITY: 14,000. SIZE OF RACE TRACK: Half mile. Plant is rented for big car races.

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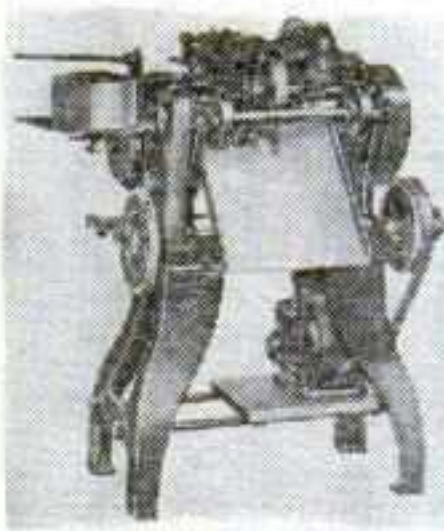


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The critical material situation has not affected the quality of BIG ELI Products. High quality workmanship and the best of material is built into all BIG ELI Products. Ask the man who owns one.

So that we can talk with you personally, and help you plan for the future, stop in and see a BIG ELI Representative at the National Association of Amusement Parks, Pools and Beaches Exhibit November 25, 26, 27 and 28, Booth No. 89, Main Isle, Mezzanine Floor, Hotel Sherman, Chicago.



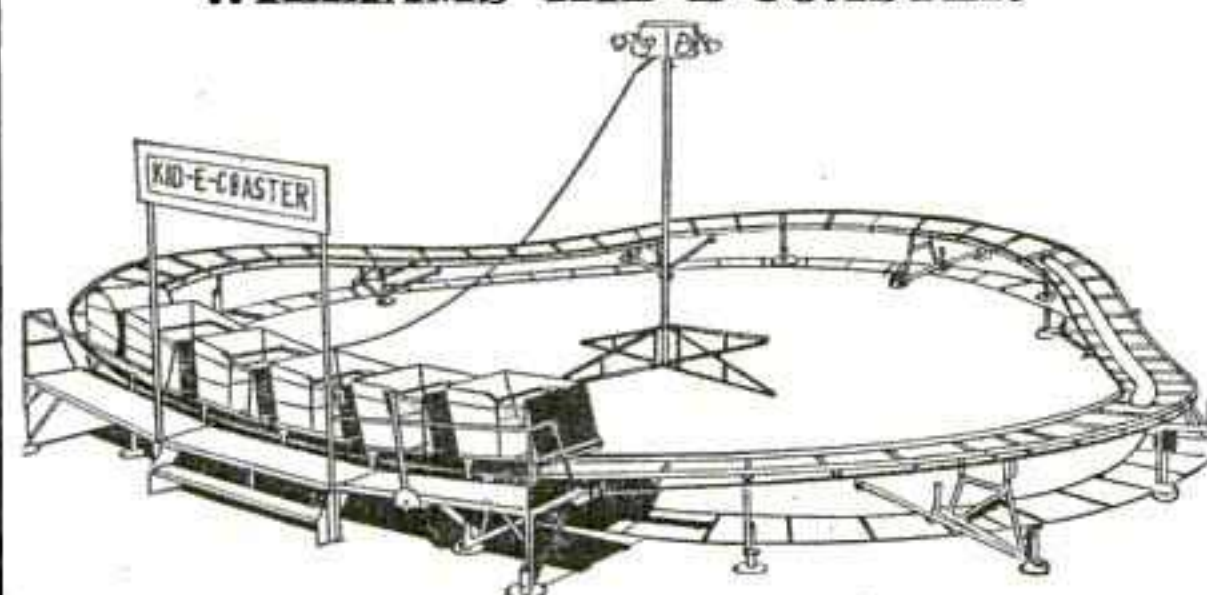
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thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
COLISEUM (INDOOR ARENA) CAPACITY: 2,400. Coliseum available for rental for ice shows, circuses, trade shows, sports shows.

1951 STILL DATES: Circus, big car races, rodeo, Golden Gloves, wrestling, ice show, livestock sales and livestock shows, flower show, dog show, home show, horse show, conference and equipment show, Shrine Ceremonial.

EDWIN SCHULTZ: Secretary, State House Sta., Box 127, Lincoln.

**NEW YORK**

Little Valley, Cattaraugus County Agricultural Society

GRANDSTAND CAPACITY: 2,544. SIZE OF RACE TRACK: Half mile. Plant is not rented.

**NORTH DAKOTA**

Fessenden, Wells County Free Fair

GRANDSTAND CAPACITY: 2,000; BLEACHER CAPACITY: 1,200. Size of race track, half mile.

1951 STILL DATES: Track meet, foot ball games, base ball games. ELMER SEVERSON: County Auditor, Fessenden, N. Dakota.

**OHIO**

Marysville, Union County Fair

GRANDSTAND CAPACITY: 2,300. SIZE OF RACE TRACK: Half mile.

1951 STILL DATES: Chamber of Commerce picnic, R. E. A. Meeting, picnic, Beef Feeders Meeting, picnic; 2 Sundays stock car races, Heart of Ohio, saddle horse club and meetings. OTTO E. RAUSCH: Plain City, O.

**OKLAHOMA**

Walters, Cotton County Free Fair

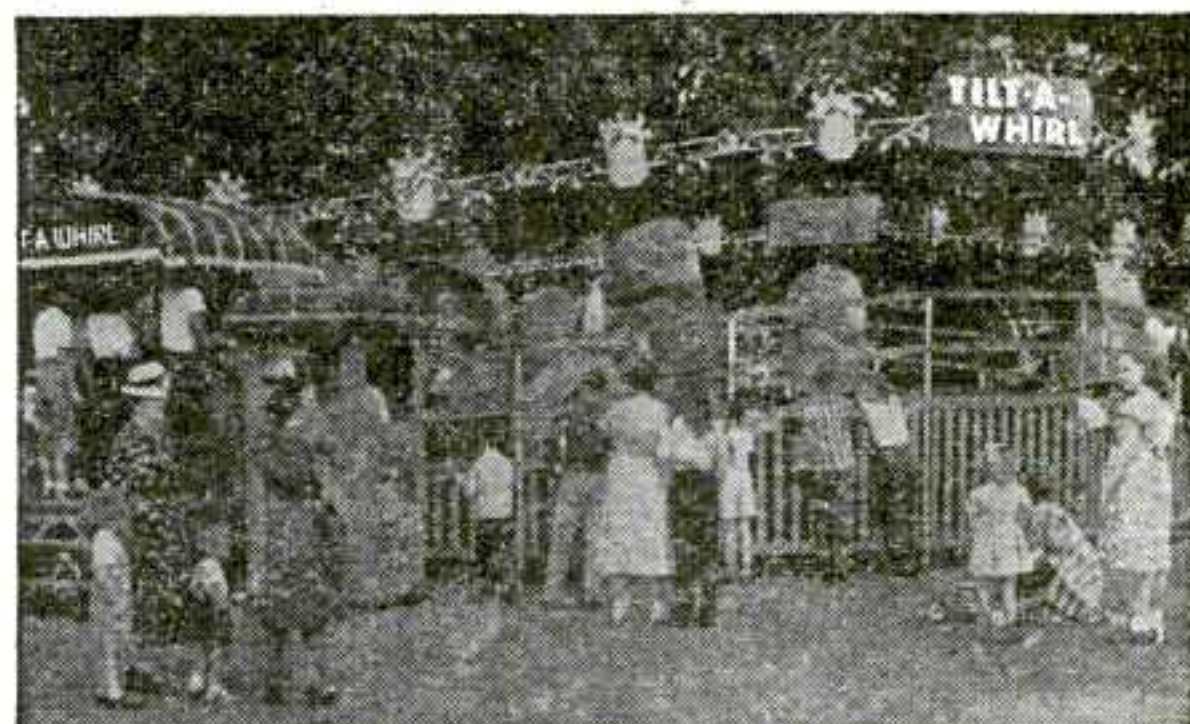
GRANDSTAND CAPACITY: 4,000. Plant is rented for thrill shows, rodeos, circus show lot. COLISEUM (INDOOR ARENA) CAPACITY: 4,000. Coliseum available for rental for rodeos.

**WISCONSIN**

Lancaster, Grant County Agricultural Society Co-Op

GRANDSTAND CAPACITY: 2,400. SIZE OF RACE TRACK: Half mile. Track is equipped for night racing. Plant is rented for hot rod races, midjet auto races, stock car races, thrill shows, motorcycle races.

1951 STILL DATES: Stock car races. HARRY SCHWARTZ: Lancaster.



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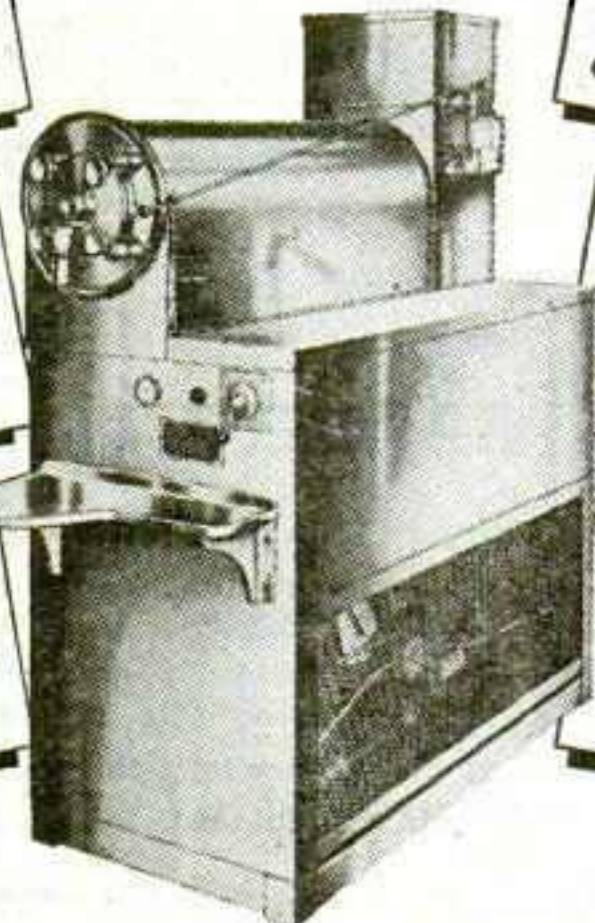
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**DALY TICKET COMPANY** COLLINSVILLE, ILLINOIS

# Statistics

(Received too late for the Cavalcade of Fairs.)

## CALIFORNIA

### Calaveras County Fair, Angels Camp

TOTAL ATTENDANCE: Paid, 22,000; free, 2,100. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
RECEIPTS: Gate (less tax), \$14,473.  
CARNIVAL: West Coast. Ride and show gross, total amount, less federal tax, \$15,772.  
ATTRACTIONS: Rodeo, 2 days; Stage show, 1 night; stock horse races, 1 day; International Frog Jumping contest, 2 days.  
AID: State aid, \$13,250.  
ADMINISTRATION: President, George E. Dietz; secretary, Carl T. Mills.  
1952 DATES: May 16-18, tentative.

### Contra Costa County Fair, Antioch

TOTAL ATTENDANCE: Paid, 18,750; free, 15,000. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
CARNIVAL: Ferris Greater Shows.  
ATTRACTIONS: Horse show, 2 nights; rodeo, 1 night and 1 afternoon.  
AID: State aid, \$14,997. Other aid, \$1,189.95.  
ADMINISTRATION: President, E. O. Mitchell; secretary-manager, Norman D. Sundborg.  
1952 DATES: August 7-10, official.

## GEORGIA

### Bartow County American Legion Fair, Cartersville

TOTAL ATTENDANCE: Paid, 15,000; free, 1,500. Operated 6 nights.  
WEATHER: Good 4 nights; rain 2 nights.  
CARNIVAL: L. J. Heth Shows.  
PREMIUMS: Total estimated premiums paid out (excluding races), \$2,500.  
ADMINISTRATION: Secretary, Victor H. Waldrop.  
1952 DATES: September 22-27, official.

## IDAHO

### Western Idaho State Fair, Boise

TOTAL ATTENDANCE: Free, 100,000. Operated 5 days, 5 nights.  
WEATHER: Good 3 days, 3 nights; cold or cloudy, 2 days, 2 nights.  
CARNIVAL: Siebrand Brothers.  
ATTRACTIONS: Monte Brooks Attractions, 5 nights.  
Total estimated premiums paid out (excluding races), \$10,000.  
ADMINISTRATION: President, Steve Collins; secretary, Clare E. Hunt.  
1952 DATES: August 26-30, tentative.

## IOWA

### Pottawattamie County Fair, Avoca

TOTAL ATTENDANCE: Paid, 3,692; free, 175. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 2 nights; rain 2 nights.  
RECEIPTS: Gate (less tax), \$1,105; day grandstand total (less tax), \$631.05; night grandstand total (less tax), \$1,911.51.  
CARNIVAL: Karras Greater Shows.  
ATTRACTIONS: Jole Chitwood, 1 day and 1 night; Colonel Wilbur, 1 night and 1 day.  
AID, PREMIUMS: State aid, \$1,341; county aid, \$1,341.68. Total estimated premiums paid out (excluding races), \$2,151.60.  
ADMINISTRATION: President, N. D. West; secretary, H. E. True; superintendent of concessions, Joseph W. Davis.  
1952 DATES: August 11-14, tentative.

## MINNESOTA

### Wright County Agricultural Society, Howard Lake

TOTAL ATTENDANCE: Paid, 8,000; free, 16,000. Operated 4 days, 3 nights.  
ATTRACTIONS: Auto races, stock, thrill show, horse show.  
AID: State aid, \$1,700; county aid, \$2,500.  
ADMINISTRATION: President, H. Hackbert; secretary, Paul Eddy.  
1952 DATES: August 14-17, tentative.

## MISSOURI

### Tri-County Fair, Mountain Grove

TOTAL ATTENDANCE: Paid, 9,500; free, 7,000. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
RECEIPTS: Gate (less tax), \$950.  
CARNIVAL: United Exposition; ride

and show gross, total amount, less federal tax, \$3,000.

ATTRACTIONS: Rodeo Stars (3), horse pulling contest (1).  
AID: State aid, \$300.  
ADMINISTRATION: President Everett Heller; secretary, Frank H. Schallo; superintendent of concessions, Lawrence Lindholm.

## NEBRASKA

### Buffalo County Fair, Kearney

TOTAL ATTENDANCE: Paid, 5,540. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
RECEIPTS: Gate (less tax), \$2,730.90; day and night grandstand total (less tax), \$3,556.  
CARNIVAL: Hale Carnival.  
ATTRACTIONS: Acts furnished by Wheeler-Pittman Theatrical Agency.  
AID, PREMIUMS: County aid, \$7,000. Total estimated premiums paid out (excluding races), \$5,500.  
ADMINISTRATION: President, Fred Knobel; secretary, W. S. Wimberley; superintendent of concessions, Earl Ramsey.  
1952 DATES: Last week in August, official.

### Gage County Agricultural Society, Beatrice

TOTAL ATTENDANCE: Paid, 7,045. Operated 3 days, 4 nights.  
WEATHER: Good 3 days, 4 nights.  
RECEIPTS: Gate (less tax), \$1,086.16; day grandstand total (less tax), \$1,088.99; night grandstand total (less tax), \$4,084.36.  
CARNIVAL: Veterans United Shows; ride and show gross, total amount (less federal tax), \$963.64.  
ATTRACTIONS: Staples Rodeo, 1 day, 2 nights; Jole Chitwood Thrill Show, 1 night; hot rods and stock car races, 1 day each.  
AID, PREMIUMS: State aid, \$490.80; county aid, \$4,000. Total estimated premiums paid out (excluding races), \$2,418.55.  
ADMINISTRATION: President, H. F. Brandt Sr.; secretary, Jack Quackenbush; superintendent of concessions, Orville Glass; publicity director, B. R. Rothenberger.

## NEW HAMPSHIRE

### Cheshire Fair, Keene

TOTAL ATTENDANCE: Paid, 9,814. Operated 4 days, 3 nights.  
WEATHER: Good 4 days, 3 nights.  
CARNIVAL: LaGasse.  
ATTRACTIONS: Thrill show, vaudeville, drum corps.

## NEW YORK

### Cattaraugus County Agricultural Society, Little Valley

TOTAL ATTENDANCE: Paid, 19,101; free, 5,000. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
RECEIPTS: Gate (less tax), \$12,473.25; day grandstand total (less tax), \$3,673. Night grandstand total (less tax), \$3,604.  
CARNIVAL: Carl Ferris Shows; ride and show gross, total amount, less federal tax, \$3,897.63.  
ATTRACTIONS: George Hamid & Son, acts and revue; Jole Chitwood Thrill Show, big car auto races, harness races.  
AID, PREMIUMS: State aid, \$10,000. Total estimated premiums paid out (excluding races), \$8,912.65.  
ADMINISTRATION: President, J. O. Sanders; secretary, J. W. Watson.

## NORTH DAKOTA

### Wells County Free Fair, Fessenden

TOTAL ATTENDANCE: Free, 15,000. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
RECEIPTS: Gate (less tax), \$932.50; day grandstand total (less tax), \$2,763.56; night grandstand total (less tax), \$5,527.12.  
CARNIVAL: Wm. T. Collins; ride and show gross, total amount, less federal tax, \$2,063.25.  
ATTRACTIONS: Williams & Lee, Thrillcade, Inc., Auto Racing, Inc. (stock car races); 4 days horse races, 1 day stock car races, 1 day thrill car races.  
AID, PREMIUMS: County aid, approx. \$2,600. Total estimated premiums paid out (excluding races), \$2,693.85.  
ADMINISTRATION: Secretary, Tony Lill; superintendent of concessions, Ben Rogelstad; publicity director, J. W. Thornton.

## OHIO

### Union County Fair, Marysville

TOTAL ATTENDANCE: Paid, 15,000. Operated 4 days, 3 nights.  
WEATHER: Good 2 days, 1 night; rain 1 day, 1 night; cold or cloudy, 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$2,400; day, grandstand total (less tax), \$666.40; night grandstand total (less tax), \$809.80.

CARNIVAL: Happy Attraction.  
AID, PREMIUMS: State aid, \$800; county aid, \$1,118.34. Other aid, \$1,000. Total estimated premiums paid out (excluding races), \$10,547.  
ADMINISTRATION: President, LeRoy Volhath; secretary, Otto E. Rausch; superintendent of concessions, Otto E. Rausch; publicity director, Otto E. Rausch.  
1952 DATES: September 9-12, tentative.

## OKLAHOMA

### Cotton County Free Fair, Walters

TOTAL ATTENDANCE: Free, 6,000. Operated 3 days, 2 nights.  
WEATHER: Good 2 days, 2 nights.  
RECEIPTS: Grandstand total (less tax), \$1,200.  
ATTRACTIONS: Two nights of rodeo.  
ADMINISTRATION: President, E. F. Hoodenpyle; secretary, J. W. Harl; superintendent of concessions, J. W. Harl.

### Kay County Free Fair, Blackwell

Operated 5 days, 5 nights.  
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.  
CARNIVAL: Brodbeck-Schrader; ride and show gross, total amount, less federal tax, \$6,000.  
ATTRACTIONS: Truex Attractions,

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3 days & nights; 2 days horse pulling contest.  
 AID: County aid, \$11,000.  
 ADMINISTRATION: President, Everett Higgins; secretary, W. R. Hutchinson; superintendent of concessions, Marsh B. Woodruff.  
 1952 DATES: September 9-13, tentative.

OREGON

Crooked River Roundup and Fair, Prineville

TOTAL ATTENDANCE: Paid, 19,064; free, 600. Operated 2 days, 1 night.  
 WEATHER: Good 2 days, 1 night.  
 RECEIPTS: Gate (less tax), \$15,887.09.  
 CARNIVAL: Redwood Empire; ride and show gross, total amount, less federal tax, \$1,200.  
 ATTRACTIONS: Chistesons Brothers Rodeo.

PENNSYLVANIA

Falls Overfield Fair, Mill City

TOTAL ATTENDANCE: Free, 6,000. Operated 3 days, 3 nights.  
 CARNIVAL: Lurenzl and Miller; ride and show gross, total amount, less federal tax, \$425.  
 ATTRACTIONS: Dance, band contest, fireworks, ball games.  
 AID, PREMIUMS: State aid, \$75. Total estimated premiums paid out (excluding races), \$675.  
 ADMINISTRATION: President, Raymond Bedell; secretary, Doris Gregory; publicity director, Myrtle Reynolds.  
 1952 DATES: September 18-20, tentative.

CANADA

SASKATCHEWAN

Prince Albert Exhibition, Prince Albert

TOTAL ATTENDANCE: 46,000. Operated 3 days, 3 nights.  
 WEATHER: Good 3 days, 3 nights.  
 RECEIPTS: Gate (less tax), \$17,612.55; day grandstand total (less tax), \$2,454.25; night grandstand total (less tax), \$8,056.50.  
 CARNIVAL: Wallace Bros.  
 ATTRACTIONS: Irving Grossman Booking Agency, Des Moines, Ia. 5 night shows; Congress of Hollywood Daredevils, one night.  
 ADMINISTRATION: President, S. L. Small; manager, D. F. Kelly; secretary, D. Read.  
 1952 DATES: August 7-9, official.

Provincial Exhibition, Regina

TOTAL ATTENDANCE: Paid, 165,000; free, 25,000. Operated 6 days, 6 nights.  
 WEATHER: Good 6 days, 6 nights.  
 RECEIPTS: Gate (less tax), \$36,179.95; day grandstand total (less tax), \$22,690; night grandstand total (less tax), \$47,643.65.  
 CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax, \$78,103.20.  
 ATTRACTIONS: Ernie Young Agency provided revue for evening grandstand show, seven running races with pari-mutuels.  
 AID, PREMIUMS: State aid, \$4,000; provincial aid, \$16,000.  
 ADMINISTRATION: President, W. A. Small; secretary, T. H. McLeod; superintendent of concessions, Wm. Eddy; publicity director, Alex Aitken.

Saskatoon Industrial Exhibition, Saskatoon

TOTAL ATTENDANCE: Paid, 110,251; free, 15,737. Operated 6 days, 6 nights.  
 WEATHER: Good, 6 days, 5 nights; rain 1 night.  
 RECEIPTS: Gate (less tax), \$27,438.33; day grandstand total (less tax), \$12,263; night grandstand total (less tax), \$40,298.  
 CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax, \$49,881.94.  
 ATTRACTIONS: Ernie Young, 6 nights; 6 days of running races.  
 AID, PREMIUMS: Government aid, \$15,868.25; Total estimated premiums paid out (excluding races), \$11,678.77.  
 ADMINISTRATION: President, W. J. Bradley; secretary, Mrs. Letta Walsh; superintendent of concessions, John A. East; publicity director, H. R. Hunking; manager, S. N. MacEachern.  
 1952 DATES: July 21-26, official.

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## "50 YEARS AHEAD"

## Circus Ops Swing To Curtis Ideas

**B**ILL CURTIS has long been told that he was 50 years ahead of his time in methods for moving circuses. Now — with less than 10 of that 50 years to go—he's not far from seeing the most spectacular of his ideas put into general use.

It was about 40 years ago that Curtis, veteran circus builder and superintendent now living in Cuevas, Miss., built the first canvas spool wagon. Thirty years ago he introduced the portable grandstand wagon.

In 1951, seven motorized circuses rolled their tops on spools to give the system its most widespread use, and Ringling Bros. and Barnum & Bailey continued with a seating system inspired by the Curtis wagons. Chances are that more shows will add variations of the Curtis ideas in the future.

Curtis has not been a prophet without honor in his own country. Showmen have recognized his record of "firsts" for years. He perfected safety features for seats and poles, developed the three-place stake driver and lays claim to being the first man to move circus wagons by tractor—shortly before the Caterpillar was on the market.

## K-M Starts Trend

Actually, no Curtis spool or seat wagons are in use today, but all undoubtedly were inspired by his. The canvas spool now in general use was designed by Kelly Miller of the Al G. Kelly & Miller Bros.' Circus, and Wayne Sanguin, Hugo, Okla., machine shop operator. The seat wagons on Ringling were built from plans made by Art Concello and are leased by him to the show.

Kelly-Miller was the first modern circus to use spools and has had one or two each year since 1946. Stevens Bros. has used one for about four years. Kelly-Miller has equipped its Cole & Walters Circus with a Miller-Sanguin spool.

This season the use of spools reached its highest point. In addition to shows which had them earlier, Wallace & Clark went out with a Miller-Sanguin model, Ben Davenport bought one for his new Campa Bros. Circus, and Kelly & Morris came up with one of its own design. In mid-year, King Bros. Circus added a Miller-Sanguin model to complete the current list.

Users of any type of spool wagon declare the devices mean

quicker results with fewer men. Canvas bosses and show owners point to time savings of about two hours in loading and similar savings for the spreading of tents.

## First on Floto

As superintendent for the Sells Floto Circus, Curtis built the first spool for the 1910 season. That show continued with spools thru 1928, the longest record of use on a single show. When Curtis moved to Hagenbeck-Wallace, he installed a spool which was used there from 1917 thru 1923. Another was built for the 1921 John Robinson Circus. Curtis also recalls that Yankee Robinson Circus claimed a spool in 1919 but didn't have it.

The inventor states that on two occasions Ringling wanted him to build spools for it, but at neither time was the deal completed. The first offer came while Curtis was with Sells Floto and he declined to leave that outfit. The second came when John Ringling visited the Peru, Ind., quarters shortly after buying the American Circus Corporation. He told Curtis then that he would want spools for Ringling-Barnum, but the depression prevented carrying out his plan.

Both Curtis and Miller-Sanguin versions load canvas on spools, but there are basic differences be-

tween them. Curtis used a 20-foot spool mounted lengthwise on a wagon. It was spotted at the side of the tent site and horses pulled canvas from the reel. An engine powered the spool for rewinding tops. The Curtis wagons were stationary while loading or unloading, but the Miller-Sanguin model, with spool mounted crosswise in a truck, moves across the lot as the tents are unreeled. For loading, the Miller-Sanguin truck backs toward the folded canvas as the spool takes it up.

## Sides Vs. Ends

Similarly, the Concello seat wagons, in use since 1948, differ in detail from the Curtis originals. The Curtis models were spotted parallel to the sidewall and the unfolded seats sloped over the sides of the wagons. Concello wagons are parked at right angles to the sidewalls and the slope is from end to end.

Curtis seat wagons first were used on Hagenbeck-Wallace in 1921 and they were retained there thru 1925. A cut of five cars from the H-W train in 1926 forced retirement of the seats, Curtis recalls. Yankee Robinson built another style of seat wagons for 1919, according to Curtis, but they were not successful.

Mechanical canvas and seat wagons generally have been used only when operation costs were high or labor was in short supply. The periods immediately after World War I and II brought them into use and their present popularity peak coincides with a high-cost, labor-short period.

Unless the cost and labor picture improves shortly—a situation which doesn't seem likely—it's a sure bet that more circuses will add Curtis-originated equipment.

## Dressing Room Gossip

## Ringling-Barnum

Florida never looked so good to us as it did this year after the cold days in the Carolinas. We opened with a night show in Jacksonville and, despite the big football game there Saturday, drew good houses. Sunday-off was enjoyed by all, with the trains arriving in the early afternoon. A number of folks spent the day in Sarasota before returning to Miami. Lot in Miami was again located near Hialeah Park. Bill Antes was busy lining up people for television shows along with the usual radio spots. Weather was ideal, and crowds big. Lana Friel, daughter of Ann and Buddy Friel, made spec, as did Anne Mace. Glad to welcome Jimmy Barnes back on the show after being hospitalized since Chicago.

Carmen Barrigon and Dick Slayton were married during the

Miami stand. A number of their show friends attended the church wedding. With another big season for the Ringling show at an end, I wish to thank the many people who helped me in my column with bits of news, helpful hints and encouragement.

Visitors: Mrs. Sally Campbell, Bill Horner, Mike Pleskovich and family, Frankie and Fred Harris, Mrs. Roberts, Mr. and Mrs. Buddy Friel and daughters, Lola Dobritch's brother and family, the Sandy Troupe, Sally Nicholson, Sheila Blood, Murray Fein, Jimmy Gardner, Joe Bainbridge, Anne Mace, Rudy Bundy, Lela Zazzara, Skee Adario, Jimmy and Sanda Watts, Toni and Percy Anderson and children, Bob and Ann Blackburn and son, Felecia and Clayton Behee, Sammy and Mary Crowell and daughter, the Mad Russian, Grayci Genders, Mrs. Pat Valdo, Chickie Powell, Polly and Frank Morrisey and son, Roberta Ballantine and children, Al Tucker, Charlotte and Bill Maxwell, Betty Jean and Bob Martin and children; Nina and Shura Nueburger and daughter, Vally; Adolph Frohn, Maxine and Johnny Logan—MARY JANE MILLER.

## Polack Eastern Unit

Bill Kay promoted the Lancaster, Pa., date and Herb Knight worked it on phones. Kay and the writer appeared on television together with the Aussies and in the most handsome man contest Bill won first prize. George Royce visited, as did Lillian Witmack who will work in the Baltimore date with her high school horses.

Johnny Welde and Henry have written a new number to be published soon in New York. . . . Dorothy Kay is home in Flint, Mich., and after a week in Boston, husband Bill will join her for the holidays. The Kiwanis Club worked hard to put this date over despite much cold and rainy weather.—HENRY KYES.

## King Bros.

For the past 10 days we have been tramping thru the cotton belt of Southern Mississippi and Alabama. Next week is the final one of the season and everyone is making preparations for the close. At Natchez, Miss., Hartman Moritz, circus fan and broker, was on the lot early. The party given after the show by the Moritzs will long be remembered. Nearly all the staff members and the performers were in attendance. Natchez was the final promotion for Elmer Yates.

Mrs. Arnold F. Maley left at Andalusia, Ala., to spend a few days at her home in Atlanta before leaving for the outdoor meeting in Chicago. When the show

## Under the Marquee

**L. C. Langhart**, lithographer on the No. 1 Ringling-Barnum advertising car part of the season, has returned to his home in Louisville for the winter. He says he's undecided about his 1952 plans.

**Gabby Wendt**, owners of the **Aero-Styliites**, high act, has returned to his home in Akron after closing his season at the Houston County Fair, Dothan, Ala., November 3. He and wife are awaiting an increase in their family.

**Mr. and Mrs. Roy Bowen** are recent additions to the Polack Bros. Circus Eastern Unit. . . . **Joe Short**, clown, is playing Santa Claus at the Hudson Department Store, Detroit. . . . After closing with Kelley-Miller circus, the **Kriel Family** played three days in Cincinnati and then joined Great American Circus for a week's engagement in Indiana beginning November 12. Following that stand they head for a theater in Kentucky where they are booked for the winter.

**Clyde D. Wixom**, owner of the Mat Wixom Great Show title, is retiring after 18 years with the Detroit Fire Department, and is planning to devote his time this winter to rehabilitating the air calliope he bought from **Merle Evans**, Ringling-Barnum bandmaster. Wixom said he may go out with a circus organization next season.

**John Ringling North** and **Henry Ringling North** were due to sail from Le Havre, France, aboard the *Liberte* for New York, Friday (16). They were expected in Gotham Wednesday (21).

**Joe Haworth**, formerly with the big tops, is now connected with Funland Park, Augusta, Ga.

**Billy Barton** has moved to the Ben Ali Theater, Lexington, Ky., after two weeks in Cleveland and an appearance on "Super Circus."

**George Barton** is with **Eddy Kuhn's** show in Georgia. . . . **Mel Rennick**, clown and wardrobe man with the Beatty show this season, now is producing indoor home-talent shows in East Texas. . . . **Victor Palmer**, of the Campa Bros. advance brigade, has returned to Pennsylvania for the winter. . . . **Gene Christian**, general agent for Beers-Barnes, is again operating movies at 30 tourist locations between Tampa and Fort Myers, Fla.

**Mrs. J. D. Newman** flew from Los Angeles to Chicago last week on the first part of a tour that will take her to Indianapolis; Kansas City, Mo., and other spots. In Chicago she visited with **Clint Finney**, **Harry Atwell**, **Nat S. Green** and **F. A. Boudinot**.

**Ernie Palmquist's** Miniature Circus drew a reported 16,000 during a week's stand at Charleston, W. Va. **John C. Arter**, Charleston CFA, advises that fans there are awaiting the Polack Bros.' stand there which opens December 3. . . . **Charles B. Schuler** writes that his wife, **Virginia (Tiffany) Schuler**, is ill at their home, 211 Regal Street, Spokane. She was forced to leave Biller, where they were contracting agents, because of injuries suffered in an automobile accident. They also were with Cole and Beatty.

**Eva Davenport** is visiting many circus people at Sarasota, Fla., where she is at the Colonial Hotel. . . . Cole & Walters Circus played to one-quarter and near-

played in Vicksburg, Miss., Mr. and Mrs. Thompson of the Side Show entertained a large party at their home there. Music was furnished by the Side Show band. Mrs. Pete Sadowiski has returned from a trip to her home in York, S. C.

It was a busy day for most members of the show entertaining friends at Jackson, Miss., at the fairgrounds, where the show formerly wintered. Clear skies greeted the show there, and a stiff, cold wind did not deter two big houses. C. H. Shepherd, 24-hour agent, has returned from a trip to New Orleans. W. R. Raatz is now in charge of the lunch stand, succeeding Harry Eagle, who is again butchering.

Recent visitors included **Fred Wolcott**, former minstrel operator, and **Mark Frisbee**, agent, at Vicksburg; **Rebel** and **Catherine Marchette** at Atmore, Ala.; **J. A. Gentsch**, who is wintering his carnival at Natchez; **Robert Couch** and **Fred Manning**.

capacity houses at Danville, Ark., and to three-quarters and half houses at Stillwell, Okla., before closing its season. . . . **Bob Printy**, former circus wrestler, and **Dorothy Jacobs**, non-pro, were married recently at Wabash, Ind., and are making their home at LaGro, Ind. . . . **Mr. and Mrs. A. L. (Tommy) Thompson**, this season with the Al G. Kelly & Miller Bros.' Circus, are vacationing thru Alabama, Georgia and Florida. After January 1 they'll play schools, clubs and theaters with 13 dogs, two birds, a raccoon and a rhesus monkey. They will return to the circus in the spring.

**Mickey Blue**, Polack promotion man, returned to Chicago from a vacation in Hawaii Saturday (17). . . . **Justus Edwards**, Polack press chief, was in Chicago last week. . . . **Dorothy and Harold Rumbaugh**, former owners of the Pawling and Horne shows, will leave their Spokane home soon for a vacation in California. Rumbaugh has been under a doctor's care and may move to Arizona, reports **George Beeman**, concessionaire, who visited him recently. . . . **Vern Brewer** and **Betty Ward**, both of the Gainesville Community Circus, were married at Gainesville Wednesday (14).

Publicist **Frank Braden** is in New York after winding up his tub-thumping chores for the Ringling circus. Frank is slated to handle publicity on the forthcoming **Cecil B. De Mille** flicker, "The Greatest Show on Earth." However, the date of its initial showing and manner of distribution throughout the country has not yet been decided, he reports.

**Harry Dube**, who has the program on Ringling-Barnum, spent last week in Miami and Sarasota, Fla., where the Big One will close the regular season Monday (19). He planned to return to his New York office Tuesday (20).

**James Cephus**, former assistant boss canvasman with Biller Bros. and in similar capacity with Rogers last season, again will spend the winter in Mobile, Ala. . . . **Willis Hales** is still a patient in the State Hospital, Box 128, Ward X, Waymart, Pa. . . . **Doc Candler** and **Scotty** the clown are working in Toyland in a Pontiac, Mich., department store.

Among those at the Houston Shrine show were **Ted Gallup**, props; **Fred Logan**, elephants; **Harry Rooks**, ponies and camel, and **Dutch Narfski**, hippo. . . . Popular Photography magazine for December includes a full-color photo of the Ward-Bell Flyers. View was taken by **Glen Fishback**, Sacramento, who spends time on the Polack show each season.

## British Indoor Org's Profit Sliced in Half

LONDON, Nov. 17. — Profit racked up by the indoor Bertram Mills Olympia Circus for the season ending April 5 this year was less than half the amount registered for 1950, it was revealed this week.

The show's season begins here about a week before Christmas each year and lasts until the following April. This year's profit was \$269,309.60, using the present rate of currency exchange, while in 1950 the sum was \$538,960.80, also using the current scale. It was announced that dividend payments from the circus corporation had been cut from 300 to 225 per cent.

Exec Cyril Mills of the circus has completed an extensive tour to gather talent for the season opening here December 19. The line-up will include Gosta Kruse handling six elephants, Freddy Knie, high school horses; Rudy Horn, unicycle juggler; Wickbold, motorcycle globe act; the Three Condoras, aerialists; the Six Santiagos, acros; Vojtech Trubka, mixed cat act; the Ten Asgard, springboard and tumbling, Johnny's Four Teddy Bears, Cavalini's Crazy Car, the Daredevil Cumberland and Mills' chimps, horses and ponies. Clown alley will have Coco, Huxter, Alby Austin and Little Billy.

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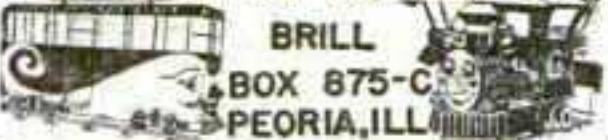


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# New Calif. Set-Up Is Asked by Horse Show Proponent

## Breeder Urges Withdrawal Of Financial Support of WFA

Continued from page 57

tions for the maintenance of the organization known as Western Fairs' Association, whose 1951 dues amounting to \$46,250, was all subscribed by California fairs, with the exception of \$480 subscribed by others. This organization, responsible to no one but themselves, supported by State funds, should be replaced by an agency such as suggested, answerable to the State government, staffed by competent people working in the interest of proper fair programs and the people of the State; and not as in the case of Western Fairs' Association whose activities are largely devoted to lobbying the members of the State Legislature in the interest of fair management.

"Adopt legislation that will provide more equitable distribution of racing funds among fairs, taking into consideration population of counties or areas and provide legislation that will govern uses and activities to which State contributions can be devoted.

"Require fairs to give first consideration to the educational values of their activities.

"Prohibit fairs from engaging in competitive commercial activities.

### Free Exhibits

"Prohibit fairs from making any charge for witnessing by fair patrons, exhibits partially or totally supported by State or county contributed funds.

"Require fairs to charge uniform and only State-approved rates for fair facilities, such as stalls and exhibit areas created in whole or part with funds contributed by the State."

Smith's alternate proposals asked for a board or agency to establish in which horse shows supported by State funds could be conducted; withhold from fair appropriations that percentage of funds formerly expended by them for horse show purposes including their claimed losses, and authorize the free use for horse show purposes by such board or agency of suitable and existing fair facility at such time as facilities are not in use for fair purposes.

Smith presented his case before the combined legislative committees and fair managers after he had, he said, approached A. E. Snider, chief of the Division of Fairs and Expositions, and C. B. Afflerbaugh, president and general manager of the Los Angeles County Fair on the staging of horse shows.

### Defends Horse Shows

The horseman read excerpts from a letter purportedly written by Snider in which he said in gist that the public interest in horse shows was declining. That fair managers are of the opinion that the elimination of the so-called "high-tailed" horses would be desirable and that fair managers had found horse show exhibitors as a class the most demanding and most difficult to please. Snider was also credited with saying that he did not expect horse shows to pay their way but would like to see them balance expenditures (exclusive of premiums) with revenues.

"It is difficult to understand how Snider could have made such a comment, assuming that he was at all familiar with horse show results, at fairs," Smith explained. "The Department of Finance annually prepares a summary or report on operations of fairs that presumably is available to him. Had he taken the trouble to look up the figures set forth in this report for the calendar years of 1949 and 1950, he could not have avoided discovering that horse shows at the 71 fairs covered by this report not only accomplished what he indicated as desirable, balanced expenditures (exclusive of premiums) with revenues, but that according to the said report the horse shows at these fairs, returned to fair managements \$111,854.93 over and above expenditures, exclusive of premiums, for 1950."

### Quotes Afflerbaugh

Smith said it was his opinion that the total revenues were not

correctly stated due to the method of accounting used.

The horseman also cited the following as being from Afflerbaugh and in answer to his letter regarding exhibition:

"For the past several years every small fair and gathering has been holding a horse show, with the apparent result that the exhibitors are losing interest in the larger horse show. In addition, the attendance and interest at the fair's horse show steadily declined. This fair continued to pay premiums comparable to those paid elsewhere and exerted every effort to present an attractive and high class show with the result that each year the horse show became a large expense and an activity on which we lost money. As a matter of fact the show the past couple of years has shown a net loss in excess of \$20,000 each year."

After citing this portion of a letter, Smith declared:

"Please note that he said a 'net loss in excess of \$20,000.' The so-called audit reflects a loss of \$18,181.57. And that as I have stated and in my judgment is not a correct figure and not the actual loss involved."

Smith emphasized that Afflerbaugh had stated that it was his wish to "operate a profitable enterprise."

### Cites Survey

The speaker cited the John Knight reports that customers attended for educational reasons.

"It was always my belief and understanding that the State contributed to the support and maintenance of county and agricultural district fairs on the theory that such fairs were, or were intended to be, educational exhibitions of the products of our farms, factories, schools and homes, and as such were entitled to and deserved the support of the State thru funds collected via taxes imposed upon the public.

"If, on the other hand, fairs are business ventures operated for profit only, it would seem that the use of the public funds for their support would constitute a misuse of such funds. If profits are the objective, the question naturally arises — profits for whom — the county, State or a group of citizens, or some one person?"

At the conclusion of Smith's talk, proponents of horse shows spoke. These included Glenn Perkins, El Cajon, and Lowell Dryden, of Redondo Beach.

Senator Hoffman, who presided, called a 5 minute recess after which the fair group answered the charges. Afflerbaugh said that Smith had hurled insinuations and that he would have his report ready by the next meeting with Louis Merrill, WFA general manager, offering his answer also at that time.

Snider declared that Smith had not read the full contents of his letter and that he had supported horse shows in regions where they were likely to draw. His stand was confirmed by Fred McGargar, recently of the Monterey County Fair, an event which features this type of show.

Erich MacLachlan, chief of audits, offered the explanation that the figures Smith had used were reports and not complete audits. The complete checking was turned over to him.

## AGVA Reinstates Monte Brooks Office

CORONADO, Calif., Nov. 17.—Following a meeting of Monte Brooks, of Monte Brooks Attractions, Portland and San Francisco, and James L. Kelly, Los Angeles American Guild of Variety Artists representative, the union agent announced that the booker had been removed from the unfair list.

Brooks attended the annual session of the Western Fairs Association where Kelly spoke on the code of fair practices which will apply to outdoor talent next year.

## SCIENCE LURES 'EM

# Dallas Attracts, Educates With Engineering Exhibit

DALLAS, Nov. 17.—The Science-Engineering Show, new at State Fair of Texas this year, did a job that needed doing for industry and education both, and proved highly worthwhile to sponsors and to the annual, which originated the idea.

Lack of trained engineers and technicians is one of the problems facing American industry today, particularly in view of increased defense mobilization. The Dallas show sought to focus attention of youth of the Southwest on opportunities that lie in science and engineering fields. Show turned out to be highly entertaining and a good crowd-puller.

Bally for show built it as "a job symposium for youth, a laboratory for science engineers and a hall of learning for Mr. and Mrs. America."

Show was strictly non-commercial, and this resulted in a flood of newspaper, radio and television publicity. For example, the show was featured on four shows on 50,000-watt radio stations and on two television shows. One of the TV shots was a full-hour show originating from the building and covering every sponsor in the show. It was aired the afternoon the fair opened.

### Sponsors, Not Exhibitors

Participants in the show were identified as "sponsors" and not as "exhibitors" to emphasize the non-commercial aspect of presentation. List of sponsors included Aluminum Company of America, General Motors, Owens-

Corning Fiberglas Corporation, Philco, Surge Dairy Farm Equipment Company, Westinghouse Electric, U. S. Department of Defense, University of Texas, Texas A&M College and Southern Methodist University.

Show was presented in the fair's Science Building, which for the past two years has housed the atomic energy show from Oak Ridge, Tenn. Fair felt that after

(Continued on page 106)

# Churches Urge N. Y. Blue Law Modernization

ALBANY, N. Y., Nov. 17.—State Council of Churches said here Thursday that New York State should modernize its blue laws, which were the cause of several headaches to outdoor show business operators during the past season.

The Ringling-Barnum circus missed two American Legion-purchased dates last spring due to the State strictures on Sunday entertainment. Several auto race promoters were the subjects of legal actions for running Sunday events, the one promoter did win a court decision. The midway of the State Fair at Syracuse was partially shuttered on Sunday, hurting the James E. Strates Shows, and other carnivals also suffered from missed Sunday operations.

A church council spokesman said the group's legislative committee would urge the State to appoint a commission to study the blue laws. Earlier this year, two posts of the American Legion, who bought two shows of the Ringling-Barnum circus, raised a powerful beef with State officials when their Sunday presentations were cancelled.

Meanwhile, a blue law violation charge against the manager of an annual Sunday foot-race at Buffalo, N. Y., was dismissed. The manager was arrested when the Buffalo police commissioner said he wanted to test the validity of the blue laws, which prohibit "public sports, exercises or shows upon the first day of the week."

## OPA Decontrols Prices On Most School Sports

WASHINGTON, Nov. 17.—Admissions to school fairs, athletic events and other school entertainment activities have been exempted from price control provided that the activities are held in facilities owned or controlled by the schools. Office of Price Administration emphasized that privately promoted events, such as Bowl football games and school contests at Madison Square Garden continue under admission price controls.

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# Canton Home Show Set for Memorial Aud

CANTON, O., Nov. 17.—Stark County's initial Home Show, under auspices of the Home Builders Association of Stark County and Canton Real Estate Board, will be held in the city's new Memorial Auditorium, March 4-9, 1952, J. B. Dougherty, event's general chairman, announced this week. Harry LaBrequé, representing National Home Shows, Inc., of Dallas, signed contracts with the sponsoring group to produce and supervise the show. Also on the managerial staff is Charles W. Moore.

LaBrequé said that about 100 exhibitors will have displays highlighting the latest in home furnishing, equipment, home decorations, building materials and complete home planning. Features will include a Mrs. Housewife contest and a parade of Model Homes.

LaBrequé says that about 20,000 free tickets will be distributed. Home Show offices have been set up at 307 Cleveland Avenue here. In addition to Dougherty, the Home Show committee includes Robert R. Schneider and C. A. Seran, co-chairmen; E. L. Cutler, publicity; A. R. McConnell, public relations; Meta Zimmer, tickets, and Robert Colaner, treasurer.

# 4 U. S. Spots Lease Rotors

LONDON, Nov. 17.—Rotordromes, Ltd., controllers of the Rotor ride, have announced that eight of the devices will be leased to spots in America, Mexico and South Africa.

The firm has placed orders with Orton & Spooner, British builders of the ride, for spots in Coney Island, New York; San Francisco, Chicago and Long Beach, Calif. Two Rotors go to Canada and one to South Africa.

Each ride will be managed by a Briton. The Rotordrome company hopes to build a steady income thru leasing rather than selling the devices. Irving Rosenthal, of Palisades (N. J.) Park, reported good results with a Rotor during the 1951 season.

# Out in the Open

Viola MacLeod, of the Polack Bros.' Circus office, and Nellie Vaughn, of Thearle-Duffield Fireworks, Inc., were back at their respective desks Tuesday (13) following an extended Southern trip that included stop-offs at Memphis, New Orleans, Biloxi, Miss.; Mobile, Ala.; Pensacola, Fla.; Hot Springs and Oklahoma City. In Pensacola, they visited the Royal American Shows at the fair. In New Orleans they were guests of Mr. and Mrs. Harry Batt, owners of Ponchartrain Beach, and in Mobile they visited Mr. and Mrs. Ed Meyer. Mrs. Meyer is the daughter of Frank Duffield, of the Chicago fireworks firm. The duo also caught the Polack show at Oklahoma City.

Al Sweeney's and Gaylord White's National Speedways, Inc., came in for several picture spreads and stories in the November 7 issue of National Speed Sport News, auto racing weekly. Nine photos, featuring the partners, and several feature stories reviewed the auto race organization's '51 season.

B. A. Schiff, of the Florida ride firm bearing his name, was in New York during last week inspecting Nunley's Happyland at Bethpage, Long Island. A Schiff-supplied kiddie Roller Coaster was installed there, and the ride maker is getting a percentage cut on its take.

With the Four Phillips set for two weeks at Montreal's Bellevue Casino, talent agent Stanley Wathon headed for Baltimore to catch the showing of Polack Bros.' Circus Eastern Unit.

Publicist Dick Sullivan is in Miami plugging that city's forthcoming air show. He again is slated to handle a home show promotion which Fred Pittner will stage in Boston in the spring. Arthur E. Campfield, head of the Gotham tent firm bearing his name, is sandwiching business with jury duty.

Charles Bochert, manager of the Mineola (N. Y.) Fair, recently returned to his New York home after a month spent in Atlantic City.

Former English ride-maker Jack Shillan landed in New York Thursday (8) and departed Saturday (17) after contacting local travel agencies and tourist bureaus. Jack was trying to interest them in routing customers toward his Palmdale Villas, Nassau, the Bahamas. Spot is a vacation-camp establishment for middle-income patrons. He left Gotham by car, heading for Washington, where a niece is employed at the Canadian consulate. From there he planned to motor South working for more business contacts. His car was to go back to the Bahamas by boat and Jack was

to make the trip from Miami by air. A one-time exhibitor at the park convention in Chicago, Jack was forced to pass the event this year because of other business.

Jesse Chambers, veteran fair executive and manager of the Santa Barbara County Fair, Santa Maria, Calif., was honored by the Western Fairs Association at its annual meeting with an honorary life membership. Chambers was among the first members of WFA and has served as a director and vice-president. The life membership is in the form of a plaque.

## New Records Loom for Int'l Livestock Expo

CHICAGO, Nov. 17.—Early indications point to record entries and attendance at the 52d edition of the International Live Stock Exposition, which gets under way November 24 in the International Amphitheatre here for an eight-day run.

Over \$100,000 in cash will be awarded winners in the various classes and some 200,000 rural folk will flock into the Windy City for the week-long program. Ohio State University will be the largest exhibitor this year with 70 entries, and Iowa State College is next with 65. Largest individual exhibitor will be Penney and James, Hamilton, Mo., who will have 25 purebred Aberdeen-Angus cattle. Past winners in the various classes who will again compete this year include Joseph Pecharich and Son, Bushnell, Ill., and H. S. Besuden, Winchester, Ky.

Three States, Florida, New Mexico and Arizona, will be represented for the first time. Heaviest representation from any State is the one from Illinois, with 64 counties sending animals. Next is Iowa with 54 counties followed by Indiana with 27.

Featured attraction during the week will be the International Horse Show for eight evenings and matinees on Wednesday, Thursday, Friday and the final Saturday.

Youth participation will be the main event Wednesday (28) with the massed 4-H Club Congress attending the horse show for the matinee performance. Judging contests are also slated for the junior farmers.

Thursday (29), beginning with the auction of the grand champion steer, will start off three spectacular days of show animal auctions in which the top meat animals of the exposition will be sold. The same day will be draft horse day in the amphitheater.

## BRADEN THUMPS TUB

# Big Show Flicker Emerges Authentic

NEW YORK, Nov. 17.—Frank Braden, veteran of the Ringling-Barnum circus press staff, was here this week to iron out details of the advance work he will do when Paramount Pictures releases its Big Show-based epic next year, "The Greatest Show on Earth."

Braden was rapturous Thursday (15) after seeing a running of the flicker the previous night and immediately dispatched a wire glowing with adjectives to the film's director, Cecil B. de Mille.

Except for a few instances where dramatic license was taken, Braden gave hearty approval to the pic's authenticity. The footage was made at some of R-B's indoor stands earlier this year, none of that film was used for the final print. Thus, R-B will be shown making a tour sans arena dates.

The film, a blend of drama, and comedy, was made in technicolor and the R-B title is played up powerfully all the way thru, according to Braden. He feels that the pic will be one of the biggest breaks yet to come the Big Show's way. Running time is two hours and 41 minutes, definitely placing it in the epic class. The recently-released extravaganza "Quo Vadis" runs two hours and 51 minutes.

### Show Execs Appear

R-B president and producer John Ringling North and show manager Frank McCloskey appear briefly in the flicker. Story line emerges when North and other show brass are conferring in quarters on whether to take the circus out for a 10-week season, with the short trek supposedly due to bad business conditions. The show's general manager, played by Charlton Heston, enters and persuades them to put it on

the road as long as it can stay in the black.

From there, circus life from the inside is unfolded in detail, with a wreck of the show train as the climax. Practically all action takes place on the lot. Heston, Cornel Wilde, James Stewart, Betty Hutton, Dorothy Lamour and Gloria Grahame carry the burden of the film, and Stewart never once emerges from the make-up suitable to the clown role he takes.

Tentative release date has been set for sometime in March or April, 1952. Braden will be far ahead of the film's showings in key cities. Whether there will be any correlation between R-B dates and "Greatest Show" screenings remains to be seen.

Braden feels that the key to the film's success will be its intimate look at circus life. "This will put the whole world in the backyard," he summed up.

## Restrictions Pose Problems For National

NEW YORK, Nov. 17.—With the supply of required metals subject to rigid defense needs, the National Amusement Device Company, Dayton, O., with most ride manufacturers, is at sea over future plans, Bill de L'horbe, sales manager of the firm, reported here this week.

However, National is well-established in the making of sub-assembly parts for aircraft, he said. De L'horbe held that in these times it was essential for ride manufacturers to have other sources of income if they are to operate profitably. National business this year has been down a bit from 1950, he said.

One of the big problems is keeping a competent, fully staffed production crew on tap for a business which concentrates peak activity into three or four months at the start of the year. To some extent, defense work fills the gap, but there is the danger of assuming prime contracts, under which the government might step in and curtail amusement manufacturing to fill its own needs.

National hopes to realize a 10 per cent profit on its sales, De L'horbe said, but that level barely was made in actuality. Of late, the firm has been discouraging orders for such equipment as Funhouses. De L'horbe said that one might be ordered in the \$20,000-\$30,000 range, but it required too much specialized labor and slowed down production of other items to mean good business.

De L'horbe said that Jerome A. (Eddie) Leis had been named by National to replace Charles Paige, vet Roller Coaster designer and builder, who died recently after being associated with the company for many years. Leis is presently at Myrtle Beach, S. C., completing a kiddie Coaster begun by Paige. Leis also has been with National for a number of years.

## NPA Tightens Trailer Quota

WASHINGTON, Nov. 17.—National Production Authority plans to allot enough scarce materials to the house trailer industry to permit 65,000 to be built in 1952, but about 90 per cent of current trailer production is for essential and defense housing rather than for traveling and amusement purposes, it was announced this week.

Moreover, NPA said, the 65,000 goal will only be met if manufacturers can convert from using scarce aluminum to using sheet steel, which altho heavier, can serve as frames for trailers designed for housing rather than as mobile units.

## Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Eddie (Bumps) Menetti, table rock, left Chicago recently for Miami to fly to Caracas, Venezuela, where he is booked for a four-week stint at Coney Island. Adam Vilands, of the hand-balancing act, has been released from a Quincy, Ill., hospital, where he has been since September following an auto accident near that town. He is living in Argo, Ill., suburb of Chicago.

Sharkey the seal opened a second week at the Chicago Theater, Chicago, Friday (16). Roy Vincent, trick roper, who recently closed the season with King Reid's Side Show, has been active in Community Chest work in Gloversville, N. Y. He has again signed to go out with the Reid org in '52. Percy Rademacher, veteran thrill show clown, lost all his clothes and a trumpet recently when thieves broke into his car while he was clowning the Shrine Circus in Kansas City, Mo.

Sensational Kays, high performers, were in Chicago recently en route to join the Evansville, Ind., Shrine Circus. Mel Hall, unicycle, is also in the line-up there. Bela Kremio, juggler, is playing the Olympia Theater, Miami. Larry Griswold, trampoline, was on the Tuesday (13) Frank

Sinatra television show, which is videoed from New York by the Columbia Broadcasting System.

Among the acts working the 20th annual Food Show, Charlotte, N. C., which closed Saturday (10) were Clark's Bears, Miati and Mai and Houghton and Houghton. All were booked thru the George A. Hamid office. Myrtle Dunedin and May, juggling unicyclists, have signed with Ernie Young for the 1952 fairs. Jimmy Dunedin reports.

## WFA SKEDS SHORT COURSE

CORONADO, Calif., Nov. 17.—Members of the Western Fairs Association will attend a three-day course in fair management skedded to open February 12 at California State Fair grounds, Sacramento, R. M. C. Fullenwider, manager of the Riverside and Orange County fairs, announced here at this week's WFA annual meeting.

Large turnover in fair management is the prime reason for the short course.

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Signs, Any Quantity, Each 1/2¢  
"WHAT IS WRITTEN IN THE STARS."  
Folding Booklet, 12 P. Analyses, Very well written, \$5.00 per 100. Sample 10¢  
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MENTAL TELEPATHY, Booklet of 21 p. 25¢  
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## READING, 'RITING &amp; RINGLING

## R-B Mails School Litho Kits For Long-Range Promotion

WITH AN EYE to the future, Ringling Bros. and Barnum & Bailey Circus is expanding a program for creating new circus interest among school age children. It is the only long-range goodwill or institutional campaign being carried out by a circus.

Ringling invests 15,000 lithographs a year in the theory that circus-goers are made, not born, and that work must be started now if the seats are to be filled in future seasons. Its special paper, aimed to develop a new generation of circus enthusiasts, never carries date strips; it's used with years, not days, in mind. And much of it is sent to town far from any played by the show.

The lithos are put up in kits, each consisting of 12 assorted half-sheets and one-sheets, and mailed to schools, libraries, Scout troops and similar organizations for use by teachers and youth leaders in educational projects. Teachers are eager to have the educational aids and the show is eager to supply them.

With costs estimated at \$1.50 per kit, the program doesn't come cheaply. But the circus believes

it's worth the price in long-term public relations. Statistics show that about four times as many adults as children buy circus tickets, scouting the claim that parents go only to take the kids. But whether youngsters are the inspiration for circus attendance or not, Ringling recognizes that small fry grow up to become ticket buyers. Even if the school kits have no immediate effect on business, they will help in the future, is the idea.

Chances are that the posters already have brought new business to the ticket wagons. Since the kits are sent without regard to Ringling's own route, it is almost certain that they also have created new business for every other circus, regardless of size or territory.

## Self-Started Project

Origin of the kit program is hazy, but apparently it stemmed from demand. The show always has received numerous requests each year for posters, and these have been referred to the Chicago office, formerly directed by the late Dan DeBaugh. When Nat Green succeeded DeBaugh, he continued to send lithograph samples to those with worthy requests.

Grammar school teachers who learned they could get posters, forwarded the information to Teachers' Institute, and in 1947 that publication carried a yarn about the posters and their value in the classroom for discussions of animals and circuses.

Green believes that the article marked the real beginning of the school kit program. Not until much later did the show learn of the publicity, but a flood of requests from teachers began at once. Since then the number of requests has increased sharply each year.

The show has never publicized the setup itself, but it has not discouraged it. On the contrary, Frank Braden, Ringling press story man, prepared special write-ups on seals, cat acts, the menagerie and various acts, and these were combined with special one-color reprints of corresponding lithographs to comprise classroom aids. Several types of this special paper

are included with color lithos in the kits.

## Scouts Get Word

Just as the teachers' publication started one rush of orders, another was started in 1950 when the Ringling poster program was mentioned in a special session at a teachers' college, and this year the large number of requests from Cub Scout groups indicates that Cub leaders have circulated news of the free posters.

Sixty per cent of the kits go to schools—from grammar schools to universities—and they are used for studies in art and sociology in upper grades as well as for animal identification in beginners classes.

The other 40 per cent includes those sent to Scouts, libraries, hospitals and military installations. An Army post exchange on Einwetok Atoll displays Ringling paper. Libraries use the lithos in connection with special exhibits or summer reading programs. City recreation and playground groups use them for play projects.

## Some Requests Denied

Regardless of the use set forth in the requests, the Ringling organization figures all is well if the posters are going to be on public view. However, a line must be drawn, and not all requests are filled. Rarely does the show supply paper for decorating private game rooms or basements, but it has sent kits to veteran organizations wishing to decorate clubhouses. One barkeeper received lithos for display in his emporium, but no elephant pictures were included.

Some persons have been carried away by prospects of free circus atmosphere and have requested not only lithographs but also ring curbs, cage wagons, tents, elephants and aerial rigging. It's part of Green's job to sidetrack these, but a more persistent type of request is that for large stands of paper. Apparently, almost none of the letter writers realize the cost of a 20-sheet. Several individuals have submitted measurements of large walls they want to decorate and have asked for posters of corresponding sizes.

The school kit program now utilizes one room in the show's Chicago office. Assortments of posters are made up by personnel of the advance advertising car and shipped to Chicago, where Green packs them in mailing tubes and ships them out as requests are received.

## Commercial Uses, Too

Tied in closely with the school program is Ringling's distribution of paper for special promotions and advertising plans. Requests made by store managers, who plan to use the paper for window displays, are filled, often with the stipulation that the paper be used with the title. Previously, it was learned, some window trimmers cut the show name off.

When Little, Brown & Company, Boston, published Dr. J. Y. Henderson's book, "Circus Doctor," the Ringling office supplied 1,000 posters for distribution to book stores offering the volume.

Fifteen chain variety stores in Chicago used R-B paper to push sales of a Peter Pan record about a circus. More Ringling-Barnum lithos went to the New York, New Haven & Hartford Railroad, which displayed them in cars of a special train. Television shows, including "Super Circus," have obtained Ringling paper for their programs.

In an era when many circuses capitalize on the public's memory of earlier shows but do little to build a backlog of business for the future, Ringling-Barnum's school promotion project is an exception. Many show owners of the present and near-future stand to benefit from the addition of "Ringling" to "reading, 'riting and 'rithmetic."

## PHILLY POLITICO UTILIZES M-G-R AS ELECTION AID

PHILADELPHIA, Nov. 17.—The Merry-Go-Round ride was utilized successfully by the Democratic Party, which scored major successes at the polls here on Election Day. Recognizing that the youngsters have a way of influencing their parents, an enterprising politician in the 22d Ward hired Eugene Carpenter, who operates miniature carousels on a truck and told him to go to it all over their bailiwick.

Normally, Carpenter charges 10 cents for a ride on his Merry-Go-Round. But on election day, as he shepherded the youngsters on to it near schools all over the ward, the rides were free. All the kids were asked to do was take home a bit of Democratic election literature after they had their free rides.

## McConkey Plans Expansion in Outdoor Field

CORONADO, Calif., Nov. 17.—McConkey Agency, Hollywood, is entering the outdoor booking field on a larger basis than ever before tried by this company, with George McCarthy, veteran promoter, named to head the department. Clyde Baldschun, Coast agency head, and McCarthy attended the annual Western Fairs Association meeting here at the Hotel Del Coronado to meet fair execs and show their proposed plans.

Baldschun, a McConkey vice-president, said that his branch will offer complete services from the sketches of proposed show and the production. McCarthy, who has been in show business for 30 years and handled promotions at the Great Lakes Exposition, Pacific International Exposition and events in the Orient, will also be available as consultant on exploitation problems.

Entrance of the agency into this field was marked by the contracting of 15 acts for 12 weeks in 1951. Baldschun stated that Latin-American acts handled by the New York branch of the firm will be made available to West Coast fairs and events.

## Imlay City Pays 3G in Premiums; Happyland Signed

IMLAY CITY, Mich., Nov. 17.—Premiums totaling \$3,172.99 were paid out at this year's Imlay City Fair, it was revealed at the annual meeting of Lapeer County Agricultural Society, sponsors of the event, here November 8. Report showed that the annual's assets total \$22,455.62, with liabilities of \$1,000.

This year's gate receipts totaled \$7,142.20. Grandstand receipts hit \$2,928.90, while concessions drew \$2,255.40. Rental space totaled \$928.70 and privilege and fees reached \$1,654.66. Children were admitted to the grounds free of charge.

Society members voted to pay \$2,500 on former debts and to erect a grandstand which is expected to cost \$25,000. It will be of concrete block and wood construction and will provide office space and 40 booths for display purposes.

Happyland Shows also were contracted to provide the 1952 midway and both were in attendance to explain their 1952 program. Nine new directors were elected. Officers for 1952 include James Morrice, president; Kenneth Ruby, first vice-president; Elmer Perkins, second vice-president; J. Leslie Payne, treasurer, and Ralph Crego, secretary. Unanimously re-elected for his second term as manager, was Harold Muir. Prior to assuming the managerial post, Muir handled the fair's advertising campaign for the past eight years.

## N. Y. to Crack U.S.T.A. Hold On State Races

ALBANY, N. Y., Nov. 17.—Moves are under way which will take from the United States Trotting Association controls over harness racing in New York State.

Under the present system the State Harness Racing Commission is subordinate to the association, a private corporation and national organization of harness track owners, trainers and drivers. Action to put the State body on top is being taken by the three-member commission and the Legislature's Wicks Committee, set up last winter to investigate all phases of horse racing in New York.

The commission is now rewriting its rules, which in effect say that association regulations shall govern harness events in New York. The Wicks Committee soon will draft a report recommending to the 1952 Legislature that the harness racing law be amended to eliminate a section which authorizes the commission to adopt association rules.

Action to remove the association's hold on harness racing in New York stem from a court decision last March which made illegal the system whereby the Jockey Club, a private organization, licensed jockeys, trainers and other personnel in flat racing. Under the existing system, the State commission licenses harness tracks, but licenses for owners, drivers, trainers and other personnel are issued by the association, which gets the fees.

Wicks Committee still must decide whether to seek an admissions tax at harness tracks. It was indicated that chances are against such a move.

## Prep Race Track, Linked With Park, At Springfield, O.

SPRINGFIELD, O., Nov. 17.—Springfield Springs Speedway Association, stock car racing club, has been formed here by a group of race enthusiasts. Under construction by the group at Fred Rivenburgh's Springfield Springs Park on national Highway 40 is a quarter-mile, banked, clay track with grandstand and 10 acres of parking facilities on ground leased on a percentage basis from Rivenburgh. When completed in May, 1952, the track will also be available for motorcycle and horse racing and other events.

Development of the park began two years ago with construction of a 500,000-gallon concrete pool, bathhouse and food facilities. Next year an additional large shelter house and picnic tables will be added.

The Hutchinsons have leased all staple food concessions at the park, and L. J. Halley has ponies and horses there. The advisability of putting in a kiddieland and/or major rides is being considered.

## Swift Current Renames Officers

SWIFT CURRENT, Sask., Nov. 17.—All officers were re-elected at the annual meeting of the Swift Current Agricultural Society as follows: President, K. G. Aberdeen; vice-presidents, J. B. Campbell and Mrs. L. M. Smith; secretary-treasurer, Murray Dodds.

It was also decided to include more farmers on the board of directors so as to give rural communities a closer tie with the event.

The 1951 fair was an outstanding success, according to the directors' report. Prize money paid out totaled \$2,028—more than for any other year to date, and 65 per cent higher than was paid out last year. This was due, it was said, to the great increase in junior livestock classes. Entries in other departments, particularly the women's division, were down considerably.

A junior forage-crop class, initiated this year, created much interest among young exhibitors and will be repeated in 1952.

The fat cattle sale held in conjunction with the fair saw 95 animals sold, with gross proceeds of \$21,184.

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R. E. WOHLBERG**  
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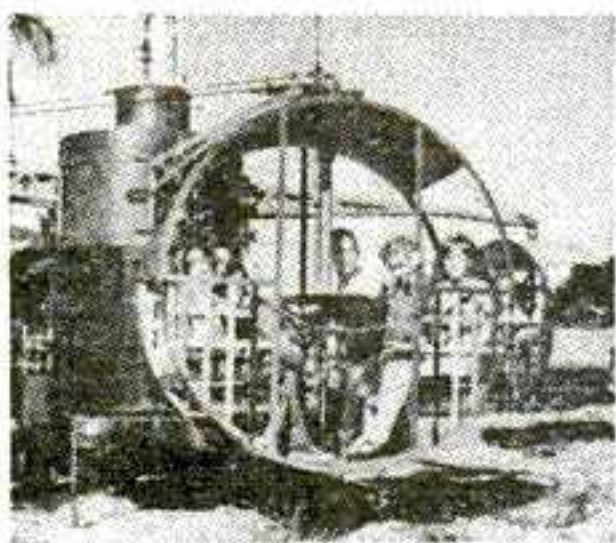
## THE Whirlwind

SUNSHINE MFG.'S THRILLING RIDE FOR YOUNG &amp; OLD!

Ride consists of 4 tubs similar to those on looper. Tubs hang from top and are on snaps about 12½ ft. from center. Motor whirls tubs rapidly, steering wheel adjusts whirling motion.

Can be operated by one person. Trailer mounted 4 and 6 tub models, set up and tear down time is about 45 minutes each. Can be pulled behind one-ton truck. 8-tub Whirlwind is park model, no trailer. It holds 32 adults or 48 children.

All fully automatic, with new style clutch brake functioning on starting and stopping switch. Requires 45 feet of space. Prices are: 4 tubs, \$4,950; 6 tubs, \$6,950; 8 tubs, \$8,950.



## SUNSHINE ELECTRIC PATENTED KIDDIE WHEEL

Requires space of only 8x10 feet. Suitable for both inside and outdoors. All metal, with few movable parts, it has 4 seats (2 small children or 1 large child to a seat).

Set up in 10 minutes, it can be hauled without taking apart.

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Most famous of all miniature electric trains. Requires only 35 feet of space, has all steel fence, metal ticket box. Locomotive and 3, 4, or 5 cars. Can be loaded on truck or 2 wheel trailer.

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Livingston 8-3461

## Orrin Davenport Books Cole Stock

CHICAGO, Nov. 17.—Liberty horses of Cole Bros.' Circus will play one or more of the major dates on the Orrin Davenport route, it was announced here this week. Alabama Campbell will work the act.

Bill Horstmann, veepee of the Cole show, said that several other dates also were set for Cole animals. He said there was no foundation to two current rumors involving sale of the show.

# Flashbacks

## 25 Years Ago

Jack Foley, horse trainer on the Ringling-Barnum circus and a party of friends, including Lottie Price, Mary Tinder and the Keeler family, made an auto trip to Woodbury, Conn., to visit friends. Sky J. Harris and wife, Helen, both of the Walter L. Main Circus, were wintering in Chicago. R. L. Atterbury and Col. William Hooge combined their shows for the 1927 season, the outfit to be known as Atterbury & Mighty Hooge Trained Animal Circus, with Bud Anderson's Wild West. Col. E. D. Snyder's Tiger Bill Wild West show was in quarters at Charlotte, Mich. Tex Cooper, announcer of Miller Bros.' 101 Ranch Wild West Show, left New York for Los Angeles with Nona Appleby, midget, to play museums. Mr. and Mrs. Al G. Vincent, of the John Robinson Circus, were visiting relatives in St. Joseph, Mo. Mr. and Mrs. Harry Delvine, Mr. and Mrs. Al Magee and Joseph Martinez, of Christy Bros.' Circus, were injured in an automobile accident in Texas. Tom Morton was being entertained in Cincinnati by Red Ball and George Kelly. Earl Kurtz, former manager of the fair department of the Western Vaudeville Managers' Association, joined the fair department of the Gus Sun organization. J. C. Simpson, president of the World Amusement Service Association, Chicago, reported a record volume of business during the 1926 season. New directors of Lane County Fair board, Eugene, Ore., were: E. E. Ross, Chet Daniels, Frank Hill, R. B. Thompson, E. E. McCornack, Cal F. Young, E. U. Lee, Ed Zumwalt, George O. Knowles, A. C. Miller and H. C. Wheeler. J. Shirley Ross, president, Splash Beach, Charleston, W. Va., reported a fair season despite bad weather. A. J. Duffy, general manager of Rocky Glen Park, Scranton, Pa., reported a big year. C. W. Cracraft, general agent of the Greater Sheesley Shows, was a visitor at The Billboard Cincinnati office. Mr. and Mrs. J. F. Murphy were visiting in Cincinnati. Mr. and Mrs. Cecil Horton, M. J. Lapp Shows, were wintering in Chicago. Benny Burse, Coney Island, N. Y., talker, opened at Wanamaker's, New York, doing a rube act. Mr. and Mrs. Walter K. Sibley were in Augusta, Ga., during the engagement of the Johnny J. Jones Exposition. Ed Dowd, of the Lachman-Carson Shows, was visiting in Kansas City. Frank C. DuShane was named general agent of the Snodgrass Shows. Manager Otto J. Bach of the O. J. Bach Shows planned a winter vacation at Ormond, Fla. Deaths: Jack Heller, circus performer; Miles W. McKay, elephant trainer; Mike O'Brine, cir-

cus man; Fred Rose, circus man; Robert Stevens, circus and carnival showman; Smith Turner, carnival man, and Charles X. Zimmerman, Cleveland amusement park man.

## 10 Years Ago

Ora (Buck) Saunders, publicity director and assistant agent for F. E. Gooding Amusement Company, was re-engaged to handle those position in 1942. Ruth and Mary Williams planned to join the Royal American Shows in Tampa after the holidays. Mrs. G. G. O'Neill was visiting her parents in Louisa, Ky., after vacationing near Gautier, Miss. Bob Leithiser, World of Mirth Shows talker, was wintering in Warrenville, O. Helen Johnson was off the road and living in Independence, Mo., where she and her mother were operating a business. Olive M. Becker was re-engaged as general agent of the O. J. Bach Shows. J. H. Dail was presenting Billy Arnie's "Follies" in schools and clubs in and around Kinston, N. C. Henry Harvey and Ike Goldstein, former carnival troupers, were in mercantile business in Lexington, Miss. Frank Zorda, after a successful season as Side Show manager with West's World's Wonder Shows, planned to open his winter season in Florida. Mr. and Mrs. J. A. Montgomery and son, Trevor, of the J. J. Page Shows, were planning to spend the holidays in Philadelphia and then head for a Florida vacation. Mr. and Mrs. Frank Avone, grab stand concessionaires, closed with West's World's Wonder Shows and were wintering in Chattanooga. Arthur Hoffman, Side Show manager, was managing the indoor tour of the International Congress of Oddities. Arthur (Bam) Henry, trapeze performer, was injured during a Houston Shrine performance. Endy Bros. Shows signed Clyde Beatty with his trained animals to appear at Mahi Shrine Fair, Miami. Bee Kyle was signed to do her high dive daily. Paul M. Lewis, circus man, got his buck on a Michigan hunting trip. Joe Short, clown, was working Kearnn's store, Detroit, for the holiday season. Lee Smith was clowning in Toyland at the Sears-Roebuck Cincinnati store. Don Kidder, former lion handler with Ringling Barnum, was operating a garage in Detroit. Capt. Billy Reid was mugged up by a lion while working as a free act with Cetlin & Wilson Shows, Wilson, N. C. Lon Ramsdell, back from a fine season as press agent with O. C. Buck Shows, was wintering in Albany, N. Y. Dan Thurber was the new secretary-manager of North Montana State Fair, Great Falls, succeeding Harold F. DePue, who resigned to become general manager of Grand National Livestock Exposition, San Francisco. Harry A. Illions, ride operator, was prepping plans to install new devices for the 1942 season in Belmont Park, Montreal. Clyde Beatty's Zoo at Fort Lauderdale, Fla., was slated to re-open December 12. Deaths: Charles E. Barr, ride operator; Mrs. Edna Chambers, concessionaire; Leonard Galluppo, ride operator; Hans Nagel, Houston Zoo man; Leroy C. Sabin, fair man; Newey Stubbs, showman; Lula Thurman, outdoor showwoman; Edward O. Voelker, ride man, and Ardell R. Wadley, carnival man.

# King Business Holds Strong In Miss., Ala.

ATMORE, Ala., Nov. 17.—King Bros.' Circus played to a near-capacity night house and a half-capacity matinee here Monday (12) for an attendance of about 4,500. At Natchez, Miss., (9), it drew two full-houses.

Cleveland and Jackson, Miss., also were played to full houses. The Atmore stand followed a 227-mile Sunday run from Brookhaven, Miss., and was made without incident, Floyd King reported. Mississippi weather was cold during most of King Bros.' stay there. Closing stand for the show will be Sandersville, Ga., instead of Wrightsville. Its final stand is set for Saturday (24), after which the show will go to winter quarters at Macon, Ga. Season's route will total 11,495 miles.

# "Kate" Rep Set For Chi Meets

NEW YORK, Nov. 17.—Selma Tamber, who is making arrangements for outdoor dates next year of the musical "Kiss Me, Kate," announced this week that the show's general press representative, George Ross, was set to make the several gatherings of the outdoor clan which will be held Sunday (25) thru Wednesday (28) at the Hotel Sherman, Chicago.

"Kate's" tour next year will work westward from here, and Miss Tamber is seeking suitable outdoor locations for the show starting in late summer and running into the fall. Ross will be in Chicago to establish contact with outdoor operators and make definite plans for presentation of "Kate." Miss Tamber said that to date there has been response from interested parties in Natchez, Miss.; Vancouver, B. C.; Omaha, Fort Wayne, Ind., and Cincinnati. She is handling the deal for legit name Lemuel Ayers here, who co-produced the original musical. Advertising space was taken several weeks ago announcing that the show was seeking outdoor stands.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Midway: Harlingen, Tex. Big State: San Antonio, Tex. Coleman: Barataria, La. Eddie Expo.: Beaufort, S. C.; season ends. Fairway Am.: Quitman, Miss. Loos, J. George: Laredo, Tex. Marion Greater: Camden, S. C. Moore's Southwestern: Laredo, Tex. Priddy: Batesville, Tex., 20-30. Standard (Indoor): Lingie, Wyo., 23-24. Stephens, C. A.: Daytona Beach, Fla.; Cocoa 26-Dec. 1.

## Circus Routes

Send to  
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Gould, Jay: Hannibal, Mo., 23; Louisiana 24; Higginsville 26; Carrollton 27; Gallatin 28; Marceline 29; Bethany 30. Hamid-Morton: (Mechanics Hall) Boston, Mass., 19-24; another unit in Syracuse, N. Y., 20-24. King Bros.: Waycross, Ga., 19; Vidalia 20; Swainsboro 21; Statesboro 22; Dublin 23; Sandersville 24; season ends. Miller, Ralph R.: Plaquemine, La. Polack Bros.: Western: (Stambaugh Auditorium) Youngstown, O., 22-28.

## Misc. Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Hollywood Ice Revue (Coliseum) Indianapolis, Ind., 21-Dec. 9. Ice Capades of 1952 (The Forum) Montreal, Can., 19-25; (Coliseum) Springfield, Mass., 26-Dec. 2. Ice Follies of 1952 (Cincinnati Garden) Cincinnati, O., 19-25; (Arena) New Haven, Conn., 27-Dec. 3. Skating Vanities of 1952 (Auditorium) Oklahoma City, Okla., 20-25; (Coliseum) Houston, Tex., 28-Dec. 2.

# COMING EVENTS

- ARIZONA**  
Tucson—Old Tucson Daze, Dec. 1-2. John E. Alexander.
- CALIFORNIA**  
Los Angeles—Great Western Livestock Show, Nov. 23-29.  
Turlock—Par West Turkey Show, Dec. 4-6. A. W. Poole, Chamber of Commerce.
- DISTRICT OF COLUMBIA**  
Washington—Internat'l Motor Show, Natl. Guard Armory, Nov. 24-Dec. 2. Red Crise.
- FLORIDA**  
Miami—Orange Bowl Festival, Dec. 25-Jan. 2. E. E. Seiler, 615 S. W. Second Ave.
- GEORGIA**  
Macon—Shrine Circus, Nov. 18-24. W. J. Bailey, 643 Third St.
- ILLINOIS**  
Chicago—Internat'l Livestock Expo. Nov. 24-Dec. 1. Wm. E. Ogilvie.  
Chicago—Natl. Assn. Amusement Parks, Pools & Beaches, Conv. & Trade Show, Nov. 25-28. Paul H. Huedepohl, 176 W. Adams St.
- LOUISIANA**  
New Orleans—Orleans Parish Fair & Festival, Nov. 29-Dec. 2. Chas. Eberhardt, 1050 Hidalgo St.  
New Orleans—Poultry Show, Nov. 29-Dec. 2.  
New Orleans—Shrine Circus, Nov. 16-25. Michel Caplan, 1137 St. Charles Ave.
- MICHIGAN**  
Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 6756 Dix Ave.  
Grand Rapids—West Mich. Pat Stock Show, Dec. 11-13. R. Machiele, Courthouse.  
Muskegon—Antique Show, Nov. 26-29. Slout Service, Box 97, Vermontville, Mich.
- MISSISSIPPI**  
Greenwood—Band Festival & Carnival, Nov. 30. E. H. Blackstone, Box 848.
- PENNSYLVANIA**  
Allentown—Lehigh Winter Fair & Home Show, Dec. 3-7. Peter Brunovsky, 104 N. 9th St.
- SOUTH CAROLINA**  
Charleston—Firemen's Christmas Charity Circus, City Auditorium, Dec. 11-14.
- SOUTH DAKOTA**  
Stout Falls—Auto Show, Nov. 21-25. DeWalt T. Kieffer, c/o Argus Leader.
- TEXAS**  
El Paso—Southwestern Sun Carnival, Dec. 28-Jan. 1. Allan G. Falby, Box 95.  
Harlingen—Valley Mid-Winter Fair, Nov. 17-24. Ed Slaughter.  
Fort Worth—Shrine Circus, Nov. 16-25. Robert H. Hall, Box 1320.
- WASHINGTON**  
Sunnyside—Turkey Show of Wash, Dec. 6-8. Robert Corless, R. 1.  
Yakima—State Poultry Show, Dec. 6-9. Russell M. Boucher.

# Melville, Sask., Seeks Formation Of Governing Body

MELVILLE, Sask., Nov. 17.—Melville Kinsmen Club, a service organization that has sponsored the entertainment end of the Melville Fair for the past two seasons, has dropped the project because of a deficit due to bad weather this year.

Efforts of the club were praised in a recent editorial in the weekly Melville Advance and a strong plea was made for the setting up of a community fair board.

Livestock end of the Melville annual has been capably handled by the Melville and District Agricultural Society, the paper commented, but the entertainment end needed support from the community.

The paper reminded that any decision to carry on a fair next year could not wait until spring but must be made now while booking agencies are contracting.

"It is not out of the way to suggest that this community get together and form a fair board," the paper stated. "In this way, the complete program does not fall upon the shoulders of one organization or one group. The Melville Fair can be made a successful venture given time and solid leadership."

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**American Cancer Society**

## DOG SHOWS

- CALIFORNIA**  
Holtville—Dec. 8. Mrs. Jack Bradshaw, Los Angeles.  
Palm Springs—Dec. 9. Mrs. Jack Bradshaw, Los Angeles.
- ILLINOIS**  
Danville—Dec. 9. Miss R. Martin, 803 W. Voorhees St.
- MASSACHUSETTS**  
Worcester—Dec. 16. Foley, 2009 Ranstead St., Philadelphia.
- NEW JERSEY**  
Camden—Dec. 9. Foley, 2009 Ranstead St., Philadelphia.
- NEW YORK**  
Albany—Nov. 25. Foley, 2009 Ranstead St., Philadelphia.  
Bronx—Dec. 2. Foley, 2009 Ranstead St., Philadelphia.  
Brooklyn—Dec. 1. Foley, 2009 Ranstead St., Philadelphia.  
Troy—Nov. 24. Foley, 2009 Ranstead St., Philadelphia.
- PENNSYLVANIA**  
Philadelphia—Dec. 8. Foley, 2009 Ranstead St., Philadelphia.
- TEXAS**  
San Antonio—Dec. 2. Cielil Dildy, Biloxi, Miss.

# Baltimore Stand Tops Strong '50 For Polack Unit

## Record Advance Promotion Tabbed; Program Augmented for Year's End

BALTIMORE, Nov. 17.—Polack Bros.' big Shrine date here this season looked bigger as it drew strong turnouts for its 11-performance run which ends today. Program of the show's Eastern unit was augmented for the date. Show appeared at the 8,000-seat Fifth Regiment Armory.

Advance promotion, directed by Jimmy Rison, reached a record \$60,000 before opening day and in addition there was a strong total for banners and children's tickets. Parent-Teachers' Association was tied in with the youngsters' ducats.

Over-all gross for the date will exceed \$120,000, it was reported. The amount is far above last year's score.

Show opened Saturday (10) with two turnaways. Sunday (11) matinee was three-quarters filled and night house was the half house low spot. Weekday nights were building from three-quar-

ters to full, and turnaways were anticipated for the final three days. Window sales were brisk. Concession sales were ahead of last year, according to Fred Proper, superintendent.

Among acts coming on for Baltimore, closing stand for the Eastern unit's season, were Excess Baggage, dogs, and the Langs, teeterboard, who came on from the Palace Theater, New York, where they appeared on the Judy Garland bill. Press reviews and attention were strong for the Polack show, and death of Evy Trostl, member of the Great Arturo high wire act, failed to affect attendance, it was reported. Eddie Howe joined here as general press agent and arranged 34 radio and television interviews as well as press yarns. Following this date, Howe will return to New York for television work and promotions for Fanchon & Marco.

Jimmy Rison will go from Baltimore to Youngstown, O., and Charleston, W. Va., to open promotion offices for the Western unit, his usual home base.

### Acts Listed

Program here included: Janet's dogs and ponies; Bob Barnett, clown; the Aussies, tumbling; Leo Gasca, juggling; Alla Ming, wire; Pickard seals; Lalage, aerial; MGM elephants; Cycling Therons; Great Arturos; Hanel, bars; Dobritches, bars and aerial; Flying Codreanos; Excess Baggage; Four Phillips, club manipulators; Bill Bushbaum, Liberty horses; Lillian Wittmack, equestrienne; Lillian Kitchens, Liberty horses; the Lang Troupe, teeterboard; Sensational Eltons and finale. Henry Kyes was bandmaster and Nate Lewis was equestrian director.

# Suesz's Clyde Draws Heavily At Des Moines

DES MOINES, Nov. 17.—Howard Suesz's Clyde Bros.' Circus, playing its third year here under Knights Templar auspices, won near-capacity business Friday (9) in the 4,100-seat KRNT Theater and two three-quarter and one half-house for the two-day stand.

Show is the indoor version of Hagen Bros.' and played Mattoon, Freeport and Rockford, Ill., and Waterloo, Ia., before coming here. St. Joseph, Mo., follows the Des Moines stand.

The program, running about 90 minutes, included Barth and Myers, perch; the Eight Riding Conleys, recently with Kelly-Miller; Six Juggling Ratleys; Marian Wicks, principal rider; Helen and Jerry Hartley, rolling globe; Clyde Bros.' elephants; Eugene and Claire Hoffman, wire and flying-saucer race; Wicks and Wicks, dogs and ponies, and clowns Phil Enos, John Toy, F. Pierce and Toby Ayers.

Harry Allen is manager of the show for his fourth season. Jimmy Kirk, organist, supplies the music. Promotion here was under direction of Jim Stroud. Smiley Daily handled phones and banners.

# H. Ingram Opera Makes Ga. Hamlets

ATLANTA, Nov. 17.—Howard Ingram's Don Robinson Circus is still playing small Georgia communities. However, it was reported that the title has been changed.

Ingram has been doing the contracting and billing. Ed Hiler and Mr. and Mrs. Hal Chider closed to play school dates. The show has a young elephant.

# MARG TRUMAN'S "ALLERGY" PUTS ELEPHANTS OUT

NEW ORLEANS, Nov. 17.—Because Margaret Truman was said to be allergic to animals, the seals, elephants, horses and dogs here for the Tom Packs Shrine Circus were moved into trucks on the parking lot during her concert at the Municipal Auditorium Wednesday (15). Circus opened the following day and animals belonged to acts which arrived early.

After the President's daughter's appearance, however, it was learned that the "allergy" was restricted to the Secret Service men who were acting as advance agents for her. They merely wanted to be certain no animals would escape during her concert.

# H-M and AGVA Ink Pact on Hub Date

## Hamid and Dunn Sign Agreement Covering Only Insurance Premiums

• Continued from page 16

AGVA national administrative secretary, Vic Connors, AGVA national negotiator was in town but was prevented from attending the meetings. The agreement was signed late Thursday afternoon in the office of John J. DelMonte, Massachusetts commissioner of labor and industry.

In commenting on Connor's absence, Hamid said he refused to attend any sessions at which the AGVA exec was present and that Dunn agreed to the stipulation. Hamid also said that when

he spoke of attempted negotiations thru Georgie Price, AGVA prexy, Dunn tagged the topper a "figurehead" who lacked the authority to follow thru.

### Shrine To Pay

Altho Hamid signed the agreement as president of the National Producing Company, he said that all insurance premiums would be paid by the sponsoring Aleppo Temple. He said that his company still does not recognize the AGVA insurance plan as being "either legal or acceptable."

Hamid said he was standing by his original agreement made with Dunn. He said that while he believes acts wanting insurance should pay for it themselves, he was willing to join with the majority of the members attending the International Association of Fairs and Exhibition meeting next week in Chicago. At that time both he and Dunn are scheduled to state their viewpoints before that body, he said.

The agreement, reportedly written by Alexander Welsh, Hamid attorney, and signed by the show exec and Dunn with Commissioner DelMonte as a witness reads in full:

### Agreement Text

"National Producing Company, Inc., agrees not to interfere with American Guild of Variety Artists (AGVA) in its organizational process, and or in its endeavors to organize performers and members of organized performers appearing for the National Producing Company at the Boston-Mechanic's Hall Building from November 17, 1951, thru November 24, 1951 and further agrees for any performer who may join, or become, or is a member in good standing of AGVA, that the National Producing Company, Inc. agrees that for each such member it will advance a sum equal to \$3.50 per person per week as payment on insurance coverage during the Boston engagement from November 17 thru November 24, 1951.

"It is understood that the National Producing Company by entering into this said agreement does not waive any of its rights to challenge the legality of the AGVA insurance plan and that it agrees to be bound by said agreement only for the period of the Boston engagement, namely from November 17 thru November 24, 1951.

"The National Producing Company agrees to produce to AGVA immediately a list of those people who are contracted to appear for this particular event."

# Houston Registers Record Attendance

## 160,000 Witness Annual; Andrew Moves Unit to Fort Worth; Bull Runs Loose

HOUSTON, Nov. 17.—Turnaway of an estimated 4,000 persons marked the Sunday (11) matinee of the annual Shrine show at Sam Houston Coliseum here, and total attendance for the two weeks 17-show run reached 160,000, largest in the date's history. Final gross figure also was expected to set a record.

The show closed Tuesday (13) and the entire unit, under direc-

tion of John L. Andrew, jumped to Fort Worth for the Shrine show, opening there Friday (16).

Total attendance for the first half of the Houston run equaled the previous high, altho this year the show bucked exceptionally cold weather on two days. Full to overflow houses were registered at night performances Wednesday thru Saturday (October 31-November 3). Matinees on Saturday and Sunday (3-4) also were full but the Sunday night show dropped to half. Monday (5) was three-quarters and both Tuesday and Wednesday (6-7) were full.

Business then continued strong thru the finale Tuesday (13). Two extra matinees were given for children.

Local news coverage of the show was strong. Sunday (4) newspapers featured a story about one of the Kelly-Miller elephants, which was frightened by a noisy backdoor curtain and ran thru the arena to rejoin the other bulls. The animal was being taken to a ring to work with ponies. Fourteen Kelly-Miller bulls were in the show along with the K-M hippo and other lead stock.

Ceily Feindt, equestrienne, broke into print when she reported loss of her purse and citizenship papers. Herma Novello, working as Toni the Monkey Girl, was the subject of a front-page feature in The Houston Post.

Among those on the program were the Loyal-Repenski Family with Guistino Loyal, riders; Albert Flett's chimps, and Albert Spiller's seals and penguins.

# O. Davenport Wins at Wichita Against Snow

WICHITA, Kan., Nov. 17.—Orrin Davenport's Shrine Circus, at the Forum here (4-11), worked against a heavy snowstorm during the first days but played to strong business for the engagement. Show moved from here to Kansas City, Mo., where it opened Monday (12) for a week.

First night's performance at Wichita was sold out to the Cessna aircraft company and on the following day the Cessna employees club, The Swallow, brought 179 youngsters to the show.

Show opened with the Clyde Beatty wild animal act and also included the Beatty elephants, horses and ponies. Other acts included the Sensational Ortons, the Hoffmans, Joe Geiger, the Shyretos, Kinko, Albert Fleet's Chimps, Unus, Sonny Moore and His Roustabouts, the Six Antaleks, the Marcus Troupe, Elly Ardely, the Mar-Vels, LaBlonde Trio, the Dearos, Marjorie Cordell and the Valories.

Orrin Davenport was producer; Harry Thomas, equestrian director; Izzy Cervone, band leader, and Charles Jones, props boss.

Visitors included personnel of West Bros.' Circus, en route to Salinas, Kan., and Mr. and Mrs. Clyde Hoffman, former troupers now of Lyons, Kan.

# Sabu in London Christmas Show

LONDON, Nov. 17.—Sabu the elephant boy, star of numerous flickers, will be the feature attraction for Tom Arnold's fifth annual Christmas circus, which opens at Harringay Arena here December 20 and runs thru February 2.

Other talent for the date includes Rose Gold, aerialist; the Three Croneras, trapeze; Albert Schumann, with Pauline, Max and Viby in a 50-horse revue, and an animal act using tigers, lions, leopards and bears. Sabu will be presented in three displays with a herd of bulls.

Matinee and evening shows are scheduled daily, with extra performances Saturdays and December 26-27.

# Fla. Circus Museum Obtains C. S. Chambers Collection

SARASOTA, Nov. 17.—The circusiana collections of the late C. Spencer Chambers of Syracuse has been purchased by the State of Florida and soon will be placed on display at the State-owned Museum of the American Circus here.

John L. Sullivan, curator of the Museum, which also includes a collection of antique parade wagons, was instrumental in obtaining the collection. Chambers was a Syracuse educator and for years a collector of material on circuses, minstrel shows and theaters. For several years he was a dealer in the material.

The collection contains about 25,000 items, including many rare ones. There are 170 heralds dating from 1850, plus 290 heralds and prints from the Pitzer collection which traces circus history up to 1890. Many circus programs, route books, 128 rare circus and theater prints, and 925 lithographs and posters are in the collection.

Sullivan said that some of the material not closely allied with the circus, plus a number of duplicate items probably will be sold. Cataloging now is under way, and material will be placed on view as soon as possible.

One of the lithographs is a Barnum & Bailey sheet showing the

Two Hemispheres bandwagon, which the museum may acquire. It is one of two copies of the litho known to exist. A herald announces the John R. Ricketts Circus in Philadelphia in 1793, probably the first complete circus performance in this country. A newspaper clipping of the same year reports that George Washington caught that show.

# Juan I. Mata Hurt in Fall From Rigging

SPRINGFIELD, Ill., Nov. 17.—Juan Ibarra Mata, 27, member of the horizontal bar act with Polack Bros.' Western Unit, was seriously injured when he fell during the matinee performance of the show here Thursday (15). He fell 13 feet and struck his head on the armory floor when a guy wire on the act's rigging broke.

Mata's was the second accident on the Polack unit this week. Evy Trostl, high wire performer on the Eastern Unit, was killed in a fall at Baltimore.

# Better Weather, Business Greet Ringling in Fla.

MIAMI, Nov. 17.—Business for Ringling Bros. and Barnum & Bailey started strong for the three-day stand (12-14) here as the show entered the final week of its season. The route ends at Sarasota, where the circus will give two performances Monday (19) for the benefit of the Municipal Hospital and then go into quarters.

Columbia, S. C., (8) brought a three-quarter matinee and near-capacity night in freezing weather. Performers worked with difficulty in the cold and many patrons left the night show early.

At Jacksonville, the show arrived Friday (9) and gave a night show only plus two shows on Saturday (10). Both night shows were near capacity and the matinee drew a strong three-quarters. Weather was cool and there were showers the second day. The Strates carnival with Terrell Jacobs was in Jacksonville at the same time, as was a major football game Saturday.

Business at Sarasota is expected to be large, with advance sale, handled by the Chamber of Commerce, reportedly indicating sell-outs. Schools will be dismissed in the afternoon.

# Anderson Out As R-B Stager

NEW YORK, Nov. 17.—John Murray Anderson, who has done the staging of the Ringling-Barnum circus for several seasons, will not be back with the show next year and a decision on whether or not to replace him had not been reached this week.

Anderson's leaving was reported as on an amicable basis. He met with circus President John Ringling North and other R-B brass here last June shortly before North sailed on a European talent hunt, and it was decided then that he would cut connections with the circus. With North, who produces the show, Anderson had a part in injecting the Big Show with glamour effects during recent years.

A report circulating here that Vander Barrette, who staged Cole Bros. production last year, might replace Anderson was not confirmed. It was held possible that North, general director Pat Valdo, designer Miles White and choreographer Richard Barstow might pool their abilities to take up the slack left by Anderson's departure.

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# NEW BIG TOP

90 with 4 50 ft. Middles. Used 4 months. Cost \$9,027.00. Built by O. Henry. Rigging and Poles available, if wanted; also other Circus Equipment for sale.

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Strong Christmas deal. Usual commission. Pay twice weekly. Strongest appeal of any deal going. Get well before Xmas. Work starts Nov. 26th. Other deals follow. Write or wire  
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All replies answered promptly.

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THE RINGINGS ..... \$2.75  
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STEP RIGHT UP! ..... 3.00  
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218 S. Laffin Street Chicago 7, Illinois

# CROWD WATCHES MILLS MOVE INTO QUARTERS

GREENVILLE, O., Nov. 17.—Mills Bros.' Circus had an audience of several thousand persons, including newspaper writers and photogs from Dayton when the show moved into new quarters at Darke County Fairgrounds here Sunday (11). Mills moved here from Barnwell, S. C., final stand of its 12th annual tour. Home run was a 780-mile jump along icy mountains roads.

The Mills brothers announced that a building program, larger than last year's, already is under way, with Charles Brady directing work on seats and other equipment. New truck bodies will be next on the schedule. Personnel at quarters also includes Felix (Fat) Brazon, Kirk and Ida Taylor, Paul and Jinx Nelson, Mayme Ward and Slim Seagraves. Bert and Jeannette Wallace will be here after a Florida vacation.

Animals, horses, work shop and training ring are in the fair's stock pavilion. Elephants are in the basement of the Coliseum. The cookhouse also is in the Coliseum. Wardrobe department and working men's bunkhouse are in a third building.

The 1951 tour ran 176 playing days in 17 States, including New England. Season opened April 14 at Columbus, O., and closed November 5.

General Agent H. W. Ahrhart already has a number of 1952 dates set and was here to confer with Co-Owner Jack Mills before Mills left for his Cleveland home. Mills, Ahrhart, Rev. Doc Waddell and Fred Stafford, press director, will attend the outdoor conventions in Chicago November 25-28. Stafford announced that his 1951 route book is off the press.

Several new acts have been signed for 1952, Jack Mills announced, and additional details for the expansion will be disclosed in a few weeks, he said. The 1952 season will open about April 19.

Jack, Jake and Harry Mills, Cleveland; Rev. Doc Waddell, Portsmouth and Columbus, O.; Wallabies, New York and England; John Joannidis, New York and Cuba; Nick Joannidis, Greece; Antonetts, Cuba; Laforms, Syracuse; Jack and Reta Lapearl, South Webster, O.; Valencianos, New York; Rickerts, Germany; Bob Mills, Winston-Salem, N. C.; George Donaldson, St. Petersburg, Fla.; Robert Grant, New Orleans; Archie Litzen, Trenton, N. J.;

John Lower, Chambersburg, Pa.; Mearl Johnson, Saginaw, Mich.; Dean McMurray, Dayton; George Strongman, Dayton and Morris Plains, N. J.

Gene Warnke, Grand Rapids, Mich.; the Bakers, New York; Margie Butcher, Cleveland and Florida; Proctor and Joan Baughman, Florida and Circleville, O.; Rosettis, St. Louis; Roy Short, Haverhill, Mass.; Rita Hughes, Sarasota; Myrna Karsey, quarters; Frank Novak, Elberon, Ia.; Ted Girard, Tampa; Philip Garkow, Tampa; Harold Smith, Reedsville, O.; Arthur (Hard Times) Leonard, Miami; Bill Lee, Detroit; Max Gross, Detroit; Oliver (John) Kibbey, Baltimore; Ed Debold, Savannah, Ga.; Marshall and Genevieve Tharp, quarters and Iowa; Sam Wardino, Washington; Ray Freeland, Baltimore; Bob Wilson, Dayton; Jim Noles, Dayton; Charley Rupp, school movie dates.

# Benton Harbor Date Scores For Patterson

BENTON HARBOR, Mich., Nov. 17.—Patterson Bros.' Circus played to a capacity U. P. C. matinee and near-capacity night show at the Naval Armory here Monday (12). J. C. Patterson produced and promoted the show. Buck Owens also worked promotion, did announcing and was music director. Mrs. J. C. Patterson handled concessions and front door. Disabled American Veterans were auspices.

On the program were Paul Wolcott with Patterson's ponies; Jimmy Valdare, comedy bikes; George Hubler's horizontal bar act; Bobby Mason and clowns, Jerry Murrell and monkey, Joe Mix with Wild West act. Hubler trampoline number, Aerial Christiansons; Wolcott's dogs, Mix's trick shooting, and a riding mechanic finale.

Kalamazoo, Mich., will be next.

# More Circus News on Page 74

# SHUCKS, MA, 'TAINT NOTHIN'

NEW YORK, Nov. 17.—When Paramount Pictures' "The Greatest Show on Earth" is released next year filmgoers will see actor Charlton Heston playing the general manager of a circus, a man whose abilities, if transposed to life, would put him high in the field.

Reason for this stems from pic director Cecil B. De Mille's decision to have the role acted by Heston incorporate the nature of R-B president John Ringling North, general manager Art Concello, manager Frank McClosky and general director Pat Valdo. The name chosen by De Mille for this paragon was Brad Braden, honoring Frank Braden of the Big Show's press staff. Frank graciously waived all rights to the use of his name.

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This is an established American Act. Not something just over from Europe and already seen by everyone in the country thru courtesy of TV. If you are looking for a Novelty Act that hasn't been seen by everyone, this is it.

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The finest yet. Pictures galore. 28 pages. Season's complete route, program, staff and personnel, features and stories, statistics, route map, highlights of 1951 tour. Now available, \$1. postpaid.  
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# 1951 CIRCUS PICTURES, RAIL & TRUCK SHOWS

15 Clyde Beatty Circus, \$2.00; 38 Ringling Barnum Circus, \$5.00; 30 Kelly-Miller Bros., \$4.00; 25 Royal American Shows Carnival, \$3.50; 38 Cetlin & Wilson (Sally Rand), \$5.00; 16 Hagen Bros., \$2.00; 23 Capell Bros., \$3.00; 20 Cole & Walters, \$3.00; 8 Mills Bros., \$1.00. Write for FREE 1950 & 1951 lists of Cole Bros., Dalley Bros., Kelly-Miller, Mills Bros., Cole & Walters, Jay Gould, Brandon Bros., Horne Bros., Hagen Bros., Cetlin & Wilson, Hennies Bros., Johnny J. Jones, Al G. Barne and Robbins Bros.  
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Send Photos, State Salary, Full Details First Letter.

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Masonic deal. Program, Banners and Tickets. Local hospital fund. Phone  
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Elmer, Flannigan, Tommy, Jim Burke, Brand Landgrum, get in touch with me or come on, plenty of good calls. Eddie Tripp, come to Gadsden. No collect calls.  
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EDDIE DE BOLD—VETS—SAVANNAH, GA. PHONE 8327.  
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Box 355 Macon, Ga.

## Panel Discussions To Highlight IAFE Chicago Convention

### Attractions, Grandstand Shows To Be Studied at Annual Confab

CHICAGO, Nov. 17.—Informal-type panel discussions in which all fair executives can participate rather than formal speeches will be program features of the 61st annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here November 26-28.

The entire session on the final day, Wednesday (28), will be devoted to open discussions. Jack Reynolds, Wisconsin State Fair,



DR. J. S. DORTON

will preside at the panel discussion on "Community Co-Operation" with subjects to include Chambers of Commerce, utilities and business men. "Young America" will be moderated by C. G. (Pete) Baker, Oklahoma State Fair, and up for discussion will be children's days, music contests, 4-H tractor contests and miscellaneous event.

#### Set Attractions Panel

V. Ben Williams, Pacific National Exhibition, will head up the panel on "Special Events" with parades, contests, halls of fame, and religious services to come up for discussion. J. S. Dorton, North Carolina State Fair, who will preside at all meetings as president of IAFE, will also be chairman of the panel on "Attrac-

## Oregon Gates Hypoed Thru Attractions

PORTLAND, Ore., Nov. 17.—Pointers on increasing attendance at fairs were developed during an open forum at the 24th annual convention of the Oregon Fairs Association here this week.

Spokesmen for county fairs related experiences that had brought bigger gates. Forum was under the direction of P. C. Roper, Myrtle Point. Among fairs reported on were:

Union County—The Chamber of Commerce spearheaded a program whereby merchants donated prizes distributed each hour thruout the fair. This not only heightened interest in the fair, but served to keep patrons on the grounds thruout the day.

Wasco County—Improvement of sanitary facilities and suitable drinking fountains resulted in better attendance.

Tillamook County—Doubled attendance in 1951 was attributed to tying in with the community's centennial celebrations. Final celebration event, a pageant, was held on the fairgrounds. Celebration activities tended to enlist the interest of virtually every citizen of the community, with every centennial activity pointed toward the final fair event. Result was a county of 18,000 popu-

(Continued on page 108)

tions" which will include square dancing, ice shows, dancing and concerts. Doug Baldwin, Minnesota State Fair, is chairman of the panel on "Grandstand Shows" and this broad category will touch on auto races, thrill shows, harness racing, running races, fireworks, rodeos and name talent.

Tuesday (27) sessions will be devoted largely to formal addresses. Under the broad heading "Operations," Walter Jackson, Western Fair, will speak on "Music Royalties," while Conrad Trubenbach, Perey Turnstiles Company, will address the group on "Outside Gate Operations." Other subjects under the title will include "Grandstand Operations," "Free Grandstands," "Admission Prices," "Profits or Loss," "Operation by Outside Groups," "Free Admission," "Admission Prices," "Advance Sales," "Selling thru

(Continued on page 108)

## Woodhouse Slated As IAFE Speaker

CHICAGO, Nov. 17.—Ira S. Woodhouse of May & Woodhouse, this city, will speak on "National Exhibitors and Circuits of Fairs" at the annual convention of the



IRA S. WOODHOUSE

International Association of Fairs and Expositions here November 26-28.

The May & Woodhouse organization is exhibit space sales representative of the Midwest Fair Circuit and also is national rep for Commerce, publication of the Chicago Association of Commerce, the Cotton Trade Journal, and the International Live Stock Exposition, this city.

## LESSON FROM LEAHY

### Operettas Sing Merry \$ Tune for Danbury

By DENNIS McDONALD

NEW YORK, Nov. 17.—Fair associations looking for extended use of their grounds during the 1952 season might well take a tip from John W. Leahy, general manager of the Great Danbury Fair. This past summer he utilized his grandstand area for the presentation of six weeks of operettas. Leahy's only complaint was that bad weather dampened the profits, but otherwise, he regards the operation as "very successful and (was) happy to run it." He is considering improvements for the '52 season.

The service element in bringing music to the public compensated for bad-weather disappointments, said Leahy. And tho this is not a big money-making proposition the public service is worth it to the fairgrounds and also keeps people in the habit of attending fair attractions, he conceded. An estimate of his weekly expenses ran somewhere in the neighborhood of \$8,000, and good weeks brought in grosses between \$12,000 and \$15,000.

Leahy used much of his fair equipment on hand to make the conversion to operettas. Ticket booths from other fair units were given fresh paint and moved to one central location to handle sales for the shows. The center section of the grandstand was partitioned off with canvas, and a 40-foot stage built directly in front of it. To provide all-weather operation, the roof of the grandstand was linked to the backstage area with overhead canvas. The expense of the canvas ran to \$11,000 and, for the patrons' comfort, \$3,500 worth of rubber seat-cushions were added. For the

actors' convenience dressing rooms were built under the stands. Leahy and his assistant, C. Irving Jarvis, also dressed up the grounds with banners and inside, life-size paper mache figures. All these additions are not necessary to a fair association's operetta business, but do add flavor to the proceedings.

Talent was no drawback for the

(Continued on page 106)

## Hamid Pacts Fredericton

FREDERICTON, N. B., Nov. 17.—Fredericton Exhibition, to be staged September 1-6 next year, has signed with New York talent booker George A. Hamid to provide the grandstand show, it was announced this week by fair Secretary-Manager Ray Crewdson.

Joe Hughes of the Hamid office cemented the pact. The talent line-up will include Reg Kehoe and Company, musical and dance numbers; the Ivanovs, horizontal bar casting act; Pedro and Durand, hand and head balancing; Veno Berosini, wire; Glenn Henry Company, dog act and juggling routines; Bobby Whaling and Yvette, bike act; Milton-Blakley, emcee, and Karl Rhode's band.

## Portland, Ore., Retains Leo Spitzbart as Manager

PORTLAND, Ore., Nov. 17.—Leo G. Spitzbart was retained as manager of Oregon State Fair by the State fair board, which met here Tuesday (13).

Board also decided to continue the policy, started in 1951, of opening the fair at Salem on the Saturday before Labor Day instead of on Labor Day, as had been traditional for years. That sets the 1952 opening date at August 30 and closing date September 6, to give the fair eight days of operation instead of seven days as in the past.

Dr. Earle B. Stewart, of Roseburg, board chairman, announced that the board intends in no way to reduce the number of concessions, which he said "help in a large part to pay for the exposition." He added particular attention would be paid to enlarging the stock, machinery and county

## Calif. Patron Spends 1.8 Days at Annual

CORONADO, Calif., Nov. 17.—Fair patrons in California attend an event on an average of 1.8 days and spend approximately 4.8 dollars per day of a yearly family earning of \$4,956. 400 representatives of the Western Fairs Association were advised this week by John Knight, of the John Knight Agency, Hollywood. These tabulations were based on 10 fairs located geographically thruout the State. Since 1947, when Knight made the Public Opinion Survey, his agency has turned out 15.

Assemblyman Lester Davis, Portola, introduced Knight. Head of the Assembly Interim Committee, Davis told the fair managers that their books had been audited and now the committee was auditing customers. He emphasized the importance of the surveys by pointing out that in some instances they could reveal faults or weaknesses before they were felt in attendance or cash.

Knight, who made the first survey in the nation, prefaced his report by stating that he had made 15 such checks, including four at the California State Fair, three at the San Diego County Fair and three at Merced. Other fairs in the most recent check and not already surveyed included Los Angeles County Fair, Fresno District Fair, San Joaquin County Fair, Santa Clara County Fair, Humboldt County Fair, Sonoma County Fair, and Ventura County Fair.

#### Seven Sections

Knight's surveys included seven specific sections:

1. Source of customer, actual attendance and home-town. Point was to spend advertising money more efficiently and to help in selling exhibit space.
2. Check of advertising to prescribe better copywriting and select media.
3. Ascertain facts relative to improving exhibits.
4. Exhibit rating to improve

## West Coast Rep Outlines AGVA Policies to WFA

CORONADO, Calif., Nov. 17.—Nearly 500 members of the Western Fairs Association at its 29th annual three-day convention at the Hotel del Coronado here, heard James L. Kelly, Los Angeles representative, outline the policy of the American Guild of Variety Artists. The convention ended Thursday (15).

Kelly advised the group that negotiations were being scheduled with fair booking agents to discuss AGVA's code of fair practices which will be in effect during the 1952 season. The union's contract will be with the agent and not directly with the fair, members were told.

The union representative touched lightly on the AGVA insurance program and talked generally on the premium charges. A printed sheet giving the coverage was offered to those who desired it.

commercial and non-commercial displays.

5. Entertainment check to learn what features pulled.

6. Survey of fair facilities such as resting places, restaurants, etc.

7. The attitude of the public toward the fair of "do they consider it a glorified carnival."

Knight's report was illustrated with charts. Answering the question of customers, it was pointed out that the 10 fairs checked were attended by 3,034,303 people of

(Continued on page 108)

## Russ Pettit Elected WFA President

### Fullenwider Named Vice-President, Rose Links Sec.

CORONADO, Calif., Nov. 17.—Russell E. Pettit, secretary-manager of Santa Clara County Fair, San Jose, was named 1952 president of the Western Fairs Association as the 29th annual three-day convention closed Thursday (15) at the Hotel del Coronado here. He succeeds Tom A. Dodge, secretary-manager of the Fresno District Fair.

R. M. C. Fullenwider, secretary-manager of Riverside County Fair and National Date Festival, Indio, and Orange County Fair, Santa Ana, was named vice-president, succeeding C. L. Peckinmah, director, Plumas County Fair, Quincy. Rose E. Links was again named secretary-treasurer.

In the selection of directors, Peckinmah was re-elected, as was John McMurray, manager, Western Washington Fair, Puyallup, Wash. McMurray is an out-of-State director. William Woxberg, Merced County Fair, Merced, and Dale Campbell, Mariposa County Fair, Mariposa, were also named to the board, succeeding Nic Huddleston, Placer County Fair, Roseville, and Dodge, who serves as ex-officio by virtue of his past presidency.

This year's session was hosted by San Diego County Fair, Del Mar, with arrangements made by Paul T. Mannen, secretary-manager.

The opening day's sessions on Tuesday (13) were given over to

(Continued on page 106)

## Coast Annuals To Hypo Pitch For Exhibitors

CORONADO, Nov. 17.—The Western Fairs Association, meeting in annual session at the Hotel del Coronado here this week, was asked to classify fairs as to attendance and scope in an effort to make available to potential exhibitors logical circuits.

This recommendation was made by Alex Thorburn Jr., industrial manager of the Los Angeles County Fair, following a meeting of the exhibitors and promotion committee, of which C. B. (Jack) Afflerbaugh, head of the Los Angeles County event, was chairman. Also serving on the panel were T. A. Dodge, Fresno District Fair; E. P. (Ned) Green, California State Fair; Russ E. Pettit, Santa Clara County Fair; Ted Rosequist, California State Fair, and Thorburn.

The committee also studied exhibit rates and concluded that the arbitrary equalization of all space rates is an impossibility and suggested that individual fairs review its space, in various classifications, to the exhibitor. Such a study, the group suggested, would tend to eliminate glaring inequalities.



# The Langs



## THRILL-A-BATRICKS

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CONSECUTIVE TOP BOOKINGS IN '51 ..

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- Desert Inn
- Universal Pictures
- Capitol Theatre
- Chicago Theatre
- Palace Theatre (N.Y.)
- 2-a-day
- Sports and Home Shows
- 8 Weeks
- Fairs
- 8 Weeks
- "Varieties" Texas Tour
- 3 Weeks
- Polack Bros.' Circus
- 8 Weeks

A PROVEN SUCCESS WHEREVER THERE IS A NEED FOR ENTERTAINMENT

REPRESENTATIVES

- Miles Ingalls—N. Y.
- Harry Greben—Chicago
- Sports and Home Shows—Wm. Shilling, N. Y.

## IAFE Convention Program

Hotel Sherman, Chicago  
Monday, November 26

- 10 a.m. and 2 p.m.—Federation of State and Provincial Associations of Fairs, Rollo Singleton, presiding. Legislative Problems, E. W. Williams, Manchester, Ia. Convention Programs, Everett Erhart, Stafford, Kan. Service to Members, Charles B. Drewry, Milwaukee. Schools and Short Courses, Harry B. Kelley, Hillsdale, Mich.
- 11 a.m.—Business Session, President J. S. Dorton, presiding. Appeals Committee Report, Archie L. Putnam, North Wisconsin District Fair, Chippewa Falls. Auditing Committee Report, William H. Kittle, Colorado State Fair. Board of Directors Report, Frank H. Kingman, secretary. Government Relations Committee Report, Bligh A. Dodds, Gouverneur (N. Y.) Fair. Livestock Classification Committee Report, Carl Turner, Indiana State Fair.
- 12 Noon—Luncheon Meeting of Ladies' Auxiliary, Mrs. Bligh Dodds, presiding, Jade Room.
- 2 p.m.—Middle West Fair Circuit, Jade Room.
- 4 p.m.—International Motor Contest Association, Jade Room.
- 6 p.m.—Fairmen's Banquet, West Room.

Tuesday, November 27

- 10 a.m.—OPERATIONS  
Music Royalties, Walter Jackson, Western Fair. Grandstand Operation, Free Grandstand, Admission Prices, Profit or Loss. Outside Gate Operation, Conrad Trubenbach, Perey Turnstile Company; Use of Detective Agencies, Operation by Outside Groups, Free Admissions, Admission Prices. Advance Sale of Tickets: Selling thru Western Union, Free Autos as Premiums, Methods of Selling, Miscellaneous: Attendance Surveys, Modernizing, Spiraling Costs.
- 2 p.m.—The Exhibitor Looks at Show Management. Exhibits Sponsored by Associations. Financing of Buildings. National Exhibitors and Circuits of Fairs, Ira Woodhouse, Chicago. AGRICULTURE  
A New Type of Agricultural Exhibit. Livestock Classification.

Wednesday, November 28

- 10 a.m.—COMMUNITY CO-OPERATION  
Jack Reynolds, Wisconsin State Fair, panel chairman; Chambers of Commerce, Utilities, Business Men. EXHIBITS  
Walter Jackson, Western Fair, panel chairman; Atomic Exhibits, Baby Health, Fine Arts, News Photos, Pioneer. YOUNG AMERICA  
C. G. Baker, Oklahoma State Fair, panel chairman; Children's Days, Music Contests, 4-H Tractor Contests, Miscellaneous Events.
- 2 p.m.—SPECIAL EVENTS  
V. Ben Williams, Pacific National Exhibition, panel chairman; Parades, Contests, Sports Hall of Fame, Religious Services, Miscellaneous. ATTRACTIONS  
J. S. Dorton, North Carolina State Fair, panel chairman; Square Dancing, Ice Shows, Dancing, Free Concerts. GRANDSTAND SHOWS  
Douglas K. Baldwin, Minnesota State Fair, panel chairman; Auto Races, Thrill Shows, Harness Racing, Running Racing, Fireworks, Rodeos, Name Talent, Miscellaneous. Report of Resolutions Committee. Election of Officers and Directors.

## Mull Wholesale Changes In Wyoming Annual Dates

CASPER, Wyo., Nov. 17.—Wholesale switching of '52 fair and rodeo dates in Wyoming is expected as the result of a recent meeting here of the newly organized Wyoming Fair and Rodeo Association.

The changes are necessary, according to Guy Engle, president of the association, who said a State-wide survey showed that all '51 fairs were held within a period of 20 days and that 70 per cent of them were held during the same week. This conflict of dates has resulted in some annuals operating without carnivals and other attractions, he said.

Further consideration will be given the matter at the organization's annual meeting January 7 at the Henning Hotel here.

Officers elected at the meeting here, in addition to Engle, of the Central Wyoming Fair, included Rex Crews, Western Plains Fair, Cheyenne, first vice-president; Paul McCalmon, Park County Fair, Powell, second vice-president, and R. S. (Bob) Latta, Central Wyoming Fair, Casper, secretary-treasurer. Seven directors were also selected.

It was also decided that the association will issue an informal bulletin on the order of "Chuckwagon Talk," which has proved successful for the Casper Chamber of Commerce. To be authored by Bob Latta, artwork will be handled by Dick Sebald, of The Denver Post.

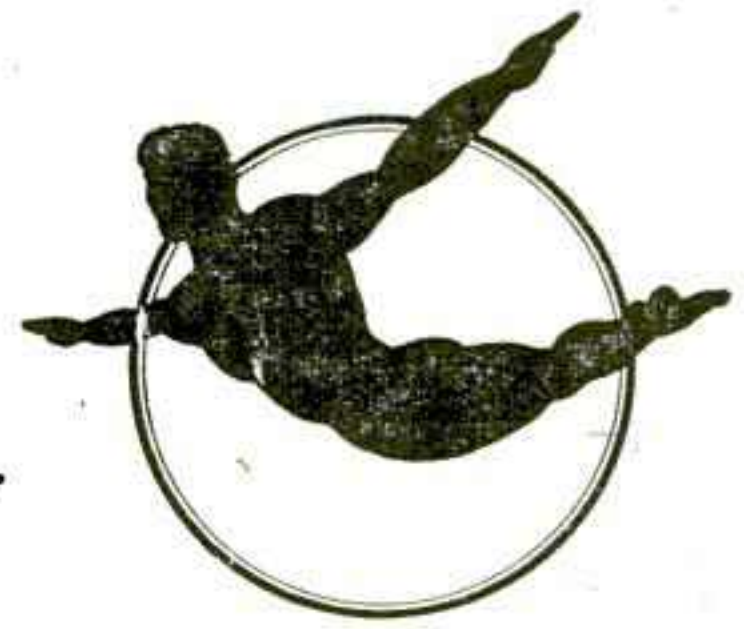
## Robert Leavy, Vet Harness Man, Dies

CLEARFIELD, Pa., Nov. 17.—Robert G. Leavy, 55, prominent harness racing expert and known to many showfolks thru his long association with county fairs in Pennsylvania, New Jersey and Maryland, died suddenly of an acute coronary occlusion in Clearfield Hospital November 2.

Leavy had been seriously ill last winter of a heart condition but had recovered and was able to officiate at races at fairs last summer. He had re-entered the hospital October 24 for a check-up.

A member of the Clearfield County Fair board and its racing secretary and starter for many years, Leavy was also a director of the Central Fair Circuit and prominent in activities of the Pennsylvania State Fair Association. He leaves wife and four brothers and sisters.

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## ANNUAL CONVENTION THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS

("A" Circuit)

Alex. McPhail, President,  
Brandon, Man., Canada.

Mrs. Letta Walsh, Secretary,  
Saskatoon, Sask., Canada.

Also

## THE WESTERN CANADA FAIRS ASSOCIATION

("B" Circuit)

Keith Stewart, Secretary, Portage la Prairie, Man., Canada.

Place: Royal Alexandra Hotel, Winnipeg, Man., Canada.

Time: January 21st, 22d and 23d, 1952.

## NOTICE FOR BIDS

1952 Auto Race Season—Tulsa State Fairgrounds

Bids will be received until 7:00 p.m., Tuesday, Dec. 13, 1951, on auto racing during the season 1952, at the Tulsa Fairgrounds, Tulsa, Oklahoma. All bids shall be in writing and submitted to the undersigned at its office, Tulsa Fairgrounds, mailing address—P. O. Box 5175, Tulsa 16, Oklahoma. All proposals shall divulge the percentage of gross admissions less tax offered.

The Fair Corporation will retain and operate all concessions of any kind, except five per cent of gross, and reserves the right to accept or to reject any and all bids on Auto Racing. The highest and best qualified bidder will be required to post \$2,500.00 at time his bid is approved, and another \$2,500.00 on or before March 1, 1952.

Dated this 6th day of November, 1951.

TULSA EXPOSITION AND FAIR CORPORATION

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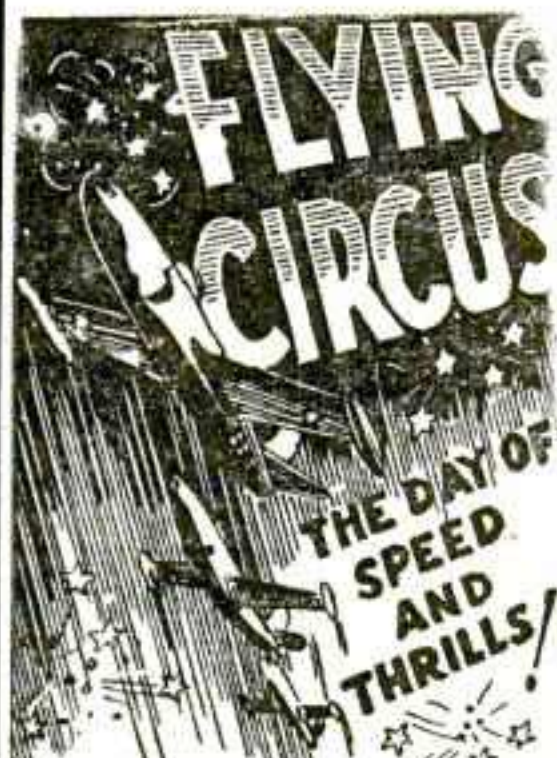
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State experience, salary and all details.

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## Annuals Vital to Progress, Chindgren Tells OFA Meeting

PORTLAND, Ore., Nov. 17. — The fair is a magnificent community expression of the feeling and hope we have in the American way of life," Hameran H. Chindgren, president of the Oregon Fair Association, declared in his report at the annual meeting here Wednesday thru Friday (15-16).

"We should not be ashamed to stress the importance of fairs to Oregon's economy," Chindgren told the delegates attending the 24th annual meeting at the Multnomah Hotel. "Considering that 75 per cent of each citizen's income stems directly or indirectly from agriculture, we find that fairs are a vital link in the co-operative chain that develops Oregon."

Chindgren, stressing the educational and agricultural aspects of fairs, paid equal tribute to the entertainment side of the business. "Carnivals and rides," he said, "are the life of the party in the presentation of fairs. They add to the atmosphere, help provide the fun that makes a fair a big fall festival for all the people of a community."

**80 Reps Present**

Some 80 delegates, representing virtually all of the 36 counties in

Oregon, heard Chindgren report 1951 had been a "fairly successful" season for fairs thruout the State from the over-all point of view. He listed several gains achieved during the year by the association. He said great strides had been made in public relations, in winning co-operation from State governmental agencies and in building up associate membership. He reported that a committee was at work to assist in recodifying the tangle of State laws relating to fairs and that another committee was working on reclassifying fairs on a basis that would consider premium totals, youth participation and property valuation.

Noting that carnivals are of insufficient number to serve all the fairs that desire such attractions, Chindgren said the association had helped hard-pressed fairs obtain rides.

Association action recom-  
(Continued on page 106)

## Washington Execs To Study By-Laws

CORONADO, Calif., Nov. 17. — Important topics to be discussed at the annual meeting of the Washington Fairs Association in Yakima, December 7-8, will include the new bylaws ordered at the last session and the work of the new five-man board created by a recent act of the Legislature to supervise fairs.

The Central Washington Fair in Yakima, managed by J. Hugh King, will host the fair groups convention to be held at the new Hotel Chinook.

King and Perry Woodall of the Yakima event extended an invitation to the members of the Western Fairs Association to attend the Washington meeting. WFA closed a three-day session here at the Hotel del Coronado Thursday (15).

## WFA CHATTER

### Caldwell Repts Lane Office At Conclave

CORONADO, Calif., Nov. 17. — Sidelights at the Western Fairs' Association annual convention here in the Hotel del Coronado, Tuesday (13) thru Thursday (15):

Earle Caldwell, who was associated with the San Francisco office of the Bert Levey Circuit, has joined Lane Productions Theatrical Agency, San Francisco and Oakland. Caldwell repped his new association here. On the show appearing at the banquet his agency had two acts—Ford and Harris, and Phil and Dottie Phelps. . . . Si Otis again is offering his act "Si Otis and His Mule, Abner" to fairs. Otis recently returned from a trip East. Act played the California fair circuit as a promotion for Golden State Dairies.

Basil (Hap) Young, veteran food concessionaire, recalled the beginning of the WFA in the Whitcomb Hotel, San Francisco. There were about 15 present, with the meeting requiring only a matter of hours to transact all of its business. Of the entire group, Young said, only four still are alive; J. L. Stuart, San Francisco canvas dealer; Charles Miller, sound and electrical equipment; Tevis Paine, now associated with WFA, and himself.

Johnny McMurray, Western Washington Fair, stopped off about 20 minutes in Puyallup to get some papers together before taking off for Coronado. He was back East scouting talent for the next West Washington event. . . . Also from Washington were Mr. and Mrs. J. Hugh King, of Central Washington Fair. King extended an invitation to the California fairmen to attend the Washington Fairs' Association in Yakima in December.

(Continued on page 106)

## Meetings of Fair Associations

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-23. Emery Boucher, Exposition Park, Quebec, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28. Frank Kingman, Brockton, Mass., secretary.

Maine Association of Agricultural Fairs, Augusta, December 5-6. Roy E. Symons, Skowhegan, Me., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-11. E. W. (Deak) Williams, Manchester, Ia., secretary.

Idaho State Fair and Rodeo Association, Bonneville Hotel, Idaho Falls, Idaho, December 14-15. Telpher E. Wright, Box 772, Caldwell, Idaho.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 3-5, Win Eldridge, Plymouth, secretary.

Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 7. R. S. Latta, Casper, secretary-treasurer.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St. Paul, Federation, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Capital Building, Jefferson City, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

Massachusetts Agricultural Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 18. R. T. Ragan, Eastman, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 20-22. C. B. Ralston, Box 482, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21-22. H. C. McClellan, Arlington, Neb., secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 21-23.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture, Parliament Buildings, Toronto.



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## Whalom Rink Fire Causes 40G Damage

FITCHBURG, Mass., Nov. 17.—Damage estimated at \$30,000 to \$40,000 result from a fire in the roller rink at Whalom Park here last week.

Edward H. Laventure, rink operator, lost skates valued at \$10,000 and other equipment in the blaze. The fire started in the rink check room and severely damaged that end of the structure before spreading thruout the rink. Fire departments of Fitchburg and two neighboring towns fought the blaze. The absence of wind helped confine the fire to the rink.

Whalom Park Amusement Company, owner of the park ballroom, turned that building over to Laventure for use as a rink. Heating equipment was installed in the ballroom last summer with the idea that winter dancing would be staged. However, dancing now will be suspended until spring.

## NAAPPB Sets Convention Ticket Rules

CHICAGO, Nov. 17.—Admission to sessions of the National Association of Amusement Parks, Pools and Beaches convention will be by registration badge, but exceptions will be made for carnival and fair men who wish to hear talks on Social Security and other topics, Paul H. Huedepohl, secretary, said this week.

NAAPPB members, guests and exhibitors will be issued complimentary admission tickets for the trade show November 25-28. Complimentary exchange tickets will be available for others wishing to see the trade show. These must be filled out and exchanged for other tickets at the registration desk.

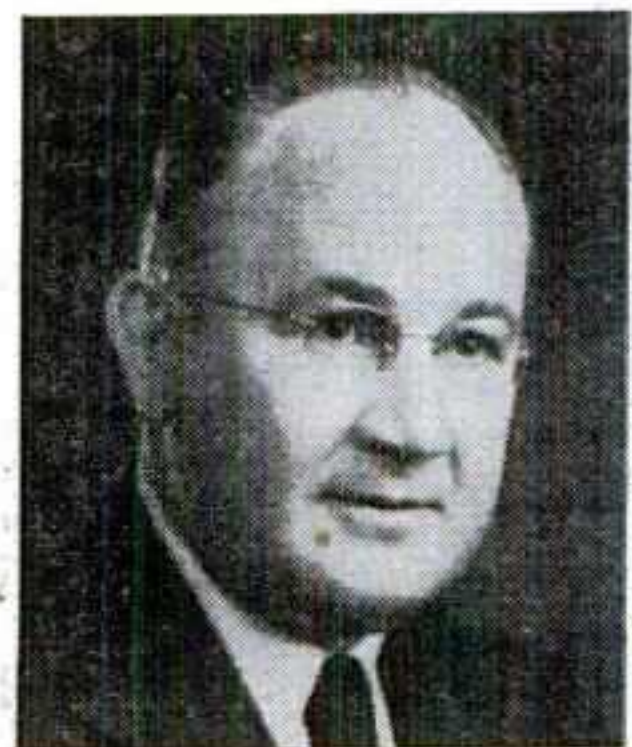
Registration for the park men's banquet Tuesday night (27) and for social hours at the hotel penthouse will be open to any one and tickets may be obtained at the main registration desk, Huedepohl stated.

Members of the NAAPPB have been invited to attend the American Recreational Equipment Association banquet Sunday night (25).

## AREA Panel to Discuss Defense Era Problems

CHICAGO, Nov. 17.—An eight-man forum discussing problems of "Operating Under a Defense Economy" will spark the 27th annual meeting and banquet of the American Recreational Equipment Association at the Hotel Sherman here Sunday (25).

Members of the panel will include William de L'horbe, Na-



ELMER FOEHL, manager of Willow Grove Park, Willow Grove, Pa., is chairman of the banquet committee for the 1951 convention of the National Association of Amusement Parks, Pools and Beaches. Banquet will be at the Hotel Sherman on Tuesday (27).

## HOURS CHANGED AT TRADE SHOW

CHICAGO, Nov. 17.—Exhibit hours have been altered this year for the trade show of the National Association of Amusement Parks, Pools and Beaches. The 1951 schedule follows: Sunday (25), 10 a.m. to 7 p.m.; Monday (26) and Tuesday (27), 10 a.m. to 12:30 p.m. and 3:30 p.m. to 7 p.m. daily; Wednesday (28), 10 a.m. to 12:30 p.m. and 3:30 p.m. to 6:30 p.m.

## N. E. Group Sets '52 Date

BOSTON, Nov. 17.—The 26th annual winter meeting of the New England Association of Amusement Parks and Beaches has been set for March 19 next year at the Parker House here, it was announced this week by Fred L. Markey, secretary of the group.

Details of the meet are being arranged and will be released as soon as committees start to function. A representative body of New England amusement operators will attend the national park association meeting Sunday (25) thru Wednesday (28) in Chicago. They have reserved a special car on the New England States, leaving here Friday (23).

## Holiday Solid At Rockaways

NEW YORK, Nov. 17.—After a brief cold snap, weather here turned comparatively mild over Armistice Day week-end (10-12), and business at Rockaways' Playland was good, park execs reported.

Recently received Bulgie the Whale kiddie ride was put into operation this week and a kiddie water boat device was removed for storage.

## L.A. Zoo Opens Building

LOS ANGELES, Nov. 17.—New chimpanzee house was opened at Griffith Park Zoo here Sunday (4) and two new chimps were presented to the zoo by Ed C. Learmont, veteran trainer. Richard Bullard, zoo manager, said the new building includes several construction innovations.

tional Amusement Device Company, Dayton, O.; Ben O. Roodhouse, Eli Bridge Company, Jacksonville, Ill.; Arthur W. Sellner, Sellner Manufacturing Company, Faribault, Minn.; John W. Goller, Allan Herschell Company, Inc., North Tonawanda, N. Y.; Raymond Lusse, Lusse Bros., Inc., Philadelphia; H. P. Schmeck, Philadelphia Toboggan Company; R. E. Chambers, R. E. Chambers Company, Inc., Beaver Falls, Pa., and William Rabkin, International Mutoscope Corp., Long Island City, N. Y.

Mrs. Vera Green, Worcester, Mass., past-president of the National Office Management Association, will speak on "Office Management Scaled to Size." Edward J. Carroll, president, and Paul H. Huedepohl, secretary, National Association of Amusement Parks, Pools and Beaches, will greet the AREA session.

Reports will be received from Fred L. Markey, Dodgem Corporation, AREA treasurer; B. H. Brockway, Concession Supply Company, Toledo, exhibits chairman; R. S. Uzzell, R. S. Uzzell Corp., Jamaica, N. Y., membership chairman, and Roodhouse, nominating chairman.

Officers or AREA are C. D. Trubenbach, Perey Manufacturing Company, N. Y., president; Russell Jones, William B. Berry Company, Boston, vice-president; Uzzell, executive secretary, and Markey, treasurer.

# NAAPPB Completes Plans For Annual Chicago Conclave

## Reservations Indicate Many Ops Preparing for Convention Trek

CHICAGO, Nov. 17.—Parkmen thruout the nation were primed this week for the trek to Chicago, where preparations were going full steam for the annual convention of the National Association of Amusement Parks, Pools and Beaches. The conclave runs Sunday thru Wednesday (25-28).

Final details of the convention program were announced this week by William B. Schmidt, chairman of the general program, and Vernon D. Platt, chairman of the beach and pool program. Elmer E. Foehl, chairman of the banquet committee, had all in readiness for the social highlight of the annual meeting.

Paul H. Huedepohl, secretary of NAAPPB, said that more than 150 reservations had been received for the banquet, indicating that attendance will be on a par with last year's. He said most reservations were expected within the

next few days. The banquet will be Tuesday (27).

### Exhibit, Talks Arranged

A late report on the NAAPPB trade show revealed that there would be 129 booths, with exhibits from 76 companies dealing in amusement rides and other show business equipment and material.

Sessions of the parkmen's convention will be paced by such talks as "My Experiences With AGVA," by George A. Hamid; "We Can't All Ride Roller Coasters," by Paul Jones of the National Safety Council; "Social Security of the Self-Employed," by Albert A. Kuhle, of the Social Security Administration, and "A Look at Amusement Park Advertising," by H. E. Christiansen, Chicago advertising agency executive.

Attention will focus on television when the Westinghouse Electric Corporation presents a demonstration on TV's application

to parks and NAAPPB members report on their uses of video.

Forums will be directed toward two subjects vital to many park operations. On Tuesday (27), conventioners will hear a panel discussion on methods for reducing costs of operation, and on Wednesday (28) they will hear another in which representatives of the National Industrial Recreation Association will discuss methods for approaching industry for more picnic business.

### Eight Awards Scheduled

Outstanding promotions of the year will be explained by those who developed them, and Wednesday an award will be presented for the most outstanding.

Other awards will be presented for outstanding service to the industry during 1951, the finest program appearance on a subject dealing with parks or piers, and the finest appearance dealing with pools and beaches. Also to be presented are four awards by the American Recreational Equipment Association for the most meritorious exhibit at the trade show, the most meritorious exhibit of equipment or supplies, the most meritorious new device exhibited, and the most meritorious exhibit dealing in games or arcade equipment.

### Sunday Events Set

While the general sessions of the convention do not get under way until Monday (26), many operators are expected to be on hand

(Continued on page 90)

# Parks Tab \$ Highs To Beat Cost Hikes

## Upped Employment Boosts Grosses; Expenses Crimp Profits Style in 1952

• Continued from page 1

grosses and amusement seekers in general had money to spend. On the debit side, weather was discouraging in many areas, particularly in the Midwest, where rained-out weekends all but killed off the margin of increase during mid-season. Bad breaks in weather Memorial Day and Labor Day clipped turnouts at many parks in the East and Midwest.

### Cincy's Coney Typical

Typical of the 1951 park picture was Coney Island, Cincinnati. Gross was an all-time record, but costs were higher. Net result was a season described by the park as highly satisfactory but something less phenomenal than gross figures alone would show. With this and other factors in mind, some operators this year side-stepped definite comment on their takes.

In the New York area, Palisades credited promotions for most of its 14 per cent gain, tabbed despite off-weather on holidays. Steeplechase had a similar 14 per cent increase, credited to hyped radio advertising. Indian Point's margin above 1950 was between 12 and 15 per cent. Playland at Rye was up comfortably. Rockaway's Playland was up slightly and Olympic gained a fraction.

Woodside and Willow Grove, in the Philadelphia area, reported 1951 was among the best seasons they have experienced. Kennywood, Pittsburgh, won a strong finish and big picnic business to score a good season. White City, Worcester, Mass., ended the season well ahead of last year. Riverside Park, Agawam, Mass., moved 30 per cent ahead of the previous

year's total and lost only two Saturday nights of 1951 to rain.

### Detroit Uptake Slow

Hard hit by rain was Chicago's Riverview, where 35 days, about half of them Sundays, were drenched. The spot's business rolled along at the 1950 level most of the year and moved ahead with the help of a late season spurt in takes. Detroit area fairs found business drowsy, partly because of a transport strike and mostly because of unemployment caused by the Motor City's switch from civilian to military work. Most of the parks there equalled their 1950 business. Exception was Bob-Lo, which reported its biggest year in 10.

Elsewhere in the Midwest, Riverview, Des Moines, was 11 per cent ahead; Riverside, Indianapolis, showed a major hike and New Toledo Beach was up.

Indifferent business marked most of the season for Kiddielands at their Chicago hub, but while some of the newcomers lost out the majors and old-timers came out ahead.

### Nu-Pike Up 60 Per Cent

Among the best in the West was Jantzen Beach, Portland, Ore., (Continued on page 90)

# Aussie Spot's Profit Climbs

SYDNEY, Nov. 17.—Luna Park here reported a profit of \$34,000 for the year ending May 31, up a bit over last year and more than double the 1949 amount.

Attendance at the spot has continued at a high level. The park is located on the shore front of the harbor here, and operators of the spot run a free ferry from the city proper.

## Wiers Beach Plans Honeymoon Promotion

LACONIA, N. H., Nov. 17.—Organization of a Lake Winnepesaukee Honeymooners' Association, open to all who have honeymooned in the area, is being promoted here.

Sponsor of the plan is the Weirs Beach Chamber of Commerce, which recently budgeted \$20,000 for 1952 operations.

# TV Passes Test at Chippewa; Program Expanded for 1952

CHIPPEWA LAKE, O., Nov. 17.—Successful use of television to promote attendance at Chippewa Park here this summer will be expanded in 1952, Parker Beach, head of the operation, and Ace Brigode, former band leader who now manages the location, reported last week.

Park this year devoted \$4,000, one-third of its promotion budget, to the TV test. Three one-minute film strips were made for the park, featuring various points of interest on the grounds. The strips were used twice weekly as spot announcements with the National Broadcasting Company TV feature, "Cactus Jim," strictly a moppet ailer seen in the late afternoon over WNBK.

New strips already have been filmed for use in 1952, Brigode said, and it is planned to expand the video time, but hold to the same program. Also in the works for 1952 is a kiddie day promotion which will be worked in conjunction with a Cleveland radio outlet.

Brigode reported outings this year were the largest in years, after being hit by cold and rain prior to July 4. Rest of the sea-

son, however, found weather perfect, with several bookings passing the 20,000 attendance mark.

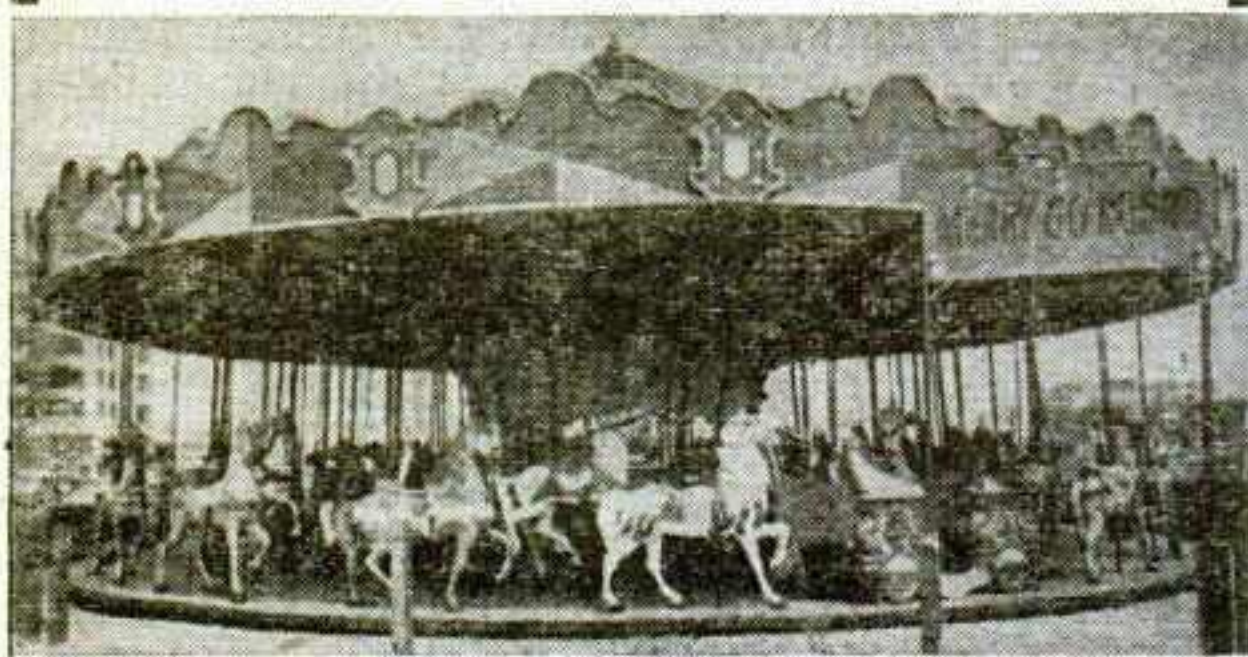


WILLIAM B. SCHMIDT, of Riverview Park, Chicago, is chairman of the 1951 program committee for the National Association of Amusement Parks, Pools and Beaches convention. Convention sessions will be at the Hotel Sherman, Chicago, Monday thru Wednesday (26-28).



EDWARD J. CARROLL, president of the National Association of Amusement Parks, Pools and Beaches, will preside at the NAAPPB convention in Chicago Sunday thru Wednesday (25-28). He is owner and manager of Riverside Park, Agawam, Mass.

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## N. Y. Happyland Adds Coaster, Ferris Wheel

BETHPAGE, L. I., N. Y., Nov. 17.—With the addition of a kiddie Roller Coaster and a moped Ferris Wheel this week, Nunley's Happyland here staked out a solid claim to high ranking among Eastern children's spots.

The Coaster, purchased from A. B. Schiff, Florida, arrived Tuesday (13), and Park Manager Lou Licari expected that it would be ready for operation by today. The Ferris Wheel was expected later in the week, with operation to start about seven days from delivery. It was to be brought here from the late William Nunley's Rockaway Beach kid spot.

Ride on the Coaster, which occupies a 35 by 70 foot space and can carry adults as well as children, will cost 14 cents. The Ferris Wheel will go for 9 cents.

Licari said that capacity business was enjoyed at Happyland over Armistice Day week-end.

## Ready Front For Coaster At Olympic

IRVINGTON, N. J., Nov. 17.—Work has been started on the front of the Roller Coaster at Olympic Park here, and when that section of the ride has been made over the device at last will be a modern speed device, Robert Guenther, spot's treasurer, announced.

Latest project means that the coaster will have been about completely rebuilt since a storm more than a year ago caused \$100,000 damage to the ride. Guenther looks for the new front to pull added business for the ride.

## NAAPPB Program

33d Annual Convention, Hotel Sherman, Chicago

Sunday, November 25

2:00 p.m.—Directors' Meeting, Club Room 1, first floor.  
3:00 p.m.—Ladies' Tea, Pent House, Mrs. Edward J. Carroll in charge.  
10:00 p.m.—2:00 a.m.—Pent House Club, House on the Roof.

Monday, November 26

2:00 p.m.—Meeting Called to Order, Paul H. Huedepohl, secretary.  
Invocation, R. S. Uzzell.  
Announcements and Communications.  
Introduction of William B. Schmidt, program chairman.  
2:07 p.m.—President's Annual Message, Edward J. Carroll.  
2:20 p.m.—Reports of Convention Committees.  
General Program—William B. Schmidt.  
Pool and Beach Program—Vernon D. Platt.  
Location and Exhibit Arrangements—Edward L. Schott.  
Entertainment and Banquet—E. E. Foehl.  
AREA Awards—Harry A. Illions.  
2:40 p.m.—Report of Insurance Committee, N. S. Alexander.  
Discussion by Harry P. Lees, vice-president, American Associated Insurance Company, St. Louis.  
3:00 p.m.—Report of Legislative Committee—Henry G. Bowen.  
Report from Washington—C. Melvin Sharpe.  
Report on Cabaret Tax—Thomas B. Roberts, legal counsel, National Ballroom Operators' Association.  
Report of Music Royalty Committee—Joseph Malec.  
Report on American Recreational Equipment Association—C. D. Trubenbach, president.  
Report on New England Association of Amusement Parks and Beaches—John Collins, president.  
Report on Pennsylvania Amusement Parks Association—George M. Harlon, president.  
4:00 p.m.—Executive Session—Edward J. Carroll, presiding.  
Roll Call, Reading of Minutes  
Annual Report of Secretary  
Annual Report of Treasurer  
Annual Report of Finance Committee.  
Committee Reports—  
Historians  
Membership  
Museum  
Nominating  
Resolutions  
Unfinished Business, New Business  
Announcements and Communications.  
10:00 p.m.—2:00 a.m.—Pent House Club, House on the Roof.

Tuesday, November 27

10:00 a.m.—Directors' Meeting.  
2:00 p.m.—Announcements and Communications.  
2:03 p.m.—"My Experience With AGVA," George A. Hamid, George A. Hamid & Son, New York.  
2:15 p.m.—"A Look at Amusement Park Advertising," H. E. Christiansen, Christiansen Advertising Agency, Chicago.  
2:45 p.m.—"Social Security for the Self-Employed," Albert A. Kuhle, Regional Representative, Social Security Administration.  
3:00 p.m.—"Television in Amusement Parks," demonstration by Westinghouse Electric Corporation; comments by members.  
3:30 p.m.—Forum: "Cutting Costs." Moderator, Louis W.

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OUTSTANDING OUTDOOR ACTS  
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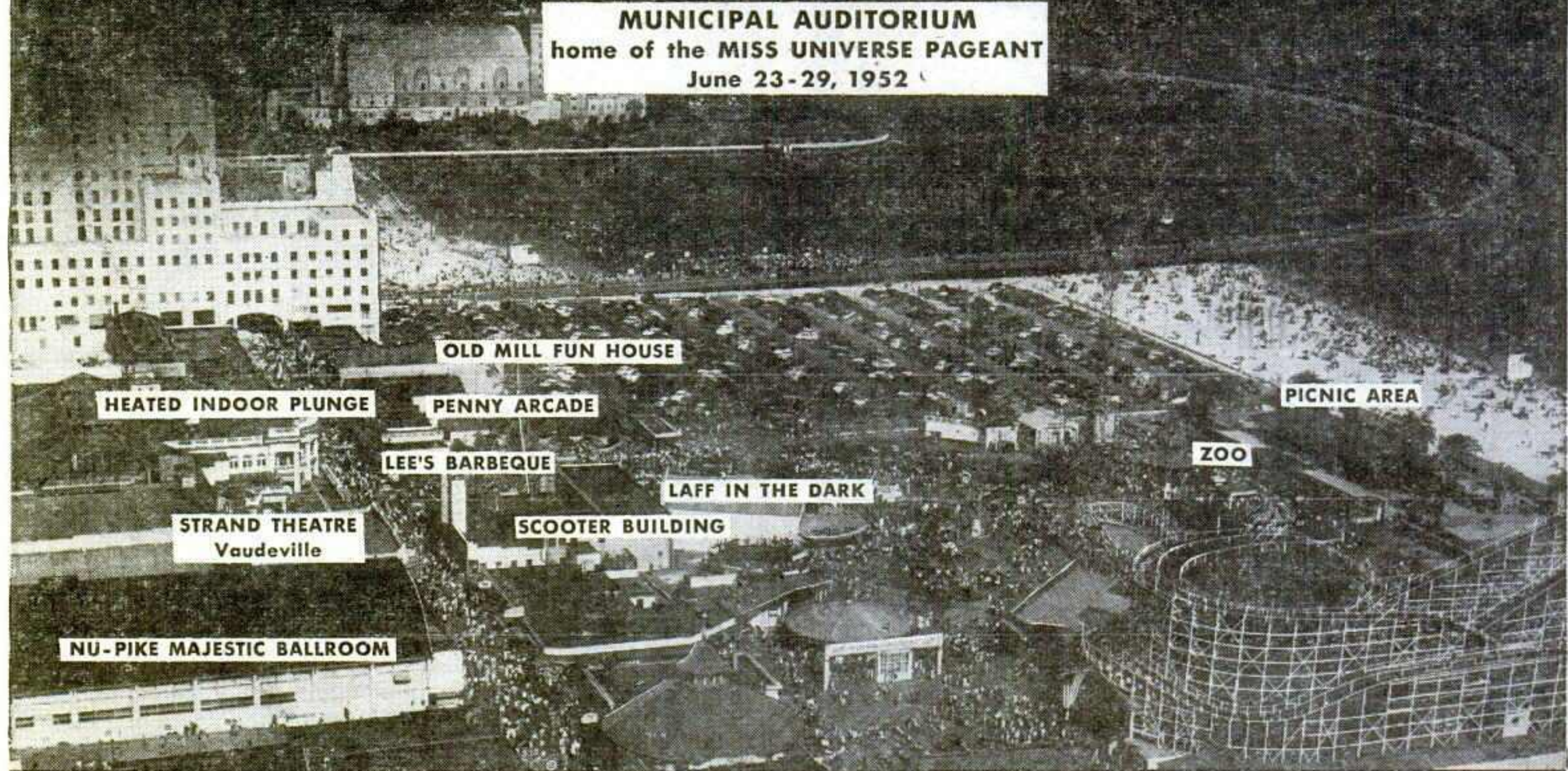
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June 23-29, 1952



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MASON E. KIGHT, President FRANK E. STANTON Jr., M.D., Vice-President L. P. "PAT" MURPHY, General Manager

Jenkins Jr., Santa Cruz Seaside Company, Santa Cruz, Calif.

Announcements and Communications.  
7:30 p.m.—Annual Banquet, Grand Ballroom, followed by Pent House Club, also in the ballroom.

**Wednesday, November 28**

2:00 p.m.—Announcements and Communications.  
2:03 p.m.—“We Can’t All Ride Roller Coasters,” Paul Jones, director of Public Information, National Safety Council.  
2:30 p.m.—“How to Approach Industry for More Picnic Business,” Moderator, Don Dazey, LeSourdsville Lake, Middletown, O., and panel of members of National Industrial Recreation Association.  
3:30 p.m.—“Outstanding Promotions of the Year,” introduction by Robert A. Guenther, Olympic Park, Irvington, N. J. Papers by members of NAAPPB.  
4:00 p.m.—Forum, “Maintenance Problems” (if time permits). Announcements and Communications.  
10:00 p.m.—2:00 a.m.—Pent House Club, House on the Roof.

**Pool and Beach Session**

Louis XVI Room, Hotel Sherman, Chicago

**Monday, November 26**

10:00 a.m.—Registration: Welcoming Committee—R. M. Spangler, chairman.  
10:30 a.m.—Welcome by Beach and Pool Committee Members—Vernon D. Platt, chairman.  
10:45 a.m.—“Reports on the 1951 Season,” short talks by selected members of the panel.  
11:15 a.m.—“Unfair Competition Against Private Enterprise in Recreation,” John E. Philipps, Philipps Swimming Pool, Dayton, O.  
11:45 a.m.—Round Table Discussion.  
12:30 p.m.—“Better Water for Swimming Pools,” E. B. Cooper-smith, Creative Chemical Company, Pittsburgh.  
12:50 p.m.—Round Table Discussion.  
5:00 p.m.—Pool and Beach Operators Reception and Cocktail Hour, Pent House Club, House on the Roof.

**Tuesday, November 27**

Charles R. Flatt, Coney Island, Cincinnati, presiding.  
10:30 a.m.—“Currently Used Coatings Versus Old Fashioned Pool Paints,” F. V. Kroeber, Inertol Company, Newark, N. J.  
11:00 a.m.—Question and Answer Forum.  
11:15 a.m.—“Building New Pools and Reconditioning Old Ones,” J. D. Hall and Roy W. Killingsworth, Pressure Concrete Company, Chicago.  
11:45 a.m.—Round Table Discussion.  
12:00 Noon—Pool and Beach Luncheon, Celtic Room (Lobby). Toastmaster, O. B. Jenkinson, Jenkinson’s Pavilion, Point Pleasant, N. J. Speaker, Wayne A. Becker, “Pool Water Conditioning.”

**Wednesday, November 28**

Chauncey A. Hyatt, Pool Consultant and Designer, Chicago, presiding.  
10:30 a.m.—Round Table Discussion of Pool and Beach Problems. Questions by members; answers by experts in the field.  
11:00 a.m.—“Socialism in the 1951 U. S. Tax Bill Versus the Future of Private Enterprise in Recreation,” Vernon D. Platt, Somerton Springs Swimming Club, Feasterville, Pa.  
12:00 Noon—“Pools and Beaches,” Chauncey A. Hyatt, Chicago.  
12:20 p.m.—Round Table Discussion.

# Tintair Wants Better TV Time

NEW YORK, Nov. 17.—Bymart, which bankrolls both AM and TV versions of the “Somerset Maugham Theater” on behalf of Tintair, this week was exerting pressure on the National Broadcasting Company for a new time slot for the TV stanza. Martin Straus, president of the firm, is known to be unhappy with the current 9:30 to 10:30 p.m. Monday slot, alternating with the Robert Montgomery dramatic opus. If he does not get the deal he is seeking, Straus is planning to resume talks with the Columbia Broadcasting System to return both the AM and TV shows to that web.

Sponsor’s feeling is that the show should run 30 minutes every week, instead of alternate weeks. It’s been noted that in the few days directly after each show, Tintair sells extremely well across the country, and feeling is that much of the impact is dissipated in the two-week wait between shows. The problem has been raised with NBC execs, who have answered that there simply is no suitable open time period now.

Result is that Tintair will sit back until the December-January renewal periods, and see whether any other sponsors bow out of appropriate NBC time slots. If nothing develops then, conversations with CBS will be renewed for whatever openings may occur there.

The Maugham show originally ran 30 minutes weekly on CBS, until it moved into its current position at NBC. Last summer, however, it ran as a weekly show on NBC, and the results again pointed up the advisability of retaining that format. Cecil & Presbrey is the agency.

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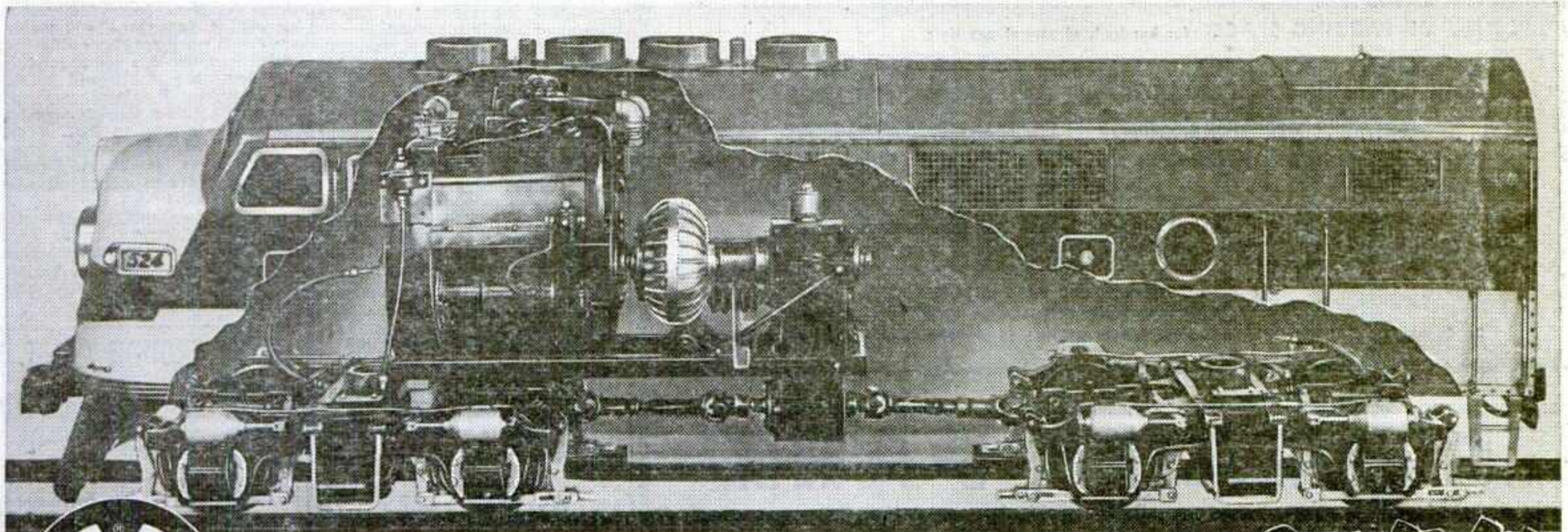
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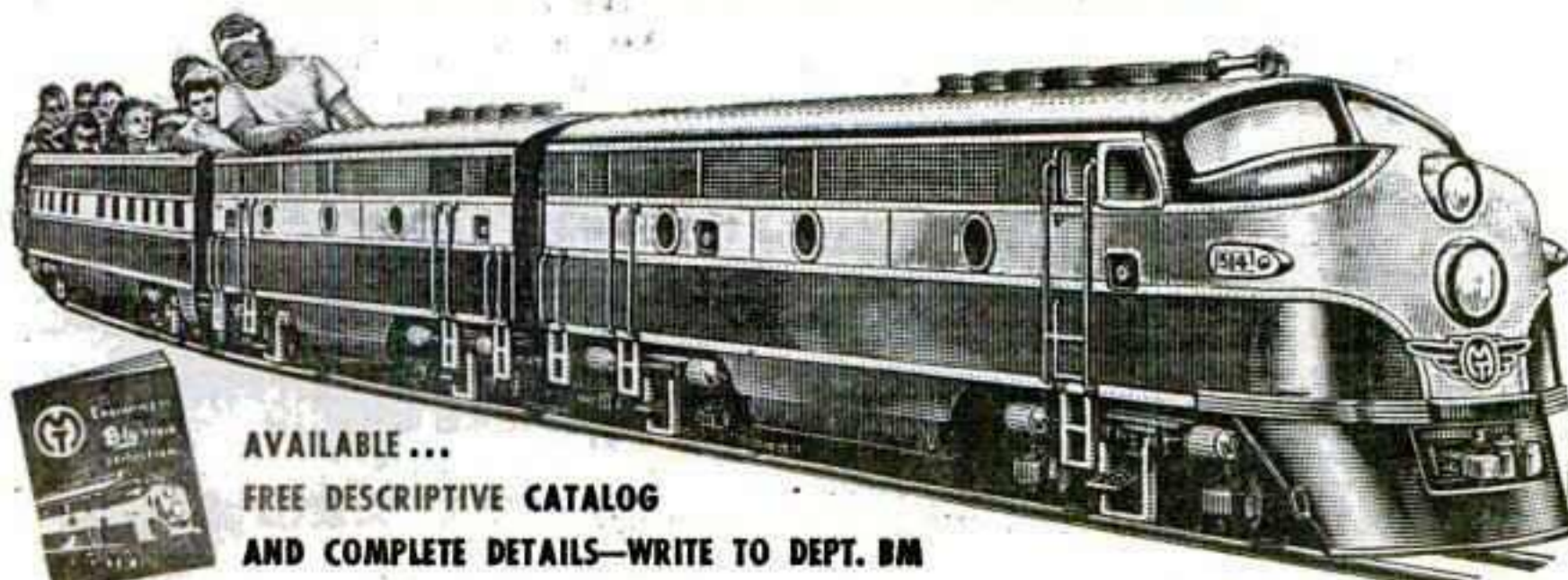
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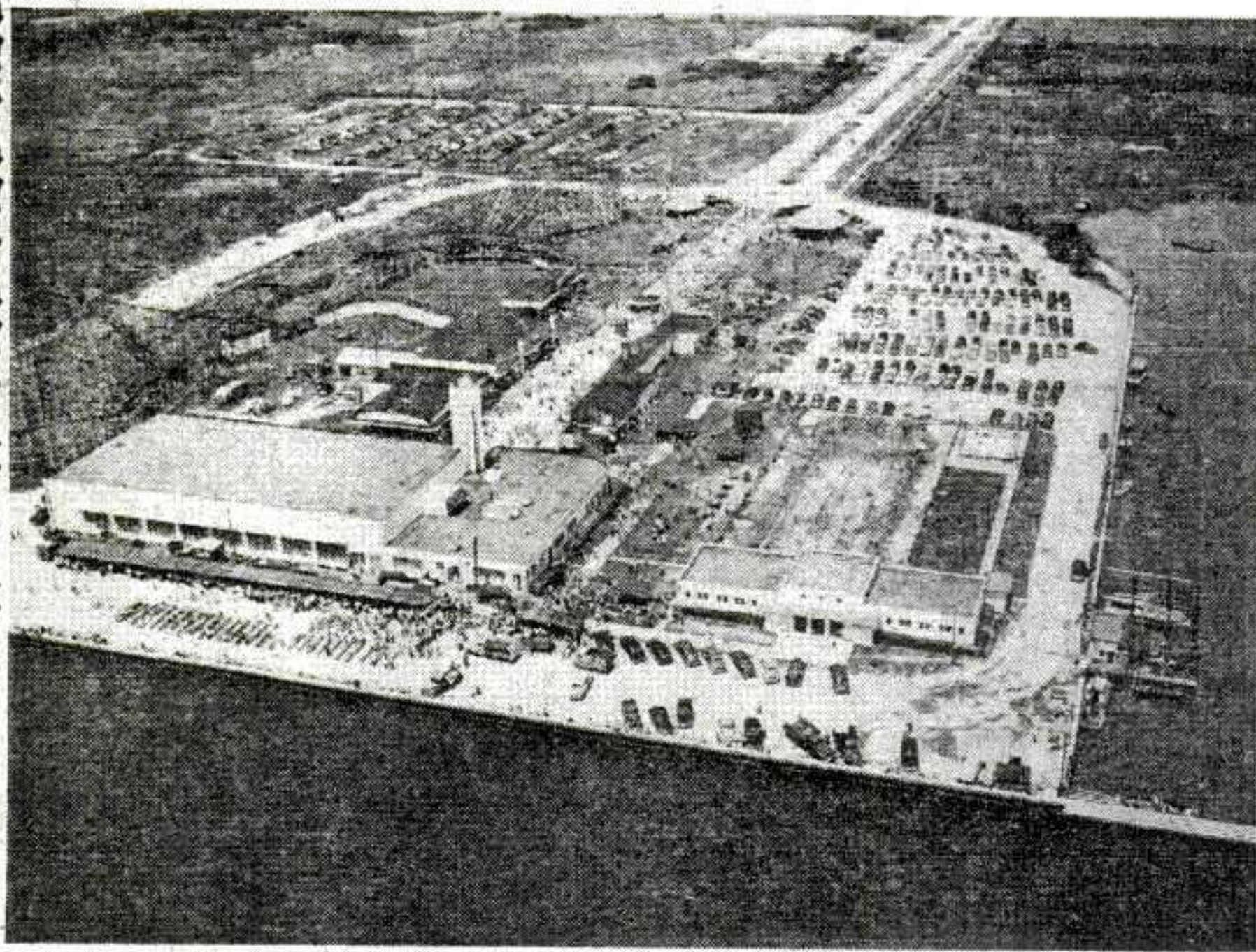
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**WANT TO BUY—Train or Train Parts, any condition.**

**BUY OR RENT—Major Rides. What do you have? All replies:**

**FUNLAND PARK**

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LONG BRANCH, N. J.

## AREA Convention Program

Crystal Room, Hotel Sherman  
 7:30 P.M., Sunday (25)

Welcome . . . . . C. D. Trubenbach, President  
 Greetings . . . . . Edward J. Carroll, President, NAAPPB  
 Greetings . . . . . Paul H. Huedepohl, Secretary, NAAPPB  
 "Office Management Scaled to Size" . . . . . Mrs. Vera  
 Green, Past-President, National Office Management Assn.  
 Forum: "Operating Under Defense Economy"  
 William de L'horbe Jr., National Amusement  
 Device Co.  
 Ben O. Roodhouse, Eli Bridge Co.  
 Arthur M. Sellner, Sellner Manufacturing Co.  
 John W. Goller, Allan Herschell Co.  
 Raymond Lusse, Lusse Bros., Inc.  
 H. P. Schmeck, Philadelphia Toboggan Co.  
 R. E. Chambers, R. E. Chambers Co., Inc.  
 William Rabkin, International Mutoscope Corp.  
 Annual Business Meeting: Resolutions, R. S. Uzzell; treasurer's report, Fred L. Markey; exhibit committee's report, B. H. Brockway; membership committee's report, R. S. Uzzell; nominating committee's report, Ben O. Roodhouse; election of officers.

## Strong NAAPPB Show Forecast; Regulars Back

CHICAGO, Nov. 17. — Trade show of the National Association of Amusement Parks, Pools and Beaches, held in conjunction with the NAAPPB convention at the Hotel Sherman here Sunday thru Wednesday (25-28) will include 129 booths with exhibits by 76 companies.

Paul Huedepohl, secretary of NAAPPB, said three small booths remained vacant and these were expected to be snapped up by late comers as in previous years.

Show's statistics compare favorably with last year's, which had 81 exhibitors using 140 booths. Huedepohl explained that much of the difference resulted from a ruling that no exhibit space would be available outside the major showrooms. Previously, space in the lobby of the hotel has been rented.

Line-up of exhibitors includes a strong group of ride manufacturers and suppliers of other show business equipment. Many of the exhibitors are makers of games and concession equipment.

Some time ago there was concern as to whether several of the major exhibitors would feel justified in entering the show in view of tightened materials and supplies situations. However, recent months have brought almost all of the manufacturers in for space reservations. Huedepohl said that the turnover this year was about normal. The number of new exhibitors nearly equaled the cancellations and most of the changes were among those firms which are not regulars in the show.

## Atlantic City Fall Confab Sked Drops

ATLANTIC CITY, Nov. 17.—A reduction of the usual volume of fall convention business was reflected this week in the September returns of local luxury taxes, the total of which fell short by some \$26,000 compared with the September 1950 total. At the same time, however, according to the figures given out by Allen Weisenthal, luxury tax supervisor, total collections on the tax for the first nine months of 1951 exceeded by nearly \$50,000 the amount collected for the same period of last year — reflecting the excellent summer business enjoyed by the resort.

Taxes collected for the first nine months of this year totaled \$1,251,265.19, as compared with \$1,201,485.35. Weisenthal ascribed the drop in September collections to the diminished convention business this fall, but added that he had been assured that the convention outlook for 1952 and 1953 was excellent.

For November, four more conclaves will bring 3000 delegates into the resort. Biggest single convention of the fall and winter season was concluded this week when the New Jersey Education Association brought 10,000 teachers here for a three-day gathering. Added impetus to a comparatively dull November month will be the Thanksgiving holiday week-end which will span a four-day period. Movement is also on foot to get the hotels to make drastic reductions in rates, as do the Florida hotels, in order to attract off-season business.

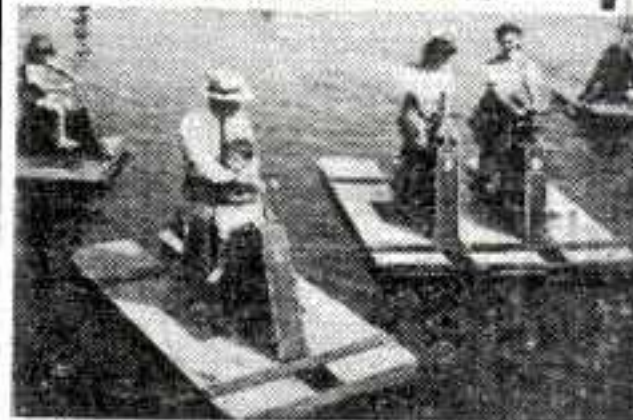
Only new attraction to the off-season entertainment roster thus far is the opening of the ice rink in Convention Hall with hockey games scheduled Friday and Saturday nights.

See Special Article on Nu-Pike, the \$5,000,000 amusement enterprise at Long Beach, Calif., on page 96.

### HAVE ENOUGH RIDES

FOR COMPLETE KIDDY PARK Have you an A-1 location and necessary parking? This land must be ready to lay down the rides. Details in first letter. All rides are post-war models. Will be in Chicago during the convention. BOX D-107  
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- Thrilling Riding Devices
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- Refreshments
- Free Auto Parking  
for 4,000 Cars

All Address:

**HARRY A. ILLIONS**

CELORON PARK, JAMESTOWN, N. Y.

**WOOS NEW MEDIA**

**Palisades Uses Video To Buck Gate Threat**

NEW YORK, Nov. 10.—Three years ago Irving Rosenthal, co-owner of Palisades (N. J.) Park, began to view television as a threat to his spot's business. Today he claims to have the situation well in hand by fighting fire with fire.

He explained that he started to bring personalities who had been established by television into the park for personal appearances. This year the practice was brought to full flower, with a TV name showing at the park every Saturday afternoon and signing autographs. Rosenthal said the practice aided business tremendously.

Because of its location, Palisades' solution was as effective as the problem was acute. The threat from video emerged because the park is adjacent to Gotham, center of many TV shows and an area in which practically every other family had a video set. Stars such as Buster Crabbe, moppet cowboy Bobby Benson and Ray Heatherton, "the Merry Mailman," were brought in, and the kids turned out in droves for an in-the-flesh look at idols seen countless times on television screens. Crabbe, in particular, was a strong draw, eventually snagging a full-time post at mid-season teaching swimming and calisthenics.

**TV Color Show**

When the National Broadcasting Company began testing its color TV system, Palisades management persuaded the network to use the park extensively as a

proving ground. Home TV viewers were able to pick up the picture in black and white on their sets, and more important, park attendance went up as the curious flocked to watch a show in the process of being televised. Crabbe, a line-up of swim gals and a diving comedian were used in the tests, and the park was mentioned in full-page ads taken in local newspapers heralding the event.

The park's advertising budget will be increased by \$50,000 next year, Rosenthal said, and most of the increase will go for spot announcements on television. He feels that spots taken just before and after televised baseball games bring maximum results.

In 1950, the park staged giveaways of four television sets every Monday night of the season. However, Rosenthal found that a much better patron lure was a dinnerware giveaway for the same night. Only a few TV sets could be handled, but the dishes could be distributed to a multitude.

Palisades management also installed video sets at the park, but they are not spotted prominently or played up, except for major sports events such as boxing matches. Rosenthal has ideas for a sponsored television show which would originate at the park. It might be built around the group birthday parties staged this season at the spot, utilizing different sections of the park and a name with kid appeal for emcee. Rosenthal said all he would want out of it would be the publicity.

**Complete Plans For NAAPPB Chi Conclave**

• Continued from page 85

in time for events Sunday (25). A tea for ladies attending the convention will be Sunday afternoon. Directors of the NAAPPB will hold their first convention session at 2 p.m. Sunday, and the second at 10 a.m. Tuesday (27). Ride manufacturers will convene Sunday at 7:30 p.m. for the annual meeting of the American Recreational Equipment Association. The AREA program will include a talk on office management, by Mrs. Vera Green, former president of the National Office Management Association, and a panel of ride manufacturers who will discuss "Operation Under a Defense Economy." AREA also will conduct a business session at the Sunday meeting. The trade show will start its four-day run at 10 a.m. Sunday.

Pool and Beach sessions will be conducted during the mornings, Monday thru Wednesday, and the pool and beach members also will have a luncheon on Tuesday and a social hour on Monday. Their program will include discussion of problems arising out of competition between privately owned and municipal pools and a talk about the 1951 federal tax bill as applied to private and public pools.

Winding up a term as president of NAAPPB will be Edward J. Carroll, of Riverside Park, Agawam, Mass. Other officers for 1951 include Foehl, first vice-president; Schmidt, second vice-president; J. M. Gurtler, third vice-president; Huedepohl, secretary, and A. L. Filograsso, treasurer. Members of the board of directors whose terms expire this year are Carroll; Don Dazey, of Le-Sourdsville Lake, Middletown, O.; William W. Muar, Roseland Park, Canandaigua, N. Y.; Irving Rosenthal, Palisades Park, Palisades, N. J.; Edward S. Scheck, of Summit Beach Park, Akron, and George K. Whitney, of Whitneys-at-the-Beach, San Francisco.

Members of 1951 convention committees include:

AREA Awards: Harry A. Illions, chairman; Julian H. Norton, vice-chairman; Don Dazey, Fred M. McFalls and Lawrence Stone. Banquet: Foehl, chairman; A. B. Gurtler Jr. and George A. Hamid Jr., vice-chairmen; DeArv G. Barton, Mrs. Harry J. Batt, J. R. Singhiser, R. M. Spangler and Fred C. Williamson.

Location, Exhibit: Edward L. Schott, chairman; Dr. L. H. Firestone, vice-chairman; Paul Huedepohl and William B. Schmidt. Program: Schmidt, chairman; William W. Muar and Robert A. Guenther, vice-chairmen; C. E. Henninger, Louis W. Jenkins Jr., and J. R. Singhiser.

Beach, Pool Program: Platt, chairman; Charles R. Flatt and Chauncey A. Hyatt, vice-chairmen; Eric A. Armeth, Anthony Fenoglio, Robert E. Freed, O. B. Jenkinson, L. P. (Pat) Murphy, Frank J. Philipps, R. M. Spangler, David Sternbergh and H. L. Walter.

Reception, Social: Foehl, chairman; A. B. Gurtler Jr., vice-chairman; Mrs. Edward J. Carroll, Ida E. Cohen, Mrs. John L. Coleman, Mrs. William J. Fischer, George A. Hamid, Mrs. Virginia Kline, Mrs. H. P. Schmeck, Mrs. J. R. Singhiser and Mrs. George K. Whitney.

Service Awards: Dr. L. H. Firestone, chairman; John L. Coleman, vice-chairman; Don Dazey, Mrs. Minette Dixon, R. M. Spangler and Lawrence Stone.

**Park Tab \$ High**

• Continued from page 85

where 1951 went into the record as the best in five years. Lagoon, Salt Lake City funspot, did better than at any time since 1948. And Nu-Pike, Long Beach, Calif., was a whopping 60 per cent ahead, with a 77 per cent hike in Labor Day kiddieland business being a factor.

Lake Pontchartrain Beach, New Orleans, reported a lefty increase. Memphis' Fairgrounds Amusement Park played to steady business all season and closed with a long lead over 1950. The Galveston, Tex., Pier drew spenders in sufficient numbers to top the previous three years.

For the future, parkmen will plot their course to minimize effect of upped costs, construction limitations, tax problems and shortages of help and equipment. They reason that once those reefs are passed they'll have smooth sailing.

**L'HORBE REPORTS**

**Weather, Restrictions Bother Moppet Spots**

NEW YORK, Nov. 17.—National Production Authority restrictions in the field of amusement building and bad weather combined to give kiddie parks thruout the nation a year that on the whole was not as good as 1950, Bill de L'horbe, sales manager of the National Amusement Device Company, Dayton, O., and a constant traveler, reported here this week.

De L'horbe was on a three-day trip here and in Boston from Dayton. Federal restrictions on amusement building have put the ride supply situation up in the air, he said, and the \$5,000 limit on fun building that went into effect last year stalled construction of several moppet spots. His firm had to cancel an order for a \$500,000, 30-acre park in the Midwest due to conditions.

De L'horbe said that operators thru the Midwest, Chicago in particular, bemoaned foul weather. One Lansing, Mich., op told him that customers were wearing fur coats on July fourth.

**Promotions Up**

In his travels de L'horbe found that a major point was the increasing use of promotional ventures by kiddie parks. Tie-ins with local merchants and manufacturers, with milk bottle caps and bread wrappers good for rides, have become numerous, and 2-cent days have been worked to good effect.

In the matter of ride prices, he felt that operators who had their fees at 13 and 14 cents when it appeared that the federal tax might be lifted from tickets often had them there with the hope of making biz-inducing reductions. Those who charged nine cents and down to a nickel did not seem to be in such a good position, since they hardly could lower their prices any further. However, since the tax still is present, de L'horbe leans to the lower price, with volume business hauling the freight.

He is a supporter of the theory that kid parks whet the appetite of small fry for major rides as they grow older. He pointed out that when a child visits a moppet spot the cash to be gained may conceivably be all that the parent has in his pocket. When older children hit a major park they usually

are limited to the amount given them by their parents. De L'horbe also holds that in practically every department kid spot overhead is lower than with a major park and that the moppet parks get more consistent spenders.

**Year Around Spots**

He found that with the exception of the Deep South and Far West, the New York area was the only one that had kid parks open all year. Comparing Chicago to Gotham, he noted that the Windy City's winters are usually much colder, and most ops place some of their rides in department stores, usually to good returns. The hitch there is that the best-grossing devices do not fit in a store layout, he said.

One of the flaws in kiddie operations he found was chain ownership and absentee management. De L'horbe does not believe that an operator can do a thoro job with his trade unless he is on the spot. He named such men as Art Fritz and Mike Doolan as examples of those who live their operation. De L'horbe claimed that too often chain owners and those using absentee management quickly abandon kiddie parks when a big take is not forthcoming immediately.

To date, de L'horbe does not know of any true kiddie zoos that have been combined with full-scale kid parks. He held the lure of such child-sized specimens as sheep, piglets, ducks, racoons and young deer to be strong but felt that the average op did not want to spend the money or use the space necessary for such a set-up. It would require at least three well-trained persons to run a kid zoo, de L'horbe said. Many operators have held back on installing animals so as to have something new available for the future, according to him. In this area, Bernard Berkley, operator of big Fairyland, plans to set up a zoo next spring at his spot.

Tho he has not found the use of live clowns too frequently, he feels that a good joey can be a powerful draw. He offered the appearance of Clarabell, clown on the network TV show "Howdy Doody," as an example.

**Lady Exec, Discussion Set for AREA Confab**

CHICAGO, Nov. 17.—Mrs. Vera Green, an official of the National Office Managers' Association and an executive of Botwinik Bros., Worcester, Mass., machine tool rebuilders, will talk on "Office Management Scaled to Size" as guest speaker during the dinner meeting of the American Recreational Association (AREA) at 7:30 p.m., Sunday (25) in the Crystal Room of the Hotel Sherman here.

The program for the evening also will offer a symposium on "Operating Under a Defense Economy," which will include Ben O. Roodhouse, of the Eli Bridge Company; Arthur M. Sellner, of the Sellner Manufacturing Company; John Goller, of the Allan Herschell Company, Inc.; Raymond Lusse, of the Lusse Bros., Inc.; Herbert P. Schmeck, of the Philadelphia Toboggan Company; R. E. Chambers, of R. E. Chambers Company, and William Rabkin, of the International Mutoscope Corporation.

The program was arranged by a committee including William de L'horbe Jr., of the National Amusement Device Company, as chairman; Russell Jones and Fred L. Markey. De L'horbe will act as moderator for the symposium.

**Sked Lady Exec**

Mrs. Green is a specialist in office management. She has been national chairman of the vocational requirements committee of the Office Managers' Association since 1948 and the first woman to hold such a post. She is a past president of the Worcester chapter of the group and the third woman to become a chapter head. She has been affiliated with Botwinik Bros. since 1936 and in that time has been office manager, assistant treasurer, secretary and a member of the board of directors.

In her talk she will stress how efficient methods of management can be applied in every office and illustrate with forms explaining operation at the Botwinik firm.

She will discuss government requirements of industry and wage stabilization and will touch on insurance and personnel matters, what an executive should expect from his office staff, the flow of work in an office and what output should be expected under given conditions. She will hold a question and answer session after her talk if desired. De L'horbe invited park owners to attend the dinner and hear Mrs. Green's talk or merely catch the talk, which will follow the dinner. Reservations for the dinner can be obtained thru Markey, R. S. Uzzell, executive secretary of AREA, or by writing to the Hotel Sherman, de L'horbe said.

Rest of the program will include welcome and greetings offered by Conrad Trubenbach, AREA president, and Edward J. Carroll and Paul H. Huedepohl, president and secretary of the national park association. During the annual business meeting, Markey will give the treasurer's report, and the reports of the exhibit, membership and nominating committees will be made by B. H. Brockway, Uzzell and Roodhouse.

Election of officers will be conducted and unfinished business dealt with before adjournment. Present officers, in addition to those named, include Jones as vice-president.

**Gerald Price Elected To Variety Club Post**

WASHINGTON, Nov. 17.—Gerald P. Price, general manager of Glen Echo Amusement Park, has been elected second assistant chief barker of the Variety Club Tent No. 11 here. Jerome A. Adams, resident manager of Metro-Goldwyn-Mayer, was named to succeed Morton Gerber as chief barker. Victor J. Orsinger, general manager for Lopert Washington Theaters, was named first assistant chief barker.

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NOVEMBER 24, 1951

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## 20th Century Re-Contracts Minot Midway

### North Dakota Fair Reaps \$7,408 Net On 91G Receipts

MINOT, N. D., Nov. 17.—Midway contract for the 1952 North Dakota Fair was again awarded 20th Century Shows, owned and operated by Al Martin and E. D. McCrary it was disclosed, at the annual meeting of the fair board. Next year's dates are July 28-August 2.

Other plans announced for 1952 include rearrangement of the midway zone, putting wheels back on the grandstand stage, location of a downtown ticket office and distribution of a daily program at the outside gate.

Net profit from this year's run was \$7,408.12, derived from receipts of \$91,614.33, according to R. G. (Bob) Finke, secretary. Expenses totaled \$84,206.11, biggest expenditures, \$10,466.67, was for permanent improvements including \$4,006.77 for a new parking area and \$3,386.35 for a new roof and rewiring of the Industrial Building.

Gross receipts at the afternoon gate and grandstand were off this year, altho the thrill show and stock car races ran ahead of last year. Biggest loser was the Lawrence Welk show, which was the attraction for two matinee performances. Evening attractions were up from 1950.

Officers were all re-elected, with Bennie O. Dahl renamed president; C. H. Parker, vice-president, and Finke, secretary. States Attorney H. L. Halvorsen Jr., was elected to the board of directors to fill the unexpired term of his father, H. L. Halvorsen Sr., who passed away October 3. Theodore Eckberg, J. W. Howe and Finke were named delegates to the Chicago fair convention.

## SLA Program Unchanged Despite Fire

CHICAGO, Nov. 17.—Repair work on the Showmen's League of America clubrooms, which were damaged by fire Friday (9), got under way here this week and the quarters are expected to be in shape to handle the regular program of events during convention week, Joe Streibich, SLA secretary, announced.

Damage to the third floor clubrooms was confined mostly to water and smoke altho the League was forced to operate most of the week without electricity, water, heat and elevator service. Tele-

(Continued on page 96)

## Dr. Preston Bradley to Address Showmen's Memorial Services

CHICAGO, Nov. 17.—Dr. Preston Bradley, noted Chicago pastor, will deliver the keynote address at the Showmen's League of America annual memorial services Sunday (25) in the Ball Tabarin of the Hotel Sherman, Bernie Mendelson, chairman of the services, announced. Ceremonies will begin at 1:30 p.m.

Dr. Bradley is pastor of the People's Church of Chicago and his daily radio program over station WGN here has the highest rating of any commentator's program on any Chicago station. He is a member of the board of directors of the Chicago Public Library and a member of the State Normal School Board of Illinois. Dr. Bradley was national president of the Izaak Walton League for three consecutive terms and is a member of the Chicago Art Institute, the Adventurers' Club, Authors' Club and Chicago Historical Society.

He is also an honorary life member of the Lions International.

Dr. Bradley has lectured at Northwestern University, universities of Chicago, Iowa, Wisconsin, Minnesota and Michigan State. He has traveled extensively in Europe, Central and South America and spent the summer of 1950 in Europe, preaching in England, Ireland, Scotland and Holland. He is chairman of the Chicago Council Against Racial Discrimination and a member of the Mayor's Commission on Race Relations.

Al Sopenar American Legion Post will present the colors at the services and other features will include musical selections by the Oxford Quartet.

Assisting Mendelson on the services committee are Max Brantman, Fred G. Johnson, Silent O'Brien, Jimmy Stanton, Jack Hawthorne, James Campbell, Hy Neitlich, Walter F. Driver and E. Courtemanche.

## CALIF. SHOWS CANCEL CONFAB

CORONADA, Calif., Nov. 17.—The annually scheduled meeting of the Western Show Owners' Association, which includes in its membership nearly all California carnivals, failed to materialize here Thursday night (15) at the convention of the Western Fairs Association.

Nathan Cohn, San Francisco attorney and legal adviser of the group, said that after conferring with Orville N. Crafts, WSOA president, it was decided that no further effort would be made to hold meetings. Lack of interest was blamed for the decision. The lawyer said that the group, incorporated in California, would however, remain dormant and could be revived, if necessary, on short notice.

## Bill Moore Reports Best Trek to Date

NEW YORK, Nov. 17.—William Moore, concession manager of the Cetlin & Wilson Shows, this week reported the past season the best in his lengthy outdoor show business experience. Moore was serving his first season for the C&W outfit and also his first tour with a railroader. He will be back to handle the front end again next year.

A unique experience during the past season was the fact that not a Monday night was missed throughout the year, in marked contrast with every other tour he has made, Moore said.

All units are set for next year, with new frames scheduled for some and all new uniform blue canvas already ordered. The department's fleet of semi-trailers is in excellent shape, Moore said.

## 20% Still Date Hike Aids C&W Season

### Business at All Fairs Surges Ahead To Add Bountifully to Plus Year

NEW YORK, Nov. 17.—Bill Hartzman, treasurer of the Cetlin & Wilson Shows, this week summed up the past season in two words, "very good." It was all of that, to hear Bill and Bill Moore, concession manager, recount the tour that took the org on its usual routing from its Petersburg, Va., quarters still dating out to the Midwest and back to the East and South via a potent fair route.

The show was aided by good weather thruout the season. It wasn't until the last two weeks

of the season, at fairs in Florence and Sumter, S. C., that the elements got in some hard licks. Earlier, Bill said, the show usually managed to be in dry territory.

Paving the way for a solid season was a series of still dates that paid off in increases averaging between 15 and 20 per cent above last year. Railroad moves thruout the season were good and the show didn't lose a Monday night, Bill said.

### Fairs Excellent

The fair season was excellent in every respect, he said, and added cream to the gravy that the show had siphoned off up until the time the annuals started.

Bill credited the biggest year the show has ever had to the efforts of the personnel. Back-end personnel boosted grosses all along the line and their earnings could be attributed principally to know-how and only meagerly to luck, he said.

The returns from the front end, under the direction of Moore, were the best in the history of the show, he said. It was the clicking of all departments that made the season such a big success.

### Outlook Bright

With the show's Eastern fair route already cemented for 1952, the outlook for next year is especially bright, Billy opined. Indications are that the 1952 fair route will be even stronger since the show has already won the midway contact at the Southeastern World's Fair, Atlanta.

Extensive refurbishing plans have already been put on paper by owners Jack Wilson and Izzy Cetlin, Bill said. Work at quarters will get under way shortly after the Chicago meetings and continue until spring on the same kind of schedule inaugurated several years ago.

# LAVISH NSA FETE TO TOP WEEK-LONG PROGRAM

## 14th Annual Banquet and Ball Looms as Best Ever, Allen Says

NEW YORK, Nov. 17.—A gala 14th annual National Showmen's Association Banquet and Ball, outshining all previous events, was promised this week by President Bernard (Bucky) Allen. By mid-week only a few scattered seats remained at tables on the main floor of the Grand Ballroom of the Astor Hotel where the Eastern showmen's major social endeavor will be held for the first time in a decade.

Sale of tickets has been brisker this year than in the past, Ethel Weinberg, exec secretary reported with the possibility that balcony space will have to be utilized to accommodate late comers. Most tickets were sold in blocks, with shows and many individuals buying one or more tables with accommodations for 10 persons. Profits are slated for the as-

sociation's hospital and cemetery fund and earnings this year are expected to hit a new high since program sales are reported well above last year.

### Prominent Guests

Among the dais guests are Dr. J. S. Dorton, president of the International Association of Fairs and Expositions; Ray Converse, president of the New York Association of Agricultural Fairs; Olin D. Johnston, U. S. senator from South Carolina; Edward McCaffrey, commissioner of licenses for the City of New York; Henry Dunn, national administrative secretary of the American Guild of Variety Artists; J. Alfred Valentine, past president of the New York State Association and president of the Mineola (N. Y.) Fair; Max Cohen, general counsel,

American Carnivals Association; Rev. Allen E. Claxton; Rabbi Gerald Bass, Roger S. Littleford, publisher of The Billboard; Bernie Mendelson, representing the Showmen's League of America; William Cowen, representing the Miami Showmen's Association; Edward Horwitz, representing the Michigan Showmen's Association, and Larence Newman, representing the Hot Springs Showmen's Association.

A lengthy show liberally sprinkled with name personalities has again been arranged by agent Al Rickard, NSA member. The show has been okayed by AGVA after rumored trouble failed to materialize.

### Two Bands

Joe Basile and his band will play for dinner and Elliott Lawrence and his ork for dancing. Harry Hershfield will be back again as toastmaster.

The NSA program for the week will be a full one. Memorial services will be held in the clubrooms Sunday (18) followed by services at the association's plot in Ferncliff Cemetery.

On Monday (19) the annual election of officers will be held in the clubrooms. No action is likely since only the regular ticket, with Prexy Allan slated for a second term, is in the field.

Tuesday (20) an open house will be held in the clubrooms for the purpose of honoring past President Jack J. Perry.

## Show Problems To Be Studied At ACA Meet

ROCHESTER, N. Y., Nov. 17.—Program for the 18th annual meeting of American Carnivals Association was released this week by Max Cohen, general counsel, and will include two days of regularly skedded sessions, with two additional days to be used if needed. Dates are November 26-29.

Conclave will get under way Monday (26) with a 1 p.m. meeting of the general counsel and associate counsels in Club Room 6. At 4 p.m. the board of directors will hold its annual meeting along with the association's officers and past presidents.

Tuesday (27) program will begin at 10 a.m. with a special meeting of railroad show owners and managers. Annual membership meeting is skedded for 2 o'clock that afternoon in the West Room. Wednesday and Thursday (28-29) will be used for any additional sessions.

Association officers include Merle A. Beam, president; Ralph Decker, first vice-president; Richard Coleman, second vice-president; Al Wagner, associate secretary; Floyd E. Gooding, associate treasurer, and Max Cohen, secretary-treasurer.

Board of directors are Frank Bergen, Curtis L. Bockus, Philip Isser, Sam Levy and Jack Perry.

## Crafts to Bow In February

CORONADO, Calif., Nov. 17.—Crafts' Shows will debut the 1952 season in the Imperial Valley, probably at Brawley, in late February, Orville N. Crafts, owner-manager, said. He made the announcement as he attended the 29th annual meeting of the Western Fairs Association, which closed Thursday.

Also representing the Crafts' organization here were Frank Warren, manager Crafts' 20 Big Shows, and W. Lee Brandon, general agent.

## Midway Reps Do Business At WFA Meet

CORONADO, Calif., Nov. 17.—With some of the secretary-managers empowered for the first time by their boards to sign contracts for midway attractions, show representatives attending the 29th annual Western Fairs Association convention here were able to do business. In previous years, contacts were established with the pacting coming later.

One of the shows to walk off with a signed deal was the West Coast Shows which will play the San Luis Obispo County Fair, Paso Robles, August 21-24. Date will mark the first time the organization has appeared at this event.

West Coast Shows were represented here by E. W. (George) Coe, Bobby Cohn and Eddie Harris. Larry Lewin signed for the fair.

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## "B.R." Take advantage of this offer— Closing Out Excessive Inventory

Will HOLD for future delivery or can ship at once. All orders must be PAID IN FULL. Assure you of a Great Savings—More than a Discount. Are you Interested? You are? Swell. . . . All you have to do is SELECT the ITEMS you are interested in from our No. 61 Catalog and the QUANTITY. We will advise you PRICE and INVENTORY available. All merchandise Subject to Prior Sale. Example: "BLANKETS—Regular Wholesale \$5.00 Each—Spec. \$3.50 Each." Jap Import Items—Savings up to 50%. "Plaster Below Manufacturing Cost." Hundreds of other lines. Must move from one Warehouse—Our Loss, Your Gain. If you do not have our Catalog No. 61 write at once. To save time, state type business in first letter. See Billboard Ad on Leopard Blankets—Also Ad on Mechanical Toys at Close-Out Prices.

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TO MR. AND MRS. JOHNNY J. DENTON,  
GOLD MEDAL SHOWS,  
FOR THE FINEST AND MOST WONDERFUL  
TRUCK SHOW IN AMERICA.

Sincerely,  
DAVID FINEMAN

## WILL BUY NOW

Miniature Train (Park Type); Kiddie Boat Ride; Kiddie Auto. Must be Allan Herschell and in good condition, fluid drive.

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Late model Spitfire, \$1,950.00; Smith & Smith Chairplane, \$600.00. Very late model, in perfect condition Evans Speedway, complete with banners; also all kinds of Concession Tents, Guess-Your-Weight Scale (tripod style), Hi-Striker and many others.

### GILLETTE BROS.' SHOWS

60 Sheffield St. Pittsfield, Mass.

## FOR SALE—PENQUIN EXHIBIT

4 live penguins, deep freeze for fish, light plant—beautifully framed on Fruehauf Trailer and International Tractor. All in good condition. Birds will live, know-how given with sale. Showing on streets 2 years. Big money getter. Plenty front-page newspaper write-ups, mats and cuts ready to go. The only Penguin Exhibit on the road. \$3,500.00 CASH.

### PENGUIN EXHIBIT

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## Midway Confab

Mrs. W. E. (Billy) Wingert cards that Ray Garrison was not a visitor at her home as was reported recently. She says that she's making her home in her house trailer in Cincinnati.

L. P. (Jimmy) Sullivan, owner-manager of Wallace Bros. Shows of Canada, is vacationing in Mexico prior to his annual Chicago convention visit.

Mr. and Mrs. Lloyd Kelley and son, Tommy, who closed with their concessions on Johnny's United Shows in Rogersville, Ala., are wintering in Granite City, Ill. Kelley presented his wife with a new car as a Christmas present. . . . Jimmy Howard, son of Jack and Virginia Barnes, of Inland Shows, was tendered a farewell birthday party in Montrose, Ark., prior to his leaving to join the Navy. Shows' personnel attended with Jackie Davis and Jimmy's mother as hostesses. . . . Rita Raye, who closed her Girl Show recently, will winter in Chicago.

Turner Scott infos that he's back home in Daytona Beach, Fla., after playing five okay spots with his Big Eli on the Ross Manning Shows. Scott expects to open at Daytona Beach in mid-February. . . . Charles T. Goss has taken his dark ride to Prell's Broadway Shows for the remainder of the season after storing the rest of his equipment with the A. C. of A. Shows at Hot Springs. . . . Betty Dean left Duffy's Tavern, Pittsburgh, recently for the Village Hotel, Erie, Pa. Betty infos that her son, Bobby Hauser, is taking trumpet lessons.

Mr. and Mrs. W. P. Gawle, who were out with the Floyd O. Kile Shows this season, have purchased a 16-acre plot of ground on U. S. Highway 71, 60 miles south of Texarkana, and plan to establish a trailer park. The new spot will be named It-Ui-Du.

Joe Pearl, who recently closed with Cavalcade of Amusements at Mobile, Ala., will winter in Tampa. He had been mail and The Billboard agent with Cavalcade for three years. . . . Jesse Bradley, former operator of Buckeye Exposition Shows and now a commercial salesman, recently visited with Mr. and Mrs. Walter B. Fox while in Mobile, Ala. . . . Ralph J. Lockett, former g.a. for the Johnny J. Jones Exposition, and now operating a newsstand at Daytona Beach, Fla., will spend Thanksgiving Day with his mother at Ettrick, Va., and will head for New York on business. He will probably attend the Chicago meetings.

Eddie Elkins is back in New York after a six-week trek thru the South with Bucky Allen's World of Mirth Shows concession department. Eddie visited Dick Gilsdorf at the Roanoke Rapids (N. C.) Fair. . . . Manager Si Eldot reports that Ronald C. Harrison is scheduled to be "buried alive" Wednesday (21) in Anderson, S. C., under auspices of the American Legion. Eldot says Harrison will endeavor to remain underground for 41 days and nights.

Mr. and Mrs. David Wise, who closed with Royal Duke Shows following their engagement in Millen, Ga., are settled in Hilltop Trailer Park, Sulphur Springs, Fla., for the winter. Dave has been secretary of the shows for the past two years. The org will continue on the road as long as weather permits. While en route to Florida, the Wises renewed acquaintances with Pat and Bill Brady who happened to stop at the same restaurant. They also visited Mrs. Ulie Parkinson, whose husband died suddenly about a year ago. The Parkinsons formerly operated a popcorn stand, making their last tour with Central Amusement Company. Mrs. Parkinson now makes her home in Island Grove, Fla.

J. P. Lumley and Dan Harrison, friends of showfolks, are still holding down the fort at the Hillman Hotel, Birmingham, and report a large influx of showmen, mostly from the L. J. Heth Shows. Recent arrivals there include Mike and Jeanne Pearman, Bob White, George Fisher, L. H. Travis and Sol Heiser, who nightly cut up jackies in the lobby.

After closing the season with Parada Shows at the Sedan, Kan.,

Fair, Forrest C. Swisher was the house guest of Woodrow Acuff in Tulsa, Okla., where he also took a brush-up course in cosmetology. While in Tulsa he also took delivery on a new house trailer. He then went to Houston to renew acquaintances with Linda Lopez, Jimmie Farmer, Pinkey Pepper, Billie Bell and Minnie Meyers. Swisher will winter in Arizona.

Eddie Exposition Shows will close at Beaufort, S. C., November 24, making 10 weeks in the South. Equipment will be moved to quarters in Butler, Pa., with H. Hannah in charge.

Louis Cutler, ride and concession owner-operator, who was out this season with the Floyd O. Kile Shows, is confined in St. Joseph's Hospital, Hot Springs, following a stroke. He would like to hear from friends.

Ben Weiss and frau, Martha, celebrated their wedding anniversary Saturday (10) in Havana. Their son, Jackie, was along to help mark the occasion and also to get in a little vacation with the folks after a strenuous season. The Weiss family journeys to New York to attend the National Showmen's Association banquet Thanksgiving Eve. They'll also attend the outdoor meetings in Chicago.

Barbara LeMay, billed as the Exotic Amazon, has been held over at the Italian Village nitery, Pittsburgh. She recently added a new wardrobe. . . . Harry (Bones) McClure, who closed with the Buff Hottle Shows November 6, is wintering at the La Salle Hotel, St. Louis. . . . Pat W. Paxton and Jimmie Mason closed their season in Hattiesburg, Miss., November 12 with Gem City Shows, winding up with a blank because of inclement weather. They left for Amory, Miss., where they are visiting Oscar Bloom, former owner of Gold Medal Shows, who has several real estate interests there including the Park Hotel. Also staying at the hotel are Mr. and Mrs. Red Marcus.

Mrs. E. A. Chapman rejoined Page Bros. Shows' No. 2 Unit at Okolona, Miss., after undergoing an operation recently. . . . Mr. and Mrs. Ed Meeks and Mr. and Mrs. Johnny Obluck have returned to Dallas from a visit to Mexico. . . . Jack Gallagher is still at his home in Detroit recuperating from a lengthy illness. . . . Louis Block is at the Carmel Hotel, Santa Monica, Calif., after being released from the hospital in that city.

Earl Lane, of Page Bros. Shows' No. 2 Unit was called to his home in Maryville, Tenn., during the org's stand in Okolona, Miss., because of the death of his father. . . . Wib and Jackie Ray Lindsey are celebrating the recent arrival of an eight-pound son. . . . Ben Morrison, first vice-president of Michigan Showmen's Association, Detroit, has returned to the Motor City from California. . . . Jimmie Gross is still confined in Veterans' Hospital, Phoenix, Ariz.

D. D. Hale joined Page Bros. Shows' No. 2 Unit at Okolona, Miss., recently with three concessions. . . . Mr. and Mrs. Bill Saunders were recent arrivals in Phoenix, Ariz., where they will winter. . . . Fillipino Jimmie letters from Chicago that he has signed Art-Hur, Indian mentalist and medicine man, for his Side Show for 1952. Art-Hur recently concluded a 30-week run in Mexico. Jimmie also inked Sleata Valentine, woman ventriloquist. . . . George Sass, whose arm was amputated recently when he fell into a Ferris Wheel, is at 713 Brooklyn Street, New Castle, Pa., recuperating from the accident and would like to read letters from friends. He plans to remain in New Castle until Christmas when he rejoins the Hiawatha Shows in Orlando, Fla.

### THE NEW ROMAN TARGET



One of the greatest stock concessions ever built. Now with the new Electric gun. Fully protected by U. S. and Canadian patents pending. Write for literature and prices. C. A. WOODIN Rt. 1, Joplin, Mo. Phone: 2784-M

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GOOD CONDITION

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Available for Season 1952  
Invites correspondence from anyone interested in securing services of capable, experienced man in all office routine, including all TAXES.  
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Redwood, N. Y.

## RALPH R. MILLER

Has For Sale No. 5 Eli Ferris Wheel, loads on Semi Van Trailer, good condition. Both for \$3,000.00. 2 Abreast Allan Herschell Merry-Go-Round, electric motor, loads on semi trailer, both for \$3,000.00. 2 30 ft. Nabors Log-Ray Vans, like new, \$1,500.00 each. 1 30 ft. Office and Stock Trailer. \$750.00. Can be seen en route. RALPH R. MILLER SHOWS, Plaquemine, Louisiana, this week or phone 36987, Baton Rouge, La.

## Jayhawk Amusement FOR SALE

Allan Herschell Merry-Go-Round, Eli No. 5 Ferris Wheel, Eyerly 8-Car Octopus, 25 Kw. Transformer, Junction Boxes and plenty of wire complete transportation for all rides. Rides and trucks in good condition.  
LOTTIE F. GANOTE  
606 N. Ninth St. St. Joseph, Mo.

## FOR SALE

50-ft. Parker 3-Abreast Merry-Go-Round, ideal for Kiddy Park, \$6500.00.  
JESS BUEHLER  
Talcott & Dee Rds., Park Ridge, Ill. (suburb of Chicago)  
Phone: TAlcott 3-7399

## FOR SALE

Looper, A-1 shape, with or without Low Boy Trailer. Rollie-Whirl, used one season, \$1200.00. Caterpillar, streamlined, with or without Trailers. 25 Ferris Wheel. Also other Rides.  
BOX D-107  
The Billboard, Cincinnati 22, Ohio.

## GIRL WANTED

To front Photo Gallery. Under 30, experience unnecessary. Out all winter. Send full description, I'll send ticket.

### DON RICARDO

Trailer Town, Box 4232, Jackson, Mississippi, until December 5.

## WANT

For French Follies, Stripper who does two numbers. Wire

### HEDY JO STAR

Macon, Ga.

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Complete line of Trailer Parts and accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 4 going south, Atlanta, Georgia  
Fairfax 2626

## FOR SALE

3 General Motors 66-KVA, 220 and 110, Single and 3 Phase Light Plants. Complete with panels. Mounted in 24 ft. trailer. 2 light towers on top. This cost \$22,500.00 new. Will take \$10,000.00. Also Fly-O-Plane, \$5,000.00. Can be seen by appointment. Address  
P. O. BOX 237  
Belleville, Ill.

## MOTORDROME FOR SALE

26 ft. Silo Drome hauled on 30 ft. Trailer. Priced cheap, with or without motor-cycles. Contact me when in Chicago for the convention.

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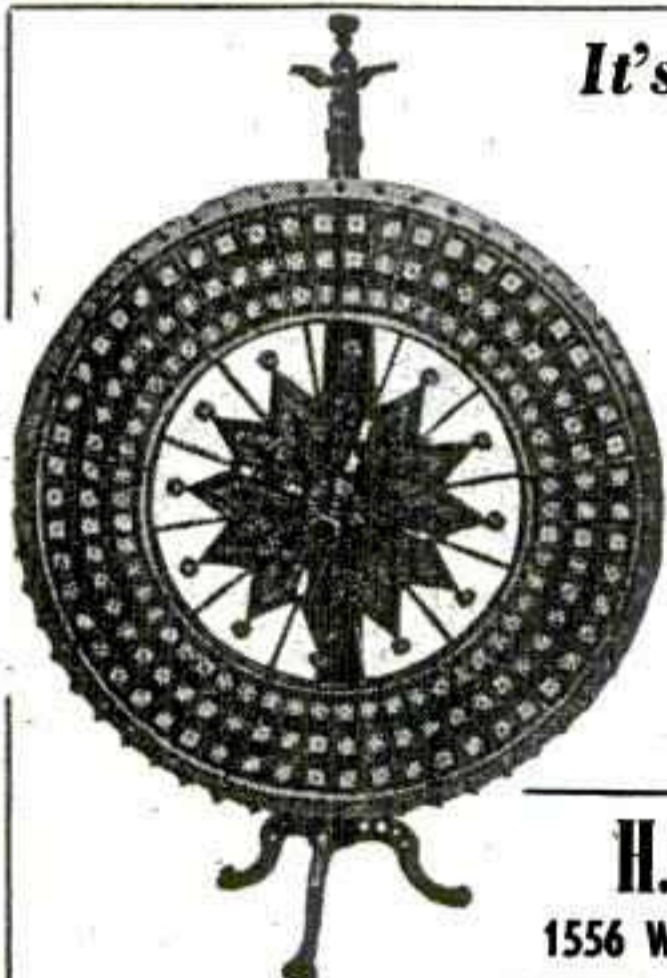
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COMPETENT SECRETARY AND/OR  
GENERAL AGENT-MANAGER**  
20 years experience in carnival field; best of reference; sober and trustworthy. Understand all forms of taxation. Have extensive personnel following, neat appearance, good transportation. Thoroughly acquainted in all Eastern and Mid-Western Territory. Guarantee to deliver. Prefer railroad or large truck organization where capabilities are appreciated. Have some Rides, also Percentage and Stock Concessions to book. In case of necessity, can wire and layout any show—know a carnival from front to back. Account of sickness was off the road this past season. Am well and ready now. This is my FIRST ad of this type in my career. Will gladly help organize or reorganize. All communications held in strict confidence. No obligations. Travel and tackle any situation. Please—All wires and correspondence to BOX 241, Care of The Billboard, 390 Arcade Bldg., St. Louis, Mo.

**WANTED**  
FOR CELEBRATION, WEEK JULY 4, 1952  
Sponsored by the West Leechburg Volunteer Fire Company. Medium-sized Merry-Go-Round, and Kiddie Rides, also good, clean, high-class Stage Shows, such as All-Girl Dance Revue, Dance Teams, Clown Acts, Comedians, Magicians, Jugglers, Bicycle Acts, Musical Acts, etc. All Acts will perform on 20'x20' outdoor stage. One performance nightly. All literature, pictures, terms, contracts must be in my hands by January 15th, 1952. Contracts will be let Friday 1st, 1952. Will allow some concessions with Merry-Go-Round and Kiddie Rides. Contact  
**STEVE POCHIBER, JR., GEN. CHAIRMAN**  
P.O. Box 605 Leechburg, Pa.

**COMPLETE CARNIVAL FOR SALE**  
Consisting of 7 Major and 3 Kid Rides, 3 66-KVA Light Plants, perfect condition, mounted on trailer. Office Wagon, Shep Wagon, 7 Towers, Platform Show mounted on Truck, lot of Cable and Junction Boxes, 6 Show Fronts, Bingo-Glass House, Grab Outfit in trailer, 14 Trucks and 9 Trailers to move entire Show. Tractors, Trucks and Trailers all in good condition. Trailers are special built \$25,000.00 for all or will consider a partner. Can be seen by appointment. Address: Lock Box 27 Bremen Station, St. Louis, Mo.

**ADOLF HITLER'S**  
Genuine Personal Armored Limousine  
World's most talked about car and greatest attraction.  
**Prospect Associates**  
BOX 183 SOUDERTON, PA.

**FOR SALE**  
Going in Park for 1952  
8 Tractors and Trailers. Tractors start at \$300.00. Trailers start at \$400.00. All equipment can be seen at Cedar Rapids, Iowa.  
**HOME STATE SHOWS**  
Batesville, Ark., until Nov. 22, Chicago Meetings, Nov. 26-28; Co-Mat' Acroge Cedar Rapids, Iowa, Nov. 30 to Dec. 4.

**ANNUAL BANQUET & BALL**  
**HEART OF AMERICA SHOWMEN'S CLUB**  
and  
**LADIES' AUXILIARY**  
**NEW YEAR'S EVE., MONDAY, DEC. 31, 1951**  
**Georgian Rooms**  
**HOTEL CONTINENTAL**  
Price \$7.50 (including Federal and State Tax)  
**Ladies' Auxiliary "TACKY PARTY"**  
**Saturday, December 29**  
*"The Place Where Goodfellows Meet"*

**FOR SALE—M. A. SRADER SHOWS**  
3-Abregat Carousel, Herschell-Spillman, new Top good Organ, Wisconsin Motor, air cooled; No. 5 Eli Wheel, reconditioned in 1948 with Eli Power Motor; 1946 Tilt-a-Whirl with Eli Power Unit; 1946 Octopus with Eli Power Unit; 9 straight Trucks, 3 Semi Trucks and Trailers in good condition with new tires; two 25 K.W. Transformers, Cables and Office Trailer; twelve Concession Tops and Frames, used two seasons, all load in 28 ft. enclosed Van; one Bingo Top and Frame, used three seasons, \$100 worth of stock, loads in one Chev. Van Truck. Two 20x30 Show Tops, one 50x30 Top used two seasons, Banner Lines, Ticket Boxes and Stakes. Priced at \$30,000.00 cash; would consider part time to responsible party. A complete show ready to go on the road.  
**Contact M. A. SRADER**  
for appointment to see this equipment.  
910 South Market St., Wichita, Kansas Phone 4-2656

STOCK TICKETS	A smart fellow casts his lot with a woman who has enough money to build a house on it.	SPECIAL PRINTED Cash With Order Prices:	Double Coupons Double Price
One Roll ..... \$ 1.50	<b>We manufacture TICKETS of every description</b> <b>THE TOLEDO TICKET COMPANY</b> 114-116 Erie St. Toledo (Ticket City) 2, Ohio	2,000 ..... \$ 6.90	roll or Machine
Five Rolls ..... 4.50		4,000 ..... 7.80	
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<b>ROLLS 2,000 EACH</b>	<b>Double Coupons</b>	30,000 ..... 15.50	
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No C.O.D. Orders		100,000 ..... 33.00	
Size: Single Tkt., 1x2		500,000 ..... 125.00	
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**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**RIDE MEN WANTED**  
MAKE YOUR CONNECTION FOR 1952 SEASON NOW  
MERRY-GO-ROUND FOREMAN on new Allan Herschell that loads in a drop frame van semi trailer, no crates. FERRIS WHEEL FOREMAN on #12 Eli Wheel, in A-1 shape, loads on semi trailer racked for same. CHAIRPLANE FOREMAN on Smith & Smith Chairplane, loads on truck without dismantling tower. MAN TO HANDLE TWO NEW ALLAN HERSHELL KIDDIE RIDES which load in a drop frame semi trailer, no crates. MUST BE EXPERIENCED, SOBER, RELIABLE, LICENSED SEMI DRIVERS AND HAVE GOOD REFERENCE. If you have the above qualifications and want good treatment, top salary (sure every week) along with short jumps, apply BOX D-103, c/o THE BILLBOARD, 2160 PATTERSON STREET, CINCINNATI, 22, OHIO.

**WORLD'S BEST TRUCK SHOW TATHAM BROS.' SHOWS**  
EVERYTHING NEW BUT THE NAME  
*We Pledge for 1952 a Bigger, Better Show*  
7 new, modern Rides—7, 4 outstanding Shows with modernistic fronts. 30 flashy Merchandise Concessions. Tatham Bros.' Circus on midway as big Free Act. All transported on new 1952 fleet of Trucks. Now booking Stock Concessions. Will book two Shows that have something to offer. Want top Ride Men Foreman, \$75.00; Second Men, \$50.00; all must be licensed drivers. Fairs and Celebrations contact TATHAM BROS.' SHOWS and get your carnival worries over, as you will have the best. Contact K. "BILL" TATHAM, BOX 2, CLINTON, ILLINOIS.

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### NEW BASE-BALL STRIKER

Invented by HARRY NELSON

"BATTER UP" Pulls big crowd. Earns big profits.

Write for circular TODAY.

HARRY NELSON 2914 W. 15th St. Coney Island 24, New York



## James H. Drew Shatters After Record Season

BAXLEY, Ga., Nov. 17.—James H. Drew Shows wound up their best season on record here Saturday (10), a tour that yielded winners at every stand, according to Owner Drew.

Season opened April 12 and included seven celebrations and 16 fairs in West Virginia, Ohio, Indiana, Kentucky, Tennessee and Georgia. New midway marks were chalked up at the Valparaiso, Ind., and Charleston, W. Va., fair.

Drew hosted the org's personnel here with a farewell party, which was arranged with the help of Mrs. John Willander, Mrs. Teddy Cole, Mrs. Henry Smith, Sonja Smith, Mrs. Helen Swetzer, Mr. and Mrs. Nick Sham and Mrs. B. Zakhini. Highlight of the event was a beef and pork barbecue dinner.

Two new rides will be added this winter, according to Drew, a Tilt-a-Whirl and Little Dipper. Work in winter quarters will be devoted to general rebuilding of all equipment.

Winter destination of personnel includes Jerry Donahue, Detroit; Robert Davis, Minerva, O.; Mr. and Mrs. Cliff Drury, Macon, Ga.; Clem Surret, Charlotte, N. C.; Charles Little, Lexington, Ky.; Jay Chaudion, Indianapolis; Bill Nurney, Plymouth, N. C.; Earl Shumaker, Charleston, W. Va.; Mr. and Mrs. B. Zakhini, Sarasota, and Mr. and Mrs. John Willander, Laurel, Miss.

Mrs. Teddy Cole, Hazleton, Pa.; Fred Albany, Dayton, O.; Mr. and Mrs. Robert Seitzer, Rag Oak, Kan.; Wimpy Schnepel, Houston, Red Bud, Ill.; Bill Hughes, Rochester, N. Y.; Mr. and Mrs. Al Davies, Macon, Ga.; Mr. and Mrs. Ralph Ryan, Orlando, Fla.; Harvey Drew, Kite, Ga.; Mr. and Mrs. W. E. Sincley, Miami; Mr. and Mrs. H. J. and Sunny Smith, Chicago; Ed Brenot, Columbus, O.; Mr. and Mrs. Pete Smith, Vidalia, Ga.; A. C. Riley, Springfield, Mo.; Mr. and Mrs. Zingo, Florida; Mr. and Mrs. Ralph Butcher, Florida, and Mr. and Mrs. B. Mitchell, Waynesboro, Ga.

## Midways Lure 61 Per Cent Of California Fair Patrons

CORONADO, Calif., Nov. 17.—Carnivals playing fairs in California are pulling 61 per cent of the people at these events but only 28 per cent are spending money, according to a survey made by the John Knight Agency of Hollywood. These facts and others were presented before a joint Senate Assembly Interim Committee on Fairs and Expositions and the annual Western Fairs' Association, which closed a three-day meeting at the Hotel Del Coronado here Thursday (15).

Knight's figures also showed that the 61 per cent of the people, 20 years old and over, was an average, and that 80 per cent was the

highest percentage encountered, and 38 per cent, the lowest. The percentages for those spending money ran from a low of 10.3 per cent to 40. Breaking down the take on the midway further, the statistician revealed that the average playing the games was 18 per cent with a high of 27 and a low of 3. The average on rides was 14 per cent with a high of 26 and a low of 6, and Side Show attendance hit a medium of 9 on the basis of a high 29 and a low of 1.1 per cent.

The percentages were gathered from a public opinion survey of 10 California fairs made at the suggestion of the Assembly committee on fairs and expositions and geographically covered the State. Those checked included San Diego County Fair, Del Mar; Los Angeles County Fair, Pomona; Fresno District Fair, Fresno; Merced County Fair, Merced; San Joaquin County Fair, Stockton; California State Fair, Sacramento; Humboldt County Fair, Ferndale; Sonoma County Fair; Santa Clara County Fair, San Jose, and Ventura County Fair, Ventura. Knight has made 15 surveys of fairs in the State since 1947.

## Johnny Tinsley Reaps Record Grosses in '51

GREENVILLE, S. C., Nov. 17.—Johnny T. Tinsley Shows closed its season Saturday (10) at Luverne, Ala., after a tour that yielded record grosses. Owner John T. Tinsley, announced in the org's winter base here. Weather was good with the exception of the first four weeks out and the final week at Luverne where low temperatures cut earnings.

Equipment will again be stored here after a year's absence. Meadowbrook Ball Park is being utilized and in addition to facilities for shops and storage, there is plenty of room for trailer parking. Work schedule is already mapped out and plans call for an enlarged midway for next year.

Mrs. Mayo Tinsley recently took delivery on a new Buick and plans an extensive trip thru Indiana, Kentucky and Missouri to visit her husband's relatives. Tommy Thompson will spend the winter in Columbus, Ga., when he's not on the road booking. E. H. (Texas) Smith will winter in Jacksonville, Fla.

**Personnel Scattering**  
Other personnel is scattering. Dave Fineman, Walter Karnes, Ruth Minturn and Joseph Tuller have sent their equipment here for storage. Donn Akers will tour Florida with his monkeys and snakes; Mr. and Mrs. Jim Harris, Phoenix City, Ala.; William White, Tampa; Bill Davis, will tour with his Funhouse; Bob Fisher, St. Petersburg, Fla.; Lowell Scherr, Bloomington, Ill.; Mark Williams, Florida; Josh Williams, Florida; Captain Johnson and his dogs will play theaters dates; Stella and John Howleys, Leo Bistany Shows; Curley Little and family, Florida; Mr. and Mrs. Joe Tuller, Tampa; Dave Fineman, Miami; Henry Thornton, Tampa; Jimmy and Naomi Wilson, Lakeland, Fla.

Also Otis Scott, Atlanta; Ginger and Dutch Schilling, Ruskin, Fla.; Ruth Minturn, Bangor, Me.; O. N. Fleiss, St. Louis; Bill Jones, the Shacklefords, Youngstown, Lakeland, Fla.; Happy Ankrum, Fla.; Bill Harmon, Detroit; Carl (Hunky) Kalansky and Bill Young, Miami; Al Hubbard, Florida; Maurie Brod, Roanoke, Ala.; Pinkey and Nan Edgar, Jacksonville, Fla.; J. S. Scott, Atlanta; Jacky and Billy Riggins, Atlanta; Ben Cheek, Brunswick, Ga.; Mr. and Mrs. D. C. Clark, Coney Island Shows, Clarence Fair, winter quarters, and Jimmy Miller, St. Louis.

## Leo Bistany Nominated By Miami Club

MIAMI, Nov. 17.—Leo Bistany was nominated for the presidency of the Miami Showmen's Association at the Tuesday (13) meeting of the organization here.

William Cowan was nominated for first vice-president; Bernard (Bucky) Allen, second vice-president; William Moore, third vice-president; Oscar Buck, secretary; Carl Hanson, assistant secretary, and Ralph N. Endy, treasurer.

Nominees for the board of directors include Irving Sherman, Jack Greenspoon, Louis Shafkin, Kenny Meyers, Harry E. Westbrook, Ep Glosser, Maxwell Kane, Claude Sechrest, Sam Gordon, Cliff Wilson, Frank Bergen, Jack Gilbert, Max Sharp, L. I. Thomas, Alton Pierson, Ben Glasberg, Harry Schreiber, Mel Dodson, William Bryant, S. Tommy Carson, J. C. Weer, Cortez Lorow, James E. Strates, Samuel Solomon and John Applebaum.

Also J. D. Edwards, Samuel Prell, Phil Cook, Max Goodman, Harry Weiss, William J. Tucker, Andy Markham, Lyman Truesdale, Danny Del Grosso, Nat Lorow, Carl J. Sedlmayr Jr., P. J. Finnerty, Al Baysinger, William Tara, H. William Jones, Mark Graham, Rip Weinkle, Michael Roman, Louis A. Rice, John Marks, Frank Miller, A. L. Rossman, Jack Wilson, Harry Modele and Ben Weiss.

At the meeting President George A. Golden was in the chair with Dave Endy and Bob Parker also on the rostrum.

Danny Dell turned in 31 membership applications. These included Hector Conmoyer, Max Gelbstein, Michael Harris, Lyle H. Barrett, John Boyle, John F. Valle, James Cox, R. P. McGee, B. Morris, Paul Peterson, H. W. Parker, Anthony Reed, Festus P. Williams, Albert B. Colby, James M. Baker, James Isaac, Al Baron, Louis Dell, Joseph J. Dagasta, Marvin Laurence, Ray Galiano, Ed Halprin, Paul Leftett, Lyle H. Barrett Jr., Alfred R. Riding, Roger DuFour, Fernand M. Guay, Ennis Manning, Charles Gasson, John Vjvona and John Gresh.

## Trueblood-Larsen To Operate Park Set-Up Next Year

BATESVILLE, Ark., Nov. 17.—Home State Shows will locate most of their equipment at Cedar Acres, Cedar Rapids, Ia., next season, Don Trueblood, who with Carl Larsen is the org's co-owner, announced here this week.

Plans call for setting up 10 rides at the Cedar Rapids spot, which is located between that city and Marion, Ia., and at present has a roller rink, dance hall and midget auto race track. Rides to be set up will include a Merry-Go-Round, Ferris Wheel, Dodgem, Rolloplane, Tilt-a-Whirl, Spitfire and four kid rides, Trueblood said. He and Larsen may, in addition, put out a four-ride show sometime in June, 1952.

### NICE WORK

## C&W Show Club Benefits Top \$5,000

NEW YORK, Nov. 17.—Showmen's organizations benefitted to the extent of more than \$5,000 thru the efforts of the Cetlin & Wilson Shows and its personnel this year, it was estimated here this week.

Jamborees earned about \$1,500 for the Detroit group, \$1,700 for New York and \$1,800 for Miami. Not included in the above figures is an estimated several thousand dollars representing the sale of chance books, program advertising and the like.

Jamborees were staged by topsters Jack Wilson, Izzy Cetlin, William Moore and others.

## Superior Shows Name Nathan Special Agent

CORONADO, Calif., Nov. 17.—Larry Nathan was named special agent of Superior Shows by Wyatt Shepherd and C. F. Albright, co-owners, while they were attending the annual Western Fairs Association convention at Hotel del Coronado here. Nathan will handle shows' booking as well as promotion.

Superior Shows, which headquarters in Castro Valley, will launch their third season in April, Shepherd said.

Nathan has been in show business for nearly 30 years and was connected in the East with Ideal Exposition, James E. Strates and other shows. Moving to Los Angeles about 12 years ago, he was associated with Crafts 20 Big Shows as a head billposter and with the Gay-Lynch Enterprises (now J. Lynch Enterprises) as purchasing agent. He is active in show club work and is unopposed for the first vice-presidency of the Regular Associated Troupers, Los Angeles.

### RIDES FOR SALE

1949 Screwball, this Ride is in perfect shape. \$5,500.00; 1951 Skyfighter, used 11 weeks, like new, \$4,300.00; 1951 Electric Miniature Train, made by King Amusements, \$1,000.00; Boat Ride, 5 plywood boats, canvas tank, perfect shape, \$700.00; Kiddie Chairplane, come and get it, \$350.00; 110 Volt Generator, gas driven, make offer.

NOW BOOKING FOR 1952.

**A. J. SUNNY AMUSEMENTS**  
3006 E. 130 St. Cleveland 20, Ohio  
Phone: WA 14679

### WANT TO BUY KIDDIE RIDES

Everything except Auto or Plane and ELECTRIC GENERATOR 15 kw. or larger.

**Robert D. Kellogg**  
STILLWATER, N. Y.  
Phone Mechanicville 646j

### PARK LIDO HOTEL

PARK AVE. & 23rd ST. MIAMI BEACH, FLORIDA  
In the Heart of Miami Beach

We cater to showfolks. Up-to-date rooms. Rates reasonable. Reservations now being accepted.

**DORIS N. TIMIN**  
Owner and Operator

### HAVING DECIDED

To devote all my time to trailer merchandising, and to operate our own retail finance department, am offering the following Florida opportunities: Two 30' trailer stores warehouses and three acres near Ringling's (grosses \$4500.00 plus yearly), \$8000.00 down; 99-year lease of 82-acre trailer park with unusual profit possibilities located at the Original Fountain of Youth, \$15,000.00 full price, includes all improvements; 52 units completed. Large building U. S. 41 and water front, trailer and boat repair business; will lease or sell.

**RAYMOND SELLHORN, Sarasota, Fla.**

### WANTED

All kinds of Rides and Concessions for all winter bookings. Contact

**E. E. SMITH**  
2527 Queensboro Ave., S.  
St. Petersburg, Fla.

### CRAFTS 20 BIG SHOWS WANT MANAGER

For Small Truck Unit in California—One who can get it up and down and over the road, also must have some bookkeeping experience. Will interview at the HOTEL SHERMAN, CHICAGO, November 25 to 28. Ask for O. N. CRAFTS

### WANTED NOW FOR 1952 SEASON

ELECTRICIAN for Public Utility (not Diesel) Power. LOT MAN—Experienced and reliable. TRAIN BOSS—Capable of handling 25-car show. Top salary. Apply at once.

**FOLEY & BURK SHOWS**  
234 D ST., DAVIS, CALIFORNIA

### ★ FOR SALE ★

- 1—7-Car Tilt-A-Whirl Ride, factory reconditioned. \$9,500.00
- 1—Allan Herschell Kiddie M. G. R., factory reconditioned. \$4,000.00
- 8—Streamlined Whip Cars, repainted & reupholstered last July. \$1,000.00
- 1—Wurlitzer Organ, Style 125, completely overhauled & tuned, in perfect playing condition. \$800.00

All This Equipment Like new. Can Be Inspected at Our Factory Any Time.

### NOW BOOKING SHOWS FOR 1952

Wonderful opportunity for all types of clean, entertaining shows. Especially interested in another good Monkey Show. Will consider Side Shows, Minstrel Shows, Mechanical Shows, Fat Family, Monsters, Illusion, Midgets and others. Our routes include 80 Fairs and Select Carnival Routes and Celebrations. The best in the Middle West and South. Booking terms reasonable. Get placed early with an organization where a showman has a chance! We are only interested in capable showmen who have own equipment and live up to contracts. Will be glad to have consultation with you at the Chicago Convention.

Address Inquiries: **GOODING AMUSEMENT CO., INC.**  
1300 Norton Ave., Columbus, Ohio  
Tel. UNiversity 1193

### W.G. WADE SHOWS

Now Contracting RIDES • SHOWS • CONCESSIONS •

For our 1952 Season

G. P. O. Box 1488  
Detroit 31, Michigan

### ORANGE STATE SHOWS WANT

FOR ORANGE BLOSSOM TRI-COUNTY COLORED FAIR

In the Heart of the City of Jacksonville, Fla. Commencing Nov. 26 to Dec. 1st. Want Merry-Go-Round, Tilt, Octopus. Can use one or two more Shows with own outfits. Good Minstrel Show will get well here. Concessions: Can use all kinds of Legitimate Hunky Panks. No flats. This Show stays out all winter.

Write or wire

**LEO BISTANY**  
Mayflower Hotel Jacksonville, Fla.

### RIDES FOR SALE CHEAP

Lost lease to Park. New Sky Fighter, New Tom Thumb Train, with 450 ft. track, Ridee-O, Swing Airplane. All in very good condition. Contact

**CARL PULINE**  
2712 West 12th St., Erie, Pa., or Telephone 3-7893, Erie, Pa.

### WANT TO PURCHASE

Good three-abreast Merry-Go-Round and Kiddie Boat Ride. Give full details in reply.

**W. M. GURLEY**  
1288 Railton Rd. Memphis, Tenn.  
Phone: 48-7227

# Club Activities

## Greater Tampa Showman's Association Tampa, Fla.

TAMPA, Nov. 17.—First Vice-president Nat Rodgers presided at the first meeting of the year Monday (12) in the absence of president Eddie Young. On the program were C. J. Sedlmayr Sr., Harry Julius and Jack Young.

C. J. Sedlmayr Jr., chairman of the cemetery committee, reported that landscaping of the plot would start soon. Donations of \$387 were made toward the project.

George Ringling reported for the sick committee that Van Tossman would enter St. Joseph's Hospital soon for an operation. Bert Britt is still on the sick list. Eddie Lowe reported the blood bank had 57 pints of blood on hand but needed more.

Bill and Bertie Perrot were back with the club after two years in an Orlando, Fla., sanitorium.

Third annual banquet is scheduled for February 18 in the Tampa Terrace Hotel. Tickets sell for \$10. In charge of the event are Harry Julius, chairman, and Tom Arger, Gean Berni, Tommy Thomas and Robert L. Lohmar.

## Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Nov. 24.—Forty members attended the November 12 meeting, with P. W. Siebrand, president, in the chair. Banquet and ball committee presented its report and arrangements are complete for the event to be held Tuesday, December 18. Bert Easley, Marshall Jetton and Carl Anderson were elected to membership.

Melvin Gallimore, manager of Golden Nugget Shows, raised some money and donated it to the sick and welfare fund. Drawings were held on Crafts 20 Big Shows. Frank Babcock, show and hotel owner, from Los Angeles, visited the club rooms, as did Johnnie Branson, Jimmie Lynch and Mr. and Mrs. Hanscomb. Mr. and Mrs. Johnnie Hicks left for San Francisco to visit friends. Mrs. Inga Siebrand won the pot of gold.

## FOR SALE

### COMPLETE BIG HOG SHOW

With new Top, 20x30; three Banners and 30 ft. Steel Banner Line. Also Pit for showing hog—Transportation if wanted. This Hog is 6 years old—9 ft., 4 in. long; 3 ft., 6 in. tall, weighs 1,300 pounds or better and not fat. No doubt he is the largest Hog in the United States, easy to handle. A money-getter at Fairs. Did big gross with him this season but can't take over same route in 1952.

**TWO DOWNEY LIGHT TOWERS**  
Complete with Tapes—Condition is just as good as new, a bargain for someone who likes Light Towers.

**TANGLEY CALLOPE**  
With Blower and Music Rolls. Can also be played by hand. A bargain for someone who likes Calliope—Too noisy for me.

**1000 Feet of 8 Ft. Side Wall**  
In 100 ft. pieces. Snaps at top, grommets at bottom. Anchor made, used very little, in fine shape. A bargain for someone who needs Side Wall.

Interested Parties can contact me at the Chicago Meeting. I will be registered at Sherman Hotel November 25th to 28th. After that time address me Box 2397, Owensboro, Ky. LOUIS T. RILEY, Gen. Mgr., DAN-LOUIS SHOWS.

## CARNIVAL EQUIPMENT FOR SALE

Extra Equipment I have for sale at my home at Azle, Tex. Two Eil No. 5 Wheels; one Merry-Go-Round, 32 feet; one Mix-Up, two Kiddie Car Rides; one Allan Herschell Eight Car, one Ten Car, shop built '46 Model Spitfire, special Lufkin Trailer for same. Show Tops from 20x30 to 20x60. Side Show, complete. Concessions—I have 20 Tops and Frames including nice Bingo, 18x36 foot. What size do you need? I have it, will quote price on request. Have Trucks and Semi Vans for all equipment. Will frame a complete unit for sale or lease for 1952 or will sell any of above listed equipment priced far below anything on the market. Have 125 Wurlitzer Organ, \$100. Fun House stored in Colorado on 36 foot trailer, good air brakes, worth \$1000, take \$250. Have CASH for Rock-o-Plane. C. A. GOREE, Azle, Texas. Phone 422 P.S.: Call me c/o W. W. Moser, Sherman Hotel, Chicago, Nov. 26-28.

## WANT

### 8 KIDDIE RIDES

For cash. No junk. State all in letter or see me at Showmen's Meeting in Chicago. Permanent address:

CARL J. LAUTHER  
Millers Tavern, Pa.

## Carnival General Agent AT LIBERTY

25 years' experience. Can book any Show. All wires and mail to BOX 565, HOT SPRINGS, ARK.

## Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 17.—Regular weekly meeting was called to order by President E. H. Hugo. Treasurer George Carpenter and Secretary Al C. Wilson also were on the rostrum. The ways and means committee, under the chairmanship of L. K. Carter, past president, will start to function in the near future and will offer Saturday night entertainments. The members contributed \$10 to be sent to a former showman incarcerated in the prison at Fort Madison, Ia. Third Vice-President Ted Cory, who is located in Harlingen, Tex., phoned that he would be back in time for the holidays.

F. W. Warfield, chairman of the banquet and ball committee, stated that he had signed contracts with the orchestra which played this annual date last year and that he booked several acts for the New Year's Eve affair, which will be held as usual in the Georgian rooms at the Hotel Continental. He further stated that tickets were now available. Hugo again requested that members make returns on the award books which are now outstanding. Past President Chester I. Levin was delegated to represent the club at the SLA banquet and William (Bill) Wilcox will represent the club at the Hot Springs banquet. Dues are now due and the secretary requests that members please remit.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Nov. 17.—Attendance was good at the regular meeting November 12. In absence of President Harry Stahl, who is in Florida, meeting was conducted by First Vice-President Ben Morrison. Sharing the rostrum were Marvin Keyes, second vice-president; Lou Rosenthal, treasurer; Bernhard Robbins, acting secretary, and Edward Ford, chaplain. Also attending were Past Presidents Harry Ross, Jack Dickstein, Jack Gallagher and Bob Morrison. Roscoe Wade, membership committee chairman, talked briefly on the membership drive.

Annual Christmas Party for underprivileged children again will be under direction of Sam (Pork Chops) Ginsberg, chairman. Talks were given by Harry Ross, Jack Dickstein and Bob Morrison. Capt. J. N. Seymour Jr., swimming pool builder and operator, was appointed co-chairman of the publicity committee.

### Ladies Auxiliary

Regular meeting was held in the club rooms. In the absence of President Bernice Stahl. First Vice-President Grace Ziegler conducted the meeting, with Frances Moran, second vice-president; Marion Dickstein, treasurer and Dotty Miller, secretary, also on hand. Election of officers will be held January 14. Installation dinner will be held in conjunction with the men's club January 16. Irving Rubin was installed as commander of the Joey Moss American Legion Post; Paul Greeley Sr., vice-commander; Isadore Reisner Jr., vice-commander; Jacob Kotzen, adjutant; John Balog, finance officer; chaplain, Arthur J. Frayne; Jacob Kotzen and Sam Eisenberg, service officers.

## Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Nov. 17.—Meeting of November 12 was called to order by Millie Cepak, president, assisted by Martha Moss, secretary. It was voted to make final payment on the clubhouse. Nomination for 1952 officers will be held November 19. Election is December 3 and installation banquet will be held December 13.

Annual dance will be held during the Texas fair meeting in February. Mrs. Vernon, Eddie Vaughn and Fred Clark, who were hospitalized, are home again. Marie Sims is still in the hospital. Mary Reynolds, mother of the club, died November 2, with burial in Omaha.

Pearl Vaught and Ida Smith are still in Houston. Mr. and Mrs. Herman Palmer and family returned from a visit to Palmer's mother in Illinois.

## Starr Girl Show's Solo Canvas Tour Bows Big in Macon

MACON, Ga., Nov. 17.—Hedy Jo Starr opened her winter Girl Show, "French Follies," under canvas here Wednesday (7) and business was so good thru Saturday (10) that the engagement was held over for a second week. There is a chance the local date will run thru December 1 if dollars keep clicking as heavily as in the first four days, Miss Starr said.

Show is unique in that it has a typical carnival show front but is operated strictly on an independent basis, with no other shows, rides or concessions. Three performances are given nightly.

After closing the season with the Mighty Page Shows, Miss Starr decided to launch a winter tour, playing principally soldier camp spots. Tent is located about five miles from downtown Macon on the highway to the huge Robins Air Force Base, 16 miles from town.

Harvey (Frenchy) Moore is business manager and general agent, and his wife, Joan Benjamin Moore, is in charge of front door. James Lewis is treasurer and Edward Harris is lot superintendent. Others on the staff are Ernest Buchanan, boss canvasser; Whitey Smith, electrician, and Jerome Doyle, transportation.

New wardrobe was received here from Charles Guyette, New York.

Cast: Don Beck, comic; Arvid Gordon, straight man; Hedy Jo Starr, Hindu fire dance; Corinne Anthony, dance of flying saucer; Cheri Lee, dance of seven veils; Luawana Jong, hula; Suzette Powell, acrobatic; Jessie French, Broadway "fashion plate" number; Mysto Webster, magic, and Courtney and Courtney, adagio.

A three-piece combo plays inside, and canned music is used on front. Carl Whyte is pianist; Don Glisson, sax, and Mack Thornhill, drums. There are no ballys, but time of performance is extensively advertised.

## McSpadden Pacts Macon, Ga., Stand

MACON, Ga., Nov. 17.—Lone Star Shows, owned by J. R. McSpadden and Mrs. Myrtle McSpadden, will return to Macon on Monday (19) and play the same lot used in opening here last March.

Arrangements were made by J. W. Porter for a two-week run, which follows the Twiggs County Fair at Jeffersonville, Ga., 22 miles from Macon. Show may again winter in Macon, Porter said.

Last week's run of the second annual Georgia State Colored Fair was blanked by rain and cold weather, which ruined prospects of local biz for the Royal Exposition Shows. Just four weeks ago the Coney Island Shows, playing the 11th annual Middle Georgia Colored Fair, also had unfavorable weather.

## Midway Turnout Big At Portland Confab

PORTLAND, Ore., Nov. 17.—Concessionaires, ride manufacturers and attractions were well represented at the 24th annual convention of the Oregon Fairs Association which opened Wednesday (15) at the Multnomah Hotel here.

Their participation was thru associate membership, and some took opportunity to address the meeting. Among these were Browning Amusement Company, Eyerly Aircraft Company, Redwood Empire Shows, West Coast Shows, Davis Shows, Photo Art, Monte Brooks, Douglas Greater Shows, Touttu, Browning Bros., Christensen Bros., Allied Arts, Rainier Shows, Harley Tucker, Leslie Mugg and George S. Klein.

## Slim Wells Leaves Post With A. C. of A.

LAKE CHARLES, La., Nov. 17.—E. W. (Slim) Wells, visiting here this week, disclosed that he has severed his connection as special agent-assistant manager of the Amusement Company of America, the former Hennies Show. Wells said that he plans to attend the Chicago outdoor convention and that he has not made any commitments for the 1952 season.

## From the Lots

### Page Bros. No. 2

OKOLONA, Miss., Nov. 17.—Second week here was okay. Mr. and Mrs. W. E. Page will attend the Tennessee fair meeting at Memphis and then to Chicago meeting. They will be accompanied by Mr. and Mrs. Tommie Humphrey, who have bingo on Page's No. 1 org. From Chicago they will go to Ohio, Michigan and Indiana on a booking trip. Mac Macoy bought a new car. Shorty Baker joined with fish pond and hoop-la. Visitors included Forest Poole, Jack Oliver, Harry Carmell and Jake Prier.—E. H. BROOME.

## Cavalcade of West Winds Up Maiden Tour November 25

CORONADO, Calif., Nov. 17.—Cavalcade of the West Shows ends its first season about November 25, Ted Levitt, general manager, said here upon his arrival with Bob Schoonover, one of the owners, to attend the convention of the Western Fairs Association.

The show opened April 2 in Santa Maria. It played mostly dates within the State with a second unit, B. & B. Shows moving for the second year into Alaska. Both shows had their starts in the California Shows, which Schoonover operated. In Fire-bush this week at the Cotton Festival, COW moves to a still date next week and then to winter quarters in Fresno.

Cavalcade carried on its initial tour five major, three kid rides, three shows and 10 light towers. Levitt said that plans are under way to add a kid boat ride and a Bulgy the Whale before the opening of the 1952 season.

Schoonover arrived on the COW September 15 after closing the B.

## Heavy Traveling Kortes Attraction Playing San Juan

SAN JUAN, P. R., Nov. 17.—Heavy billing, making use of bus cards and 24 sheets about the city, marks the stand of the Pete Kortes Side Show here which opened its engagement October 26 after a 13-month trek that set something of a Side Show record for the number of miles traveled.

Kortes began his junket in Maui and played there and on other Hawaiian Islands for four months, then trekked to Mexico City for five weeks of record business. This was followed by 14 weeks at Belmont Park, Montreal, plus the Canadian National Exhibition. Then came stands at Nashville and Atlanta, from where show equipment was sent to New Orleans for shipment by boat to San Juan, with personnel flying from Miami October 21.

Kortes' location here is on Ponce De-Leon Street, his circus-style top being spotted between two of the leading theaters. The top is a 60 round with three 30's. The show opens week-days at 6 p.m., and at 2 p.m., Saturdays.

Line-up includes Mimi Garneau, sword swallower; Rasmus Neilson, tattooed strong man; Tiny Cowan, giant; Grace McDaniels, mule-faced woman; Maurice, magician; Prince Denny and Lady Ethel, midgets; Doris and Thelma, albino twins; Lavonda Evans, half girl; Dick Manley and Willie Cain, glass blowers; Amos Webb and Shirley Winters, electric act; Athelia, pinhead; Congo, Zulu; Eko and Iko, sheepheads; Barney Nelson, armless man; Bingo Hinkle and Alva Evans, clowns on front, and Fuji, upside down juggler. Eddie Hagen and Woody Duttin sell tickets. Jimmy Harrington is co-operator.

& B. Shows in Alaska. Marie Levitt has been handling the office on the Cavalcade unit this year.

## CAVALCADE OF AMUSEMENTS

*The Nation's Largest and Finest Midway*

### A 50-CAR RAILROAD SHOW CAN PLACE FOR 1952 SEASON

RELIABLE OPERATOR FOR GIRL SHOW AND POSING SHOW. MINSTREL SHOW AND SIDE SHOW. Will finance Showmen with any new ideas or attractions. CAN ALSO PLACE CAPABLE TRAINMASTER AND SCENIC ARTIST. See us at the "Bullfight" Room at the Sherman during the Convention.

**AL WAGNER**  
WINTERQUARTERS: BOX 66, MOBILE, ALA.

**WANT WANT WANT**

### FOR OZARK, ALA., AMUSEMENT PARK

Located on Camp Rucker Highway, Just Outside the City of Ozark. 45,000 Soldiers Stationed Here.

Want all kinds of legitimate 10¢ Hanky Panks, must work for stock. Have good opening for Short Range Gallery, Long Range Gallery. Will give good proposition to nice flashy Penny Arcade. Can place neat Photo Gallery. No Flats, Percentage Tables or gypsies wanted. This park will officially open November 30. Privilege very reasonable. Plenty parking space for trailers. Have water and lights 24 hours a day.

**REPLIES TO: MANAGER, OZARK AMUSEMENT PARK, OZARK, ALA.**

**WANT TO BUY—OCTOPUS—CASH WAITING**

Also Want To Buy Two KW Transformers  
See me at the Sherman in Chicago

## BARON PAUL

P.S.: Have for sale several thousand feet of brand-new 2-Conductor No. 0 Neoprene Covered Cable, two 50 Kw. Transformers, also Spitfire. Here's a buy! Newly painted and upholstered. Guaranteed in A-1 operating condition. Will deliver.  
CALL INDIANAPOLIS, WABASH 1010.

## BIG SOLDIERS' PAY DAY

AND PLENTY OF H-BOMB WORKERS. All winter's work, Highway 1, South Augusta, Ga. Opening Nov. 29. Lot will be located on Nov. 28.

WANT all kinds of Hanky Panks, Six Cats, Buckets, Glass Pitches, Popcorn, Grab, French Fries, Candy Floss, Grind Shows, "Girls for Girl Shows." Write or wire

**BENJAMIN BRAUNSTEIN, Bus. Mgr.**  
HOTEL RICHMOND AUGUSTA, GA.

**WANTED**

### MERRY-GO-ROUND ANIMALS, PREFERABLY LARGE

Especially interested in Animals other than Horses. Also interested in Steam Driven Calliope on its own wagon. Not interested in the Merry-Go-Round type.

**ST. JOHN TERRELL MUSIC CIRCUS**  
LAMBERTVILLE, N. J.

## BARNEY TASSELL UNIT SHOWS

WANT FOR ORLANDO, FLA., COLORED FAIR

Starting Nov. 23, Two Fridays and Saturdays.  
Concessions of all kinds and Shows of merit.  
Wire Care WESTERN UNION, ORLANDO, FLORIDA.

# Nu-Pike - - Paradox Paradise

## Ocean-Moving Irishman, Santa Claus, Oil Wells Put Long Beach Spot on Map

**NU-PIKE**, the \$5,000,000 operation of the Long Beach (Calif.) Amusement Company, which is run by a businessman rather than a showman, could make money if never visited by a single patron, and has a Santa Claus in the area every day except on Christmas Eve and Christmas Day.

These paradoxes come about by the firm having Leonard P. (Pat) Murphy as the general manager and James McGarrigle as public relations man. Murphy took charge of the zone in 1949 after serving in a similar capacity for one summer at Virginia Park, a near-by competitive amusement center owned by the Pacific Mutual Insurance Company. Prior to that he was building manager of the Municipal Auditorium for 12 years. But he never booked talent there; the city's policy was to lease the structure's facilities. His knowledge of rides when he entered the outdoor amusement field was limited to knowing the difference between a Merry-Go-Round and a Ferris Wheel. However, since those days, his knowledge has expanded and he talks expertly now in terms of gears, safety factors, etc.

McGarrigle came to Nu-Pike in May, 1950, after Murphy felt the need for a public relations man to book special events and industrial picnics. A member of the Lions Club for nearly a quarter of a century, a singer and a lover of children, he has been the city's Kriss Kringle for many years. Short of stature, ruddy complexioned and with a thick shock of white hair, McGarrigle plays the part of the reindeer driver without pillows.

### No Money Problems

While Murphy and his co-worker are primarily interested in bringing more people to the amusement area, they do not have to worry that the sheriff will tack up one of those notices if people don't come. They work diligently to bring business to the zone, but bringing in revenue, night and day, rain or shine, are several oil wells in the harbor area and on the property in which the company has a participating interest and derives a handsome royalty.

McGarrigle was a Santa Claus long before he came to Nu-Pike. It all started after his discharge from the Navy following World War I. Born in Elgin, Ill., the family moved to Utah, where Jimmy enlisted. After serving his hitch, he was discharged at the submarine base in San Pedro, across the bay from Long Beach. Getting a breath of California air, he decided to make the sunny climes his home. He has been in the territory ever since except for two years when in 1929 the Lions Club and the people of Long Beach financed two years of voice study in New York. Since returning to the city, he has given well of his vocal talents, singing at many functions. The vocalizing was professional, for he rejected many permanent jobs to continue his vocation until he joined the Nu-Pike staff. His work at Nu-Pike allows him to appear at service group sessions, and the appearances, now tied-in non-commercially with the area, have helped to boost business.

### Orphans' Friend

McGarrigle's assignments include the handling of orphans when they are the guests at the park. The tie-in with the Greater Los Angeles Press Club brings the children of 19 orphanages to the area. Jimmy was in his earthly heaven when handling the kids and seeing them have a great time. Even today there is hardly a conversation in which he participates that this accomplishment is not discussed. The entertainment of the nearly 500 children rated columns of publicity for the zone in metropolitan dailies. When McGarrigle called on industrial plants following the big day to pitch them for their picnic business, he was told by eight of the nine people he contacted in the course of his rounds, "That's the place where they entertained the orphans. It must be all right."

So McGarrigle's main work is with the kiddies for he, like his employer, feels that to reach the grown-ups there is no better way to do it than thru children. His summer work is to afford entertainment for the underprivileged

at the park. At Christmas time, he, bedecked in the traditional whiskers and red suit, passes out gifts and cheer to those Kriss Kringle would ordinarily miss. This work accounts for his being absent, with permission, from the fun zone those two important days. But he is very busy elsewhere at Christmas.

### New Santa Twist

Last year McGarrigle pulled a stunt that may well earn him an annual assignment. He had a new twist to the Santa Claus deal. While many places have the bewhiskered gift-bearer bringing presents and arriving in a plane, the parkman wanted Santa to be on hand to wish the travelers a Merry Christmas. McGarrigle called the manager of the Los Angeles International Airport with the proposal that Mr. Claus meet the incoming planes. At first the idea met with some opposition for, McGarrigle was warned, there would be something like 120 planes landing. Brushing aside the cold water that had been thrown on his proposition, the public relations man asked only for a jeep to take him to the planes. He met every flight, with the interviews being carried over a loud speaker thru-out the grounds. One to whom he extended a welcome and greeting was Patsy Li, the little girl from Okinawa the U. S. Marines had adopted and brought to the United States for schooling.

McGarrigle's business of being Santa Claus has been expanded by

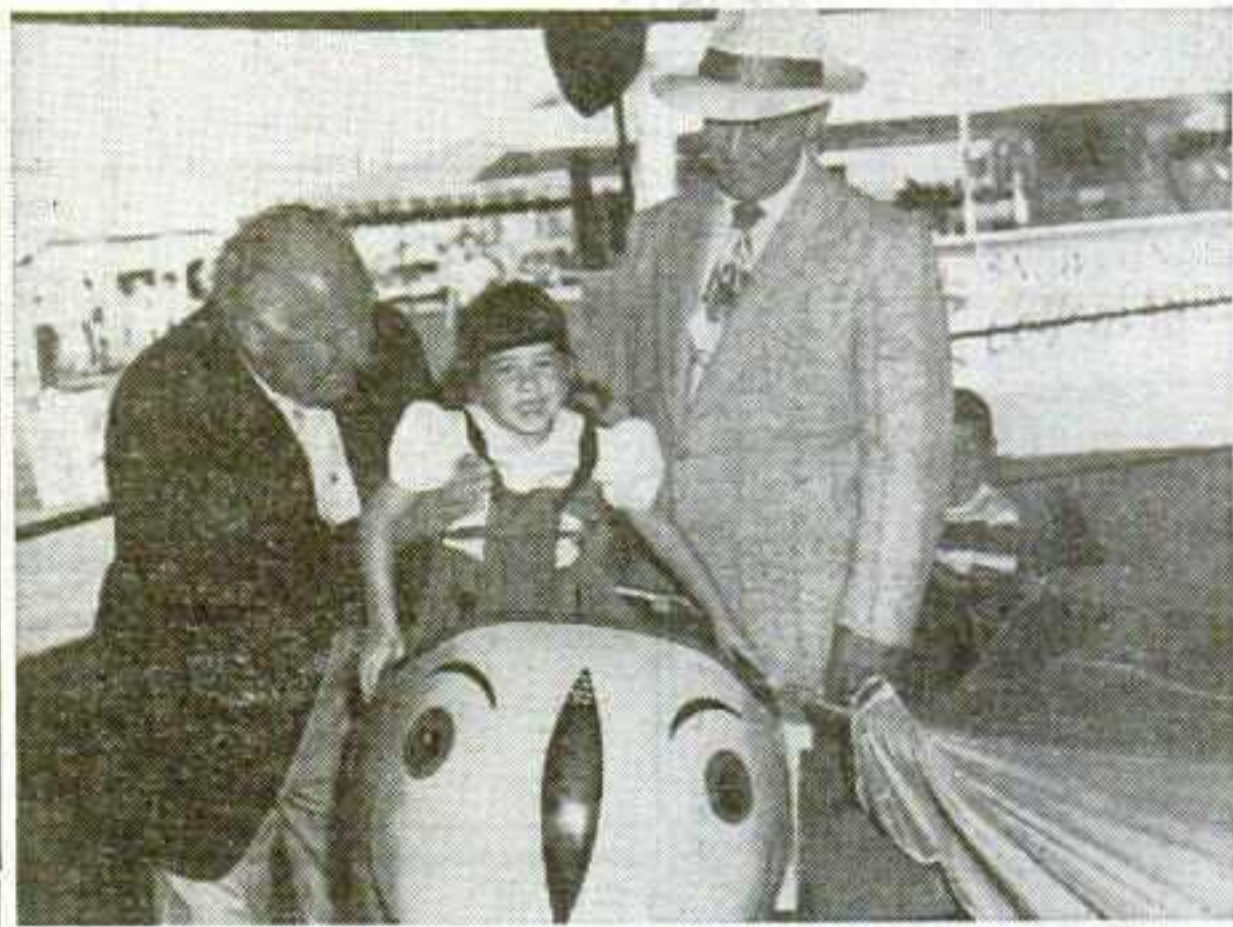
area. He knew that it had two of the greatest requisites for a park — its proximity to the business area and to the ocean.

### Reopens Plunge

One of the first jobs Murphy undertook upon assuming this post was to reopen the well-known Long Beach Plunge, which had been closed because it was unprofitable. Exerting business acumen rather than show business knowledge, he analyzed the operation from a profit and loss angle. To reduce the overhead, he used bags instead of lockers, installed automatic controls on the high pressure boilers and made other cost-cutting expenditures. Because of the modernization, he was able to cut the number of employees from 32 to 14. The improvements were made on the basis of things he had heard discussed at a convention session of the National Association of Amusement Parks, Pools and Beaches in Chicago.

Proof that the park is operated efficiently today is the company's books. Gross revenue today is 166 per cent above the war years and 1,650 per cent over prewar figures. Last Fourth of July established new record takes for every one of the 16 major and 10 kiddie rides in the zone.

During the war, like many parks, the area was the rendezvous of servicemen. While there was, perhaps, less rowdiness than many zones encountered, the cases were given publicity. This resulted in families remaining away from the area. With the employment of McGarrigle, the banning of beer in the picnic section and the absence of taverns (they are on both sides, however), the center has staged



Jimmy McGarrigle, public relations director at Nu-Pike, introduces a child to a kiddie ride, while L. P. (Pat) Murphy, manager, looks on.

his association with Long Beach Amusement Company. For the year around he is selling festivities, primarily those of the Nu-Pike. However, because of Murphy's outstanding work in building a modern zone, he has something almost as tangible as hot dogs to pitch.

When Murphy took over Nu-Pike was just a shadow of its present self. The Pacific Ocean was within 50 feet of the back of the stands fronting on the Pike thoroughfare. The only rides were a Skooter and a Merry-Go-Round. There was also a Funhouse and concessions.

### Starts to Build

Murphy took over and started to build the area. He had no glowing figures with which to interest prospective ride operators. But the ground area was expanding and there was being created an ideal spot for an amusement center. It was almost within a stone's throw of the business area. Those with rides readily recognized the proposed park as an important location for them.

There were a series of natural events, too, that helped the growth of Nu-Pike, and these cannot be overlooked in discussing its history. Long Beach Pier was being dismantled, leaving a number of operators, including the well-known Velare brothers, with no location. Then, too, the important beach development was under way. It extended the sanded area 600 feet seaward and in depth. It is on this newly created strand that the Nu-Pike is located. The parking area was enlarged to handle 850 automobiles and it's all in a day's work for 1,600 to 2,000 cars to be handled.

Murphy did not let the fact that he was unversed in outdoor showmanship deter him in selling the

a fine comeback. It has the support of both the local dailies with *The Independent*, a morning publication, giving much space to its activities. Only recently, Larry Benner, who has a flea circus on the midway, was the subject of a page of pictures and text.

### Newspaper Helps

*The Press-Telegram*, afternoon publication, has gone all out in support of the park. When the zoo was established, the publisher agreed to supply a pair of white reindeer from Europe. The check that he sent was for almost twice the cost of the animals, allowing a surplus toward the purchase of other exhibits.

As a gesture of appreciation, McGarrigle obtained the horns of one deer and was planning to have them mounted on the publisher's office walls. While he got busy on other things, someone walked off with one of the horns. The newspaperman will now have to wait another year until there is another growth. But the thing that puzzles McGarrigle is what would anyone, except a musician, do with only one horn!

The zoo has proved a drawing card for the amusement zone. The city is without an animal display and the one here attracts many people. Many of these have familiarized themselves with the feeding schedules, being on hand when the food is distributed.

In addition to the rides and zoo, Murphy was the first to install picnic grounds at a major park in this section. It was upon completion of these plans that the manager felt the need for a public relations man—and McGarrigle.

Earlier this year a State meeting of the United Commercial Travelers was held in the city. McGarrigle sold the park to the group

with the usual wind-up banquet in a large room replaced with a visit to the zone. United Airlines, anxious to plug their carriers, entered the picture. A large backdrop of a plane was installed, with a stewardess on duty at the "entrance." When the visitors walked into the "plane" they were in a Hawaiian setting where a delicious luau-type dinner was served.

The necessary extras—the parking lot, picnic grounds and zoo—have been completed with only slight improvements needed here and there at varying intervals. Murphy is now concentrating upon the amusement phase of his area. A Looper was added in July. Several kiddie rides, Bulgy and auto ride among them, were installed about the same time. While he's far from being a youngster, one of the happiest on the midway when the new kid rides started rolling was McGarrigle. Each time a ride is added to the kiddie section, he feels that it is a personal achievement, for it is for "his" kids.

Both Murphy and McGarrigle credit much of their individual successes partly to the fact that they know so well the Long Beach area. The city, however, has grown by leaps and bounds, with many new residential developments outside the limits but still within the area. This has had the effect of giving this duo a broader field in which to work. As many of the local downtown merchants are competing with the stores in the subdivisions, Murphy intends contacting Long Beach retailers with the proposal that the Nu-Pike be mentioned in their daily advertising next year. He will use the angle that shoppers could come into the city, park their cars at the beach or in uptown lots and leave their children to entertain themselves on 9-cent rides while the parents are shopping.

### Background Helps

The background of the two men on these jobs figures prominently in the development of the fun area. Murphy was born in Salem, N. J., and prior to coming to California in 1928 for a visit and to see the Tournament of Roses and the Rose Bowl game, handled a group of newspapers. When he decided to remain on the Coast, he was employed by a Los Angeles oil company. Later he was assigned to Long Beach, and has remained there. The experience with the publications, the indirect contact with talent while at the Municipal Auditorium and other factors during these assignments are now combined in his work for the Long Beach Amusement Company. He maintains contact with civic groups. He is a member of the Elks, Lions, American Legion, Amvets, Chamber of Commerce, Long Beach Convention Bureau and the Masons.

McGarrigle is so familiar with the city that he can recount the history of certain areas. His circle of friends is large, enabling him to find a way to reach most any plant executive he wishes to see. The work with the orphans and his Santa Claus role have helped him become well known. His membership and work for the Lions Club have extended his publicity. When he led 38,000 singing Lions at the international convention in Atlantic City last summer, the papers there featured him in articles. The angle used was that Santa Claus had changed his reindeer for an iron horse called Santa Fe and arrived on the Atlantic Coast.

### Singing-Amateur Shows

McGarrigle's singing has sparked a proposed development for the area. Murphy recently advised him that upon the releasing of building restrictions, a stage would be constructed with Jimmy putting on amateur shows. The plan drew no opposition from the public relations department.

The work of both Murphy and McGarrigle is being expanded because of the new residential and industrial developments. Plans are now under way for the construction, restrictions being considered, of a huge recreational area on the north side of the plunge building. About 4,000 lockers will be removed and part of the structure demolished. This will make way for a ping pong court and a lounging section in a beautiful lawn terraced garden for bathers. Another improvement that comes in the over-all plan and soon to be submitted to the board of directors is the demolishing or moving of the Transportation Building, an office structure on Ocean Avenue, and using this location for an entrance to another parking lot. This would also give space for a large sports arena in which the park-

ing lot surface would be the roof of the structure. If the board should approve such a development, government restrictions again entering into the plans, it is Murphy's intentions to have the flooring constructed with in-laid pipes for an ice rink. It also would be designed to accommodate the annual circus and dog show, exhibits of all types, wrestling and basketball. The rink would be large enough for ice hockey and the seating capacity would be approximately 4,000. In another section of the zone, Elmer and Curtis Velare have leased a large building in which they plan to install a modern Funhouse. This work will start about January 1.

While handling these assignments, Murphy has been mulling one important question: Is it better for a park to own its rides or have the operation on a percentage? Nu-Pike uses the p.c. arrangement.

One of the things that was changed when Murphy took charge was the rental of buildings. Formerly on a flat rental, the policy was changed to one of a guarantee plus a percentage. This brought the park operators the difference between \$245 a month and \$1,110 on one spot and \$175 to \$1,042 on another.

While Murphy has been the guiding light in these ventures, he credits much of his success to the support he has received from the directors. They have given undivided co-operation and gone along on the major planning. Among those to whom Murphy is particularly indebted is the president of LBAC, Mason E. Kight, who has given his knowledge of finance gained from years in the brokerage business, and his local connections have played a major part, Murphy declares, in the improvement and success of Nu-Pike. It was Kight who was instrumental in getting the manager to join him and the combination has turned out to be an unbeatable team. Other board members are Dr. Frank E. Stanton Jr., physician; Samuel J. Crawford, Santa Monica attorney and former judge; Henry NeCasek, attorney; Clifton R. Hubbard and C. C. Marlette.

## SLA Program

• Continued from page 91

phone service was resumed after a three-day interruption.

The club will maintain open house November 19-December 1, the period embraced by the outdoor show business conventions.

Other SLA convention week events scheduled are:

Memorial Service, Bal Tabarin, Hotel Sherman, Sunday (25), 1:30 p.m.

President's Party, Grand Ballroom, Hotel Sherman, Sunday (25), 7:30 p.m.

Annual meeting, Monday (26), 1 p.m., in clubrooms, followed by election of officers with polls open from 2 to 6 p.m.

Annual banquet-ball, Grand Ballroom, Hotel Sherman, Wednesday (28), reception 6:30 p.m., banquet 7:30 p.m.

Regular meeting—installation of officers, Thursday (29), 8 p.m. in clubrooms.

## Eastern Units

• Continued from page 91

Strates added five cars early this season to haul additional back-end attractions. With the cost of rail-roading today, it can be said with certainty that the astute operator found ample justification for the added nut.

Frank Bergen's World of Mirth Shows rolled merrily along. Spotty dates cropped up in the spring, but earnings at fairs were up in many instances and the season was a winning one in every respect.

### Mobile Units Click

While the biggies are singled out because they are few in number and easy to tag, the mobile units could be reported on in the same fashion. Many enjoyed a good season if they had a good fair route to finish out with and, more important, didn't pay too much dough for contracts.

Fairs were good except when hit by weather. Big attendance and free spending were reflected by annuals big and small. Only those shows that were trying to work off top-heavy guarantees found the sledding tough when they hit the fairs.

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ANYONE CAN MIMIC MOVIE STARS! Buddy Lewis, famous (Palace Theater) mimic, shows you how in his "Secrets of Mimicry"; \$1 postpaid. Unicraft, 4932 8th, Philadelphia. de15

ARRANGING FOR BAND ORCHESTRAS—Piano Vocals; manuscripts corrected and prepared for publication; school songs; send manuscript for estimate; prompt service. Val's Arranging Studio, 310 W. 10th St., Sarasota, Fla. de8

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four rag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90.

FOUR HIGH-YOCTANE COMEDY ROUTINES for male singles, emcees; tested material; single routine, \$1; all four, \$3. Springer, Box 13, Bethpage, N. Y.

FREE GOSPEL OF JOHN—PROTESTANT or Catholic version; Gospel of Matthew for Jewish folks. Write STP, Box 132, Romeo, Mich.

VOCAL-PIANO ARRANGEMENT MADE from words and melody, \$25. Copy of published songs, "Your Absence," 4¢. Mike Catanzaro, Pittsburg, Kan.

## AGENTS & DISTRIBUTORS

AAA BEST DEAL — TALKING CARDS: sample, 25¢; \$1.80 per dozen, \$12.50 per gross. Columbia, 7250 Melrose, Hollywood, Calif. de15

ABALONE PEARL SEA SHELL JEWELRY: Italian Inlaid Mosaic and Sea Coral Jewelry; Mexican, Chinese, Iran and India Jewelry; Butterfly Wing Jewelry; Tropical Souvenirs, Novelties and Curios. Joseph Fleischman, 906 Tampa St., Tampa, Fla.

AGENTS, DEALERS — LADIES' BEAUTIFUL two-tone Billfolds; plastic weave material; removable coin purse, secret pocket; assorted colors; \$5 dozen postpaid; individually boxed, \$5.50 dozen; sample, 75¢. Crescent Sales Co., 150 Broadway, N. Y. C.

AGENTS AND DISTRIBUTORS—BEAUTIFUL everlasting roses; set in rose bowl; sample, \$2; write for wholesale prices. Rose Bowl, 235 Gateway Bank Bldg., Minneapolis 1, Minn.

AMAZING ATTRACTIVE TALKING XMAS CARDS; sample, 25¢; dozen, \$1 prepaid; make quick money; everyone buys. Shafer Co., Box 723, Kansas City 10, Mo. de8

ART STUDIES THAT ARE DIFFERENT—In beautiful album; sample album, \$1; large selection; quantity prices. Jay's, Box 684, Dayton, O. no24

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Writes for Months. Will sell low because of the low, low price. Each with metal refills.  
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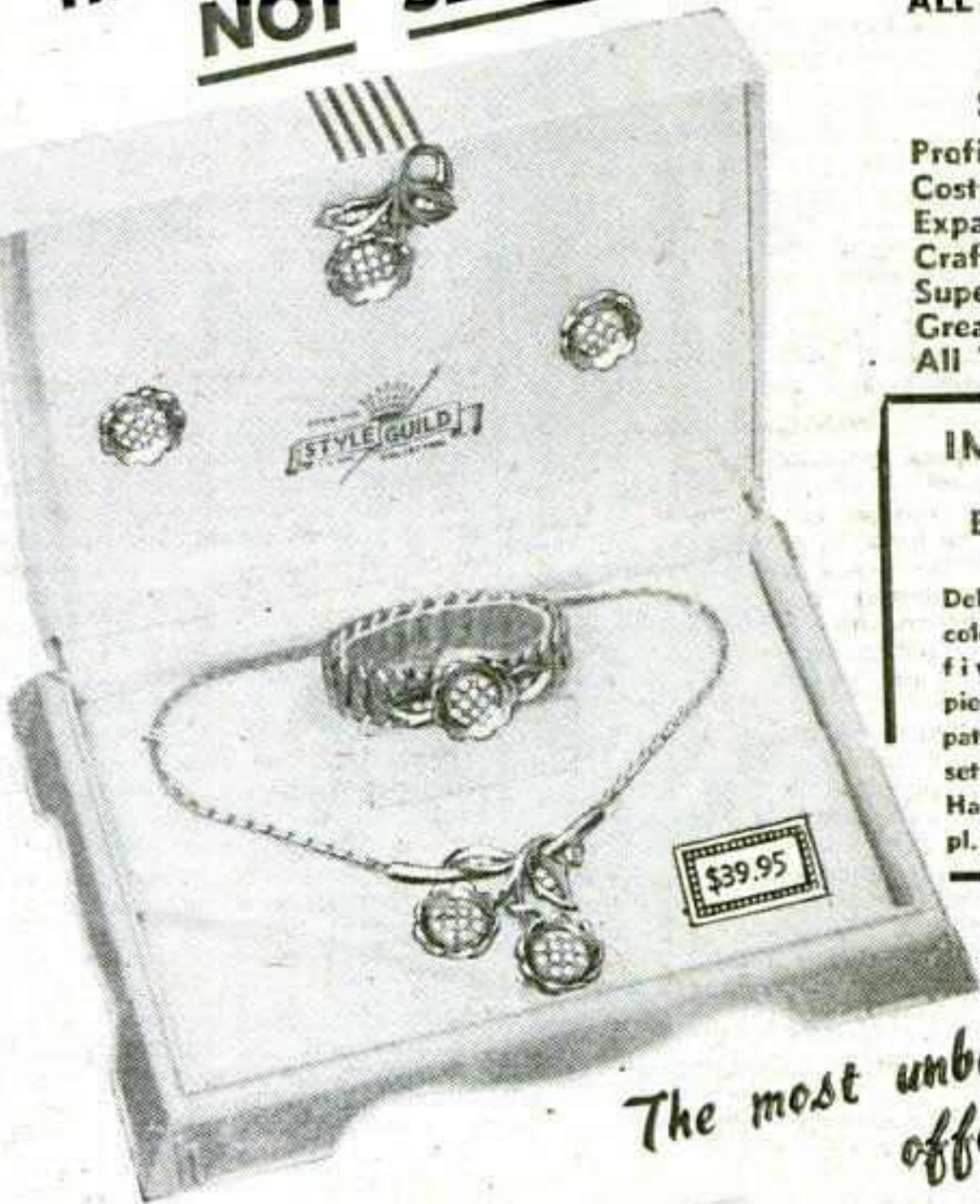
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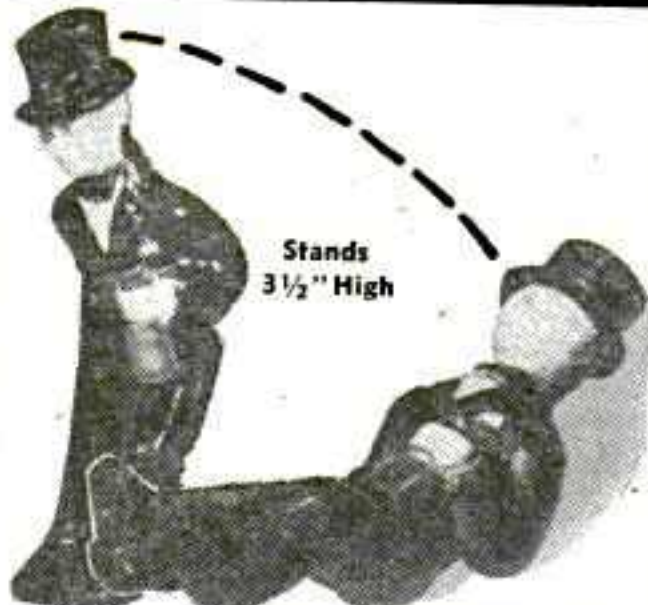
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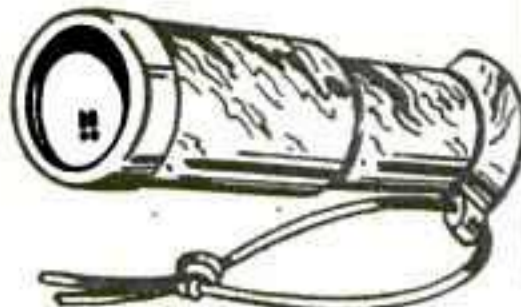
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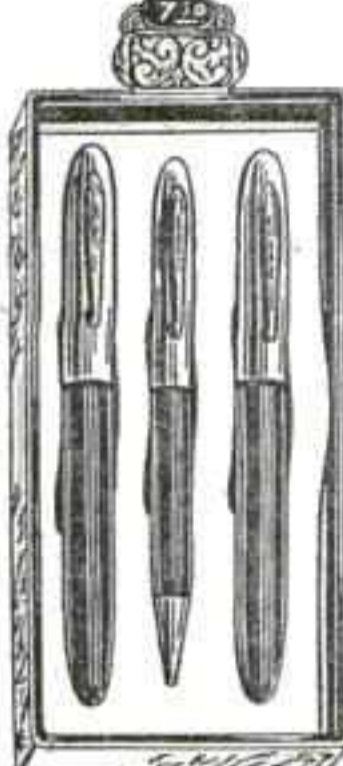
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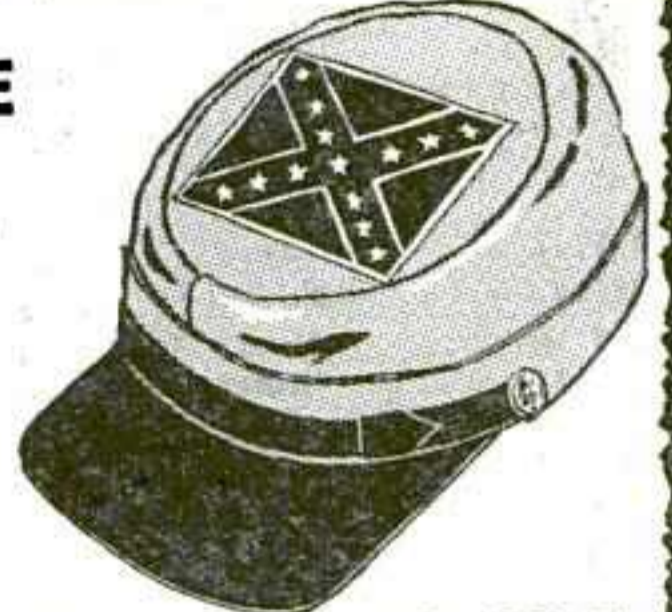
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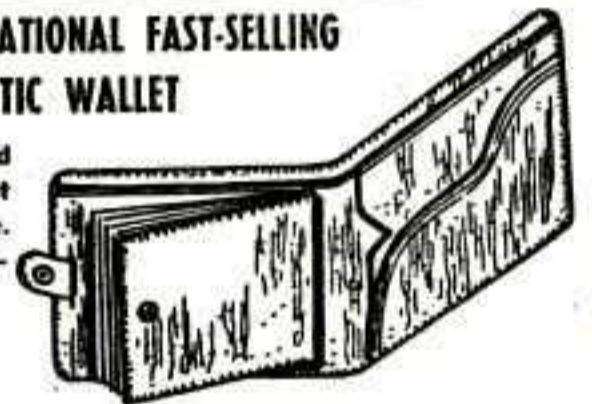


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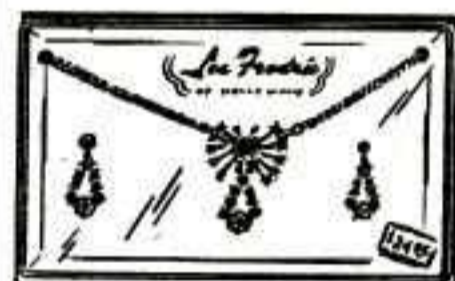
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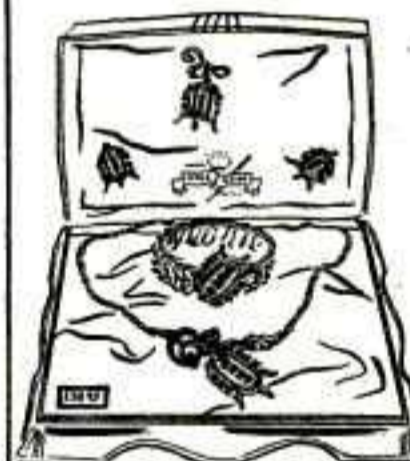
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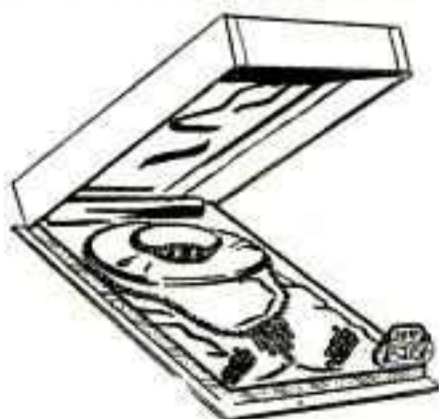
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## WANDA

### The Walking Doll

A remarkable creation appealing to young and old alike. 19" tall. She walks, stops, turns unaided for more than two minutes. Beautifully dressed in ninon lace trimmed costume. Saran hair can be combed, washed and waved. Made of unbreakable plastic.

**\$81.00 DOZ.**

SAMPLE, \$8.50



**LITTLE SQUIRT BOY**  
\$3.75 Doz. — \$42.00 Gr.

**ATT.: SEWING MACH. OPERATORS**  
Felt Christmas Stockings. \$2.50 Doz.



**GOLD OR SILVER LOVING CUPS**  
**\$19.00 GR.**  
**\$1.75 DOZ.**

### ANOTHER "FIRST"

### boxed COSTUME JEWELRY SETS

DAZZLING

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WITH RHODIUM FINISH SETTINGS

**\$48.00 DOZ.**

6 fast selling sets from which to choose



We also have a complete line of 24K Hamilton Gold Finish Necklaces, Bracelets and Earring Sets, beautifully boxed.  
**\$30.00 dz.**  
**Deluxe Jewelry Sets at \$36.00 dz.**

CONFEDERATE FLAGS, 8"x6" ..... \$ 7.20 GR.  
CONFEDERATE FLAGS, 6"x10" ..... 10.00 GR.  
CONFEDERATE FLAGS, 12"x18" ..... \$22.50 GR.; 2.00 DZ.

### MECHANICAL TOYS

MECHANICAL FUR COVERED HOPPING DOG ..... \$3.35 Doz.; \$36.00 Gr.  
MECHANICAL FUR COVERED BEGGING DOG ..... 3.35 Doz.; 36.00 Gr.  
LARGE WALKING ELEPHANT ..... 4.50 Doz.; 48.00 Gr.  
LARGE WALKING BEAR ..... 4.50 Doz.; 48.00 Gr.  
LARGE WALKING SEAL ..... 4.50 Doz.; 48.00 Gr.  
WALKING SANTA ..... 2.35 Doz.; 24.00 Gr.  
SANTA ON SLEIGH ..... 6.75 Doz.; 75.00 Gr.  
SAMBO THE MONKEY ..... 6.00 Doz.; 66.00 Gr.

25% Dep. Must Accompany All Orders.

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Phone: MArket 7-2283

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"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.

**\$10**



Men's 14k gold mount—\$25 additional.  
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For men and women, new model watches, case and dials. Reconditioned and guaranteed like new. Complete with leather straps.



**\$9.95**

Above Watch With Men's & Ladies' Sets

**\$12.95**

Above watch with gold plated band, tie holder and cuff links. Neatly Boxed  
Heavy 1/20 14K R.G.P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. \$12.95 (Tray FREE with every 2 doz.)..... Doz.  
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Above watch with 5-pc. set of imported ass't. colored stones. 14 karat gold plate.

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New Big 1952 Wholesale Catalog **FREE**

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### PERSONALS

ANYONE KNOWING WHEREABOUTS OF Julius Carl Hudson, contact Lois Bross, 18 F Heath Court, Cincinnati 25, O. Has or did have 4-truck show in 1926. Both legs amputated below knees.

WANT TO HEAR FROM FRANK SAGER, Tim Murphy, Al Nation, Gen. Del., Bastrop, Tex.

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IT'S THE CRAZIEST, ZAN MOST COLOSSAL KIDDIE C THAT EVER HIT AMER



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**FUN**  
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Giant size, gaily colored head pieces that inflate to appr. 21" x 24" high. Made of tough, heavy Gauge Vinylite. Will not crack, peel or mildew. Kids love them — makes them look taller.



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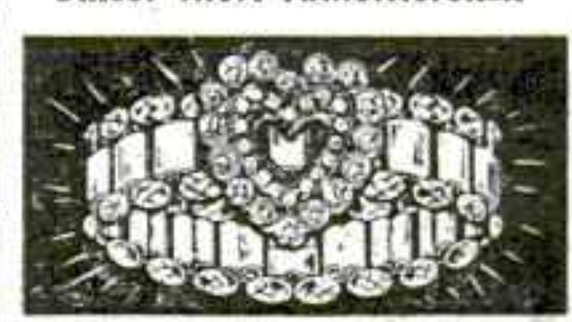
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IDEAL TOY CORPORATION  
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Beautiful 24K gold plated bracelets, 4 assorted styles, each stunning piece set with a variety of genuine rhinestones and colored, sparkling jewels. SPECIAL MANUFACTURERS' OFFER: \$6.00 per dozen (boxed), \$66.00 per gross lots.

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All with finest quality rhinestones in lasting 24K gold plate. PRICE TAGS INCLUDED—Gift Boxed. SEND FOR ILLUSTRATED CATALOG!

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**"DIAMONDS OF KIMBERLY"**

List \$150

cut stones entirely covering cuff links, tie bars & watch. Finished in eternal platinum. Leon Covello sold the original for \$7500.00. Exact duplicate equipped with world famous ROBOT 17 Jewel precision movement. In gorgeous grey moire gift chest lined with white satin with lift-out tray.

OUR PRICE \$24.75

If watch and band desired separately, \$19.75 gorgeously gift boxed.

If jewelry is desired separately, complete set, beautifully boxed, \$7.00.

Please keep in mind that this jewelry set is solidly jewel studded, precisely like the \$7,500.00 original containing scores of hand set & matched baguettes and Tiffany cut brilliants covering both tie bar & cuff links from edge to edge.

**MILITARY WATCHES ARE HOT! CUT PRICED IN SPITE OF THE SCARCITY!**

Waterproof watches—expensively cased, 15 Jewel precision movement, shock-proof, anti-magnetic radium dial, unconditionally guaranteed. In attractive plastic box. \$11.00.

**EXACT COPY OF MEN'S \$550 DIAMOND WRIST WATCH**—Case enhanced with 35 brilliant and rubies dial is also gem studded. 14 Kt gold filled, modernistic stretch band included. Comes in handsome gift box—marked \$105 & worth 11-17 Jewels—one of world's greatest makers—you'll recognize his name. Guaranteed of course. \$18.00 Ea. SAME 17-JEWEL WATCH & gold filled band with jeweled dial (no jewels on case) \$14.90 Ea. SAME WATCH & GOLD filled band but 7 Jewels—jeweled dial. Ea. \$15

**LEAVES OF GOLD**

Featuring original case by Jacques Kruller, formerly sold for \$320. Now in the world famous ROBOT 17-Jewel precision movement. Custom-crafted triple snake type patent clasp, luxuriously beaded. List \$125.00—Our price, \$22.50.

**TABLE LIGHTER**

December Model

Precise copy of famous \$17.50 model. Lovely silver plate—100% automatic, 4 1/4" high.

\$2.87 Each.

**ANY ITEM \$1 DZ.**

50 Hand painted gift boxed brooches

50 Boxed 1/2 ounce perfume

25 Giant Needle book & threader, 8" x 8"

25 Comb sets, 4 assorted combs to set

25 Key chains carded, 18"

25 Magnifier in folding metal case

69 Giant size known brand cream deodorant

25 Realistic rubber gun & holster complete

50 Genuine leather cigarette cases

50 Famous men's after shave lotion, talc or cologne

25 Large Eagle padlocks—2 keys

50 Make-up cosmetic puff by Harriet Hubbard Ayer

50 Perfume atomizer pastel crystal—chrome trim

50 Extra fancy metal large size ashtray

35 Nippers shave cream or talc

25 Combs, extra massive, 9" long—never break

25 6" plastic ruler with pencil sharpener attached

75 Combination memo book & Collection nude models

50 Chicken lays essay plastic toy

25 Sliding telescope nude viewers with key-chain, daring models

50 Sun Glasses—polished and ground lenses

51 Ski Goggles—plush & leather bound

50 Traveling pocket chess & checkers with board

25 Funny rubber heads—squeeze 'em and tongue sticks out

59 Scatter pens, 24K gold plated—also earrings

25 Ashtray—for you fishermen—metal fish ash receiver on crystal base

25 Crystal salt, pep. shaker, chrome top

50 Oil Painting 4x4 1/2 imp. from Holland, mounted, ready for wall

35 Silk perfumed sachet pillow

40 Plastic compacts with makeup

49 Schnoz with shell glasses, the better kind

51 Toilet Waters in extra fancy bottles

75 Pen Knives

50 Ass. Figurines, wonderful selection

50 Writing Portfolios, contain envelopes, paper, etc.

50 Metal automatic needle dispenser, turn knob, exact needle you desire drops out head first

**ANY ITEM 25¢ EA.**

51 Yellow gold plated 2 ring set 1/2 Kt. rhinestone engagement ring, 5 Rhinestones in wedding ring, 5 Lined cosmetic case containing compact, lipstick, etc.

51 Ultra fine forged steel embroidery shears

51 New Earrings. Today's most popular style, which is the long drop pearls combined with flashy rhinestones. Amazing value.

52 Names in yellow gold filled wire—any girl's name. Specify names.

51 Men's gold plated rings—2 Rubies on side, large Rhinestone in center

51 Infant comb & brush set in fancy box—lucite back—nylon bristle

51.50 Ladies' or men's plastic handle comb & brush sets

52 Genuine Royalton patented pre-molded pipes—factory broken in—exquisite briar

52 Men's complete toiletries sets—contains cologne, powder, etc.

510 TAFFI! TRID PERFUME SETS, includes cologne, perfume concentrate

52 Silver plated fine quality infant fork & spoon set

51 Steak knives—fine steel, hollow ground, genuine Rosewood handles

51 Set of 12 DARING GENUINE PHOTOS OF GORGEOUS MODELS

51 Light-up pencils—press button & brilliant model appears—battery included

52 Genuine "Anson" tie slides in velvet boxes

51.50 Combination cigarette lighter & automatic pencil—all metal, gold plated

52 Genuine snakeskin miniature lighter—size of a postage stamp

52.50 Quality stainless steel bright chrome finished expansion bands each on attractive velvet pad

51 Mechanical toys—most popular numbers on the market

53 Extra large imported figurines with fine detail

51.50 Genuine imported china cup & saucer sets on teakwood base

51.50 Large size extra massive cut crystal ice bucket with fancy hammered metal handle and hammered ice tongs to match

51 Giant ashtray, metal bottom with removable crystal liner

**ANY ITEM \$2 DZ.**

51 Fine quality leather wrist watch straps

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75 Genuine Briar pipes—original shapes

69 Famous Weston ball of fire cigarette lighters

51 Voodoo plastic cigarette case—handles 20 separately

59 Tobacco pouch with zipper closing

50 Hair or clothes brushes—red-wood

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215 Carats of selected rhinestones, rivaling the finest diamonds in brilliance, cover ENTIRE FACE of watch & entire watch bracelet, 1/2 inch wide. Just press gem lever and solidly jeweled cover springs open disclosing time. This cocktail model has NEVER BEEN OFFERED AT A POPULAR PRICE. 17-jewel movement by one of the world's best makers of FINE watches. You'll recognize the name. In lifetime platinum finish—unconditionally guaranteed—in gorgeous presentation chest. Marked \$125 & worth it. \$20.00 Ea. Same as above, but without cover. Watch is lavishly set with simulated diamonds on case. 17 Jewels, \$16.00 each.

Same as illustrated but in ring watch shape. Fits any finger. \$12.95 each. Copied from \$750.00 original.

**BOOK ENDS—**

Genuine Walnut Finish. Wooden bases flanked by real leather. Mounted on each base is exact replica of the ship of Christopher Columbus. Complete with linen valis, colored banners, etc. 90c Pr. real \$5.00 retailer

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New type electric motor produces tantalizing hip action never believed possible. The grass skirt whirling, finest quality self-starting electric clock, gold tone finish, luscious fringe satin lamp shade. Guaranteed full 10 years Full 26" high. \$11.80 each.

**7 x 50 BINOCULARS**

(90 Retailer) Our Price \$35.50

Complete with neck strap, shoulder strap & lined heavy leather carrying case. The finest quality as used by the U.N. Armed Forces—bright, clear & precise field of vision—individual eye focusing, adjustable for pupillary distances. Almost limitless clarity across great distances. 7 inches long closed. Scientifically polished coated lenses.

Same as above, but 8x30 \$26.50

Same as above, but 6x30 \$25.00

**AMAZING NEW AUTOMATIC CLOCK-LAMP RADIO**

Wakes you up to music! Wakes you up to light! Wakes you up to coffee aroma!

Set your Sessions clock to the time you desire and this marvelous instrument will wake you up any of these 3 ways or all three at once. Yes—the lamp lights AUTOMATICALLY at any time you set on the clock in advance. Yes—the music plays AUTOMATICALLY at any time you set on the clock in advance. And, believe it or not—plug in your percolator before you retire at night and it will perk AUTOMATICALLY AT THE TIME YOU SET ON THE CLOCK. Beautiful ebony plastic with luxurious gold trim—your choice of color expensive spun glass modernistic shade. \$22.47.

Walnut, \$23.47. Ivory, \$25.99.

Clock Radio Only Wakes You Up to Music—without lamp. Ebony, \$19.60. Walnut, \$26.60. Ivory, \$22.99.

**FAMOUS TYNAR CAMERA**

A chromatic lens. East-est candid camera in the world to operate! 6 important features no camera priced under \$100.00 can match! 1. No threading of film—load and shoot in 5 seconds. 2. Day-light loading! 3. One quick turn of knob—film is wound. 4. Automatic frame counter. 5. Snaps 14 pictures in 24 seconds! 6. Pre-calibrated, constant speed shutter—beautifully styled in metal. 1 1/2" high by 3/4" wide and 3" long. Retail \$10.95. OUR PRICE \$4.97, including 2 extra magazines of film.

**BRAND NEW COMBINATION LAMP & ELECTRIC CLOCK**

Bulb is concealed in belly of horse. Light filters through, giving romantic effect, especially in darkened room. Horse is styled with rhinestone hair. \$9.88 EACH. Same as described except without lamp \$7.88 EACH.

**CALENDAR WRIST WATCH**

Tells the Time Tells the Date Actual Size Tiniest watch of its kind on the market. Dial etched in 24K gold, 7-3 precision movement, water and shock resistant, high finish case—retails for \$27.50.

OUR PRICE \$6.88 Ea. Same 7-J watch without calendar window \$5.88 Ea. WRIST ALARM WATCH—Waterproof, shock proof, 7-3 movement \$9.74 Ea. W R I S T A L A R M WATCH—Finest 17-J. ALARM WATCH—Precision 7-3 movement \$7.64 Ea. CHRONOGRAPH IN BRILLIANT 24 KT. GOLD FINISH—Rich pink and gold dials, 2 buttons. This timepiece must be seen to appreciate its beauty. In effective window display box—\$37.50 gold price tags. \$5.80 Ea. AMAZING CALENDAR CHRONOGRAPH WATCH WITH FOUR (4) HANDS—Also tells date—water resistant—guaranteed. \$5.80 Ea. GENE AUTRY WATCH—Just out! Equipped with the new LIVE radium dial. Numerals really glow in the dark. Sweep second—water resistant in attractive transparent window gift box. Sensationally priced at \$3.95 Ea. Same as above, but PORKY PIG Model \$5.67 Ea.

**FULLY AUTOMATIC CASE & LITER COMB.**

Copy \$17.50 known make. Inlaid enamel on chrome. \$2.25.

**GOLD PLATED MIDGET LITER.**

Retails \$2. Now 25c.

**AUTOMATIC LITER.**

Copy \$8 famous make. 50c.

**5-PC. SETS**

Jew Ass'd. Styles, 14 Kt. Gold Plate. Necklace, Brooch, Bracelet, Earring Set. This 5-piece 24K gold plate set contains 10 colored center stones and 24 sparkling clear stones.

3-tired satin-lined, velveteen covered hinged box measuring 14x7" open. Retail Tags, \$39.50. \$2.75 Per Set. Send \$10 for 5 assorted luxury boxed Sets (Retail \$100)

**PEARL HEAR'S**

encircled by diamond-cut brilliants. Set in long lasuring platinum-like metal. 10 assorted designs in gorgeous 4" by 8" by 2" plastic chest resembling open book when closed. Inscribed on outside "A Think of Beauty is a Joy Forever." \$12.50 SET.

**TABLE LIGHTER**

Set in full 3 1/2" by 5" size. High luster chrome automatic lighter. Oversize ash tray holds 4 cigarettes. \$5.00 PRICE \$1.27 SET.

**COMBINATION ELECTRIC TELEVISION SCREEN CLOCK AND NIGHT LIGHT.**

World's easiest clock to read. Brilliant numerals on luminous screen. Size 5 1/2" by 5 1/2". \$4.96 Ea.

**JEWELRY SETS**

60c SET PIN & EAR-RING SETS. 12 Assorted Styles. Our guarantee: Best Value Ever or your money back. Each set in rich satin lined crimson & gold gift box of exquisite design.

leigh shape, \$10 gold embossed resale tags.

**FAMOUS EVERSHARP DESK-RAC**

Plus Eternal Calendar.

**WORLD'S LOWEST PRICE \$2.35**

**BIGGEST (13 1/2 INCH) CLOCK BUY OF ALL TIME**

Colossal Value That Can't Be Duplicated!

Designed from the original & costly French Toile Clocks. Fully Guaranteed—Starting Electric Movement. Top Decoration is Polished Brass. Hand Painted Gold Color Decoration on Handsome Case. Colors: Black, Maroon—Green—Brass Color. Retail for \$12.50. OUR PRICE \$5.37.

**PISTOL LIGHTERS**

Fully 100% Automatic. Pull Trigger, It Lights—Release—It's Out!

Brite Chrome, 2 1/2" x 3". Detachable base for pocket or table 604 Ea.

**5 PC. MEN'S DE LUXE JEWELRY SET**

OUR PRICE \$3.90 SET

Heavy weighted double gold finish—consists of 18" snake keychain, cuff links, tie-bar, collar pin—all exquisitely matched. Handsomely packaged in metal box, satin lined, covered with leatherette. \$25 price tags.

**\$27.50 MEN'S EVERSHARP GIFT SET**

New gold tone caps on EVERSHARP Pen & Pencil with matching money clip, tie bar & cuff links. Deluxe metal gift case covered with grey pigskin—satin lined.

OUR PRICE \$3.80 Set

**WORLD'S LOWEST PRICE \$2.35**

Striking gold and black plastic case opens to convenient desk set with holders for sensational new EVERSHARP Reporter Pen & Pencil.

**BIGGEST (13 1/2 INCH) CLOCK BUY OF ALL TIME**

Colossal Value That Can't Be Duplicated!

Designed from the original & costly French Toile Clocks. Fully Guaranteed—Starting Electric Movement. Top Decoration is Polished Brass. Hand Painted Gold Color Decoration on Handsome Case. Colors: Black, Maroon—Green—Brass Color. Retail for \$12.50. OUR PRICE \$5.37.

**PISTOL LIGHTERS**

Fully 100% Automatic. Pull Trigger, It Lights—Release—It's Out!

Brite Chrome, 2 1/2" x 3". Detachable base for pocket or table 604 Ea.

**5 PC. MEN'S DE LUXE JEWELRY SET**

OUR PRICE \$3.90 SET

Heavy weighted double gold finish—consists of 18" snake keychain, cuff links, tie-bar, collar pin—all exquisitely matched. Handsomely packaged in metal box, satin lined, covered with leatherette. \$25 price tags.

**IT'S FREE!**

**BURKE'S 1952 CATALOG**

**WORLD'S LOWEST PRICES**

SEND FOR IT!

**ANY ITEM 80¢ EA.**

51.50 5-pc. service combination crystal salt & pepper shakers—mustard pot with serving spoon all in one—chrome tray—metal tops

51.2-color ball pen combination, red and blue

51.50 Our #1022/465 salt & pepper sets—6 shakers in the set, in rayon lined gift box—all metal—silver plated

53 3-PC. PEN SETS—self-filler fountain pen—automatic re-press pencil. Good ball pen in fancy box. \$7.50 tags.

54 GENTS' EXPANSION WATCH BANDS, THE BETTER KIND. 100% super bright stainless steel. On beautiful velvet display pad. \$5.95 price tags

**ANY ITEM \$1.50 EA.**

53 Embossed Chinese design Mandarin table lighter

57.50 Cotton Blossom. Large 1 ounce perfume in imported flacon elaborately boxed

54 "Tattoo" gift set. Four ounce cologne in silver bottle with silver plated lipstick case & eye make-up kit to match—gift boxed

53 Fine gold filled anklet in twin heart design

52 Elaborate holster with gold plated click sun

53 Handsome pocket lighter. Fully 100% automatic—press it's lit—release & it's out. Brilliant chrome. \$2 Large aluminum Percolator

54 Men's sterling silver massive cameo ring—state sizes

54 Ladies' 2 ring set. 2 Kt. rhinestone engagement ring with rhinestone wedding ring to match. Genuine sterling silver, looks like real thing

59.95 Expansion watch bands. Latest, flashy, modernistic design gold top, stainless back, on attractive velvet pad

55 Heavy silver plated binoculars, engraved design

52.50 Aviators' sun glasses, genuine 20-28 lenses by Rocklax—guaranteed unbreakable—gold frames. Leather case included.

51.50 Perfume by Ravel, nationally advertised, 1/2 ounce

55 Rhinestone pin & earring sets, gold plate, complete in plastic covered velvet pad hinge box

**ANY ITEM \$1 EA.**

52 Table lighter set—silver plated, includes tray, automatic lighter and cigarette holder

55 Tie slide & cuff link combination sets in velvet box

52.50 Snake keychains by Forstner—quality the best—a rare buy!

510 Halliwell of London 3 pc. men's toiletries set—cologne after shave lotion & talc

54 Extra fancy silver plated, filled green, double folding photo frame, each part 4 1/2 x 3 1/4

53.50 Silver jewel box winged horse in silver on red background—padded silk lined

53.50 Smoking pipe lighter—silver brushed, looks like real pipe

55 Pocket watch lighter, looks like real pocket watch—beaut. engraved dial. Press & it lights.

53.50 Men's massive military hair brushes, genuine hand carved lucite handles—stiff nylon bristles

52.75 Genuine Baroness 3 strand exquisite pearl chokers with rhinestone clasp. Done up in impressive package.

54 Lucite bath brushes, 13" handle with nylon bristles

53.50 Identification bracelet—extra massive—bright stainless rhodium—extra wide custom-curved name plate

53 3-pc. cake service set—gold plated, flashy 12" plate with notched chrome handle and chrome cake server. 1 doz. lots only.

52 Revolving viewers with 16 assorted pictures Hollywood models

52 6" leatherette case, unbreakable, shock proof, non inflammable amber handle, with flange aluminum screw chuck, tempered, polished blades

57.50 Quality tie holder & cuff link set. 24K gold tops in velvet lined boxes.

53 WALLETS—Absolutely the finest butter soft imported cordovan leather. Zippered secret pocket, etc. You'll recognize this as a \$7.50 retailer. Gift boxed.

**ANY ITEM \$1.50 EA.**

53.60 Horseshoe men's scarf pin studded with rhinestones.

54 FIRE-KING Heat proof dinnerware. Beautiful ivory, 12 pc. set.

55 Massive & Flashy men's gold filled rings, large fine rhinestone in center. Rubies on sides. Modernistic design.

54 Carving sets. Better quality. Horn handles. Hollow ground stainless.

56 Kitchen cleaver set. Full size 5 piece.

53.50 Doll, 18" high—adorably dressed—guaranteed unbreakable.

510 "Golden Glean" set—Consists of jewelry bronze compact with jeweler's bronze wallet to match. All in silk lined box.

57.50 The Amazing New & Sensational Type of 4 color pencil developed last month. When you press the lever for color desired, the pencil retracts—Triple chrome. Luxury octagon shape. Never offered before!

56 Silver plated Sugar & Creamer set.

55 Knight type table lighter, 7" tall. Helms conceals lighter.

54 Luxury boxed 4 pc. perfume set. Large cologne, perfume, sachet & talc.

53 Pocket watch, nickel plated, guaranteed 1 year.

51.50 Kreisler gold filled cuff links in gift chest, gem stone revolves to match costume.

55 Automatic cigarette case & lighter combination. Brite chrome, guaranteed.

53.95 You-me cocktail set with "you" "me" crystal glasses, includes bright metal trim cocktail shaker & chrome tray.

**ANY ITEM \$1.50 EA.**

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55 Automatic cigarette case & lighter combination. Brite chrome, guaranteed.

53.95 You-me cocktail set with "you" "me" crystal glasses, includes bright metal trim cocktail shaker & chrome tray.

**MINIMUM ORDER \$5**

**PRICES NET**

**F.O.B. N.Y.C.** 10 WEST 27TH ST., NEW YORK CITY, N. Y.

**25% Deposit on COD's**

**BURKE**

PHONE: MURRAY HILL 4-6756

# WHY PAY MORE?

Buy Direct From  
Manufacturer



Original, Attractive 4-Piece Jewelry Sets in Rhodium-White and 24 Kt. Gold-Plated.

NOW ONLY \$27.00 per doz.

Combination pin and necklace, earrings and bracelet, exquisitely matched, in large, attractive, velour-covered satin-lined gift box with \$19.95 embossed price tag.

6 Samples, \$15.00

25% deposit required with order balance C.O.D.

## CLARION SALES, INC.

Manufacturers of Fine Novelty Jewelry

180 FORSYTH ST.

NEW YORK 2, N. Y.

# NOVELTY SCARFS

for

GIFTS! SOUVENIRS!  
SPORT! DRESS!



**SPORTS**  
Scarfs for Football, Basketball and Winter Sports.  
Retail \$1 to \$2.

**STATE & REGIONALS**  
Picture Map Scarfs for every state in the union.  
Retail \$1 to \$2.

**RODEOS & WESTERNS**  
Colorful designs of lively western motifs.  
Retail \$1 to \$2.

**U.S. ARMED FORCES**  
Scarfs for the Army, Navy, Air Force or Marines.  
Retail \$1 to \$2.

Late Special! Confederate Flag Scarfs!

ask your jobber or write  
**Rivoli SCARF & NOVELTY CO.**  
Manufacturers

Longacre 4-5670

48 West 37th Street - New York 18, N. Y.

# HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**AGENT WITH CAR TO BOOK SMALL CIRCUS.** To book auspices. Expense account and percentage of gross after taxes, before auspices. Box 478, Billboard, Chicago.

**FEMALE VOCALIST—DANCE BAND; POPULAR, some Jewish; 4 nites weekly, \$40.** Mail Box 692, The Billboard, 1564 Broadway, N.Y.C.

**GIRL DANCERS, STRIPS, EXOTICS—IMMEDIATE openings, steady work, no lay-offs; come in.** Stone Theatre, 2511 Woodward Ave., Detroit 1, Mich.

**LADY — HIGH TYPE; REPRESENT 46 year old company booking latest entertainment feature with civic, fraternal, school and church groups in smaller cities; dignified, high earnings; need car.** Write C. L. Ballew, 3419 Broadway, Kansas City, Mo.

**MUSICIANS — ALL INSTRUMENTS FOR prominent dance band reorganizing; salary, steady employment without lay-offs.** Box C-484, c/o Billboard, Cincinnati 22, Ohio.

**NEED PIANO AND TENOR MAN STARTING December 7; salary \$90.** Orchestra Leader, Gen. Del., Ft. Worth, Tex.

**PIANIST—ATTRACTIVE YOUNG LADY; play and sing; nite spot; good opportunity.** Gayety Buffet, 511 9th N.W., Washington, D. C.

**PIANO, STRING BASS, LEAD ALTO WITH Sammy Kaye-type tone for commercial, two beat, semi name Midwest band; state previous bands, etc.** Box CH-143, care Billboard, Chicago.

**PUPPETEERS OR ACTORS WANTING TO learn; male, female or couple; five months; good salary, travel Eastern U. S.; car needed but not essential.** Write Marionettes, 118 1/2 Main, Tarrytown, N. Y.

**REPRESENTATIVE—46 YEAR OLD LEADING company. Visit presidents, civic clubs, lodges, etc., smaller cities with worthwhile, proven fund-raising plan which costs club nothing. All clubs interested; over 8,000 communities repeatedly served; advances \$100-\$250 weekly plus monthly bonus; car necessary; protected territory; interesting, permanent.** Write C. L. Ballew, 3419 Broadway, Kansas City, Mo.

**TV HANDYMAN SHOW WANTS ACTOR** who can handle with tools. Knowledge of woodwork and pleasant personality essential. Write Ohio Advertising Agency, 2300 Payne Ave., Cleveland, Ohio.

**WANTED—HOTEL STYLE PIANIST; MUST read, fake; Latin essential; some semi-classical; good habits, appearance; on cut or no notice basis; long job, good money to right man.** Contact Ted Rogers, Corpus Christi, Tex.

**WANTED EXPERIENCED PIANO, TENOR and Drummer; must fake, read, cut shows.** Location Florida. Orchestra Leader, Whitney Hotel, Savannah, Ga.

# 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

## MISCELLANEOUS

**A COUPLE, CAPABLE, MANAGE XMAS shows or street truck shows; furnish pony rides.** Burzee, 6 Cranell St., Poughkeepsie, N. Y.

**AT LIBERTY—COMEDIAN; CAN DO CHARACTERS, M.C. show; do several single acts; good singing voice, nice wardrobe, no booster; male; job bad; will work reasonable.** Who can use me? Box C-493, care Billboard, Cincinnati 2, O.

**BOOK BOB TOMLINSON — ONE MAN Vaudeville Show; juggler, ventriloquist, magician, rope twirler, accordionist; for all occasions.** 162 North State, Chicago, Ill. Tel. Dearborn 2-2734

## MUSICIANS

**A-1 ORGANIST—25 YEARS' EXPERIENCE** theaters, radio, lounges, hotels, rinks; warm climate preferred. Address Organist, 136 47th St., Union City, N. J.

**ACCORDIONIST-PIANIST — EXPERIENCED with shows; learned with versatile singer, dancer, comedienne; exotic novelty, character acts.** Hardt, 64-17 35th Ave., Woodside, New York. Havemeyer 9-4859.

**PIANIST — PLAY FINE SOCIETY AND commercial piano; read and fake; excellent show pianist; draft exempt, sober and reliable; please don't misrepresent.** Box C-489, care Billboard, Cincinnati 22, O.

**PIANIST — TEN YEARS' EXPERIENCE;** hotels, lounges, radio; prefer Southern territory; non-union. Box C-491, Billboard, Cincinnati 22, Ohio.

**TENOR AND CLARINET—SECTION ONLY;** good reader; draft exempt. Box C-483, Billboard, Cincinnati, Ohio.

**TROMBONIST—AVAILABLE IMMEDIATELY;** double trumpet and vocals; experienced; single; prefer southern location; all offers considered. Art Weite, Wells, Minn.

**TRUMPET — AVAILABLE DECEMBER 10;** semi-name experience, section or combo; reliable; age 28; location only. Box C-492, care Billboard, Cincinnati, O.

**WELL KNOWN YOUNG CABARET, SUPER club harpist; popular repertoire, excellent wardrobe, own transportation; prefer Louisiana-Texas, N. Y. area.** Harpist, 228 E. 61st St., N.Y. 19

## PARKS & FAIRS

**BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations.** Claude L. Shafer 1041 S. Dennison, Indianapolis 21, Ind.

**"WRITE" CHARLES LA CROIX, HIGH-class Trapeze Act.** Available for indoor and outdoor events. (Platform required for outdoor.) For particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

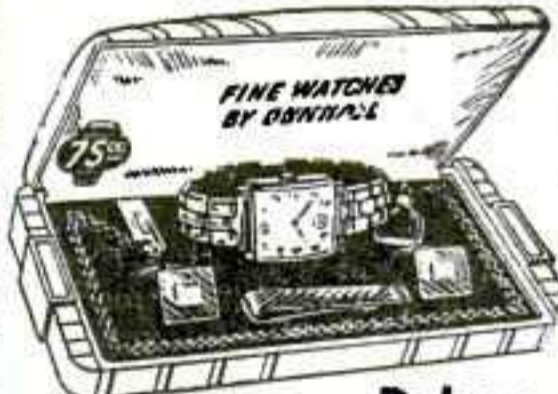
## VAUDEVILLE ARTISTS

**ATTENTION—LONDON PUNCH & JUDY, also white face clown; dept. store Xmas toyland, indoor circuses, Shrine dates; A-1 Punch set-up, wardrobe.** Doc Candler, Rt. 2, Mt. Clemens, Mich.

**FEMALE IMPERSONATOR OPEN FOR** night club booking; singer, exotic dancer; flashy wardrobe; will send photos; salary \$125 net; transportation one way. Wesley Davis, 411 S. Wabash, Chicago, Ill.

## SENSATIONAL VALUE! Men's WATCH SET

\$75 retail tag with each set



Complete Deluxe WATCH and JEWELRY Ensemble \$9.90

Deluxe WATCH \$6.30

Wholesale only. 6 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

**BROOKS Products**

92 Liberty Street New York 6, N. Y.

## WATCHES REBUILT and NEW RINGS COSTUME JEWELRY

LOWEST PRICES

**MURRAY SALES CO.**  
423 So. Los Angeles St. Los Angeles 13, Calif. Phone: MUtual 6074

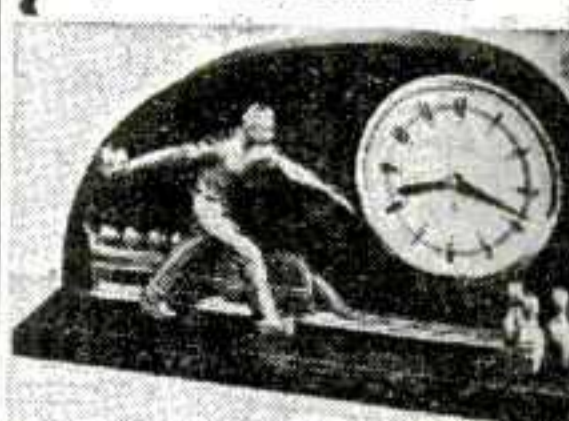
## SENSATIONALLY PRICED

PRECISION MADE ELECTRIC SHAVERS \$1.95 EA.

individually packed in beautiful self-selling counter box with \$19.50 price tag. Rich equipped with simulated pig skin pouch.

Terms: 25% Deposit, Balance C.O.D. Sample \$1.00 Extra.  
**NATIONAL DIST. CO.**  
222 Calumet Bldg. Miami, Fla.

**MIKE BRODY extends a Cordial Invitation to all Conventioneers to come and visit his showrooms during the Outdoor Convention.**



## No. 450 Mahogany Finish Bowling Clock

Figure and pins in highly polished gift metal. Large size. Very flashy. Self-starting United movement.

Sample Lots of 6 \$7.00 \$7.25 or more

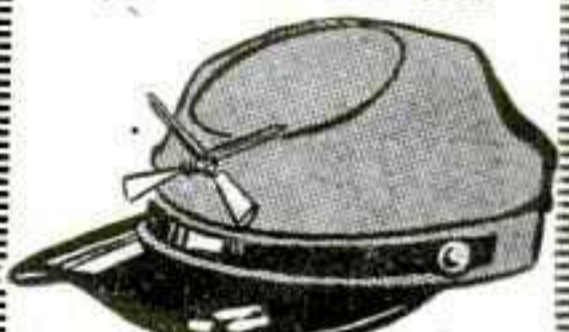
## WRITE TODAY

For Your FREE Copy of Our New 24-Page Catalog of Xmas and New Year Merchandise.

Our NEW GENERAL MERCHANDISE Catalog is now available. Please specify if you want a copy of this one.

**M. K. BRODY**  
1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOntrope 6-9520  
In Business in Chicago for 35 Years

## CONFEDERATE CAP



Exact Duplicate of Civil War Confederate Cap. Selling like wildfire! Terrific for Southern States. Available in Small, Medium and Large.

\$1.95 seller.

\$7.50 PER DOZEN

25% with order—balance C.O.D.

**I. SLUTZKY & SONS**  
38 6th Ave. Brooklyn 17, N. Y. Tel.: STerling 9-2135



## DIRECT From Manufacturer SENSATIONAL VALUE

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors. Attractive box. PER GROSS \$42.00 Inc. Tax Sample set \$1.00 \$1.95 retail price (12 1/2 in. x 3 1/2 in.)

## WHAM-O SPORTSMAN

HITS LIKE A .22 RIFLE—KILLS RABBITS, SQUIRRELS. For hunting, target, routing pests. Sportsman's choice sold world over!

**Present Specialty Co.**  
Rooms 461-462 212 Essex St. Boston 11, Mass.

## MIDGET BIBLE

Big Profit From a Little Item. New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer, etc. Over 200 pages. Size of postage stamp (1 1/4 in. x 1 1/4 in.), yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices 90c doz., \$4.70 per 100. F. O. B. Detroit; add postage.

Send for WHOLESALE CATALOG of 1000 novelties. **JOHNSON SMITH & CO.** Detroit 7, Mich. Publishers of 100 Low Priced Paper Covered Books on Magic, Myanatomy, Hobbies, Girls, Etc., Etc.

**CLEAN UP WITH PLASTIC RAYON TOWELS**  
Powerful Quick Demonstration Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 8 18"x27" Towels. Sells \$1; \$56.00 gross. Send \$1 for sample package 6 Towels. Big profits every batch. All orders 50% deposit, balance C.O.D.  
**SUNBEAM PRODUCTS**  
634 4th St., South St. Petersburg, Fla.

## THIS ADVERTISEMENT MAKES MONEY FOR DEMONSTRATING DISTRIBUTORS

Sell a nationally advertised product that every automobile owner wants. The Zip-O Gas Miser has been thoroughly tested and is completely guaranteed to the buyer. National magazines and more than 3,000 small town newspapers will be used to advertise this amazing new invention. Live-wire demonstrators and distributors can "make money fast."

Write today. **PLYMOUTH MFG. CO.**  
10100 St. Clair Ave. Cleveland, Ohio.

## STOP WASTING GAS GET THE AMAZING ZIP-O GAS MISER



Nothing like it. Captures the tiny drops of wasted gas that cause poor performance. Increases down-draft vacuum pressure and turns this waste gas into fully vaporized fuel for more power, better starting, extra mileage and SAVINGS. INSTALLED IN A JIFFY — NEVER WEARS OUT! Comes complete and ready to install. Simply loosen and remove bolts which hold carburetor on manifold, insert Zip-O and replace carburetor — THAT'S ALL. No other controls or accessories to buy. The Zip-O Gas Miser works automatically, and never wears out. The single throat \$2.95 model fits Chevrolet, Chrysler 6, DeSoto, Dodge, Plymouth, Olds 6, Nash 6, Hudson 6, KF, Studebaker, Champion, Commodore, Dictator, Willys and Henry J. All others use double throat model at \$3.95. Give make and model when ordering. MONEY BACK GUARANTEE: Use the Zip-O Gas Miser for 10 days. If not fully satisfied, return and your money will be refunded.

DEALERS WANTED **PLYMOUTH MFG. CO.**  
10100 ST. CLAIR AVE. • CLEVELAND 8, OHIO



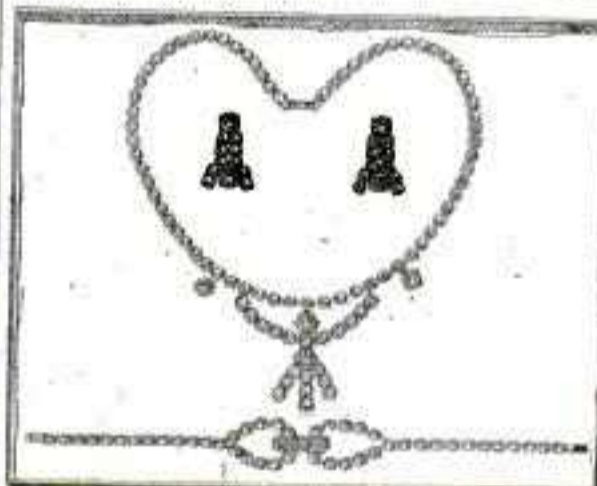
## POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30 \$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid

Case Lots of 30  
No. 140 TOBAS ..... \$3.25  
No. 144 Midway ..... 3.25  
No. 145 Magnet ..... 4.10  
No. 146 Mingo ..... 4.10  
Less Than Case Lots, Add 10c Per Blanket.  
For Sample Add 50c Per Blanket.

Write for our New 1951 No. 61 Catalog now. State business in first letter.

**WISCONSIN DELUXE CO.** 1902 N. Third Street, Milwaukee, Wisconsin



## 3-PC. RHINESTONE SPECIAL!

BEAUTIFULLY BOXED SETS Glamorous necklace with matching bracelet and earrings in 12 styles. 131F1—\$39 DOZ. Same as above in 12 styles. Earrings and necklace \$30 DOZ. Other boxed sets starting at \$1.00. Send for samples and new catalog. Write, wire or call Walnut 2-3250. **Superior Jewelry Co.**  
740 Sansom St. Philadelphia 6, Pa.

## 5,000 LAMPS

BELOW MANUFACTURER'S PRICE  
Vanity Lamps, Each .75c, \$1.00 and \$2.00  
Table Lamps, Each \$2.00, \$3.00 and 4.50  
Sitting Hinds Lamps, Each ..... 5.00  
Tall Chinese Lamps, Each ..... 5.00  
Panther T.V. Lamp, Each ..... 3.75  
Ming Tree Lamp (New), Each ..... 4.00  
Ming Tree Garden (New), Each ..... 2.00  
12 Assorted Sample Lamps ..... 35.00  
All lamps complete with flashy shades. Thermometer & Weather Plaques. \$5.50 Per Doz.  
Pocket Mirror With Calendar (1952). Per 100 ..... 3.50  
Mirrored Pictures, Per Doz. .... 4.50  
5" Convex Glass Pictures, Per Doz. .... 1.50  
1/3 deposit, balance C.O.D.  
**SMITH'S JOBBING HOUSE**  
1388 Milwaukee Ave. Chicago 22, Ill.

## LOWEST PRICES

**AUTO BOMB** ..... \$15.00 GR.  
**TIRE JOKER** ..... 8.00 GR.  
Minimum Order, 1 Gr. F.O.B. Anaheim. No C.O.D.  
**L. PICKENS**  
P. O. Box 148 Anaheim, Calif.



## "Angelus Bells" CHRISTMAS SALES APPEAL

Bright silver holly leaves, red berries, real evergreen and pine cones, red ribbon bow and three copper-plated metal bells that ring in different tones. Suction cup mounting for any indoor or outdoor surface. Individually packaged and selling fast; retail everywhere for \$1. but . . .

Choose Your Own Mark-Up!  
**BUY NOW DIRECT FROM MANUFACTURER**  
\$6.25 per doz.—minimum order. \$6.00 per doz.—gross lots.  
25% with order—balance C.O.D.—Immediate Shipments.

**OAK SALES** 43 PEARL ST., SPRINGFIELD, MASS.

OWN FOR OUR LOW PRICES"



MINAL ALPS ROLLOVER CAT	DOZEN \$ 4.00
TUMBLING DOG	4.00
OR SILVER LOVING CUPS.	1.80
E SQUIRT BOY	3.50
H. FUR BEGGIN' DOG	3.00
GE WALKING ELEPHANT	4.00
GE WALKING BEAR	4.00
GE WALKING SEAL	4.00
ELEM STRUTTER	4.00
IRLING DACHSHUND DOG WITH THE NEW SHAKING DOUBLE ACTION	6.00
ALLY PENGUIN	4.00
KATING BEAR	4.00
BEGGING SQUIRREL	4.00
JUMPING FUR DOG	2.50
HOPPING SQUIRREL	2.00
SANTA ON SLEIGH	4.00
WALKING DACHSHUND	4.00
LARGE SANTA ON SLEIGH	6.00
LARGE BOX ICICLES. GR.	9.00
DANGLING SANTA WITH BELL. GR.	18.00
LARGE FLASHY SPIRAL BALLOONS. GR.	7.00
#15 MOTTLED FLASH BALLOONS GR.	5.50

Workers for above, 50¢ each  
Send \$5.00 for sample selection fast selling mechanical toys. One half deposit on all orders.

**Harry Kelner & Son**  
50 BOWERY NEW YORK CITY 13

# Merchandise Topics

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

## Chicago

M. K. Brody is offering his new 24-page catalog of Christmas and New Year's merchandise. Catalog covers everything from toys and gift items to party decorations and favors. It is now available to the trade. Ekco Products Company recently purchased the Minute Mop Company and acquired control of that firm's product, which has been renamed the Ekco Minute Mop. The article was recently introduced to Ekco's district sales managers.

Kenneth B. Butler & Associates, Mendota, Ill., advertising and public relations firm, announces it has on sale a 52-card deck which bears 52 different publicity subjects, around which may be built interesting news stories, for publicity-minded advertisers and manufacturers. The \$5 deck runs the whole gamut of publicity ideas, the firm reports.

## Pittsburgh

Minsky Bros. & Company has new Cinderella watches at \$6.95. M. J. Golden & Company, Inc., custom makes ash trays carrying insignias. Preferred Distributing Company has a wide variety of horse clocks. United Wholesale Company has a large supply of tin foil for Christmas tree icicles. A. H. Rapport Company has a line of leather wallets especially selected for Christmas giving, from \$1 to \$10. Mullen Bros. has pushum games at \$2.49, \$3.59 and \$5.95. Incrocci Novelty Company reports it has a Don Eagle number, an Indian that stands with folded arms. Cash Sales Company has 3, 5, 7, 10 and 12-piece carving sets for the prize and premium trade.

## Los Angeles

Murray Sales Company, headed by Murray Hoffberg, is now specializing in merchandise for pitch-

men. The firm is carrying a complete line of the latest novelties and costume jewelry. Bob McDearmon, of Pico Novelty, reports that the rubber peanut item is going well. Made of soft rubber, the imitation peanuts are mixed in with the real nuts and the difference can not be discovered until one bites down on the imitation. Pico also handles the swimming frog, a green colored frog about 2 1/2 inches in length to which a small hose about 18 inches is attached. By means of a bulb, the frog extends and contracts its legs as in swimming.

## Detroit

Johnson's Specialty Company, headed by Mr. and Mrs. A. I. Johnson, has opened a new wholesale house at 508 West Jefferson Avenue, catering to the store, wagon jobber and specialty merchandise trade. Jerdo Associates, offering a line of specialty merchandise, has opened offices at 1316 Penobscot Building.

## MECHANICAL TOYS



Large Walking and Hesitating Bear	\$39.00
Hopping Squirrels	27.00
Begging Fur Dog	45.00
Large Santa on Sled	42.00
Jumping Fur Dog	27.00
Walking Dachshund	42.00
Large Walking Elephant	40.00
Jumping Fur Dog w/ Rubber Ball	20.00
Large Performing Seal (plush)	42.00
Hopping Chirping Chick	10.80

## XMAS PARADE ITEMS

Plastic Fur-Trimmed Santas, w/bell, large	\$21.00
Plastic Fur-Trimmed Santas, w/bell, small	16.50
Climbing Santas on pole	16.50
#15 Kat Balloons w/Santa print	7.50
#15 Paddle w/Santa print	4.50
#15 Hep Kats	7.50
#15 Paddle Mottled	5.50
Workers for each of above, ea	.50
25% deposit with order, bal. C.O.D.	

## Schattur Novelty Co.

144 Park Row New York 7, N. Y.  
Tel. Cortlandt 7-8966

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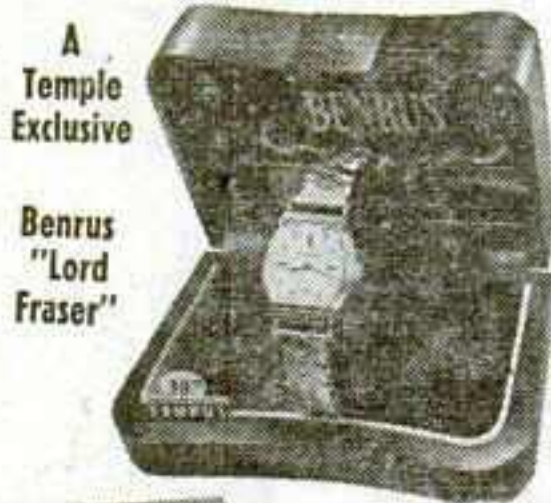
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**GIVE TO DAMON RUNYON CANCER FUND**

## Pipes for Pitchmen

By BILL BAKER

Feeling thruout the country is that this Christmas season will be one of big spending. Are you prepared for it?

**HARRY KIBEL . . .**  
Danny Craig, Pete the Greek and Marshall (Slim) Patterson made Sidney, N. S., in time to do brisk badge-selling business when Princess Elizabeth and the Duke of Edinburgh stopped there on their Canadian tour. They trailed the royal party thruout their tour.

Are you all set to go in the Christmas Derby?

**EDDIE KURTZ**  
Allentown, Pa., jewelry worker and photo gallery operator, will make the first Lehigh Winter Fair and Home Show, December 3-7. The show, the first in the Allentown area for a number of years, is being sponsored by the West End Youth Center and promises to draw well from the Allentown-Bethlehem area. Zeke Kozlovsky is planning to move into the spot with novelties. Bill Kopp, well-known pen and gadget worker, is looking after members of the fraternity who plan to make the affair and promises to get good spots for those who contact him early.

Be yourself if you would be successful.

"IT HAS BEEN several weeks since I last sent in a pipe, but it was because of the fact that I had a relapse while awaiting surgery," letters Maurice (Speedy) Hascal from a Cleveland hospital. "Ruth and I don't know how we could have made it thru this long hospitalization if it hadn't been for our good friends in Pitchdom. After two years on the sick list, their many contributions have come in mighty handy. I have completed all my breathing tests and expect to go up for surgery within the next five weeks for a lung resection. I will have to remain in the hospital for about three months following the operation, so I won't be discharged until late in March or early April. Ruth and I hope to make a few fairs again next season and we'd like to see more pipes each week from all you guys and gals. Now that the fair season is over you should find enough time to keep the pipes column filled. Ruth and I are still making our home at the Euclid Beach Trailer Park. However, I'll be in Lowman Pavilion, City Hospital, until late in March at least."

The only way one can profit by experience is to have it.

**BOB POSEY . . .**  
after a long silence in this corner, advises from Quincy, Ill., that he is still making sales days in Illinois, Wisconsin and Missouri. After Christmas he expects to limber up the old original gummy pitch. "I wonder how Henry H. Varner can sit in one place so long," Bob queries. "Where is Tom Kennedy and good old Dr. Lushwell and Count Seldom Scoff? Let's have some pipes from Dave Rose, Dave Evans, Chief White Cloud, Billie Barrows, Jack and Berta Currant, Peanuts Johnson, G. E. (Jewelry) Brown and Chief Little Fox."

He wins praise from his fellow pitchmen because he wins all the arguments in hotel lobbies.

**DUTCH LOMBARD . . .**  
is working East Moline, Ill., with an auction pitch to reported fair results.

If the novelty workers don't get it in the next several weeks they never will.

**KENNY JAMES . . .**  
has been making Illinois and Wisconsin sales days with tools to good business.

Most successful pitchmen possess common sense and the ability to exercise it.

**PHILIP CULLIVAN . . .**  
has returned to New York after what he terms "a great trip in the West." He's making his headquarters at the Times Square Hotel and says he'd like to read pipes here from Billy Connors and the rest of the boys.

Numerous home shows are getting under way and some big scores are expected by the boys on the paper.

Wise pitchmen will begin worrying about their income taxes early, at least before the winter equalizer catches up with them.

**PITCHDOM . . .**  
10 Years Ago: Whitey Branran was collecting the geedus in South Carolina territory with your-name-on-sea-shell brooches. . . Art Nelson and Charles Kasher were working to successful returns in Chicago. . . Speedy Bletsch and Bill Gordon were asphyxiated in a tourist home in Popular Bluff, Ark. . . Big Al Ross opened with the mouse in two Cleveland department stores for the Christmas holidays. . . Donald Crabb was hibernating in Rochester, Minn., following a short, but successful fair season in Michigan. . . Doc Carl, med worker, was finding business below normal around Spencer, W. Va. . . Doc Bradfield and Jack (Bottles) Stover were clicking, playing the high spots in Virginia. . . While passing thru Minot, N. D., en route from Spokane to the Midwest, J. (Hank) Durham, paper man, ran into P. A. (One-Arm) Murphy who was recovering from a serious illness. . . Bob Posey was finding Main Street, Jackson, Miss., full of people, but not a spot nor a doorway was available on the main stem. . . Doc Tom McNeeley's Med Show closed a successful tour of Colorado spots. . . Stanley Naldrett was in his fourth week in Silver's Store, Charleston, S. C. Pearl Riggle, with her embroidery gauge layout, and David Sax, with a jewelry stand, also were collecting the long green there. . . Chief and Mrs. Ed Eagle were vacationing in Piedmont, Mo. . . Dr. and Mrs. A. C. Hunt were set for the winter in St. Petersburg, Fla., after a successful tour with their med outfit. . . Little Tommy Atkins was working Arkansas locations to good returns. . . Doc Phil Bradley and Tommy Conlon were getting satisfactory takes pitching in and around New York. . . Frank X. Lavell and Ralph and Jackie Davis joined Tom and Doris Gallagher's tent theater for the winter. . . Ross and Cotton Williams scored handsomely on paper at the Horse Show in Indianapolis. . . Jack Scharding was en route to the West Coast after a successful fair season. . . Earle B. Wilson, auto polish expert, opened a wallpaper cleaner store in Columbus, O. . . Bubbles and Romona returned to their home in Chickasha, Okla., following a successful 18-month tour with Doc Pete Thomas.

Pitchmen who rise to the top like skyrocket often come down like big sticks.

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**FUR JUMPING DOGS, good quality.**  
\$2.75 Doz.—\$2.50 Doz. in gross lots

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With Cub	67.50	6.80
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Banjo Playing Monkey	54.00	4.80
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## Russ Pettit WFA President

Continued from page 82

registration and discussion of the master premium list committee. Area groups held their gatherings in the afternoon, with service associates being introduced at dinner in the Crown Room. Wednesday featured breakfast meetings of the directors of the various events which were followed by panel groups. At noon that day a two-hour harbor excursion was the highlight social event with the WFA members meeting with the Joint Senate and Assembly Interim Committees on Fairs and Expositions in the afternoon.

### Urges New Control

It was at this session that J. A. Smith, show horse breeder, charged that the fairs were discriminating against horse shows. He offered proposals to place fairs and expositions under control of a special board and to eliminate the money paid the WFA. Dues of the organization are based upon amount of State funds received by a particular fair.

Smith's allegations touched off a mild explosion with echoes being heard at times thru the Thursday (15) closing session. Among those voicing support for the present policy of operation, under the Division of Fairs and Expositions, was William Randall, Colusa County Fair, who read a resolution thanking A. E. Snider, the division's chief, for the support and co-operation he had given fairs and the fairmen's organization.

### Gibson Answers

Robert Gibson, NAPA District Fair and also vice-president of the California State Horsemen's Association, a group of 25,000 members, took the microphone voluntarily to declare that Smith's group was a small one of "about 50 people." Gibson urged Snider, George Miller and Eric McLachlan, the latter two members of the Division of Audits, not to

answer Smith's complaints. In offering his plea for horse shows, Smith questioned the completeness of audits. Gibson said that he would support these men and that he would be in Sacramento on January 18 when the Smith matter will again be heard by the interim committees.

Verne Hoffman, chairman of the Senate Interim Committee of Fairs and Expositions, talked briefly the afternoon of the closing day's session on the problems facing his group and the Legislature. He pointed out that the Legislature is seeking a method of more equitable distribution of allocations, and called upon fair managers to offer suggestions. He also declared that new fairgrounds for California State Fair were under consideration.

Charles Grubser, of the Assembly Interim Committee on Fairs and Expositions and a freshman legislator, praised Louis Merrill for his work as general manager of the WFA. He said that he had on occasion met Merrill, but that out of the \$46,000 paid the association in dues that he (Grubser) had never had a dinner at the fairmen's expense. The lawmaker said that he considered Merrill a "legislative advocate" and not a "lobbyist," which answered a statement previously made in the Smith complaint.

Grubser urged that fairs continue their work of building citizenship. "Continue to do the fine work that you have been doing and I will be on your side," the representative declared.

The final day's schedule also included committee reports as well as special talks by veteran fairmen.

At the luncheon hour, Rear Admir. Leslie E. Gehres, (retired), spoke on "A Return to American Principles."

The convention ended with "family fair fiestas," the annual dinner dance in the hotel's Coronet Room. During this event, Tevis Paine, WFA field manager, introduced Assemblyman Pat Kelly, who announced that Pettit had been named to lead the group. Pettit, an ardent supporter of Santa Clara Valley prunes, was presented with a dish of his favorite fruit. C. B. Afflerbaugh, president-general manager of Los Angeles County Fair, presented retiring Prexy Dodge with a silver tray as a token of appreciation for his fine work as the groups leader.

The show was staged by various booking offices with the following appearing: Phil and Dottie Phelps (Lane Theatrical Productions, Earle Caldwell); The Jack Shaftons and Knight Sisters (Hollywood Theatrical Agency, Newton Brunson); Nick Lucas (Fanchon & Marco, Russ Stapleton); Don Marteen (Music Corporation of America, Don Mulford, Milton Levy); Chico Dell (John Billsbury), and Jerry Colonna (MCA).

## Annuals Vital

Continued from page 84

mended by Chindgren included an effort to recapture racing funds that in recent years have been partly diverted into the State general fund. He urged that a program be drafted to impress communities with the value of their fairs and the provision be made for association officers to visit member county organizations that lag in their participation in the OFA program.

The convention opened with a luncheon in the Multnomah Hotel at which delegates were welcomed by Mayor Dorothy McCullough Lee; Lawson McCall, executive secretary of Gov. Douglas McKay, and R. L. Clark, vice-president of the Portland Chamber of Commerce in charge of Agricultural affairs.

Use this year of a larger hotel with a larger convention hall resulted in expanded display booths erected by fair exhibitors and attraction interests, giving something of a county fair flavor to the sessions.

Secretary-treasurer's report by Howard G. Smith, Tillamook, showed the association to have a balance of \$766 at the end of the fiscal year.

Considerable attention was focussed on possible success of the new association policy of meeting in November instead of in January, the practice for 23 years. Change was made at the request of Eastern Oregon delegates who had objected to making the winter trek over the mountains.

## Engineering Exhibit Pulls 'Em

Continued from page 76

two years of atomic shows, something different was needed.

Show covered approximately 40,000 square feet, and David A. McMinn, annual's manager of sales and promotion, estimated attendance in the building hit better than a million during the 16-day run of the fair. Philco clocked 35,000 persons in one day at its popular "see yourself on television" display.

### Show Pulling Power

On light mid-week days at the fair, in particular, the building had as many people in it as any other exhibit building on grounds, indicating pulling power of the show. Show likely hypoed gate admissions also, since it was heavily promoted on outdoor paper, in ads and on radio and with direct mail.

Show undoubtedly helped strengthen what has always been the weak side of the fairgrounds.

Lack of engineer graduates helped pull sponsors into the show, regarded by them as a unique presentation. Most regarded the show as part and parcel of a continuous program of recruitment by American industry for graduate engineers and technicians. There was no overlapping of ideas or displays by sponsors and all were highly enthusiastic over success of the show. Universities came in strong for the show. University of Texas, for example, used 37 persons to man its display.

Show gave the annual new emphasis on the educational aspects of its operation, one always stressed strongly by the Dallas fair but with main emphasis heretofore being on livestock and agricultural phase. Science-Engineering Show was believed to open new vistas in broadening educational emphasis to include industry, rapidly becoming a strong economic factor in the Southwest.

### Types of Displays

Type of displays used definitely brought industry, engineering and science down to level of general public. No display was too complicated for average layman to understand. Public acceptance

was even better than for previous atomic energy shows.

Types of exhibits included: 1. Alcoa's method of converting natural gas to electric power aluminum production; also mixture farm irrigation system ty in with uses of aluminum farm. Alcoa also displayed a comprehensive chemical exhibit.

2. Westinghouse's cutaway engine, of particular interest many Dallas people since the engine is used by Chance-Vought huge aircraft factory near-by. A light vein, the Westinghouse Oomphometer, "classed individual's vitality as 'nearly dead; take an oyster, take a tonic, or fu charged."

3. Department of Defense's Psychological Warfare Exhibit, highlighted by simulated loudspeaker operation from an Air Force "speaker" plane high above a company of trapped enemy soldiers.

4. General Motors' "Previews of Progress," presented on Science Building stage at intervals.

5. Philco's television display also cutaway refrigerators, gas ranges, etc., and automatic record player playing continuously under water.

6. Owens-Corning's demonstration of uses to which fiberglass can be put, including insulation of arctic igloo and plastic Navy landing craft.

7. Surge's milking parlor.

8. New Departure's "bouncing ball" exhibit.

9. Engineering exhibits from Texas A&M, University of Texas and SMU, all designed to provide information on science and engineering as careers.

Fair got excellent co-operation from publicity and public relations departments of all industries and educational institutions represented. Show probably got more publicity than any other show ever held in Science Building. All firms represented declared themselves eager to return with bigger and better displays next year. Fair mailed copies of informative "science newsletter" to all members of Texas Academy of Science and distributed them thru schools.

## Operettas Danbury Click

Continued from page 82

Danbury operation, tho, of course, the location is near a large talent pool. However, the cast was made up of a resident company with no big name attractions. The company rehearsed one show while performing another, which provided a change of bill each week and also cut the budget. Such a resident company would not run into big dough, and casts could be supplemented by local talent. In any area outside a 25-mile radius of New York, Actors' Equity requires a ratio of professional and non-pro talent. But where 14 or more union people are hired, there is no limit placed on the number of amateurs. The 14 includes director, stage manager, etc. The usual procedure for any group interested is to write Equity, stating specific problems, and Equity will grant concessions.

The Leahy's structure was not movable for quick reconversion to racing and other grandstand events the use of mobile stages might be advisable. And since

most grandstands provide large seating capacities in theater terms, a full-week operetta presentation is not necessary. The Danbury set-up ran three nights each week and more than made current expenses with the split-week policy.

Most important, of course, to fair managers is the hiring of skilled personnel to put the show together. Conversion need not run to the expense that Leahy gave it, but the bulk of the budget should go for top-flight productions. A good show will pull them in, and could conceivably make plenty of coin for off-time at any fairgrounds.

## WFA Chatter

Continued from page 84

ber. Meetings will be held in the new Hotel Chinook. . . Pat Treanor, veteran novelty dealer, and his son, Raymond, motored down from San Francisco. They stopped off at Del Mar, arriving at the WFA sessions Tuesday morning. . . Monte Brooks, Portland theatrical agency head, attended the Stanford Southern California football game in Los Angeles Saturday (10) before attending the WFA meeting. Mel Wolf, who is associated with Brooks, missed the meeting because of a business trip to Arizona.

J. G. Chapman, of the Foley & Burk Shows, attended from his home in Davis, Calif. . . Carl T. Mills and John Guttinger, of Calaveras County Fair, Angels Camp, planned down from Sacramento. . . Bobby Cohn, associated with West Coast Shows, has been recalled to service and will join the Fourth Air Force soon. . . Harry Hoffman, recently named manager of the Farmers' Fair and Festival, Hemet, attended his first WFA session as a manager.



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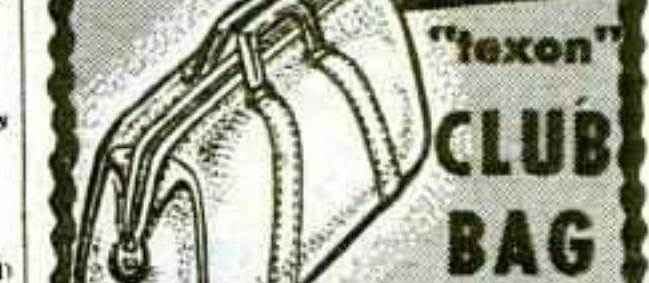
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CLOSE-OUT NOVELTIES

Hard Luck or Cow Folder, \$2.00 per 100. Happy Landing Folders, \$2.00 per 100. Mystery Photo Comics with envelopes, 25c refailers, very high grade, 4 kinds, assorted 4 dozen, \$1.50; gross, \$4.00. Samples all above, six different, 50c. Literature of other goodies with order. Little Men Actually Grow Green Hair (grass), 3 kinds, assorted, \$1.75 Doz. Sample all 3.50. One sample, 25c. LEWIS NOVELTIES Chicago 21, Ill.

## MERCURY BOARDS NOW IN PRODUCTION

EMPIRE IS NOW PRODUCING TO CAPACITY AMERICA'S GREATEST DOUBLE HEADER LINES OF PUNCHBOARDS

MERCURY AND EMPIRE BOARDS ARE RECOGNIZED BY SMART OLD TIMERS AS THE FINEST AND MOST ORIGINAL LINES EVER DEVELOPED IN THIS INDUSTRY.

For the BEST DEAL  
For the LOWEST PRICES

WRITE—TELEGRAPH—OR PHONE US

YOU'LL SAVE PLENTY OF MONEY

**EMPIRE PRESS, INC.**

466 West Superior St. Chicago 10  
Mohawk 4-4118

## TURKEY PUSH CARDS

In stock for immediate delivery. Also hundreds of other styles, sizes, shapes of straight and Skip Number Cards with or without girls' names and seals. WRITE FOR FREE CATALOG. W. H. BRADY CO., Mrs. Established 1914 CHIPPewa FALLS, WISC.

## ATTRACTIVE—UNUSUAL PUSH CARDS

We stock hundreds of different sizes and styles. Orders shipped immediately. Write for FREE catalog and confidential price list TODAY!

Designed, Manufactured by  
**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

## GARDNER'S SPECIAL OFFER! PRICES SLASHED!!

THICK 1,000 HOLE 5¢ JACKPOT GIRLIE BOARDS		
1000 PULL UP YOUR SOX	AV. PROFIT \$27.40	NET \$1.49
1000 EXTRA SPECIAL	AV. PROFIT \$27.06	
DIE-CUT SEAL BOARDS—JACKPOT STYLE		
1000 BAKERS DOZEN, 5c	AV. PROFIT \$28.13	NET \$1.29
1200 HIGH-LOW-JACK, 5c	AV. PROFIT \$30.30	NET \$1.49
1,000 HOLE 5¢ DEFINITE PROFIT BOARDS		
1000 E-Z PICKUP	DEF. PROFIT \$25.00	NET 98¢
1000 SPEEDY BIG FOUR	DEF. PROFIT \$24.00	
1,000 HOLE 5¢ DEFINITE PROFIT SMALL HEADING BOARDS		
1000 FIVE SPOT WALLOP	DEF. PROFIT \$25.00	NET 73¢
1000 DEUCES & TREYS	DEF. PROFIT \$25.00	

ALL ORDERS SUBJECT TO FACTORY ACCEPTANCE  
PRICES SUBJECT TO CHANGE WITHOUT NOTICE  
WRITE FOR COUNTRY'S LOWEST PRICES ON CHARLEY BOARDS AND JACKPOT CHARLEYS.

### SALESMEN WANTED

GOOD TERRITORIES OPEN FOR SIDE-LINE MEN

World's Largest Punchboard Manufacturer

**GARDNER & CO.**

2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

## PUNCHBOARDS

DISTRIBUTORS AND OPERATORS

Immediate delivery at lowest market prices

**PEERLESS PRODUCTS, INC.**

Manufacturers

433 PLYMOUTH COURT

HArrison 7-2971

CHICAGO 3, ILL.

## Salesboard Sidelights

Walter McNamara, The McNamara Company, states firm has received encouraging response to its Pellet King introduced two weeks ago (The Billboard, November 10). Latest in this field is firm's new units for Pellet Kings. One is on dime play and has 510 holes. Its companion piece has 408 holes and is designed for quarter operation.

Peerless Products, Inc., is making immediate delivery on wide variety of boards. . . . Turkey push cards continue to be one of the main items at W. H. Brady Company, Chippewa Falls, Wis. . . . At Galentine Novelty Company, South Bend, Ind., firm has just completed a mailing on its new circular governing jar and match pack deals.

Savage Novelty Company, Beloit, Wis., has just introduced a deal which permits operators to set up their own premium boards. Merchandise available thru Savage includes a wide assortment of personal gifts plus small appliances. . . . DeLuxe Sales Company, Blue Earth, Minn., reports growing business in the larger hole units. They range from 1,000 to 1,800 holes.

At Empire Press, Inc., firm reports steady business on its doubleheader lines of Mercury and Empire boards. . . . Samuel B. Martin, Seattle, is getting steady repeat business on his canned pheasant deal for premium and board operators. It consists of a whole pheasant and retails at a low price.

## Panel Talks at IAFE Meet

Continued from page 82

Western Union, "Autos as Premiums," "Methods of Selling." Important subjects that will also be under discussion on Tuesday will include "Attendance Survey," "Modernization," and "Spiraling Costs."

### To Discuss Exhibits

Exhibits will theme the Tuesday afternoon meeting which will be titled "The Exhibitor Looks at Show Management." Included will be talks on association-sponsored exhibits, financing of buildings and an address by Ira Woodhouse, Chicago, on "National Exhibitors and Circuits of Fairs." Livestock classification and agricultural exhibits will wind up that day's program.

Other important features of the IAFE business agenda will be the Appeals Committee report by Archie L. Putman, North Wisconsin District Fair; Auditing Committee report, William H. Kittle, Colorado State Fair; Board of Directors report, Frank H. Kingman, IAFE secretary; Government Relations Committee report, Bligh A. Dodds, Gouverneur (N. Y.) Fair, and Livestock Classification Committee report, Carl Tyner, Indiana State Fair.

The convention will wind up on Wednesday afternoon (28) with the election of officers. Social events during the week will include the Past President's Club

luncheon at noon on Tuesday; firemen's banquet, 6 p.m. on Monday, and the annual luncheon-meeting of the Ladies' Auxiliary at noon Monday.

Other meetings during the week will include the Middle West Fair Circuit confab at 2 p.m. on Monday in the Jade Room, and the International Motor Contest Association's annual business session at 4 p.m. the same day.

For the first time, the newly organized Federation of State and Provincial Associations of Fairs will have a program separate from the IAFE conclave. President Rollo Singleton will preside at the meetings, which are skedded for 10 a.m. and 2 p.m. on Monday in Club Room No. 7.

Tentative program for these sessions will include open discussions on legislative programs, convention programs, association service and schools and short courses.

## California Patron Spends

Continued from page 82

which an average of 88.3 per cent paid admissions and others were classified as "credentialed admissions" covering passes, exhibitors, and employees. The survey revealed that some events ran as low as 62 per cent.

The statistician explained that the manufacturer is interested only in "buying units." Fairgoers repeating their attendance indicate more impact but their buying power remains the same. In reporting the percentage of gross admissions or unit of purchasing power, the average was 43 per cent or 1,316,000 people. The highest net customers in percentage was 71.4 and the lowest 35.8.

### Lays Out Program

The longer a visitor stays on the grounds the more he is likely to spend and the Public Opinion Check revealed an attendance of 1.85 days with 2.2 the biggest and 1.4 the lowest. This brought the conclusions that fairs must:

1. Get more different people.
2. Get people to attend more often.

3. Increase admissions of both. The average patrons stays 4.8 hours and some stay as long as 5.7 and as short a time as 3.4 hours. In the event a person remains less than 4.8 hours, Knight suggested that the manager look for defects in his operation.

To check on the districts from which the customers come Knight advised the division of the county into zones which was done in checking these fairs. Or the basis of addresses taken, it was found that in one instance 79 per cent came from the supervisory area in which the event was located and 50 per cent from the adjoining territory. These facts were instrumental in determining the push to be put on the advertising.

Percentage-wise, 56.4 declared that they came for the educational value of commercial and non-commercial features Knight reported, and 26 for entertainment values. In this category 17 per

cent came to bring the children. In explaining his findings, Knight said that commercial exhibitors and one fair were invited to participate in a radio program in which they told, without trade names the features of various devices to be seen at the event. The exhibitors, he stated, approved the method of creating interest in their wares.

Hitting on the subject of selling commercial exhibitors, Knight revealed that it was no longer necessary to rely upon public interest of the dealers. The fairgoers checked had an annual wage of \$3,308.625 and a family earned \$4,956 as against the California normal of \$3,626. It was pointed out that the cost of exhibiting was 3/10 of 1 per cent per buying unit and that a display appealed to all five senses.

Fair managers were also advised that 15.6 per cent of the patrons delayed their buying until they had seen what was shown at the fair and 34 out of each hundred indicated intention of buying at the fair.

Whether carnivals were drawing was answered with the figures that an average of 61 per cent attended the midway but this figure went up as high as 80 and down to 38. Of those in the amusement area an average of 28 per cent spent money with the average between 10.3 and 40. games averaged 18; rides, 14, and shows 9. The respective high-ows were 27 to 3; 26 to 6, and 19 to 1.1.

Of all the people attending festivals, 62 per cent eat on the grounds and this division goes as high as 81 and down to 29. But 22 per cent on an average said prices were out of line, with top being 38 and the bottom 3.

Despite the fact that some claimed prices were too high, 98 per cent said they would return next year at some fairs and 79 per cent at others. Of those attending, the family spent about \$6.99 and an individual approximately \$2.

On the value of the fair to the community, 5 per cent said it was educational, 17 that it stimulated tourist trade and 14 per cent that it advertised the county.

## Oregon Gates

Continued from page 82

lation drew a fair attendance of 40,000.

Columbia County—Fact that the fair is now \$8,000 in the black after being in the red three years ago was attributed to two things: Jalopy races and square dances. Horse racing failing to pull crowds and rodeo operation resulting in loss, the fair board found the track jammed at night by old-car races and hall crowded for the square dance contest.

Coos County—Horse racing lost, but rodeo paid off here so that 1951 was fair's biggest attendance year. One night was devoted to an amateur show in which some group, such as the Grange, would be given a percentage of the gate.

Josephine County—Attendance gain of 40 per cent in 1951 was ascribed in part to motorcycle stunts, pig racing and midget auto racing.

Washington County — Downtown and business interest was stimulated by a parade of native sons and daughters.

## JAR DEALS

and MATCH PAK DEALS

PUNCHBOARDS

PREMIUMS

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.

SOUTH BEND 24, IND.

## SALESBOARDS

1000 Blank Boards	.....	75
1500 Blank Boards	.....	\$1.25
1000 25¢ J.P. Charley	.....	85
1000 5¢ Double Fin	.....	85
1000 25¢ J.P. Charley	.....	1.05
1000 25¢ J.P. Charley Tk.	.....	1.19
1000 5¢ J.P. Jumbo	.....	1.39
1000 5¢ J.P. Jumbo	.....	28.00
1000 5¢ Girlie	.....	28.00
1000 5¢ Girlie	.....	1.59

DELUXE SALES CO., BLUE EARTH, MINN.

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—15c a Word Minimum \$3

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? Mack Postal, 2952 Milwaukee Ave., Chicago, Ill. del15

ALL TYPES CIGARETTE, CANDY MACHINES and Bulk Vendors wanted; send list and lowest price. Rake, 609 Spring Garden St., Philadelphia 23, Pa.

ARCADE BARGAINS — MACHINES AND Supplies; send for list and prices. McKee Sales Co., 2041 Kenneth Rd., Glendale 1, Calif. del

ARCADE MACHINES FOR SALE, TOP condition; De Luxe Photomatic, \$700; Pritch'em and Bat'em, \$175; Goalce, \$125; Undersea Raider, \$100; Kiss-o-Meter, \$125; Heavy Hitter, \$65; Mutoscope Punching Bag, \$175; many others; free delivery, reasonable distance. Baldrige, 6678 Academy, Brighton, Mich.

ATTENTION—REBUILT STATLER CIGARETTE and National Biscuit Machine at \$49.50. Terrific machine for military installations. Supreme Dist., 3700 N. E. 2d Ave., Miami, Fla. del

BARGAINS IN USED RECONDITIONED 1¢ Vending Machines; 42 Victor V's, \$7.75 each; 31 Victor Custom Built's, \$10.95 each; 11 Northwestern 49's, \$12 each; 36 U-Select-It 5¢ candy bar vendors, 72 bar capacity, \$27.50 each. Bernard K. Bitterman, 3002 Truman Road, Kansas City, Mo.

BARGAINS—USED VENDING MACHINES; parts, supplies, merchandise; special, 25 lb. Vendor Stands, \$4 each. Logan Distributors, 627 Milwaukee, Chicago 22, Ill. del8

CAST IRON STANDS—WEIGHT, 25 LBS.; \$4 each; in lots of 6 or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.34 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory; 1/3 deposit, balance c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill.

CIGARETTE AND CANDY MACHINES RE-conditioned and refinished to factory specifications; we carry all types of conversion mechanisms, king size kits and parts for practically every type cigarette machine; we buy cigarette and candy machines. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

FOR SALE—ARCADE EQUIPMENT; ALL Stars, \$60; Chicago Coin Basketball Champ, A-1, \$290; World Series, \$60; Advance Roll, \$25; Total Roll, \$25; All Star Hockey, \$50; Lite League Baseball, \$75; Quizzer with film, \$75; Iron Movie Machine, \$45; Camera Chief, \$10; United Shuffle Alley, fly away pins, \$50; United Shuffle Alley, \$20; also Keeney Hot Tip, \$30; 2 Victory Specials, \$25; lot, \$750; 1/3 deposit, balance c.o.d. Kenton Cigarette Service, 621 S. Detroit, Kenton, Ohio.

FOR SALE—TURF KINGS, LATEST AB Series, \$385; Champions, A Series, \$98; 2-Player Shufflecade, \$150; Bally Speed Bowler, \$49; United Shuffle Alley Express, \$49; Seeburg 147M, \$210; Rock-Ola Counter Model, \$55; Rock-Ola 1422, \$140; Seeburg 8800, \$65; send 1/3 deposit, balance c.o.d. T & L Distributing Co., 1321 Central Parkway, Cincinnati 14, O. Main 8751.

FOR SALE — 4 VERY LATEST MUTOSCOPE Voice-o-Graphs, 35¢ played; cost \$6400, used 5 months; factory inspected; guaranteed good as new, \$795 each f.o.b. Mutoscope Factory, N. Y. Contact owner, G. E. Dean, 561 3d Ave., Troy, N. Y.

FOR SALE—20 SHIPMAN GUM AND LIFE Saver Machines, two columns, all in good condition, like new, \$15 f.o.b. Kram, 1914 Dewey St., Hollywood, Fla.

HOT NUT VENDORS — THREE UNIT Challengers in good condition, almost like new; bargain at \$37.50 each. H. Engle, Punxsutawney, R. 1, Pa.

ICE CREAM BAR VENDING MACHINES; attractive cash profits for moderate investment of capital. Other interests reason for selling. A & V Vendors, 153 Hoyt, Fond du Lac, Wis.

NATIONALLY KNOWN BELVEND VENDING machines at manufacturer's cost. Includes one year material and workmanship guarantee. Only 70 M-200 two column, \$25 each; only 410 M-300 three column, \$35 each; only 47 M-400 four column, \$45 each. Stands for all machines at manufacturer's cost of \$2.50 each. Only substantial orders considered. Prices f.o.b. Chicago. Send 25¢ deposit, balance c.o.d. Ebeco, 1901 Monroe Ave., Rochester, N. Y.

REAL LOW PRICES—U-SELECT-IT CANDY Bar Machines, \$17.50 ea.; Counter Model, 6-column, quarter operation; Cigarette Machines, \$17.50 each; also real low prices on all other makes. Write what you have to sell. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. del

SACRIFICE—20 LAWRENCE MFG. FIVE column penny Candy and Gum Vendors; 30 two compartment 5¢ Nut Vendors. All like new; make offer. Brand, 206 Herbstler, Fremont, Ohio.

SMALL ROUTE IN FLORIDA—ABOUT 75 pieces consisting of phonographs and amusement tables for sale. Box C-487, care The Billboard, Cincinnati 22, O. del

ROUTE FOR SALE—MUSIC, WITH SOME amusement games; Chicago area; established twenty years; consistent revenue. Address Box C-485, The Billboard, Cincinnati 22, Ohio. del

SHIPMAN CANDY VENDERS—LIKE NEW; will trade on Advance, Acorns, Victors and Card Vendors. We buy, sell, trade; send lists. Graham's Vending Service, 610 Park St., Connelville, Pa.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y. no24

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. no24

STAMP MACHINE FOLDERS AT LOWEST prices; send for samples and prices Braun Manufacturing, 171 E. 92d St., New York 28, N. Y. del

STAMP FOLDERS WITH ADVERTISING—Save money! Limited time only! Write for special prices. Flatto Mfg. Co., 5436 S. W. 8th St., Miami 44, Fla.

TEN ATLAS SHINEAMATIC DIME SHOE Polishers; practically new; located Orlando; make offer. Paul Dinmore, Sunshine Manor, Apopka, Fla.

THREE ROCK-OLA 1432 50 SELECTION Juke Boxes, \$575 each; all for \$1,850. J. Rennox, 26 Belmont St., Pawtucket, R. I.

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J. no24

## Calendar for Coinmen

November 19.—Amusement Machine Operators' Association, semi-weekly meeting, Mandell-Ballow Restaurant, Baltimore.

November 21.—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

November 25-28 — National Association of Amusement Parks, Pools and Beaches, annual trade show, Hotel Sherman, Chicago.

November 26.—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.

November 27.—Automatic Machine Association of Philadelphia, Broadwood Hotel, Philadelphia.

December 3.—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

December 3.—Amusement Machine Operators' Association, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

December 4-6.—Popcorn Industries, annual convention and exhibit, Congress Hotel, Chicago.

December 6.—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.

December 6.—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.

December 10.—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.

December 11.—California Music Guild, monthly meeting, 311 Club, Oakland.

December 11.—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.

December 12.—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

December 12.—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

December 13.—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

December 17.—Amusement Machine Operators' Association, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.

## Expect Coin Mach. Exhibits To Hypo NAAPPB Trade Show

CHICAGO, Nov. 17.—Coin Machine exhibits again will play a prominent part in the trade show to be held in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here November 25-28. A total of 20 companies with 37 booths will show products to amusement game, vending machine and juke box operators. This represents about 25 per cent of the entire exhibition program consisting of 76 firms and 129 booths.

Growing in importance each year as a logical event to introduce coin-operated amusement devices, especially the arcade variety, the 1951 trade show will usher in several new pieces of

equipment. Among the old line coin machine firms exhibiting are A.B.T. Manufacturing Corp., H. C. Evans & Co., Exhibit Supply Co., all Chicago; Capitol Projectors, International Mutoscope Corp., and Mike Munves Corp., all New York; Philadelphia Toboggan Co., Philadelphia, and Edelco Manufacturing & Sales Co., Detroit.

One of the important prizes coin machine firms will be shooting for in their booth displays is the John J. Carlin Award. It will be given to the firm, which in the opinion of show officials, has "the most elaborate, beautiful and meritorious exhibit, regardless of the character of the merchandise, device or equipment for the entertainment of individuals by paying a fare or coin for the privilege of playing the device including all coin-operated devices."

### Exhibitors List

A list of coin machine manufacturers allied with the industry and their booth numbers follows: A.B.T. Manufacturing Corp.—105-106-107. The Billboard Publishing Co.—66. Blevins Popcorn Co.—117-118-119. Capitol Projectors Corp.—55-56. Chunk-E-Nut Products Co.—12. Coca-Cola Co.—9-10. Edelco Manufacturing & Sales Company—54. Electro-Pitch Co.—129. H. C. Evans & Co.—113-114.

Exhibit Supply Co.—99-100-101-102-103-104. Charles E. Hires Co.—18. International Mutoscope Corp.—2. Krispy Kist Korn Machine Co.—7-8. Lily-Tulip Cup Corp.—15. Manley, Inc.—69. McDowell Manufacturing Co.—69. Mike Munves Corp.—108-109-110. Northwestern Bottle Co.—111. Orange Crush Co.—4. Philadelphia Toboggan Co.—72-73. Sero Syrup Co.—16.

## Williams Sets Arcade 5-Ball Rep Shipments

CHICAGO, Nov. 17.—Williams Manufacturing Company, thru Sales Manager Bill Ryan, announced initial distributor shipments on a new five-ball game called Arcade. Firm is also in production on its Spark Plug game.

Arcade, designed with a new-type skill action playfield, has lights-out rollovers, a special bonus hole, thumper bumpers which score and kick from any angle, flippers and high score.

The various scoring units on Arcade's playfield are situated so as to set up the possibilities of cross ball action thru combination plays. Game's flippers offer skilled players the opportunities to knock balls back to the top of the playing area, thus setting up replay possibilities. High score runs in excess of nine million points.

## Genco Distribs Premier First 8-Player Game

CHICAGO, Nov. 17.—Distributors of Genco Manufacturing & Sales Company are holding showings on firm's newly developed eight-player shuffle table, featuring a formica playfield and scoring. [Continued on page 121](#)

## Set Rap-a-Coin Canadian Rep; Plan Output

TORONTO, Nov. 17.—Distribution of the Rap-A-Coin machine, manufactured by the Henderize Company, Inc., is to be handled in Canada by the Canadian Restroom Equipment Company.

J. R. Piggott, head of the Canadian company, says the machine, which will sell for \$10.50, had to be adapted especially for Canadian coins.

The unit, mechanically operated, counts and wraps pennies, nickels and dimes.

A large promotion campaign to sell the units has been started by Piggott, following six months ironing out of the "bugs." Canadian coins vary in thickness from American coins. It will be six to eight more months before the units will be manufactured in Canada.

## DSA Steps Up Civic Aid Plan

DETROIT, Nov. 17.—Public service activities, stressed by the Detroit Shuffleboard Association as an essential part of the organization's function in building civic interest and good will, was marked by an informal tie-in with the Old Newsboys' Goodfellows campaign this year. The DSA has, thru its members, bought a whole block of tickets to the annual Goodfellows' football game, which is a highlight of the local drive. The tickets will be turned over to disabled war veterans.

Arrangements for the charity game tickets were made by DSA members thru Lieut. Charles Schwartz of the Police Licensing Bureau.

League play in the city, now in its second full season, has enrolled more teams than last year, according to Fred W. Chlopan, executive director.

## NPA Plans Clinics To Aid Coin Firms

WASHINGTON, Nov. 17.—Gaming, vending, juke box makers, and other amusement game manufacturers smarting under drastic scarce materials slashes for early 1952 (The Billboard, November 17) were assured this week that a co-ordinated effort by government agencies would soon attempt to reduce hardships at "industry

assistance clinics" to be held in some 20 cities thruout the country. National Production Authority will announce dates and places later.

This new government program is in addition to existing ones wherein military services and other federal agencies assist small businesses in procuring government orders. Altho renewed effort will be made to aid small firms, which NPA says are the hardest hit by materials cuts, prime and subcontract opportunities will also be developed by the clinics for larger companies, it was announced.

### Stress Curtailments

Along with first quarter 1952 allotment notices currently being mailed to manufacturers, NPA included another notice stating that "we are fully aware of the seriousness of the drastic curtailment which this allotment will mean to your firm and others in your industry." NPA added that holders of prime contracts and large producers of civilian goods would attend the industry assistance clinics along with officials of Department [Continued on page 115](#)

## Keeney Ships Six-Way Unit

CHICAGO, Nov. 17.—J. H. Keeney & Company thru sales manager Paul Huebsch announced initial shipments on a new conversion unit for shuffleboards. A six-player unit, the conversion can be used with 12-foot shuffleboards or with 22-foot boards cut in half.

In either case it makes the shuffleboard ready for shuffle game play on a rebound basis.

## Gottlieb Bows New Five Ball Globe Trotter

CHICAGO, Nov. 17.—Distributors of D. Gottlieb & Company held showings this week on a new five ball game called Globe Trotter. It introduces new type switch gates plus a mystery replay roll-over feature.

Key to scoring action is a series of rollover switches at the top of the playfield which in effect illuminate simulated airplane engines and corresponding pop bumpers. Player of Globe Trotter tries to conduct plane on a tour of 15 principal cities around the world. Replays are based on how far the player moves the plane. Lighting all four plane engines scores a replay. In addition hitting numbered scoring units (1 thru 9) advance bonus and lights kickout hole for additional replays.

Scoring on Globe Trotter goes over 5,000,000 points.

## Jury Awards 17 Ops \$53,885 Triple Damages

NEW YORK, Nov. 17.—A federal jury here brought in a decision Thursday (15) evening awarding triple damages of \$53,885 to 17 present and former Laundrette operators in their anti-trust suit against Telecoin Corporation.

Telecoin, as exclusive distributor of Bendix home laundry units for commercial use, was charged with violating the federal anti-trust laws by the following alleged practices:

1. In order to buy machines from Telecoin, the store op had [Continued on page 121](#)

## Coming December 22

A SPECIAL ISSUE OF THE BILLBOARD FEATURING

## Arenas and Auditoriums

WITH SPECIAL ARTICLES BY:

Sonja Henie  
Nat "King" Cole  
Arthur Michaud  
Norman Granz  
Axel H. Reed

Charles A. McElravy  
C. W. Van Lopik  
Edward Furni  
Nathan Podoloff  
William Coker  
Daphne Dee Poli

Bob Hope  
William Maas  
Ed. J. Quigley  
C. A. Ritter  
Justus Edwards

## NAAPPB SHOW EXHIBIT HOURS

Nov. 25—10 a.m. to 7 p.m.  
Nov. 26—10 a.m. to 12:30 p.m.  
3:30 p.m. to 7 p.m.  
Nov. 27—10 a.m. to 12:30 p.m.  
3:30 p.m. to 7 p.m.  
Nov. 28—10 a.m. to 12:30 p.m.  
3:30 p.m. to 6:30 p.m.

## NAMA 1951 CONVENTION BEST "BUYING" SHOW

### Output for Next Year Mixed as New Production Output Declines

CLEVELAND, Nov. 17. — This year's convention and exhibition of the National Automatic Merchandising Association—unlike the average industry convention—was a real buying show.

The first two days of the four-day (12-15) gathering saw the

exhibit floor of the Public Auditorium packed with operators. Traffic the last two days was somewhat slower, but still compared favorably with last year's convention in Chicago.

No official attendance figure had been compiled at week's end, but it was the general opinion that the show attracted more operators than any previous NAMA meeting. Business sessions were better attended (they drew an average of 500), and orders written on the floor surpassed any previous vending machine show.

Aaron Goldman, president of G. B. Macke Corporation, Washington, was elected president of the association at the annual business meeting. (For details of the

election, see separate story in this department.)

The outlook for automatic merchandising during 1952, convention business sessions indicated, is mixed:

Manufacturers, on the one hand, go into a first quarter with further cutbacks in allocations of copper, steel and aluminum. Not as many new machines will be available as are needed to meet demand.

Operators, on the other hand, find their gross volume improving—especially as industrial facilities expand under the defense program and as additional military installations are required.

(Editor's note: Complete details of all phases of the convention will be found in this department.)

## Dean Buys Out Ideal, Bottle Vender Makers

CLEVELAND, Nov. 17. — A group of investors, headed by Fred Dean, Columbus, O., manufacturer, has purchased the Ideal Dispenser Company, Bloomington, Ill., manufacturers of bottled drink vending machines.

Harold Smalley and Ralph Warner, formerly president and vice-president of Ideal, will remain with the company as vice-president and treasurer, respectively.

Dean also is president of Munde Manufacturing Company, Columbus, the firm which built many of Ideal's cabinets.

Altho Dean could not be reached for comment, it was understood the firm would continue to maintain its headquarters in Bloomington with no change in policies.

Ideal, which builds a manual, reach-in vending machine for bottle soft drinks and bottled or carton milk, is the nation's largest producer of selective bottle drink vending equipment.

## NAMA AWARDS

### Give Venders, Supplies to 6 Delegates

CLEVELAND, Nov. 17. — The six attendance prize winners during the four NAMA business sessions were W. D. Wagers, House of Crane, Indianapolis, who won a National cigarette vander during the Monday (12) meeting; Morris Niernberg, Golden Meadow Ice Cream Company, West Medway, Mass., who received 2,000 packages of Austin's cookies, and J. C. Guthrie, Miller Automatic Sales Company, Louisville, an Eastern cigarette machine Tuesday (13).

O. R. Nicholas, Cliftondale Park, Clifton Forge, Va., chose Rowe's candy vander as his prize during the Wednesday (14) session. Two Thursday (15) winners were Robert F. Bueschen, Bueschen Milk Service, Buffalo, who received a Sattley coin counting and wrapping machine thru courtesy of Mars, Inc., and Mrs. Virginia Osborne, Spacarb, Des Moines, who won 50 cartons of Philip Morris cigarettes.

## VENDING FACES CHALLENGE IN PLANT FEEDING

CLEVELAND, Nov. 17. — Operators of automatic merchandising equipment face a great challenge in supplying food services to the nation's expanding industrial outlets, Matthew J. Murphy, industrial relations manager of Factory Management and Maintenance, told the National Automatic Merchandising Association convention.

Murphy cited the vast improvements which have been made in plant machinery, but added that machines are only as effective as the people who run them. Venders, said Murphy, have two main jobs: To keep workers on the job and to keep them producing at a high level.

## ELECT GOLDMAN NAMA PRESIDENT

### Members Vote in Five Directors; Four Out of Five Are Operators

CLEVELAND, Nov. 17.—Aaron Goldman, president of G. B. Macke Corporation, Washington — the nation's biggest independent vending machine operation — was elected the seventh president of the National Automatic Merchandising Association during the association's annual meeting here.

Goldman, who served NAMA the past year as its first vice-president, succeeded J. B. Lanagan, president, Nik-O-Lok Company, Indianapolis.

Other officers elected by NAMA's board of directors are I. H. Houston, Spacarb, Inc., first vice-president; John T. Pierson, Vendo, second vice-president, and William S. Fishman, Automatic Merchandising Company, treasurer. Houston and Pierson are manufacturers; Fishman's company operates.

### Five New Directors

NAMA members accepted the nominating slate's recommendations for new directors without dissent. The new directors, elected to three-year terms, include Frank J. Bradley, Automatic Equipment Company, Buffalo; W. T. Collett, W. W. Tibbals Company, Cincinnati; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, and Goldman and Pierson.

## ABC Vending Names Heffer In Expansion

NEW YORK, Nov. 17. — In a move designed to implement its expansion program, ABC Vending Corporation this week named M. L. Heffer a vice-president. Heffer is a partner in Johnson Tobacco Company, Chicago.

Charles L. O'Reilly, ABC's board chairman, said Heffer will direct the activities of a new ABC department which will work toward developing vending concessions in department stores and industrial facilities.

Heffer will continue as an active partner in Johnson Tobacco which is the exclusive operator of retail tobacco and magazine departments and of all merchandise vending equipment in Sears, Roebuck & Company retail stores and mail order plants.

Commenting on the appointment, O'Reilly said: "Heretofore, the ABC Vending Corporation has specialized in serving places of public assembly in the amusement and sport fields, in New York, Philadelphia and Boston suburbs, and in railroad terminals and stations.

"For the past year," O'Reilly declared, "we have been making field tests in several Sears' stores and plants with Heffer. We now plan to expand our operations in department stores and industrial plant fields, and feel fortunate in having secured the services of Mr. Heffer to direct this expansion."

## FEWER NEW MACHINES

### NPA Officials Sketch Outlook at Cleveland

CLEVELAND, Nov. 17.—Vending machine manufacturers are going to have to tighten their belts at least for the first six months of 1952, Richard Murphy, of the National Production Authority, told the National Automatic Merchandising Association convention here this week.

For the first three months of the year, NPA has granted vending machine manufacturers supplies of steel, copper and aluminum which amount to about 25 per cent less than the manufacturers received in the final quarter of 1951 (The Billboard, Nov. 17).

### Copper Bottleneck

The outlook for improved supplies of steel and aluminum during 1952 is encouraging, Murphy told the convention. But other metals are expected to remain in critical supplies thruout the coming 12 months. Copper, Murphy declared, is especially short and will remain so thruout 1952. Lead, zinc and nickel supplies also are critical and are not expected to show rapid improvement, Murphy said.

## CANTEEN PREXY TRACES NAMA HISTORY IN TALK

CLEVELAND, Nov. 17. — Nathaniel Leverone, chairman of the board, Automatic Canteen Company of America, and first president of NAMA, concluded the final business session of the 1951 convention Thursday (15) with an address on "This Freedom of Ours."

Part of his talk was devoted to the opportunities available in a free nation in a competitive economy, and the necessity of protecting that freedom, in ideals, the press and in speech.

He traced the history of the association and the growth of the automatic merchandising industry since 1929.

## '52 SHOW SET FOR CHICAGO

CLEVELAND, Nov. 17.—It may seem like a long way off, but next year's convention and exhibition dates of the National Automatic Merchandising Association were set during the 1951 NAMA convention held here this week.

NAMA's 1952 show will be held in the Palmer House, Chicago, September 14-17.

## Juice Venders Being Shipped By Welch Grape

CLEVELAND, Nov. 17.—The Welch Grape Juice Company, which introduced a frozen-concentrate cup vander a year ago, has begun delivering the two-flavor unit in quantity and expects to release its entire initial production run of 500 machines to the field by next spring. Earlier distribution was held up pending redesign of an internal component, it was learned at the NAMA convention here this week.

Paul Halstead, manager of the Welch vending division, said 75 machines already have been delivered to six franchise operators. When all 500 venders have been delivered, they will probably be distributed among some 25 operators, located mostly in the East and South, he added.

The franchise plan set by Welch has operators leasing the equipment for a three-year period at \$22 a month per machine. After the lease period expires, operators will get the option of purchasing the venders outright at a still undisclosed figure.

## 'Know-How' Key To Future of Operating Biz

CLEVELAND, Nov. 17. — Professionalism alone will enable operators to retain ownership of venders as larger locations become more aware of the potential in automatic merchandising, according to Aaron Goldman, head of the G. B. Macke Corporation.

In a major address at the NAMA convention, Wednesday (14) newly elected president of the association warned that the day may come when top locations, particularly industrials, may move to take over ownership of equipment themselves in order to realize an apparent gain in revenue. This can only be forestalled, he said, if operators constantly raise standards of expertise and efficiency.

Eventually, he declared, the profit spread of operators in such locations may represent nothing more than the margin of greater expertness of the route owner over location management especially in the technical elements of buying, handling, maintenance and placement. Not the least point in the operator's favor, he noted, is his acquired "ability to take grief."

Predicting a "rosy and challenging future" for the vending industry, he said the potential will be more fully realized as product manufacturers devote more thought to the peculiarities of automatic distribution. Special packaging is the most crying need, Goldman asserted, and he decried the laxity of cigarette manufacturers in this respect. They have done little to solve, thru packaging, the unique problems of machine loading and penning, he declared.

## ABT Displays New Rejector

CLEVELAND, Nov. 17. — ABT Manufacturing Corporation, Chicago, manufacturers of slug rejectors, coin mechanisms and slides, showed its new models ABT-1 and ABT-2 during the NAMA show. The former handles a single coin, the latter is a three-in-one mechanism and rejector.

Principal feature of the new ABT rejector is the elimination of the cradle on both models. ABT said this permits less careful handling of the unit without damage to its operating functions.

Prices on the three-in-one begin at \$12.50 for a single unit, graduate downward for quantity orders.

## "Tailor-Made" Price Order for Vending?

CLEVELAND, Nov. 17.—Vending machine operators may find themselves working under a tailor-made price control order sometime during 1952, Office of Price Stabilization Counsel William Burt told the National Automatic Merchandising Association's annual convention.

Burt said it is certain "we will have price control for some time to come," and that OPS officials expect to issue several hundred industry price orders during the coming year.

Most commodities sold thru vending machines, Burt pointed out, are covered by the original General Ceiling Price Regulation, but vending machine operators can find automatic relief from certain cost hardships under existing OPS regulations.

### Two Relief Measures

Burt said that vending machine operators are permitted to raise their prices where they incur cost increases growing out of increased farm prices. Farmers are permitted to raise prices up to parity, and these increases may automatically be passed along to the ultimate consumer of such products as soft drinks, candy bars and cigarettes.

Any such price increase, based on a farm price increase, Burt

cautioned, must be in the exact amount all along the line. Burt also reminded operators that candy bar manufacturers were permitted to (1) either raise their prices if prices of farm products they use are increased, or (2) decrease the weight of their product to hold the price line.

OPS regulations also guarantee the cigarette operator his traditional markup and make it unnecessary for cigarette companies to absorb increases from tobacco manufacturers, Burt said.

## Mills Candy Unit Deliveries Start

CLEVELAND, Nov. 17.—Mills Industries, Chicago, is making deliveries of its six-column candy bar vander displayed here at the NAMA convention. The vander has a capacity of 148 bars, sells for \$197.50 plus \$17.50 for the base.

Mills also had its penny weighing scale on hand and its two-selection frozen juice vander first displayed at the Refrigeration Show in Chicago two weeks ago.

The two-selection juice vander is not on the market yet, Mills spokesmen said.

**BEST FOOT FORWARD**

**Expert Tips to More Profitable Operation**

CLEVELAND, Nov. 17. — If a lie-hard location is finally sold in vending by your competitor, don't worry too much. His success probably will make it easier for you to crack another hold-out. This advice was offered by G. W. Francis, Canteen Company, Kansas City, Mo., during a NAMA business session Tuesday (13) that took up methods of promoting new stops and increasing sales once placement was made. Tips by the speakers were practical and to the point. If it's hard to get started with a new location, push your most acceptable product first, suggested William McConnell, of Medford, Mass. Milk, for instance, is a "wonderful leader," and may open the door to package vending later.

**Team Up**  
If you are a specialist and your location wants full food service, then team up with neighboring operators for your mutual advantage and sell the spot together, said Melvin Wainer, of Lancaster, Pa.

Do your soliciting not when it's convenient for you, but when your prospect is likely to have most free time, offered Cliff Bergerson, of Seattle. Further, if you can prove to a luncheonette

owner that cigarettes can be pilfered from his counter, placement is assured. He admitted to having impersonated the role of a sneak thief himself, on occasion, to prove his point to a doubtful owner.

**Point-of-Sale**

Cigarette equipment can be made more productive by greater use of point-of-sale aids. This point was stressed by John Guthrie, of Louisville, who reported unusual success with a sticker that plugged "Buy 'Em By the Pack." With the slogan used also on company stationery, trucks and servicemen's uniforms. He reported significant sales increases after only a short period.

Harold Cummings, of Cadbury-Fry, advised greater use of directional signs calling attention to machine locations, plus announcements on company bulletin boards wherever possible. Premiums, too, might help dime bars catch on. Much plus business can be snared, he said, by offering boxed candy at special prices before holidays.

**PENNY CATCHER NO STUMBLEGUM**

CLEVELAND, Nov. 17.—A penny gum machine, made at the turn of the century and continuously operated for some 50 years, caught the attention of sentimental old-timers at the NAMA convention here this week. And those who tried it at the American Chiclé booth found that it still delivered a piece of gum for every cent inserted.

The ancient machine, with wooden cabinet faced with enamel plating, was retired only last year from its railroad station location, said Robert Kyle, American Chiclé executive.

**Mills Reports Delivery Plan**

CLEVELAND, Nov. 17.—Bert Mills Corporation, displaying its two-model Coffee Bar line at the NAMA exhibit, reported a 250 unit production per month is permitting two to four-week delivery schedule to be held in most instances.

A plastic frame for the delivery panel will shortly replace the cast aluminum type in current use.

**Stir Direct-Sale Fuss at Ops' Meet**

CLEVELAND, Nov. 17. — The threat of direct sales of equipment to locations came in for thoro discussion at a NAMA meeting here Tuesday (13), with operators advised to combat it vigorously wherever it shows.

The strongest measures against outright sales were voiced by Louis Risman, Mystic Automatic Sales, Medford, Mass., who warned that once it gains a foothold in a territory it is almost impossible to regain the lost business. Coming from the Boston area, where location sales of cigarette machines have been heaviest in the past two years, Risman warned that the practice must be quelled before it gathers momentum.

The best way is to establish contractual relationships with locations, even if the immediate result is to cut deeply into profits, he asserted. This can be done by raising commissions, or paying them up to as much as two years in advance, if necessary. Good service alone will not do the job if the competition gets tough, he warned.

This view was disputed by

Aaron Goldman, new NAMA president, who argued that proper service could retain cigarette vending as an operator business. He suggested that extras, such as premium programs, might be utilized to stave off the direct-sale threat.

Outright sales of cup venders is not a practical policy for manufacturers, according to Dick Cole, vice-president of Cole Products. He pointed out that it is economically unsound to sell a single piece of equipment to a location, when with the same effort, several might be sold to an operator. And then there is repeat business to consider.

**Chef-Way Hot Coffee Vender Ready to Ship**

CLEVELAND, Nov. 17. — Deliveries of the Chef-Way coffee vending machine, first shown to the trade four years ago, will begin shortly, according to Henry Johnson, vice-president of the company.

The vender, which lists at \$895, uses pellets which are crushed, mixed and homogenized automatically. All of the coffee serving ingredients—including cream and sugar—are made up in concentrated pellet form by Chef-Way. The firm also has a variety of soups and hot chocolate.

At the NAMA convention, Chef-Way displayed its coin-operated vender and its smaller, non-coin-operated machine which is also selective.

While Johnson did not elaborate on Chef-Way's sales program, he said the firm plans to franchise operators. Chef-Way's principal interest, Johnson said, was in the sale of pellet ingredients rather than in the sale of the equipment.

Johnson said Chef-Way has figured the average ingredient cost per cup of coffee served comes to 2½ cents.

**Lower 9-Column National Bowed**

CLEVELAND, Nov. 17. — National Vendors, Inc., bowed a cut-down version of its nine-column cigarette machine here this week. New model, offering 386 pack capacity (56 less than the full height 440 pack unit), is otherwise a duplicate of the larger machine. It stands 61½ inches high, 6 inches lower than its companion model, but has the same cabinet width and depth. It is the same height as firm's seven-column unit.

Price of the smaller unit was not announced; whether or not it would go into regular production was also pending operator reaction, it was stated.

**Luckies Bows Service Decal**

CLEVELAND, Nov. 17.—Cigarette manufacturers who already offer promotional and service aids to operators as part of their merchandising programs won a new convert this week as American Tobacco Company released its first decal designed for specific machine use. Debuted at the NAMA confab this week, the decal plugs Luckies but leaves space at the bottom for the operator's company name and telephone number. Printing costs will be borne by American.

Other manufacturers offering vender price stickers and merchandising posters were P. Lorillard, R. J. Reynolds and Philip Morris. The current demand for price stickers is unusually heavy, they said, due to the recent increase in the per-pack excise tax.

Match producers at the convention reported increasing use by operators of giveaway matches and personal advertising on book match covers.

**Health Codes Held Aid to Vending Rise**

CLEVELAND, Nov. 17. — Ordinances regulating food venders, if written properly, help operators rather than curb their scope, according to G. O. Herman, of the Chicago Health Department. They do this, he told NAMA conventioners Wednesday (14), by protecting reputable operators and raising public standards of vender acceptance.

Dr. W. L. Mallmann, of Michigan State College, who appeared with Herman in a sanitation panel, reported that the NAMA Cup Vending Division is preparing a model ordinance that would be available for use by public health officials.

Dr. Mallman, who heads a research project sponsored by the division, said his staff is now engaged in a new phase of its inquiry into machine sanitation. It was said to concern coffee and still drink equipment. Results of an earlier study of carbonated beverage machines is known to have led some manufacturers to modify equipment to meet sanitation requirements.

**New Cookie Packs By Nat'l Biscuit**

CLEVELAND, Nov. 17.—National Biscuit Company, a first-time supplier exhibitor at an NAMA convention, introduced two new 100-count cookie packs, bringing its vender line to six items.

New nickel packs are Cheese Peanut Butter and Peanut Cream Patties, both \$3 per 100-count, freight paid. Quantity discounts range from 1.06 per cent for the minimum shipment of 14 cases to 4.74 per cent on 3,334 case orders.

**PRESENT FIRST ANNUAL BERNIE SCHEUER AWARD**

CLEVELAND, Nov. 17.—Presentation of the first annual Bernie Scheuer Memorial Award was made by William Fishman, new NAMA treasurer, to Robert Burns, chairman of Region 4, during the Thursday (15) business meeting.

The special award will go to the NAMA region showing the largest gain in association membership during the preceding year.

During the past year Region 4 increased membership 80 per cent.

**Nat'l Ball Gum Association To Cover General Bulk Field**

**Changes Name; Elect Alvin Kantor President, 6 Regional V-P's Added**

CLEVELAND, Nov. 17. — National Association of Gum Vendors, meeting in its first annual convention here this week (12-13), in two action-packed business sessions took initial steps to weld operator, supplier, distributor and manufacturer membership into a unified group, threw open membership to all bulk venders in addition to ball gum, elected its first membership-chosen executive staff to which it added six new regional vice-presidents.

Originally scheduled to meet in the Hollenden Hotel, the two-day convention was moved to the Olmsted Hotel, where each of the sessions drew an attendance of

over 70 persons. With the broader membership scope, it was voted to change the organization's name to the National Association of Bulk Vendors. Starting with a membership of six with its formation in April this year, it was announced this had increased to 130 by the second day of the meeting.

**Elected Officers**

Temporary president Alvin R. Kantor, Confection Specialties, Inc., Chicago, was retained in office, as were Samuel J. Phillips, S. P. Distributing Company, St. Louis, as secretary, and Milton R. Raynor, Chicago, as general counsel. Raynor was unanimously re-

elected by the newly named 15-man board of directors. Warner C. Smith, Master Sales & Service, Dallas, was elected treasurer, and Roy Torr, Pittsburgh, executive vice-president.

The newly created offices of regional vice-president, designed to facilitate member assistance in all areas of the country, went by unanimous vote to the following: Western Division, Burt Fraga, Standard Specialty Company, Oakland, Calif.; Midwest Division, Bernard Bitterman, Kansas City, Mo.; Northwestern Division, Leo Ellingsworth, Ellingsworth Supply Company, Minneapolis; Eastern Division, Edward Flanagan, Boston; Southwestern Division, W. Cowsert, Sarr Antonio, and Southern Division, Max Hurbisch.

A motion to limit the number of manufacturer-members to seven on the 15-man board of directors, with a minimum of eight operator-members, was tabled. It was decided such a by-law would not make for democratic functioning of the organization. The 15-man

*Continued on page 114*

**Atlas Mfg. Plans New Target Vender**

CLEVELAND, Nov. 17.—Atlas Manufacturing & Sales Corporation, showing its full line of bulk venders at the NAMA meet, reported continued production on all models with no design changes.

Firm indicated it would introduce a new target type vender early in 1952.

**Candy and Soft Drink Sales Show Heavy '50 Increases**

WASHINGTON, Nov. 17.—Value of manufacturers' sales of confectioneries, excluding solid chocolate bars, and manufacturers' sales of bottled soft drinks and carbonated waters reached \$829,730,000 (M) and \$913,111,000 (M) respectively during 1950, Department of Commerce reported. Confectionery sales rose from 1949 sales of \$761,103,000 (M), and drink and water sales climbed from \$874,560,000 in 1949.

Manufacturers' sales of refined cane sugar totaled \$815,163,000 (M) in 1950, compared to \$744,270,000 the year before, while refined sugar beet sales reached \$242,878,000 (M), a rise above 1949 sales of \$207,993,000.

**Output Value**

Meanwhile, makers of confectionery products, not counting chocolate and cocoa products, reported their 1950 output at \$410,-

779,000, Department of Commerce revealed. Output value is the value of shipments minus the costs of supplies, containers, fuel and contract work. Chocolate and cocoa product makers fixed their 1950 output at \$89,099,000.

Confectionery manufacturers say they employed a total of 81,108 workers earning \$202,543,000 in 1950. Makers of chocolate and cocoa products employed 10,202 workers who earned \$33,091,000 in 1950.

Bottled soft drink industry reported a \$491,793,000 (M) output in 1950, with 95,189 employees at wages totaling \$257,409,000.

Cigarette manufacturers valued their 1950 output at \$493,049,000 while cigar makers fixed theirs at \$146,707,000. A total of 27,743 employees were paid \$75,546,000 by cigarette manufacturers in 1950. Cigar makers paid \$78,507,000 to 40,625 workers.

**VENDING ESSENTIAL**

**Senator Reviews How Venders Help Nation**

CLEVELAND, Nov. 17. — "Few groups of businessmen are more representative of American small business than the members of the National Automatic Merchandising Association," Sen. John Sparkman, (D., Ala.) told the NAMA convention. Senator Sparkman is chairman of the Senate committee on small business.

The senator reviewed the outlook for small business, particularly the problems small business have as a result of the materials shortage in steel, copper and aluminum. He urged vending machine manufacturers to work for defense contracts, both for patriotic and selfish reasons — to keep their companies going as the metals scarcity cuts back civilian goods production.

**NPA Allocations**

"As a group," Sparkman commented, "the automatic merchandising industry so far has fared somewhat better than many other groups of small businessmen. The National Production Authority has the very great responsibility of determining what products shall be made and, thru its material allocation mechanism, in about what amounts each quarter.

"NPA decided, and rightly so it seems to me," Sparkman continued, "that machines vending merchandise automatically have a very definite degree of essentiality in any preparedness program. Too large a percentage of your industry's output is located in factories producing defense or essential civilian items and in our military camps, hospitals and rec-



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### JUST A SMALL WORLD

## Scandinavian Firm Shows at NAMA Meet

CLEVELAND, Nov. 17.—Wittenborgs, one of the Scandinavian nation's largest producers of automatic merchandise vending equipment, became the first European vending machine manufacturer to exhibit at the National Automatic Merchandising Association's annual convention.

Oregona Importing Company, Portland, Ore., U. S. sales agents for Wittenborgs, displayed one of the firm's multi-purpose merchandisers at the convention here this week. A delay in transit held up arrival of the vender so that only those show visitors who were on hand for the final day (Thursday) were able to get a first-hand look. The three earlier days, Oregona had to rely on photographs to explain the product.

The Wittenborg machine,

housed in a gleaming, polished stainless steel cabinet, is designed to handle a wide variety of non-refrigerated items. Oregona Importing said it is now working with a number of refrigeration firms so that the equipment will be completely versatile.

Priced at \$850, the model which Oregona showed has two coin entries—each of the two controlling 12 compartments. Since each compartment can handle as many as eight items, the maximum capacity of the vender is 192.

Items to be sold are arranged vertically in two tiers of heavy glass-fronted compartments. Each compartment can be divided to handle 2, 3, 4, 6 or 8 items depending upon the size of the product to be sold.

When a coin is inserted, one door can be opened and the exposed goods removed. When a door is opened, all other doors are automatically locked. When the door is closed, the tray revolves, bringing the next item into display position.

An illuminated sign atop the machine, and an illuminated interior help pull attention to the machine and to its products.

Ten of the Wittenborg machines are located in industrial plants in the Portland area, operated by Wevendco, a firm owned by the principals of Oregona Importing. These machines are being used to dispense a variety of food items including sandwiches.

First shipments of the machine, Oregona said, will go to Texas where they are destined for installation in a Houston department store.

## ALUMINUM FOIL 1ST '52 QUOTA

WASHINGTON, Nov. 17.—National Production Authority announced this week that aluminum foil allotments for the first three months of 1952 to industries packaging cigarettes and food products would about equal fourth quarter 1951 allotments, namely 57 per cent of the average monthly use in the last six months of 1950. But NPA officials said they "expect the supply situation will improve later in 1952 so that more foil probably will be available for civilian use at that time."

NPA also set aside 3,600,000 pounds of aluminum foil for military requirements during the first three months of 1952. Military needs had already been allotted 1,800,000 pounds the agency said. Present allotments for civilian use are made on the basis of historical pattern of end uses such as drugs and foods, NPA added.

## Single Coin Drop For Hebel Vender

CLEVELAND, Nov. 17.—The Fred Hebel Corporation, Chicago, manufacturer of ice cream vending equipment, showed its improved five-selection merchandiser during the NAMA show. The Hebel machine now has a single coin entry and single slug rejector where it formerly had a separate coin mechanism for each of the five selections.

The coin drop has been built into the top of the console-type vender, and push buttons have been added to activate the delivery mechanism.

## Candy Firms Push Dime Bars; 3 Reduce Prices

CLEVELAND, Nov. 17.—Supply-wise, candy took the lead at the NAMA exhibit by number of displays for one type of product. Twenty-nine firms were present, four of which introduced nine new items, with the accent on dime numbers.

Prices, with three exceptions,

were being held. Downward moves were effected by Cadbury-Fry (America), which recently dropped its dime bar peg on vending counts 25 cents, from \$5.75 to \$5.50; Mason, Au & Magenheimer, which offers what amounts to a 30-cent reduction on two nickel items by delivering two free 120-count packs on a 27 case order (charge is made for 25 cases), and James O. Welch Company, which quoted 12-cent reduction on 100-count Coconut Bar packs, new list being \$2.88 against former \$3.

H. B. Reese Candy Company announced a new 1 1/4-ounce four-piece Peanut Butter Cup dime package, supplementing its large-size Peanut Butter Cup. New item, bar size in a standard boat, comes in 100 and 120-counts at \$5.25 and \$6.30, respectively.

Paul F. Beich Company introduced three new dime bars and one nickel bar. Latter, 1 1/16-ounce Chewy Nougat, comes 100-count at \$2.25. The three dime bars, each in 100-count at \$5, feature a new heat-resistant chocolate coating, said to permit vending in 90-degree and over temperature without bloom. They are Coconut Fudge and Coconut Butterscotch, both 2-ounce bars, and Malted Milk Nougat, 2 3/10-ounce. Beich plans to introduce a new 96-count dime caramel item at \$5.50 within the next week or two.

Two new nickel patties, Chocolate Coconut and Fudge, were shown by Mason, Au & Magenheimer, both 120-counts at \$3.60 (with free-pack deal bringing per case price to \$3.30). A new 2-ounce, two-piece dime bar, Pecan Coconut, come in 60-count at \$3. It will feature a rotogravure wrapper. Pecan Coconut, a new 1 1/8-ounce nickel bar, comes in 120-count at \$3.60.

Mars, Inc., placed special emphasis on its new dime bar additions; two-piece stickers Twin Milky Way, Twin Snickers and Twin Forever Yours. All available in 96-count pack. Nickel editions of Milky Way and Forever Yours are continued in 120-pack. Twelve case orders on firm's 96-count dime bars are minimum shipments.

Hoben Candy Company announced the fourth item in its bar line: Almond Toffee, a 3/4-ounce nickel bar in 120-count. Price not reported.

Colonial Candy Company reported adoption of a program embracing sales to vender operators only, completely by-passing wholesalers.

## WHAT ARE YOU VENDING?

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**Charms** 

**Paul A. Price Co.**  
220 Broadway, New York 38, N.Y.



### OUR PRICES ARE STILL LOW!

#### CIGARETTE MACHINES

- Uneeda Model 500, 15 Col., 425 Pack Cap., King Size Included \$ 85.00
- Uneeda Model 500, 9 Col., 350 Pack Cap., King Size Included 97.50
- Uneeda Model A, 9 Col., 270 Pack Cap. 87.50
- DuGrenier Champion, 9-11 Col., 350 Pack Cap., King Size Included 92.50
- DuGrenier Model W, 9 Col., 308 Pack Cap. 85.00
- Rowe Crusader, 10 Col., 475 Pack Cap., King Size Included 145.00
- Rowe Imperial, 8 Col., 240 Pack Cap. 80.00
- Rowe Royal, 6 Col., 240 Pack Cap. 85.00

\$5.00 ADDITIONAL FOR SILVER QUARTER OR KING SIZE VENDING.

#### CANDY MACHINES

- U-Select-It, 54 Bar Cap. \$ 35.00
- Adv. Candy, 40 Bar Cap. 25.00
- Vendall Candy (New) Write

#### KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED 1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.



**SPECIAL! \$85.00**  
ROYAL CANDY  
8 Col.  
120 Bar Cap.

**SPECIAL! \$75.00**  
UNEEDA MODEL E  
9 Col.  
275 Pack Cap.

#### CONVERSIONS

ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING—TRADE PRICES—

**UNEEDA VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
NEW... RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N.Y. • EVERgreen 7-4568

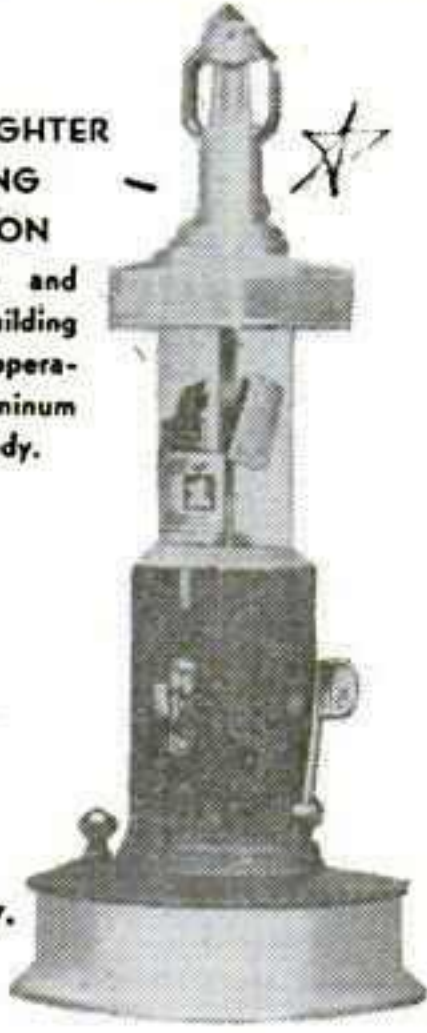
**WINNING COMBINATIONS**

**YOU and ATLAS VENDORS**

THE WINNING COMBINATION calls for just what ATLAS has to offer:

1. Soundly engineered vendors.
2. Trouble Free.
3. Diversity insures volume and profits. Write Today.

**ATLAS LIGHTER FILLING STATION**  
NEW! and already building profits for operators; all aluminum die cast body.



**ATLAS 5c MASTER VENDOR**  
All aluminum die cast... with new improved portion mechanism... vends all kinds of merchandise.

**ATLAS BANTAM 5c TRAY VENDOR**  
An ideal vendor for bars, counters, and tables, really shows big profits when vending Atlas Almond, or mixed nuts.



**DISTRIBUTORS AND SALESMEN: Write NOW for open territories available.**

**ATLAS**

**MANUFACTURING & SALES CORP.**

12220 TRISKETT RD. CLEVELAND 11, OHIO

# THE BILLBOARD Index of Advertised Used Machine Prices

## Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3	Issue of Oct. 27
Adams 1c, 6 Col.	\$13.95			
Advance Candy	25.00	\$25.00	\$25.00	\$25.00
Ajax Hot Nut, 5c or 10c	29.50			
Almond Vendors, 5c	5.95			
Asco Hot Nut, 1c or 5c	9.95(2)			
Columbus Bulk, 1c or 5c	6.95			
Columbus Nut, 5c	7.50			
DuGrenier Champion, 9 col.	89.50			89.50
DuGrenier Model (5) (7 col.)		69.50	69.50	69.50
DuGrenier Model V		75.00	75.00	75.00
DuGrenier Model W	49.50	49.50	49.50	49.50
DuGrenier Model W, 9 col.	82.50	82.50	82.50	82.50
Electro Serve Popcorn, 5c	17.95			
Foot Vitalizer		39.50		
Kirk's Astrology Scale	85.00	85.00	85.00	85.00
Kwik Shoe Shine Machine	79.50	79.50	79.50	79.50
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Ball Gum, 1c	5.95			
Master Novelty, 1c	7.95			
Master 1c and 5c Comb.	8.95			
Monarch (8 col.)	85.00	85.00	85.00	85.00
National 9A	75.00	75.00	75.00	75.00
National 930	85.00	85.00	85.00	85.00
Northwestern 33 Ball Gum	7.50	7.50	7.50	7.50
Northwestern Deluxe Nut	12.50			
Northwestern Deluxe 1c and 5c	13.95			
Northwestern Model 39, 1c	6.95			
Northwestern Model 40, 1c	5.95			
Pop Corn Sez	89.50	89.50	89.50	89.50
Rowe Candy	85.00			
Rowe Crusader (10 col.)	145.00	145.00	145.00	145.00
Rowe Imperial (8 col.)	77.50			
Rowe President	85.00	85.00(2)	85.00(2)	85.00(2)
Rowe Royal (6 col.)	82.50	82.50	82.50	82.50
Rowe Royal (8 col.)		69.50	69.50	69.50
Rowe Royal (10 col.)	85.00	85.00	85.00	85.00
Shipman Stamp, 3 Col., 1c, 3c, Air Mail	21.95			
Silver King Bulk, 1c or 5c	7.50			
Shoe Shine Machine		39.50		
Siro's Brush-Up	75.00	75.00	75.00	75.00
Uneda Candy 102 Bar		85.00	85.00	85.00
Uneda Model A (9 col.)	85.00	75.00	75.00	75.00
Uneda Model E (9 col.)	75.00	69.50	69.50	69.50
Uneda (500)	69.50	95.00	95.00	95.00
Uneda (9 col.) Model 500	95.00	75.50	85.00(2)	85.00(2)
Uneda (15 col.)	75.50	85.00(2)	35.00	49.50
U-Select-It	35.00	49.50	35.00	49.50
Victor Universal Nut, 5c	9.95			
Victor Model V, Cabinet Type	8.50			
Victor Model V, Globe Type	7.95			
Wrigley's Tab Gum, 1c, 8 Col.	12.95			
Yeaton's, 5 col.			57.50	57.50
Yu-Chu Ball Gum, 1c	3.95			

## Rowe Drops Ad Clock; Reports Heavy Buying

CLEVELAND, Nov. 17. — Cigarette, candy and milk vending equipment, in models already familiar to operators, made up the exhibit of the Rowe Corporation at the NAMA convention, with all subject to a heavy buying demand, according to Jack Mill, vice-president. Only design change was the elimination of the advertising clock on production models of the Diplomat. Mill said this move was forced by material shortages.

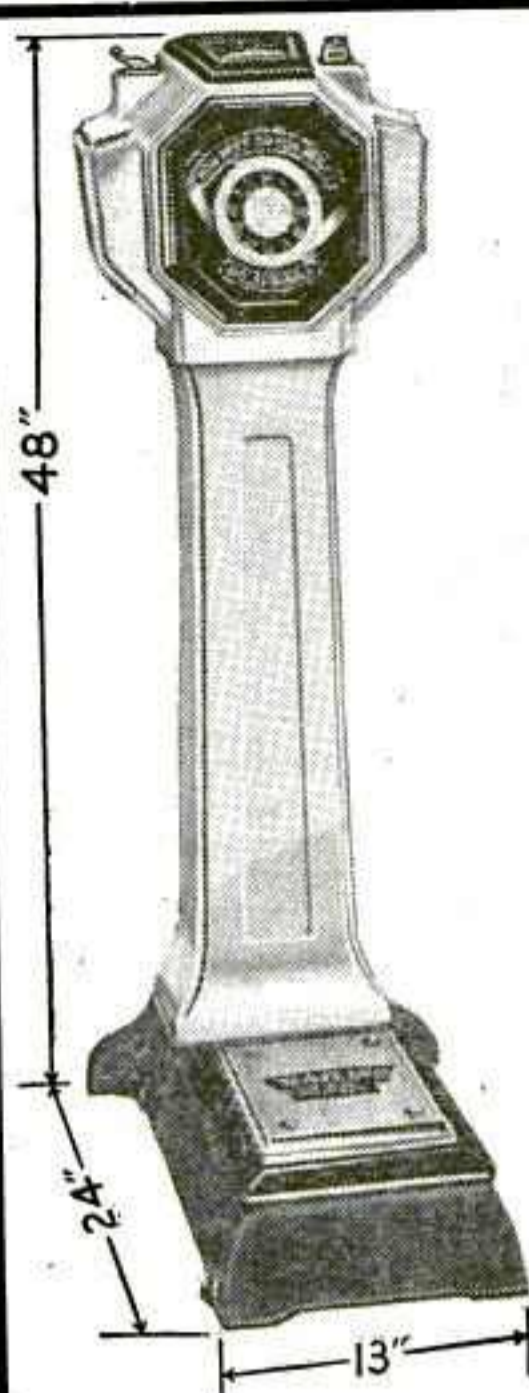
Mill attributed an unusual demand for cigarette vendors to operator desires to modernize routes. Prime factor in this trend, he said, is the growing need to make available king-size smokes on location. Older units, unsuited for the larger packs, are being downgraded or scrapped where they are not thought worth converting, he declared. Mill discounted scare buying as a probable cause of the stepped-up demand.

To acquaint operators with the potential in milk vending, Rowe sponsored a clinic on this phase of automatic merchandising Tuesday (13). Panel members were William Fishman, Chicago; Everett Newcomer, New York; John Shannon, Newark, N. J.; William McConnell, Medford, Mass., and Meyer Gelfand, Washington. Mill acted as moderator.

## Package Soda Deal Offered to Venders

CLEVELAND, Nov. 17. — Dispensers, Inc., manufacturers of a self-contained soda unit for tavern installation, is now offering the separate components in a package set-up for custom placement. Firm, thru its national distributor, the Refrigerated Equipment Sales Corporation, is promoting the package for supplementary use by operators with cigarettes or other vending equipment already located in taverns.

Refrigerated Equipment, an exhibitor at the NAMA trade show this week, also placed on view an ice cube machine produced by Brewer-Titchener.



NET WEIGHT 119 POUNDS

**\$25 DOWN**

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes it look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES 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

### RECONDITIONED AND REFINISHED VENDORS

- Model V 1/2 Globe \$ 8.50
- Model V 1/2 Cab Type 8.95
- King 1/2 Bulk 8.00
- King 5/8 Bulk 8.00
- Deluxe 1/2 & 5c Comb. 15.00
- Model 29 1/2 7.50
- Model 33 1/2 Ball Gum 7.50
- Embus Duo 5c Twin 15.00
- Charm King 1/2 8.00
- Chu Ball Gum 1/2 5.00

### CIGARETTE MACHINES

- National 9 Col., Cap. 270 \$89.50
- Rowe Imperial, 8 Col., 240 Pk. 69.50
- DuGrenier W, 9 Col., 308 Pk. 89.50
- UNEDAPACK E, 8 Col., 224 Pk. 89.50
- High Pk. 10 Col., 400 Pk. 139.50
- Unedapack Mod. 500, 7 Col., 89.50
- DuGrenier Mod. H, 6 Col., 150 Pk. 35.00
- \*King Size, \$5.00 extra.

### NEW VENDING MACHINES

- N.W. Model 49, 1c or 5c \$17.35
- N.W. Deluxe, 1c & 5c Comb. 27.00
- N.W. Mod. 33 1/2 Ball Gum 12.50
- Acorn, 1c or 5c 14.50
- Silver King, 1c or 5c 19.50
- Shipman Triplex Stamp 69.00
- N.W. 10-Col. Tab Gum 25.95
- Adams Mod. N, 4 Col., 1c 22.50
- Adams Mod. GV, 6 Col., 1c 19.50

### SUPPLIES & ACCESSORIES

- Floor Stands (Heavy) \$ 4.00
- Crossbars (2 Vendors) 1.25
- Crossbars (3 Vendors) 1.50
- Coin Counting Scales 19.50
- 25¢ Ctn. Ball Gum (All Sizes) 6.50
- Rake Deluxe Charm Mix, Per M. 8.50
- All Piated Charm Mix, Per M. 8.25
- All Plastic Mix, Per M. 2.75
- 1/3 Dep. With Order, Bal. C.O.D. Send for Complete List of New and Reconditioned Vendors and Supplies. Trade-Ins Accepted.

### RAKE COIN MACHINE EXCHANGE

609A Spring Garden Street Philadelphia 23, Pa. Phone: LOmbard 3-2674

### TOPPER DELUXE

With Black Top and Base \$14.20 ea.

Chrome Top and Base \$14.95 ea.

With Glass or Plastic Globe \$12.35 ea.

**GRAFF VENDING SUPPLIES**  
1122 Tarpley Dallas 11, Tex.

READY FOR DELIVERY NOW!

### ACORN

ALL-PURPOSE BULK MERCHANDISER

Featuring the new WHITE FLASH BRUSH HOUSING

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

### Vend

"The Magazine of Automatic Merchandising"

"I wish to take this opportunity to express my appreciation for the great help your magazine VEND has given us in getting started into the Automatic Merchandising fields. We look forward to every issue."

**Walter H. Innes**  
Vend-O-Matic Sales Co.  
San Francisco, Calif.

**VEND** 776

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Name .....

Address .....

City .....

## L.A. PENNY DRIVE BRINGS RESULTS

LOS ANGELES, Nov. 17.—Business in penny machines is expected to pick up here with the shortage of the coppers being somewhat relieved by the Pacific Mutual Life Insurance Company. Thru its house organ, Home Office News, the insurance company asked all its employees to empty their piggy banks, putting into circulation the one-cent pieces. Result was that Lyman P. Robertson, vice-president and treasurer, took 147 pounds of the coins—21,430 coppers—to the bank in a wheelbarrow.

## Show 5-Col. DuGrenier Cig Unit at Meet

CLEVELAND, Nov. 17.—James H. Martin, Inc., Chicago, unveiled a five-column, 218 pack cigarette vender under the DuGrenier banner at the NAMA convention. Machine, priced at \$125, has a 10-25-cent coin mechanism and a separate book match column. It measures approximately 5 feet high, 11 inches deep and 18 inches wide. Martin will act as Midwest distributor for the unit, as well as DuGrenier's full-size manual and electric machines. Martin also announced appointment of Roxy Vending, Toronto, as Canadian distributor for his DuGrenier-made Martin's Little Candy Store, an eight-column candy machine also displayed.

## Hupp Announces 3-Flavor Cup Machine; \$950

CLEVELAND, Nov. 17.—A new three-flavor cup vender was announced by Hupp Corporation at the NAMA exhibit. Housed in the same cabinet as firm's two-selection unit, Model 2-6-600, the new Model 3-6-600 lists for \$950. Coin changer is \$20 extra.

Delivery on the new machine is scheduled for January 5, when OPS will also have passed on the list price, according to Ralph Geddes Jr., sales representative. Capacity of the three-drinker is 600; it has one four-gallon and two three-gallon sirup tanks. Machine features the same construction and functional design as the two-selection model. Both are housed in cabinets measuring 24 inches wide, 20 inches deep and about 5 feet high.

## Steel Products Sets Distributors

CLEVELAND, Nov. 17.—Steel Products Company appointed Howard Kass, Automatic Stores, Newark, N. J., as an Eastern distributor for its non-coin E-Z Way Coffeemaker. During the convention this week, president Lou Woolfolk announced plans to set up a distributor organization to handle sales to operators. Firm's coffee unit, which lists for \$225, is being offered venter operators for re-sale to locations, with the operator acting as supplier to such locations. Unit also will be available as a lease item to locations.

## ACORN

The only completely die-cast aluminum, precision built

### ALL-PURPOSE VENDOR

- Vends all bulk mds. — nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Temperproof! Held by top lock and body clamps only.
- Guaranteed mechanically — weight less than 7 lbs.

1c & 5c mechanism slides into place — no screws!

**WAK manufacturing co., inc.**  
11411 Knightsbridge Ave., Culver City, Calif.

Distributors! Choice territories still open — Write, Wire, Phone! East and Midwest M. J. Abelson, Gen. Sales Mgr., 1349 5th Ave., Pittsburgh AT 1-6478 Pacific Coast Distributor Operators Vending Machine Supply 1023 Grand Ave.-Los Angeles

## WRITE FOR CATALOG

ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

### CHARMS

LARGE #2 SIZE—PER 1,000

PLASTIC	SILVER	COPPER
\$1.99	\$3.33	\$3.43

We reserve right to limit quantity.

### STANDS

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weight 17 lbs.

**\$3.25 each**

We are factory distributors for all leading makes of VENDING MACHINES.

**PARKWAY MACHINE CORP.**  
715 ENSOR ST. BALTIMORE 2, MD.

## CHARMS—Proven Sales Boosters

Write for Complete Price List!

### Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

# Snyder ABCB Talk Lauds Bottle Ind.

WASHINGTON, Nov. 17.—Secretary of Treasury John W. Snyder in an address before the annual meeting here of the American Bottlers of Carbonated Beverages this week paid tribute to the industry as among the most representative of "small business" which, he said, is "the backbone of our great free enterprise system." He said that the carbonated beverage bottling industry, "representing as it does over 6,000 small plants in more than 2,600 communities, is an important factor in the progress and prosperity of these communities."

"Nor does the influence stop there," said the secretary. "The product you sell—soft drinks—has come to be as typically American as baseball or the Fourth of July picnic, and its enjoyment just as widespread. Refreshing soft drinks are everywhere on the American scene—at the corner grocery store, at roadside stands and filling stations, in offices and factories, and in every American home. And I might add that in recent years our servicemen have been effective boosters for your product in many foreign countries."

"Comparatively young as your business is, its widespread and progressive growth since the establishment of your trade association a little over three decades ago, has made it an important factor among industries serving the American consumer. Your industry is also a most important factor in our national economy, affording as it does direct employment for more than 100,000 people in your business plants, and indirect employment for more than six million proprietors and employees in the retail selling of your products."

Snyder outlined the administration's current fiscal program, explaining an increased deficit will call for increased austerity in the national economy. His talk highlighted the association's meeting featuring a gigantic industrial show at the National Guard Armory.

The convention and show drew an attendance of more than 6,000 bottlers. Manufacturers of bottlers' equipment and the families and guests of delegates. The show featured automatic change and drink dispensers, robot inspectors with electronic eyes and a varied assortment of other automatic devices.

## Belvend Offers 2d Ice Cream Machine: \$745

CLEVELAND, Nov. 17.—Belvend Manufacturing Company introduced a \$745 ice cream bar vender, under its own firm name, at the NAMA convention and plans to gear sales on a non-promotion level (not on location) to established operators.

The new Belvend machine, offering 154 bar vending and 100 bar storage capacity, has a strengthened frame, improved seal for its top loading door and inside hinges permitting a flush set front door panel. New drop door delivery eliminates danger of customer reach-in to dislodge bars. Two horizontal stainless steel trim bands, with the Belvend name in metal on the lower portion of the cabinet, along with a uniform dark blue finish distinguish this model from the Jolly Boy machine.

Belvend also displayed its Vendall candy machine with special product panel designating it as an all-cookie vender. Vendall candy models were offered either as straight nickel or dime units.

## Goldman Elected

Continued from page 110

Automatic Canteen Company of America, Chicago; Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa., and Houston.

Directors whose term runs thru 1953 include Thomas B. Donahue, National Vendors, Inc., St. Louis; Herbert C. Ogle, Vending Machine Corporation of America, Tulsa; R. L. Strain, American Locker Company, Inc., Chicago, and Lanagan and Fishman.

**Pioneer Operator**  
NAMA's new president is a pioneer operating manager who heads a company which celebrated its 25th anniversary this year. Goldman joined the Macke Corporation in 1936 when it was exclusively a cigarette operation.

Under his direction, Macke grew from 200 cigarette vendors to approximately 7,000 automatic merchandising machines of all types. Macke's operations, except for some military installations, are confined to the Washington area.

# Nat'l Ball Gum Association

Continued from page 111

board, replacing the temporary 20-man board set up by a nominating committee last spring, follows:

Meyer Abelson, Pittsburgh; Les Hardman, Pittsburgh; Harold Schaefer, Chicago; Harry Bell, Chicago; Herman Eisenberg, Cleveland; Roger Folz, Long Island; Phillip Sparacino, Chicago; Sid Weinstein, Pittsburgh; Samuel Eppy, New York; Ish Kimbreil, Dallas; William Jenkins, Cleveland; Ralph Lobell, Chicago; Don McClinton, San Francisco; Herbert Cohen, Pittsburgh, and Robert Guggenheim, Pittsburgh.

### Cavalier Decision

Raynor, chairman of both business sessions, told NABV members and non-members attending that the U. S. versus Cavalier Vending Company court action was now a closed case, resolved in favor of the operator. Earlier, the government announced it would contest the decision; it now has decided not to take an appeal to the Supreme Court and has accepted the original ruling.

Raynor also reported that at least five other charm vender embargos in as many States, has been lifted as a result of the definite conclusion of the Cavalier case.

The association will be in sound shape financially, Raynor told the Tuesday session. To date, slightly over 50 per cent of its funds derived from membership dues has been used to combat discriminatory legislation and taxes, paid out to cover transportation, phone calls, correspondence and counsel's salary.

In line with the association's drive for new members, it was voted to use a small decal on all

manufacturer and supplier member letterheads. Decal will carry the legend: Join NABV.

### Expand Program

In announcing the expanded membership coverage to all bulk operators, suppliers, distributors and equipment manufacturers, Raynor declared that the long-range aim of the association must be one of over-all industry benefit programs and public relation activities. The time had come, he said, to branch out from a purely anti-charm persecution organization to one embracing all types of bulk problems.

"We are organized to elevate, better and strengthen the bulk vending industry, to effect best possible inter-relationships of the operator, distributor and manufacturer; one is dependent upon the other to achieve success in his business," Raynor stated.

At the closing session, it was announced the board of directors would shortly appoint a 1952 convention committee for the second annual meeting, tentatively scheduled for next September in Chicago.

## Music Box Ball Gum Unit Set For Production

CLEVELAND, Nov. 17.—Ball Gum, Inc., featuring a talking gum vender, a musical and a combination musical-dancing doll gum vender, announced in co-operation with Silver-King Corporation that the latter two models would be offered as production units.

The Swiss music box gum vender, with the music unit in its base, will be introduced first as a regular model, at a cost of \$5 over the vender price. The machine featuring a whirling figurine, and a music box both in a glass enclosure mounted on top of the merchandise globe, will be offered early next year.

Both the music and the animation occur when the delivery lever is operated on the machines. The spring-actuated music box and figure are kept wound by the movement of the delivery lever.

The display model which delivered a "thank you" and product-promotion message is not scheduled for regular production. It incorporates a special RCA record mechanism, complete with tone arm which automatically returns to starting position when the five-inch disk is played thru. Mechanism, electrically operated, is installed in the vender base. Operation of delivery lever starts play cycle.

Silver-King reported initial production plans call for 1,000 music box-equipped bulk vendors, which will be distributed nationally by National Advance Vending, Dubuque, Ia. A tie-in purchase plan will consist of a package deal including the Silver King vender and Ball Gum, Inc., merchandise.

## Nat'l Rejectors Shows New Timer

CLEVELAND, Nov. 17.—National Rejectors, Inc., displayed a new one-half hour timer in a special crinkle finish cabinet. Unit, one foot high by 8 inches wide and 3½-inches deep, is in production and set for immediate delivery.

National plans to introduce a second cabinet-housed timer shortly, offering settings ranging from 0 to 2 minutes.

Firm's line of coin control mechanisms was also exhibited at the NAMA convention.

## LOCATIONS DEMAND THE TROUBLE INTERNATIONALLY KNOWN "SILVER-KING"

Vendors  
Build Prestige and Good Will  
on Every Location



VENDS NEW LARGE SIZE 7/8 "SUPER GUM" (100 to the Pound) or regular 15/16" size. Nut and Ball Gum, Candy Charms Vendors, 1c-5c U.S. and Foreign Coins. "Hot-Nut" Vendors. Designed for sales compelling eye appeal. As low as

\$10.00 in quantities  
**SILVER-KING CORP.**  
622 Diversey Parkway Chicago, Ill.

## VICTOR'S TOPPER

100 or More...\$12.75  
1 to 25...13.75  
Plastic Globes

UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LIBERAL, EASY FINANCE PLANS! LOWEST PRICES on Ball Gum, Candy, Charms, Stands. We stock parts and supplies for all penny vending machines.

VENDING SPECIAL! 1ST SINCE 1934.  
**BERNARD K. BITTERMAN**  
3022 Truman Rd. Kansas City 3, Mo.

## Northwestern TAB GUM VENDERS

Single \$25.95  
25 to 100 \$25.45  
100 or More \$24.95  
30-Day Money Back Guarantee

We Stock All Mds. for Mach.  
Write for Charms and Merchandise List.  
1/3 Dep., Bal. C.O.D.

**NORTHWESTERN SALES & SERVICE**  
1194 TREMONT ST., BOSTON, MASS.

## VICTOR'S TOPPER DELUXE

Only \$13.25 each (100 or more)  
Sample \$14.95.  
Glass or Plastic Globes, UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LOWEST PRICES on BALL GUM, CANDY, CHARMS, STANDS. We stock all parts and supplies.  
"TRY THE BEST, TRY VICTOR'S!"  
WRITE TODAY!  
H. B. Hutchinson Jr.,  
860 North Ave., N. E.  
Atlanta, Georgia

## 2,000 ASSORTED CHARMS

15 Different Items — everything we make—in plastic and plated mixture.  
WORTH MORE—SPECIAL DEAL  
**2,000 for \$10**  
F.O.B. Jamaica, N. Y.  
Immediate delivery.

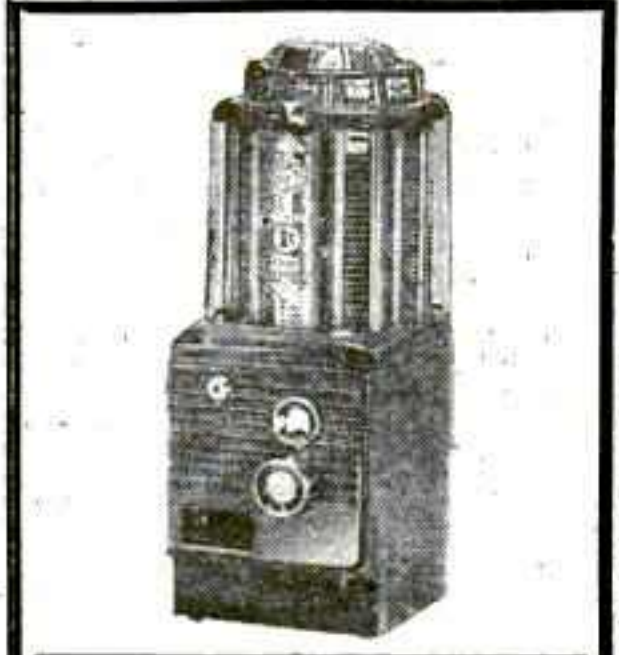
## EPHY

Samuel Eppy & Co., Inc.  
91-15 144th Place, Jamaica 2, L. I., N. Y.

## JUST OFF LOCATION! U-NEED-A-PAK

**MODEL "500"**  
9 COLUMNS BARGAIN \$50.00  
25¢ OPERATION  
1/3 Deposit, Balance C.O.D.

**CENTRAL VENDING MACHINE SERVICE CO.**  
3967 Parrish St., Philadelphia 4, Pa.  
Phone: EV 6-4244



## IF YOU ARE LOOKING FOR THE BIG MONEY ...THIS IS IT!

Today's hottest money-maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity . . . holds over 500 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location.

**THE NORTHWESTERN CORPORATION**  
829 S. ARMSTRONG STREET  
MORRIS, ILLINOIS

## 30 DAY MONEY BACK TRIAL

THE YEAR'S GREATEST VENDORS

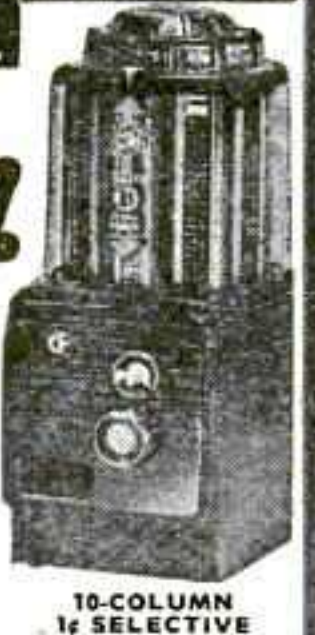


### Outstanding MODEL 49

14-5c-10c  
PRICES  
Less than 25 \$17.35  
Less than 100 \$17.15  
100 or more \$16.95

### Sensational TAB GUM

PRICES  
Less than 25 \$25.95  
Less than 100 \$24.45  
100 or more \$24.95



10-COLUMN  
1c SELECTIVE

### MERCHANDISE

ADAMS, All Flavors, 100 Count...\$ .42  
WRIGLEY'S, All Flavors, 100 Count... .46  
FRUIT CHARMS, Assorted, 100 Count... .40  
SHERARD, 200 Count... 1.20  
HERSHEY'S, 200 Count... 1.30  
MINIMUM ORDER  
25 Boxes of Any Assortment.

Complete Line of  
PARTS, SUPPLIES, STANDS,  
GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.

1/3 Deposit, Balance C.O.D.  
F.O.B. Factory.

**NORTHWESTERN SALES AND SERVICE COMPANY**  
MOE MANDELL  
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142  
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

## Cost-Per-Mile Truck Systems

CLEVELAND, Nov. 17.—Using a cost-per-mile maintenance arrangement with his truck dealership will reduce vehicle operating overhead generally and will range from 1½ to 5 cents per mile for individual operators, depending upon area, number of trucks and amount of annual mileage, E. L. Fortier, International Harvester Company, told assembled conventioners during a NAMA business meeting this week (15).

Such a program can be worked out with local dealerships who are equipped to offer this service, Fortier said, after the dealer has made an analysis of the operator's individual truck usage. The maintenance arrangement, however, would not include tire and collision damage repairs.

An attending operator cited his own case, in which he paid 6¼ cents per mile per truck the first year after purchase, with a ¼-cent increase in rate each succeeding year the same vehicle was used, to receive all regular maintenance. This cost included washing, all insurance except liability.

Victor B. Neiswanger, Elgin, Ill., a scheduled speaker, said truck operating costs in his operation has increased nine-tenths of a cent per mile this year over last. In 1948, per mile costs were 1.9; dropped to 1.4-cent in 1950, and had risen to 2.1-cent in 1951.

**TOPPER DELUXE**  
With Plastic Side Display Windows  
Case of 4 \$56.80  
Single .... 14.90

Topper Standard With Plastic Globes  
Case of 4 \$48.00  
Single ... 12.25

**COMPLETE VICTOR LINE IN STOCK!**

**CHAMPION NUT & CHOCOLATE CO.**  
1194 Tremont St. Boston, Mass.

Distributors and Operators  
Now Available

**GRIFFIN DISPENSER**  
(Hand Lotion & Hair Oil)  
\$12.50 each  
Attention Jobbers & Distributors. Some Territories Available.

**AUBREY STEMLER DIST. CO.**  
142 Glendale Blvd.  
Los Angeles 26, Calif.

Try VICTOR Once and you will BUY VICTOR ALWAYS

**ORDER TODAY!**

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448



## ALL IN KNOW-HOW

### Jaber Jells CM Route From Penny Beginning

MILWAUKEE, Nov. 17.—It started 18 years ago in a Fond du Lac, Wis., grocery run by George Jaber. Someone placed a penny game machine in his store and he became infatuated with it. He was not only interested in the mechanical aspects of the machine, but he envisioned the money-making potentialities of a large string of these new fangled devices. So he tried to buy one to operate in his own store. The coin machine distributor in that area, displaying a business policy so often lacking today among his

predecessors, refused to sell Jaber because he was not a bona fide operator.

"He made it tough for me, as a location owner, to get a machine," Jaber said, "so I decided to become an operator; more or less to prove to this distributor that I could get a machine. I bought a small quantity of penny machines and placed them with my business neighbors and they immediately began to make money for me. If the distributor had sold me just that single penny machine that I

*Continued on page 118*

### MAPOA Favors Jit Juke Box Price

DETROIT, Nov. 17.—Detroit operators are wholeheartedly in favor of continuing with nickel play, Roy W. Clason, executive secretary of Michigan Automatic Phonograph Owners' Association, said this week.

Operators are satisfied with nickel operation and agree "that 10-cent play is impossible in this area," Clason said. The MAPOA, however, will still seek exemption from Office of Price Stabilization Control (The Billboard, October 27).

"What we are really aiming at is that we do not want commissions tampered with," Clason said. "It was the original view of local OPS administrators that price control affected the com-

mission arrangements, and that they had to be based upon the standard OPS base period, allowing no improvement or adjustment of the operator's position in this regard. This is the basic point of the attack by MOPOA in presenting its original petition to OPS."

MAPOA contends that OPS Order No. 34 covers only the price to the public, and no other phase of the coin machine business, according to Clason. With operators welcoming continuance of the nickel play here, their objective is confined to seeking relief from an interpretation of control which they believe to be in error, as applied to location-operator percentages.

### Haddock Cites AMI Juke Output in 1951

GRAND RAPIDS, MICH., Nov. 17.—John W. Haddock, president of AMI, Inc., reported this week, that production figures for the first 10 months of 1951 indicated

### NPA Industry Clinics Seen Aid to Mfrs.

• Continued from page 109

of Commerce-NPA Field Offices; Purchasing Officials of the Three Armed Services; Atomic Energy Commission; General Administration. Small Defense Plants Administration, now being organized, will participate at the earliest opportunity, NPA announced.

Meanwhile, NPA also announced this week the appointment of Samuel W. Anderson as deputy administrator for aluminum in the Defense Production Administration. Anderson was formerly vice-chairman for the War Production Board, and after the war was with Lehman Brothers, New York City investment banking firm.

### Set Ristaucrat N. West Distrib

APPLETON, Wis., Nov. 17.—Ristaucrat, Inc., thru general manager Joe Cohen, announced the appointment of H. C. Peterson & Company as distributor in the Washington-Oregon territory.

Headed by H. C. Peterson, the headquarters of the distributing firm is located at 3401 S.E. 144th Street, Portland. Cohen stated Peterson has recently completed extensive location testing of Ristaucrat's S-45, counter model juke box which selectively plays 12, 45 r.p.m. records.

## Report New Jukes Planned; Used Marts Going Strong

By TOM McDONOUGH

CHICAGO, Nov. 17.—Despite new curtailment of materials announced by the National Production Authority thru the first quarter of next year (The Billboard, November 17), the over-all picture for the music machine industry seems favorable for the remainder of this year and possibly for the beginning of 1952. The no announcements have come forth from the manufacturers, it is now believed three new models will be introduced before the Music Operators of America convention in March, and all will be at or near the 100-selection mark.

It appears that new production next year may be cut down to a trickle by spring and most of the companies will be concentrating on the defense effort. However, the events of last spring have not

convinced the trade as a whole that this dim outlook will take concrete form soon. At the beginning of 1951, the music box manufacturing trade, such as manufacturers of home appliances, felt few products would be made compared with demand. After an almost complete sellers market the expected production drop never materialized and for a few months over production seemed to be inevitable. Actually, there was no over production, but more buyers bought more units at a time when they would not normally have done so.

While the manufacturers, who are about to introduce new music machines, have calculated a difficult production set-up, they also will be ready to expand their output if for some unforeseeable reason the materials flow improves early in 1952. And if it does not become more favorable they will still be ready on the tooling up end when more normal production possibilities return.

Meanwhile, used equipment sales continue to improve in both the foreign and domestic markets. Whereas until several months ago, prices on used boxes were dropping and it was difficult to figure the value of late model equipment,

now it is more a question of finding the clean used equipment. With the expanding overseas market virtually competing for the available merchandise, distributors have had a pretty trying time satisfying all their regular as well as new operator customers. This has stiffened prices on used equipment right down the line and many units produced just after the war, and considered obsolete, are now getting more attention than at any time since 1946.

### Miami Op Org In Promotion With WMIE DJ

MIAMI, Nov. 17.—Juke box operators belonging to the Amusement Machine Operators' Association of Dade County have inaugurated an effective tie-in program with a local radio station which bids fair to spread the AMOA name far and wide.

The association worked out an agreement with Jack Williams, disk jockey at WMIE, to furnish a weekly list of the six top tunes of the week-end for Williams' "Today's Big 6" record program. The information is based on route surveys conducted by the association's 56 operators representing 2,775 juke on location.

#### Air Plugs

Every Monday between 5:05 and 5:45 p.m., Williams plays the selected tunes, giving periodic credits to the association. In addition he plays the six top numbers based on actual sales in the record shops—a daily feature of his program. Some of the top nickel grabbers on the juke, says Williams, invariably pop up among the favorites in disk sales.

Anne Williams, office clerk at Supreme American Music, co-ordinates the week-end information on Monday and turns it over to the disk jock in time for the late afternoon show.

The promotion was arranged by the AMOA public relations committee headed by Ozzie Truppman. Others on the committee are Eddie Petrocine, Hyman, Darling, George Maier and E. C. Van Dyke.

### MONI Members Hold Initial Formal Confab

ELMHURST, Ill., Nov. 17.—The Music Operators of Northern Illinois held their regular monthly meeting at Matt's Golden Pheasant on Route 64 near here Wednesday (14). It was the first session handled under the new executive set-up instituted following the election of officers at its October meeting (The Billboard, October 27).

Indicating the growing activity of MONI, the meeting was attended by nearly 100 per cent of the membership. Major topics under discussion included recent record releases and music boxes introduced to the operating trade in the past two months.

Prior to this meeting, MONI met informally in dinner discussion sessions once a month. There was no executive staff and the 4-year-old association was held together by a common consent director. Officials now serving are Robert Lindelof, General Music Corporation, Skokie, president; Andy Hesch, A. H. Entertainers, Arlington Heights, vice-president; Bruno Manzardo, East Music Company, McHenry, assistant vice-president, and William Nylon, Western Automatic Music, secretary-treasurer.

The next meeting will be held December 12 at the Wing and Fin Club on Route 12, near Volo, Ill.

### Keeney Appoints TV Sales Manager

CHICAGO, Nov. 17.—President Roy McGinnis, J. H. Keeney & Company, announced the appointment of Jim Guichard as sales manager of firm's expanding television division.

Firm has concentrated on large screen sets which are particularly suitable for fringe areas and has also developed circuits which have been valuable to the TV industry as a whole.

### Wurlitzer Ups Roy Waltemade To New VP Post

CHICAGO, Nov. 17.—The Rudolph Wurlitzer Company this week announced that Roy F. Waltemade, vice-president and manager of the DeKalb, Ill., division, has been advanced to the newly created post of vice-president in charge of manufacturing divisions. In the new position, Waltemade will be responsible for the operation of the Wurlitzer plants in DeKalb and North Tonawanda, N. Y.

Waltemade, who will remain in DeKalb until March 31, 1952, will move his headquarters to Chicago but will continue as manager of the DeKalb division, while R. C. Haimbaugh continues as manager of the North Tonawanda division.

### MOA Opens Exhibit Space Sale for '52

CHICAGO, Nov. 17.—The Music Operators of America this week began active preparation for the 1952 convention at the Palmer House here March 3-5. George A. Miller, MOA president, reported from his Oakland, Calif., headquarters that applications for exhibits will be mailed out to all phonograph manufacturers, record companies and suppliers this

week, and planning of the business program is already under way.

MOA has taken over the entire seventh floor of the hotel for its convention next year, and exhibits will be held in the show-rooms located on the same floor. As has been the case in previous MOA meetings, a series of business sessions, with leading figures from all facets of the industry participating, will be the focal point of the get-together.

Reservations for hotel space can be made directly thru the hotel, or thru Ray Cunliffe, MOA second vice-president, who is co-chairman of the convention.

### Cleveland Ops Hold 2 Meets

CLEVELAND, Nov. 17.—With President Jack Cohen handling the gavel, the Cleveland Phonograph Merchants' Association held a general meeting Thursday (8) and an executive board luncheon Tuesday (13) in the Hollenden Hotel here.

Guests of the board members at the luncheon included the local newspapermen, radio personalities and two recording artists—Burt Taylor, Columbia, and Tony Alamo, MGM.

**Coming December 22**

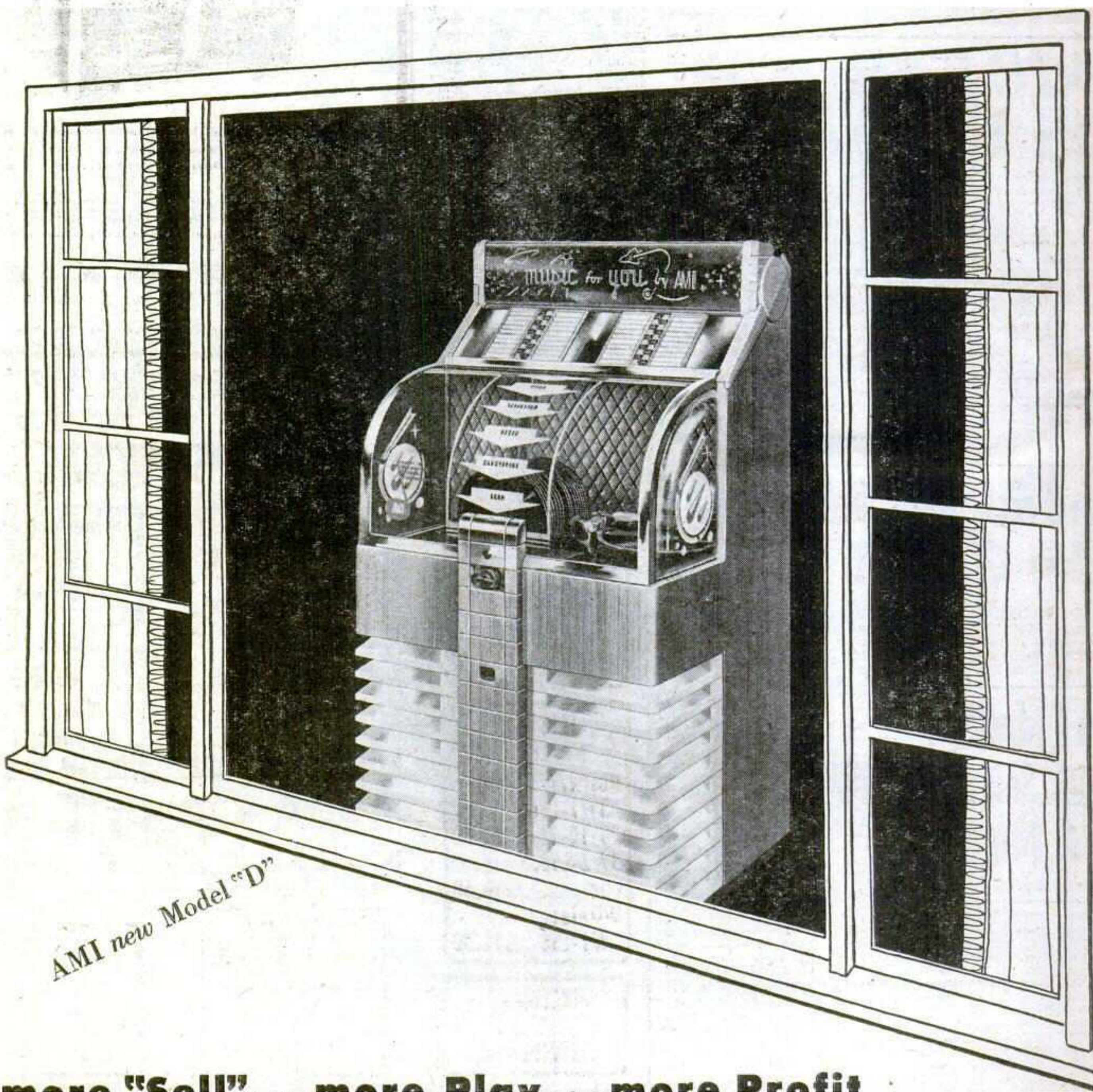
A SPECIAL ISSUE OF THE BILLBOARD FEATURING

## Arenas and Auditoriums

WITH SPECIAL ARTICLES BY:

Sonja Henie	Charles A. McElravy	Bob Hope
Nat "King" Cole	C. W. Van Lopik	William Maas
Arthur Michaud	Edward Furni	Ed. J. Quigley
Norman Granz	Nathan Podoloff	C. A. Ritter
Axel H. Reed	William Coker	Justus Edwards
	Daphne Dee Poli	

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**more "Sell"...more Play...more Profit**

# AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3	Issue of Oct. 27
<b>AIRCON</b>				
Coronet	\$119.00	159.00	\$159.00	\$159.00
Deluxe	49.00	49.00	49.00	49.00
Fiesta		125.00	125.00	
<b>AMI</b>				
Model A	299.00	325.00	295.00	299.00
		350.00		350.00
Model B		420.00	349.50	399.00
Model C		500.00		399.00
<b>FILBEN</b>				
Hideaway				195.00
<b>MILLS</b>				
Constellation	124.50	175.00	124.50	175.00
Empress	34.50	39.00	34.50	39.00
Throne		34.50	34.50	34.50
<b>PACKARD</b>				
Manhattan	75.00	124.50	124.50	149.00
	125.00	149.00	150.00(2)	150.00(2)
400 Hideaway		95.00	95.00	
<b>RISTAUCRAT</b>				
95		60.00	60.00	60.00
<b>ROCK-OLA</b>				
Commando	39.00	39.00	39.00	39.00
Deluxe 39	65.00	65.00		
Master 40	49.50	49.50		
Playmaster	64.50	69.00	64.50	69.00
Super 40	49.50	65.00	49.50	65.00
39	39.50	65.00	39.50	65.00
1418	49.50	49.50	49.50	49.50
1422	109.00	119.50	109.00	139.00
	125.00(2)	150.00	109.00	125.00
	139.00		139.00	150.00
1426	155.00	159.00	159.00	185.00
	185.00		169.00	185.00
1428		319.00	269.00	319.00
1432		525.00		269.00
1950 50 Selection		650.00	650.00	650.00
<b>SEEBURG</b>				
Classic	59.00	59.00	59.00	59.00
Colonel	49.50	59.00	49.50	59.00
Envoy	49.50	69.00	49.50	69.00
Gem	49.00	49.00	49.00	49.00
Hi Tones	49.50	59.50	49.50	59.00
48 Hideaway		150.00		179.00
H-146 M Hideaway	164.50	179.00	164.50	175.00
		189.00		189.00
H-147 M Hideaway		189.50		189.50
H-148 M Hideaway	229.00	249.00	229.00	249.00
H-246 M Hideaway	164.50	199.00	164.50	199.00
	219.00	219.00	164.50	199.00
Hightone ES	59.00	59.00	59.00	59.00
Major	59.00	59.00	59.00	59.00
Regal	49.00	49.00	49.00	49.00
46 Hideaway	100.00			249.50
146	195.00	125.00	195.00	189.50
146 M	139.00	179.00	139.00	179.00
146 S	139.00	139.00	139.00	200.00
147	225.00	225.00	225.00	249.50
147 M	150.00	169.00	169.00	229.00
	229.00	229.00	169.00	189.00
147 S	149.00	189.00	149.00	189.00
		199.50		275.00
148 M	319.00	299.50	319.00	325.00
148 M1	299.00	339.50	299.00	349.00
	349.00	349.00	319.00	369.00
148S				325.00
1941 RC Special	79.00	79.00	79.00	370.00
<b>WURLITZER</b>				
500	35.00	39.50	35.00	39.50
	49.00	69.50	49.00	69.50
500K	39.50	69.50	39.50	69.50
600R		49.00		49.00
700	45.00	69.50	69.50	79.50(3)
	79.50(2)		79.50(2)	69.50
750	85.00	109.00	85.00	109.00
	109.50	109.50	85.00	109.50
750 E		125.00		125.00
780	79.00	79.00	79.00	79.00
780E	89.50	89.50	89.50	89.50
800	69.50	79.00	59.50	69.50
		79.00		79.00
950	45.00	59.00	35.00	59.00
		59.50		59.00
950E		64.50		
1015	175.00	179.50	169.50	175.00
	195.00	199.00	185.00	199.00
	199.50	199.50(2)	199.50	199.50
	200.00(2)	225.00(3)	225.00(3)	285.00
	225.00	250.00	250.00	250.00(2)
1017	225.00	250.00	229.00	259.00
	199.50	214.50	229.00	259.00
1080	169.50	199.00	175.00	199.00
1100	339.50	365.00	309.50	324.50
	369.00	374.50	325.00	359.50
	395.00	365.00	374.50	374.50
1250		524.50	429.00	429.00
Victory	39.00	39.00	39.00	39.00

## VOX JOX

Continued from page 30

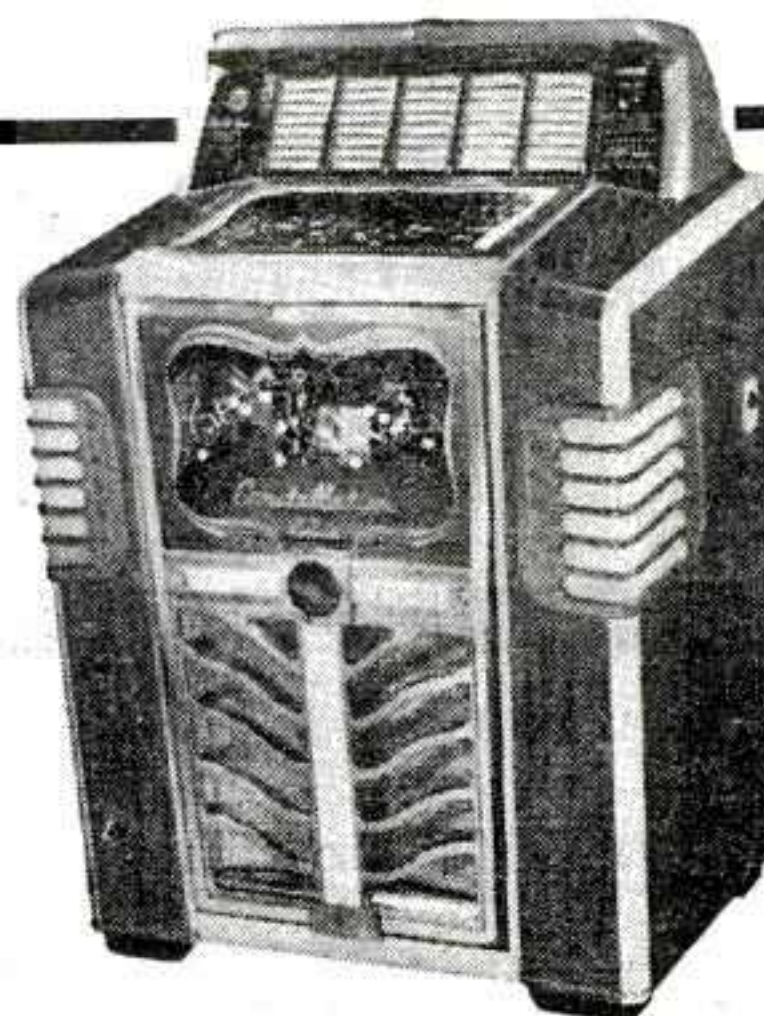
aired during the first game of the world series," says George, and "I had close to 100 calls, which proves that most women will listen to music before a ball game."

### Ad Lib Cuttings

Art Laboe, KXLA, Pasadena, Calif., is giving a Columbia disk of "Shrimp Boats" to every customer who orders, jumbo shrimp at Scrivners' Drive Inn. The Fatery chain sponsors Laboe's show.

Frank Evans, WGCB, Red Lion, Pa., rounded up two top vocal groups for guest shots this month The Charioteers and The Four Tunes. . . . A plaintive note from Al Vickers, WCP S, Tarboro, N. C.— "Doesn't anybody have a spare copy of 'Collegiate' by Willie Kelly's Dixielanders — Corona label? No replies to my first bid some five months back. Would even appreciate an airable 'dub'." . . . Apologies to Bill Smith, KWEM, West Memphis, Ark., for mis-typing his call letters. . . . "Lots of new records down this way," writes Jerry Hickman, KORC, Mineral Wells, Tex., "but there aren't very many that my listeners like. I get more response out of records that were made 10 or more years ago." . . . Jerry Blair, KTXL, San Angelo, Tex., pens, "Just a note for deejays who need a good sign-off theme. Check Frank Petty's 'Save Your Sorrow.' Have had wonderful response to it here."

## FROM NOW ON, PLAY IT SAFE with EVANS' 20 / 40 CONSTELLATION



Dependable Quality and Years-Ahead Design assure trouble free Performance, cut operating costs, relieve present and future replacement problems, insure profitable earnings.

Achieve the long-range security of these advantages. NOW. Invest in the Phonograph Built with Your Future in Mind! For facts, see your Evans Distributor or write Factory direct.

### H. C. EVANS & CO.

1556 W. CARROLL AVENUE

CHICAGO 7, ILLINOIS

SEE EVANS' COIN MACHINE AD ON PAGE 123

American Red Cross Is Your 24-Hour Friend in Disaster and Misery

## THANKSGIVING SPECIALS

**SEEBURG**  
148ML, Blonde . . \$299  
147M . . . \$169  
147S . . . \$149  
146S or M. . \$139

**AMI, Model A . . \$299**

**Model 100 Deluxe TELEQUIZ \$99.50**

**MUSIC SYSTEMS, Inc.**

Detroit, Mich. 10217 Linwood  
Cleveland, Ohio 2600 Euclid  
Grand Rapids, Mich. 245 N. Division  
Toledo, Ohio 1302 Jackson

**SEEBURG WALLBOXES**  
Postwar 3-Wire  
3W7-L56, 5-10-25c \$44.50  
3W2-L56, 5c . . . \$18.50  
Wireless, W1-L56 . \$12.50

**SEEBURG HIDEAWAYS Postwar**  
H146M . . . \$189  
H246M . . . \$219  
H148M . . . \$249

**WURLITZER 1015 . . \$175.00**

**ALL OTHER MAKES OF PRE-WAR PHONOGRAPHS**

**IMMEDIATE DELIVERY**  
1/3 Deposit, Balance C.O.D.  
Write, Wire, Phone

**EXCLUSIVE SEEBURG DISTRIBUTORS**

# ROCK-OLA Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

**ROCK-OLA MFG CORPORATION**  
800 North Kedzie Avenue  
Chicago 51, Ill.

# Jaber Jells Coin Machine Route

Continued from page 115

grocery store, I'd still be behind the counter today, I guess." In the 18 years that followed, the George Jaber Company has expanded to become one of the largest and busiest coin machine

operations in the Badger State. **Route Grows** Most recent equipment inventory shows a roster of approximately 350 pieces of coin-operated devices, ranging from cigarette vending machines to music and

games. A staff of five handles the Jaber routes, under the watchful guidance of George's brother, Alfred Jaber, who acts as general route manager.

One phase of the business that George Jaber never envisioned in those early days, was the handling of premium goods as a jobber. In addition to selling premium items to operators, the firm has recently added a strong jobbing line of tavern supplies, novelties and New Year's supplies. "It all ties in together nicely," he says. "And it really wasn't planned that way. It sort of grew like Topsy, and I just kept on adding items as I got requests for them. Now it is coming to the point where I will have to call a halt somewhere."

One thing is certain, new quarters for the firm will have to be located before long, as any visitor to the crowded Jaber establishment can see as soon as he comes in the front door.

### Cover 50 Miles

The operating radius covered by the Jaber machines reaches out in a 50-mile circle, with Fond du Lac as its hub.

Biggest problem facing operators of music equipment today, according to George Jaber, is the dime price tag issue. He is strongly in favor of upping the price on music play, but he feels that it cannot be accomplished on a permanent basis unless all the operators band together. "Machines are earning just as much per hour today as they did 15 years ago, and meanwhile the investment in machines, records and wages to route men has tripled," he points out.

That is why, he believes, so many coinmen have been forced to take on merchandising of premiums and novelty items. They need some long margin items to make up for their decreasing route profits.

The premium goods department has been built largely during the past five years thru a strong mailing campaign. Plain, simple circulars go out regularly to a loyal list of customers in Wisconsin and Upper Michigan. In addition to New Year's business, Jaber has found a gratifying mail response in recent years on St. Patrick's Day. Last year he sent out 10,000 mailing pieces for the St. Patrick's festivities and the result was an overwhelming flood of orders. In fact, the avalanche was a bit more than he could handle and plans from now on call for a slash in the mailing list to 3,000 regular buyers that the firm has done business with in the past on a profitable basis.

George Jaber handles the record buying chores for the music machines personally, keeping an expert, informed eye on customer preferences and trends. Altho the firm operates in a small town and farm area, about 75 per cent of the wax bought falls in the popular modern music category. He motors each week to Milwaukee to visit all record distributors and usually is able to get the latest hit recordings on his machines as quickly as any of the larger metropolitan firms. Polkas rate next to pops in his location's preferences, he has learned. Next on the list are the Westerns and at the bottom are the blues and jazz items.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

**PUBS MOVE CLOSER TO DISKERY TIE-INS.** Promotion extends to juke box operators (Music Department).

**MUSIC BUSINESS OPENS DRIVE ON DISK PRACTICES.** Campaign prepared against bootleggers (Music Department).

**DEEP SLASHES IN SCARCE MATERIALS FOR 1952.** Some materials cut as low as 20 to 35 per cent (Music Department).

**DISK INDUSTRY REPRIEVED ON PRICE CEILING.** OPS agrees tailor-made regulation is needed (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

SMALL SPOTS PAY OFF!

SMALL SPOTS PAY OFF!

SMALL SPOTS PAY OFF!

SMALL SPOTS PAY OFF!

SMALL SPOTS PAY OFF!



## RISTAUCRAT S-45

Day by day the Ristaucrat S-45 is receiving more attention from Operators who have found that the small locations can pay off! Collections are steady and profitable, because the S-45 requires little attention and practically no servicing. Try the S-45 in small spots for NEW profits.

CONTACT YOUR DISTRIBUTOR TODAY

RISTAUCRAT, Inc.

1216 E. WISCONSIN AVENUE

APPLETON, WISCONSIN

## HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from The Billboard

### HELPS SALES

"TODAY'S TOP TUNES keeps the newest and most popular recordings before the public."

Cardinal Music Shop  
28 Public Square  
Carrollton, Ohio



The Billboard 2160 Patterson St., Cincinnati 22, Ohio 769  
Until further notice please imprint and ship...  
copies of TODAY'S TOP TUNES for which I enclose \$.....  
 Weekly  Twice Monthly  Monthly  
Send cash and we pay postage.  
IMPRINT AS FOLLOWS:

Quantity	Price
50	\$ 1.00
250	3.50
500	5.50
1000	9.50
2000	18.00
5000	42.00

PLUS POSTAGE

NAME .....

ADDRESS .....

CITY AND STATE ..... PHONE .....

Ordered by .....

## West Coast Music Op Routs Burglar

LOS ANGELES, Nov. 17.—Harry Snodgrass of Maestro Music Monday night routed a burglar who outweighed him more than 50 pounds but only after the prowler had beaten Mrs. Snodgrass, an expectant mother. Awakened by the screams of his wife, Snodgrass ran into her bedroom, where he confronted the prowler. Snodgrass and the burglar battled in the bedroom and in an upstairs hall with the music man knocking his adversary down the staircase, taking part of the railing with him. He escaped thru a back door.

Police found a woman's coat which they believed the prowler had used to pad his club, and an ice pick he had evidently used to pick the back door latch.

### Charter S. C. Firm

COLUMBIA, S. C., Nov. 17.—Secretary of state has issued a charter to Piedmont Amusement Company, Spartanburg, S. C., to deal in amusement devices. Authorized capital stock is \$5,000. Chester H. Merrill is president.

## Album and LP Reviews

Continued from page 34

**SULLIVAN: PINEAPPLE POLL**—Charles Mackerras conducting the Sadlers Wells Orchestra. (1-12") Columbia (33) ML-4439

This was the most popular new entry into the Sadlers Wells ballet repertoire in the past year. It is an arrangement by Charles Mackerras of the music of Sir Arthur Sullivan, most familiarly remembered as the music of Gilbert and Sullivan. His delightful melodies, incorporated herein in wholesale, merge together as a large scale piece of refreshing gaiety and humor. The Sadlers Wells tour here this year will include performance of this work and it no doubt will prove tremendously popular in this country as well. The music is the kind which could be termed light orchestral or middle-brow music for entertainment. For that reason this recording, one of two available, should prove quite popular. It is conducted by Mackerras and is performed by the Sadlers Wells orchestra. The English recording is very good.

**MOZART: DON GIOVANNI K. 527** (Complete Opera)—Glyndebourne Festival Opera Company-Fritz Busch, Cond. (3-12") Victor (33) LCT-6102

This one comes from deep in the RCA Victor catalog—long before the advent of modern speeds and recording techniques—it will take a long time and a lot of work before a superior performance will ever be marketed. Here is one of the finest full-length opera packages to be marketed on LP since the diskeries discovered that record buyers will grab up operatic works. Without exception, the performances of Ina Souez, Lulise Helletsgruber, Audrey Mildmay, John Brownlee, Salvatore Baccaloni and Koloman von Pataky are superior. Fritz Busch's batonning of the Glyndebourne Festival chorus is excellent. The transfer of LP has been accomplished marvelously. In all this is great operatic drama, well reproduced. It should be a big one.

**BRAHMS: ACADEMIC FESTIVAL OVERTURE, OP. 80 AND HUNGARIAN DANCES**—Philharmonic Symphony Ork of New York, Bruno Walter, Cond. (1-10) Columbia (33)AL-1

**OFFENBACH: DRPHEUS IN HADES OVERTURE—LISZT: HUNGARIAN RHAPSODY NO. 2**—Columbia Symphony Ork, Artur Rodzinski, Cond. (1-10") Columbia (33) AL-2

**VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 5**—Bidu Sayao-Heitor Villa-Lobos, Cond. (1-10") VERDI: LA TRAVIATA—"AH! FORS E LUI"—Bidu Sayao-Erich Leindorf, Cond. Columbia (33) AL-3

**OKLAHOMA MEDLEY AND ROUMANIAN FANTASY**—Andre Kostelanetz Ork (1-10") Columbia (33) AL-4

**PONCHIELLI: DANCE OF THE HOURS AND NICOLAI: MERRY WIVES OF WINDSOR OVERTURE**—Columbia Symphony Ork, Sir Thomas Beecham, Cond. (1-10") Columbia (33) AL-5

**STRAUSS: MORNING PAPERS WALTZ AND VON SUPPE: MORNING, NOON AND NIGHT IN VIENNA**—Royal Philharmonic Ork, Sir Thomas Beecham, Cond. (1-10") Columbia (33) AL-6

**MENDELSSOHN: RUY BLAS AND HEBRIDES OVERTURES**—Royal Philharmonic Ork, Sir Thomas Beecham, Cond. (1-10") Columbia (33) AL-7

**SAINT-SAENS: DANSE MACARBE, OP. 40 AND OOMPHELE'S SPINNING WHEEL, OP. 31**—Philharmonic Symphony Ork of New York, Mitropoulos, Cond. (1-10") Columbia (33) AL-8

**SIBELIUS: FINLANDIA, OP. 26, AND THE SWAN OF TUONELA, OP. 22**—Philadelphia Ork, Eugene Ormandy, Cond. (1-10") Columbia (33) AL-9

**VON SUPPE: POET AND PEASANT OVERTURE, AND WEBER: DER FREISCHUTZ OVERTURE**—Philadelphia Ork, Eugene Ormandy, Cond. (1-10") Columbia (33) AL-10

The 10 albums in this new, lower-priced series are being reviewed in this form because most of the performances are already well-known to dealers and have established sales performances in their previously issued 78 form. Columbia has gone thru its extensive catalog and extracted these selections for both their popularity and renditions as ideal items for mass sale at \$2.85. The name power of artists and composer's both, as well as the packaging and recording sounds, are plus factors. In every way this is meat-and-;atoes fare for the largest segment of the disk buying public.

**DVORAK: CONCERTO FOR CELLO IN B MINOR, OPUS 104**—Pablo Casals-Czech Philharmonic Ork-Georg Szell, Cond. (1-12") Victor (33) LCT-1026

This recording, over a decade in vintage, is one of the true masterpieces of performance in the recorded literature. It probably will stand as the finest example of the genius of Casals on wax performing in the concerto form. It is undoubtedly the finest cello concerto recording ever made. The work is a richly melodic and impassioned nationalistic score, typical of Dvorak. It was recorded in Dvorak's homeland by a force of Czech musicians under the baton of another native, Szell. Tho the recorded sound may not meet modern standards to the hilt, it nevertheless stands up mighty well in the transfer to LP. A noted collectors' etching, there no doubt will be a large public awaiting this LP realization of it. The recording has been issued in the RCA "Treasury of Immortal Performances" series. No recording in the series has more right to that label than this one.

**WAGNER: DIE WALKURE, ACT III**—Bayreuth Festival Ork and Chorus, Herbert Von Karajan, Cond. Astrid Varnay-Sigurd Bjorling (2-12") Columbia (33) SL-116

While there may be some collectors of opera wax who may prefer the earlier Columbia performance with Helen Traubel and Artur Rodzinski, the fact this performance is from the much publicized 1951 Bayreuth Festival and features the equally publicized Miss Varnay should assure a ready market for the album. And since the Wagner family supervised the production, there is an aura of authenticity surrounding the performance. Certainly Miss Varnay has demonstrated that she is a Wagnerian star. Von Karajan has already built a following in this country on the strength of his symphonic and a pair of Mozart opera recordings. The packaging of this set is excellent and includes the complete libretto. Recording, while not as live as studio performances, conveys the feeling of the Festival's vastness.

**WAGNER: SIEGFRIED IDYLL AND RICHARD STRAUSS: DON JUAN, OP. 20**—Boston Symphony Ork-Serge Koussevitsky, Cond. (1-12") Victor (33) LM-1177

The mastery and eloquence of the late S. Koussevitsky in conducting the great orchestra molded—the Boston Symphony—has been preserved in wax. A number of the more brilliant examples of his art are currently being issued in LP form as a memorial. The tonal beauty of the Boston ensemble rarely has shown to better recorded advantage than it does on these performances. Koussevitsky's "Don Juan" has a pulsing drive as his "Siegfried Idyll" has the required warmth and sensitivity. Both are standout interpretations both were specialties of the great conductor, but are recordings of considerable merit. This coupling is a bargain buy, no matter how you slice it, and should enjoy a brisk sale not only as a memento of the master conductor, but also as superior recordings of popular pieces.

**PUCCINI: ARIAS**—Dorothy Kirsten With Fausto Cleva conducting Metopera Ass. Orchestra. (1-10")

The popular Miss Kirsten, whose lustrous soprano voice has extended from the Metopera into the films, popular recordings, TV and radio variety, here demonstrates that for all that she has lost none of her skill in rendering opera. This actually is her first operatic collection since she began a new recording contract with Columbia a year ago. Her new-found popular fame should attract a wider market to this set than it normally would draw. Her reputation, added to the current fad for Puccini's rich melodic writings, should make this a popular item. Miss Kirsten does a most persuasive and a skilled job with seven Puccini arias from six of his operas. These include such popular arias as "Un Bel Di" and "Tu, Tu" from "Madam Butterfly," "Vissi D'Arte" from "Tosca," "Sola, Abbandonata" from "Manon Lescaut," as well as one each from "Turandot," "Gianni Schicchi," and "La Rondine." Fausto Cleva conducts the Metopera orchestra thru spirited support and the recording is excellent.

**LAURITZ MELCHIOR RECITAL ALBUM** (1-10") MGM (33) E-109

Recondita Armonia; The Kiss in Your Eyes; You Are My Heart's Delight; Spring-Lenz; Vestil La Giubba; E Lucevan Le Stelle; No, Paggiaccio Non Son; Emperor Waltz. This is not Melchior the great operatic tenor of some years ago. It is, rather, a Melchior who still possesses a strong pair of pipes but uses his dramatic know-how at least as effectively as his vocal chords. Selections are a pot-pourri of operatic arias and lightweight Straussian items, of the type he does in films. In several instances, the Melchior of yore still comes thru on wax. In any case, there should be many buyers who would welcome the Melchior name on familiar selections. Almost any of the disks could do well as singles. Recording is good and backgrounds by Georgie Stoll and the MGM studio ork are excellent.

**RACHMANINOFF: Symphony No. 2 in E Minor Op. 27**—Philadelphia Orchestra conducted by Eugene Ormandy (1-12") Columbia (33) ML-4433

Ormandy, an expert interpreter of this music, does his second recording of the work. This time he is rewarded for his efforts with a masterful recording job and he has at hand one of the finest ensembles in the world. The result is a recording of power and beauty. Of course, the music he has to work with is richly colored, beautiful in melodic flow and expressive emotionally. The symphony is one of the more popular concert hall pieces and this fine reading should draw considerable attention. It is by far the superior of the only other LP reading (by Mitropoulos on RCA Victor).

**CHOPIN NOCTURNES (Complete)**—Artur Rubinstein. (2-12") Victor (33) LM-6005

Rubinstein is regarded in many quarters as the foremost contemporary interpreter of Chopin. In recent months, RCA wisely has transferred the greatest portion of Rubinstein's Chopin recordings to LP. We have had his complete Preludes (these readings not up to his par) and his magnificent work on the four Scherzi. Now we have at hand his superbly executed slings of 19 of the 20 Chopin Nocturnes. The pianist recorded these several years ago and the etchings remain a monumental effort in the recorded literature for the keyboard. The master pianist breathes vitality and soulful lyricism into pieces which could easily become sugar-coated in interpretation. The piano recording is first-rate, as is the packaging. Buyers of keyboard music could hardly afford to pass up this set.

**SIBELIUS: SYMPHONY NO. 2 IN D** OP. 43—Boston Symphony Ork-Serge Koussevitsky, Cond. (1-12") Victor (33) LM-1172

It is fitting that RCA should issue this memorable recording as one of several recorded memorials to the late Serge Koussevitsky. This indeed represents both the late conductor and the orchestra he molded, the Boston Symphony, at the height of their powers of interpretation and musicianship. It is a soaring performance of music of strength and lyric beauty. No other version of this work on LP is comparable to this one on any level, from reading to technical recording. It's a landmark in symphonic recording, certainly one of a few which has caught the Boston group in all its glory. A stimulating listening experience, the collectors market should sweep these up as should buyers of orchestral music.

**RAVEL: QUARTET IN F MAJOR**—Juilliard String Quartet. (1-10") Columbia (33) ML-2202

Out of the blue apparently, there has appeared no less than three brand new recordings of this beautiful chamber work in a short span. This is the third; the Stuyvesant Quartet did it for Philharmonia and the Pascal Quartet for Concert Hall both on 12-inchers with companion sides. Columbia also has available a Budapest String Quartet recording on LP and a darned good one it is. The Juilliard group turns out this expressive, polished work with a sumptuous ensemble sound and expert musicianship. The quartet's first-rate performance has been accorded a beautifully integrated recording job and the recording stands as a superior demonstration of the music. The heavy competition no doubt will take its toll on the sales of this set, tho actually it is probably the best-defined reading of the work.

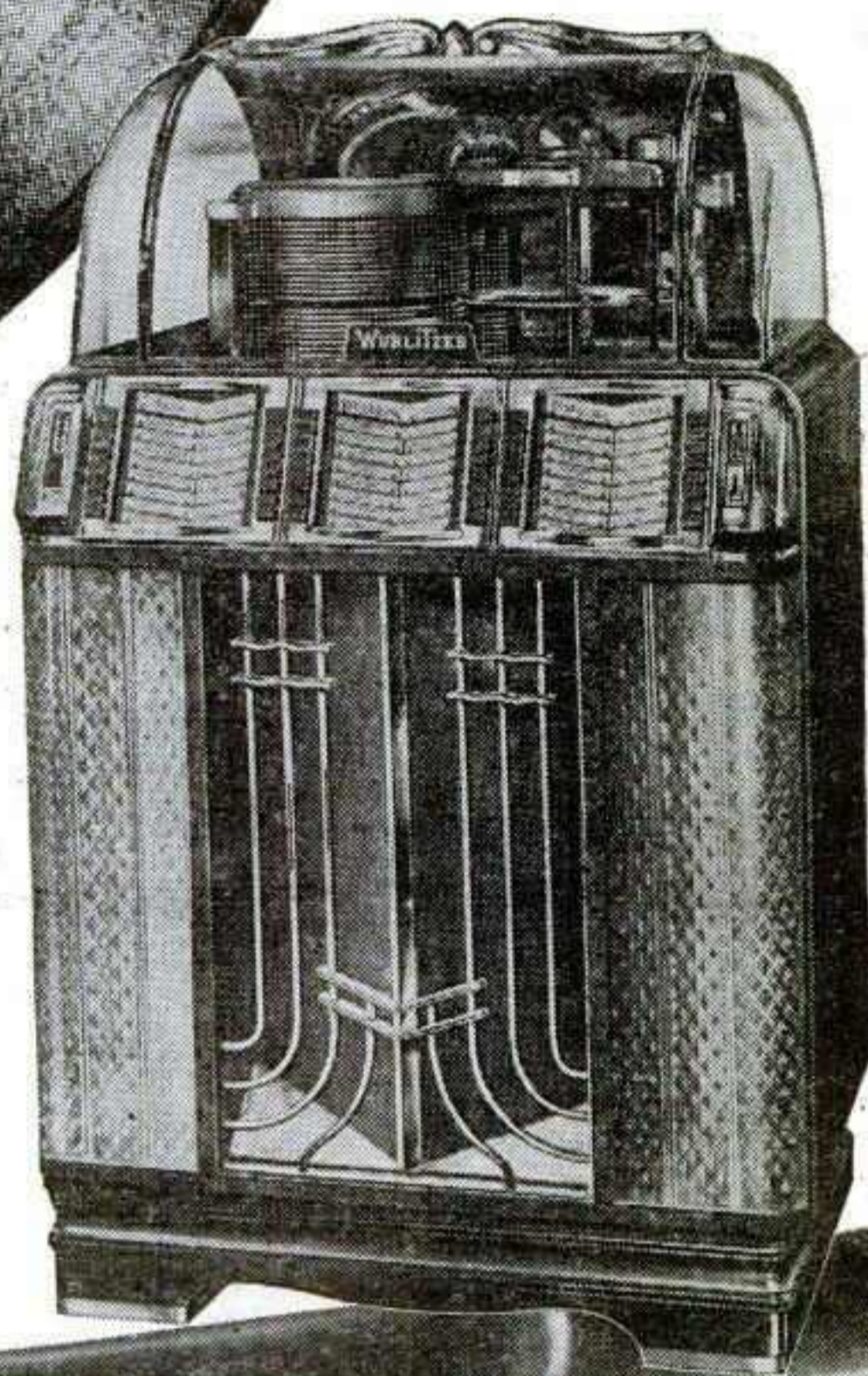
90-100 TOP  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

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# FOLK TALENT AND TUNES

• Continued from page 38

thru Friday over ABC at 12:30 p.m. (PCST). The half-hour seg, heard from Earl Carroll's Cafe, Hollywood, airs to California, Washington, Oregon, Arizona, Nevada and Texas. Show is bankrolled by Planters Peanuts. **GINNY JACKSON**, originally slated for the show, had to renege because of previous commitments, with **Betty Taylor** replacing. . . **Hubert Long**, manager of **Johnny and Jack**, reported that the Victor duo are working out plans with **Marty Landau** to do a swing across the Coast early next year. . . **Johnny Harper**, d.j. at KRLD, Dallas, and one of the promoters of the "Big D Jamboree," reports that **Johnny and Jack** drew 2,500 thru the turnstiles on a recent jamboree appearance, for the best mark in the past six months, outside of a date on **Carl Smith**. . . **Bill and Doree Post** have cut their first country side for MGM, "Peace in the Valley" and "An Evening Prayer." . . **Mariha Carson**, formerly of the Carsons, cut her first solo session for Ken Nelson, of Capitol, in Nashville recently. . . **Fred Niles**, of Kling Studios, Chicago, and his partner, **Bill Bailey**, have cut six more half-hour shows in "The Old American Barn Dance" TV film series, bringing the show up to 20 half-hour segs. They used **Tennessee Ernie and PeeWee King**, **Redd Stewart** and the **Golden West Cowboys** as stars in the last group of films. The show is now being seen in 16 cities, Niles having added Seattle for a group of car dealers, while at Utica, N. Y., brewery is using the films in Utica, Syracuse, Schenectady and Binghamton, N. Y., in addition to previously sold outlets. They are dickering with **Tex Riffer** and **Johnny and Jack** for the next December 10 filming. . . The **Maddox Brothers and Rose** have moved from Modesto, Calif., to Hollywood. They are currently touring thru North Carolina and Virginia for **Norm Riley**, **Hank Snow's** manager, and start a tour thru South Texas November 25. . . **Gabe Ward**, of the Hoosier Hot-Shots, reports that the group has been touring the Northwest for **Lee Daniels**. Gabe has purchased a new home in Woodland Hills, Calif. . . **Jim Stanton**, of Rich-R-Tone Records, has cut his first double-artist disks, pairing **Buffalo Johnson** with the **Church Brothers**. . . **Decoy Records** has been started in Clinton, N. C. First artist is **Jackie Butler**, 11-year-old warbler, backed by his Playmates. The label will also cut the Gospel Quartette, **Wilma Jones** and the **Arizona Buddies**. **Hank Snow** will do a West Coast tour for **Marty Landau** from February 11-21. . . **Pal Thibodeaux** has rejoined **Bill Nettles** after working with **T. Tex Tyler**. Thibodeaux will cut another session for 4 Star soon. Nettles is now heard on KNOE, Monroe, La. . . The **Mercer Brothers**, who recently inked with Columbia, airing daily over WMAZ, Macon, Ga., previously worked for two years at KWKH, Shreveport. They guested on "The Louisiana Hayride" last week.

## Disk Jockey Doings

**Wesley Tuttle** (Coral) is doing nine hours of country spinning per week on KFVD, Los Angeles. . . **Mack Rains**, WCTT, Corbin, Ky., reports that he needs free disks to make up his numerous weekly shows. . . **Johnny Rion**, WIBV, Belleville, Ill., is doing Friday nights with his band at the 3500 Club, St. Louis. . . **Dave Lehman**, WPUV, Pulaski, Va., has returned to work after a honeymoon in Chicago. . . **Joe Johnson**, WPAQ, Mount Airy, N. C., reports that **Mac Wiseman** and **J. E. and Wade Mainer** (King) have joined his station's jamboree cast. . . **Shel Horton**, WJSW, Saxton, Pa., is trying to line up a regional conclave of country d.j.'s for early next year. Interested d.j.'s are asked to contact him. . . **John Anderson**, KSWB, Roswell, N. M., reports good listener reaction to the live singing of a newcomer, **Smoky Reason**, who just joined the outlet. . . **Bob Neall**, WMPB, Memphis, has just published his "1952 Almanack," which he is plugging over his many rustic shows. **Ray Anderson**, WHTN, Huntington, W. Va., has been plugging gospel disks on his shows and now is starting to promote auditorium dates with gospel packages.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3	Issue of Oct. 27
Advance Rolls (Genco) (roll-down) .....	539.50	539.50	539.50	539.50
Ali Ball (Gottlieb) .....			49.00	49.00
Alice in Wonderland (Gottlieb) .....	39.50	39.50(2)	39.50	39.50
Aquacade (United) .....	49.50 89.50	49.50 89.50	49.50 89.50	49.50 89.50
Arizona (United) .....		115.00 119.50	119.50	119.50
Ballerina (Bally) .....	40.00	20.00	49.50	49.50
Bango (Chicago Coin) .....	49.50	49.50	49.50	49.50
Banjo (Exhibit) .....		25.00 49.50	49.50	49.50
Bank-a-Ball (Gottlieb) .....	119.50	110.00 119.50	95.00 119.50	89.50 110.00
Barnacle Bill (Gottlieb) .....	50.00		29.50 39.50	90.00
Basketball (Gottlieb) .....	100.00	89.50		
Basketball Champ (Chgo. Coin) .....	199.00 275.00	199.00 275.00		275.00
Basketball (Chicago Coin) .....	225.00	225.00	225.00 275.00	185.00 225.00
Be Bop (Exhibit) .....	114.50	114.50	114.50	114.50 115.00
Big Top (Genco) .....	79.50	40.00 79.50	54.50 65.00	75.00 79.50
Black Gold (Genco) .....	59.50 69.50	59.50 69.50	59.50(2) 65.00	59.50 65.00
Blue Skies (United) .....	50.00 54.50		54.50	54.50
Bomber (Chicago Coin) .....	124.50	44.50 124.50		
Boston (Williams) .....	104.50		84.50 89.00	89.00 104.50
Bowling Champ (Exhibit) .....	65.00 74.50	79.50	69.50 74.50	79.50 95.00
Bowling Champ (Keeney) .....	125.00	140.00	140.00	140.00
Bright Lights (Bally) .....	295.00 375.00	375.00 415.00	375.00 425.00	325.00 375.00
Broadway (Bally) .....	185.00			
Buccaneer (Gottlieb) .....	69.50	59.50 69.50	44.50 69.50	44.50 60.00
Buffalo Bill (Gottlieb) .....		79.50	85.00	69.50 85.00
Buttons and Bows (Gottlieb) .....	55.00 69.50	69.50 79.50	79.50 85.00	79.50
Camel Caravan (Genco) .....	69.50 80.00	69.50 85.00	69.50 85.00	69.50 85.00
Campus (Exhibit) .....	114.50	114.50	125.00	125.00
Canasta (Genco) .....	119.50	89.50 119.50	114.50	114.50
Carnival (Bally) .....	47.50 60.00	50.00 69.50	95.00 119.50	95.00 119.50
Carolina (United) .....	49.50	35.00 49.50	49.50	49.50
Carousel (Keeney) .....		79.50		
Catalina (Chicago Coin) .....	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Champion (Bally) .....	69.50 75.00	69.50 79.50	69.50 77.50	69.50 85.00
Cinderella (Gottlieb) .....	39.50 40.00	20.00 39.50	39.50(2) 49.50	39.50 49.50
Citation (Bally) .....	40.00 50.00	40.00 74.50	50.00 52.50	50.00 60.00
College Daze (Gottlieb) .....	95.00		85.00	95.00
Contact (Exhibit) .....	44.50	44.50	44.50	44.50
Control Tower (Williams) .....		129.50		
Cover Girl (Gottlieb) .....	24.50	24.50	24.50	24.50 45.00
Crazy Ball (Chicago Coin) .....	29.50	29.50 49.50	29.50 49.50	29.50 45.00
Daily Races (Gottlieb) .....	24.50			
Dallas (Williams) .....	49.50 79.50	49.50 69.50	49.50 79.50	49.50 79.50
De-Icer (Williams) .....	119.50	119.50	119.50	89.50 119.50
Dew-Wa-Ditty (Williams) .....	39.50	39.50	39.50	39.50
Double Feature (Gottlieb) .....		129.50		
Double Shuffle (Gottlieb) .....	90.00 94.50	49.50 94.50	89.00 94.50	89.00 94.50
Dreamy (Williams) .....	124.50	99.50 124.50	95.00 124.50	115.00 124.50
El Paso (Williams) .....	49.50 74.50	49.50 74.50	49.50 74.50	49.50 74.50
Fighting Irish (Chicago Coin) .....	139.50	99.50 139.50	135.00 139.50	110.00 135.00
Five Star (Universal) .....	215.00 275.00	275.00(2)	295.00(3)	275.00 350.00
Floating Power (Genco) .....	49.50(2)	49.50 59.50	49.50(2) 75.00	49.50(2) 85.00
Flying Saucers (Genco) .....			144.50	144.50
Four Horsemen (Gottlieb) .....	125.00	125.00	144.50	144.50
Football (Chicago Coin) .....	80.00	69.50	95.00	75.00 90.00
Freshie (Williams) .....	114.50	59.50 89.50	114.50	114.50
Georgia (Williams) .....	144.50	99.50 125.00	144.50	110.00 144.50
Gin Rummy (Gottlieb) .....			95.00 115.00	115.00 125.00
Gizmo (Williams) .....	45.00			
Gold Cup (Bally) .....	44.50 64.50	30.00 59.50	64.50 84.50	45.00 62.50
Golden Gloves (Chicago Coin) .....	94.50 95.00	94.50	94.50	94.50
Gondola (Exhibit) .....			39.50	55.00 80.00
Grand Award (Chicago Coin) .....			69.50	69.50
Harvest Moon (Bally) .....	75.00 120.00	99.50 129.50	99.50 104.50	125.00 129.50
Harvest Time (Genco) .....	129.50		125.00 129.50	
Hawaii (United) .....	19.50	19.50	19.50	19.50
Hayburners (Williams) .....	245.00 325.00	325.00		
Hit Parade (Gottlieb) .....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin) .....			49.50	
Hot Rod (Bally) .....	60.00 74.50	89.50 149.50	95.00 149.50	75.00 95.00
Humpty Dumpty (Gottlieb) .....	29.50 49.50	25.00 29.50	29.50 49.50	29.50 49.50
Jack 'n Jill (Gottlieb) .....		35.00 39.50		
Jockey Special (Bally) .....	34.50 54.50	49.50 54.50	54.50 64.50	49.00 54.50
Joker (Gottlieb) .....			135.00 164.50	164.50
Judy (Exhibit) .....	119.50	119.50	95.00 119.50	95.00 119.50
Just 21 (Gottlieb) .....	37.50 50.00(2)	32.50 59.50	29.50 39.50	44.50 60.00
K. G. Jones (Gottlieb) .....		110.00	125.00	125.00
Kilroy (Chicago Coin) .....	16.50	16.50	16.50	16.50
King Arthur (Gottlieb) .....	115.00 124.50	124.50	105.00 124.50	105.00 124.50
King Cole (Gottlieb) .....	59.50	59.50		49.00
Knock Out (Gottlieb) .....	85.00 115.00	109.50 119.50	115.00 125.00	115.00 125.00
Lady Robin Hood (Gottlieb) .....	39.50	139.50 154.50	154.50	154.50
Line Up (Keeney) .....		39.50(2)	29.50 39.50	39.50 375.00

	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3	Issue of Oct. 27
Lite-A-Line (Keeney) .....	\$290.00 295.00	\$295.00 325.00	\$325.00	\$325.00
Lucky Landing (Williams) .....	79.50 99.50	79.50(2) 99.50	79.50 99.50	79.50 99.50
Madison Sq Garden (Gottlieb) .....			144.50	144.50
Magic (Exhibit) .....	54.50	54.50	54.50	54.50
Major League Baseball (United) .....	39.50	39.50	39.50	39.50
Majors of '49 (Chicago Coin) .....	79.50	49.50 59.50	75.00	75.00 79.50
Manhattan (United) .....	22.50	22.50	22.50	22.50
Mardi Gras (Genco) .....			49.50 95.00(2)	49.50 95.00
Maryland (Williams) .....	49.50 99.50	49.50 64.50	49.50 95.00	49.50 95.00
Melody (Bally) .....	35.00		29.50	
Mercury (Genco) .....	72.50 114.50	72.50 89.50	72.50 95.00(2)	72.50 95.00(2)
Mermaid .....	175.00	114.50	175.00	114.50
Merry Widow (Genco) .....	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Minstrel Man (Gottlieb) .....		109.50		
Monterrey (United) .....	22.50 39.50	22.50 25.00	22.50 39.50	22.50 39.50
Moon Glow (United) .....	39.50 49.50	40.00	39.50	45.00
Morocco (Exhibit) .....	49.50	25.00 49.50	49.50	49.50
Nifty (Williams) .....		149.50		
Oasis (Exhibit) .....	129.50	129.50	129.50	129.50
Oklahoma (United) .....	80.00	89.50	85.00	80.00
Old Faithful (Gottlieb) .....	130.00 144.50	115.00 144.50	110.00 144.50	95.00 144.50
One, Two, Three (Genco) .....	49.50	49.50 59.50	49.50(2) 59.00	49.50 59.00
Paradise (Gottlieb) .....	35.00	35.00 49.50	35.00 49.50	35.00 49.50
Phoenix (Williams) .....	69.50	69.50	69.50	69.50
Photo Finish (Universal) .....	75.00 85.00	99.50 139.50	99.50 139.50	80.00 99.50
Pin Bowler (Chicago Coin) .....	139.50	139.50	125.00 139.50	125.00 139.50
Pinch Hitter (United) .....		59.50		
Pinky (Williams) .....		109.50 125.00	125.00	125.00(2)
Play Ball (Chicago Coin) .....			44.50	49.50
Playland (Exhibit) .....	124.50	124.50	124.50	124.50
Playtime (Exhibit) .....	84.50	84.50	84.50 95.00	84.50 124.50
Puddin' Head (Genco) .....		25.00	54.50	59.00
Punchy (Chicago Coin) .....		165.00	165.00	165.00
Quarterback (Williams) .....	54.50 59.50	54.50 69.50	88.50 100.00	54.50 59.50
Radar Rockets (Mutoscope) .....	89.50(2) 100.00	89.50 100.00		89.50 100.00
Rag Mop (Williams) .....		149.50		130.00
Rainbow (Williams) .....				45.00
Ramona (United) .....		35.00	59.00	59.00
Rancho (Bally) .....	54.50	54.50	54.50	45.00 54.50
Red Shoes (United) .....	135.00	139.50	135.00 139.50	135.00 139.50
Rip Snorter (Genco) .....	99.50	99.50	99.50	99.50
Robin Hood (Gottlieb) .....	49.50	25.00 49.50	49.50	49.50
Rocket (Genco) .....	119.50	119.50	119.50	119.50
Rockette (Gottlieb) .....	154.50	154.50	154.50	154.50
Rondeau (United) .....	39.50	25.00 39.50	39.50	39.00
Roundup (Bally) .....	69.50	69.50	69.50 75.00	69.50 85.00
St. Louis (Williams) .....	59.50 65.00	59.50 69.50	59.50 79.00	59.50 79.00
Sally (Chicago Coin) .....	79.50	79.50	79.50 95.00	79.50 95.00
Samba (Exhibit) .....	59.50	25.00 59.50	59.50	59.50
Saratoga (Williams) .....	49.50	49.50 59.50	49.50 75.00	49.50
Screwball (Genco) .....	39.50	20.00 39.50	39.50	39.50 55.00
Select-a-Card (Gottlieb) .....	65.00 79.50	79.50(2)	64.50 79.50	70.00 79.50
Serenade (United) .....	39.50	25.00 39.50	29.50 39.50	39.50
Shanghai (Chicago Coin) .....	49.50	49.50	49.50	49.50
Shantytown (Exhibit) .....	109.50	109.50	109.00 109.50	109.00 109.50
Sharpshooter (Gottlieb) .....	95.00	59.50 89.50	75.00(2)	75.00 95.00(3)
Shoo-Shoo (Williams) .....	159.50	139.00	159.50	115.00 159.50
Shortstop (Exhibit) .....			69.50	45.00
Show Boat (United) .....	55.00 69.50	69.50	69.50	69.50
South Pacific (Genco) .....	109.50	89.50 109.50	60.00 95.00(2)	95.00 100.00
Special Entry (Bally) .....	24.50 54.50	39.50 54.50	54.50	34.50 54.50
Spinball (Chicago Coin) .....	29.50 49.50	49.50	29.50 49.50	29.50 49.50
Spot Bowler (Gottlieb) .....			159.50	159.50
Stadium (Com) .....		135.00		
Stardust (United) .....	49.50	49.50	49.50	49.50
Stop and Go (Genco) .....		110.00		
Stormy (Williams) .....	29.50	29.50	29.50	29.50
Summer Time (Gottlieb) .....	30.00 39.50	25.00 30.00	30.00 39.50	30.00 39.50
Sunny (Williams) .....	49.50	49.50	49.50	49.50
Super Hockey (Chicago Coin) .....	70.00 79.50	69.50 79.50	79.50	79.50
Super World Series (Williams) .....	225.00 325.00	249.50 275.00	325.00	229.50 325.00
Swanee (Exhibit) .....	49.50 59.50(2)	59.50	59.50	59.50
Sweetheart (Williams) .....	134.50	99.50 134.50	125.00 134.50	125.00 134.50
Tahiti (Chicago Coin) .....	99.50 109.50	60.00 99.50(2)	59.50 99.50	75.00 99.50
Tampico (United) .....		69.50	75	

# PX's Now Have 30-Cent Mechs

CLEVELAND, Nov. 17.—Thirty-cent, all-coin mechanisms are now available as optional equipment with all PX cigarette venders, Walter Strauss, sales manager of Lehigh Foundries vending division, announced this week. Developed some time ago, the mechanism is now in full production. Strauss also announced the appointment of Irving Kovens, Parkway Coin Machines, Inc., Baltimore, as Lehigh representative in Maryland and Washington.

## Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3	Issue of Oct. 27
Ace Bomber (Mutoscope)...	\$95.00	\$95.00	\$95.00	\$95.00
Air Raider (Keeney).....	110.00 125.00	125.00	125.00	75.00 125.00
All Stars (Williams).....	100.00 109.50	49.50 100.00	49.50 100.00	49.50 100.00
Atomic Bomber (Mutoscope)...	150.00	150.00	150.00	150.00
Bag-A-Bunny .....	115.00	110.00	110.00	110.00
Baseball (Bally).....	79.50	99.50 135.00	135.00	135.00
Batting Practice (Scientific)	75.00	75.00	75.00	75.00 85.00
Big Inning (Bally).....	185.00	185.00	185.00	185.00
Boomerang (Amusement Corp.)	45.00(2)	45.00	45.00	45.00
Bowl-A-Ray (Speedway).....	95.00	95.00	95.00	95.00
Career Pilot .....	95.00	95.00	95.00	95.00
Challenger (ABT).....	14.95 24.50	24.50	24.50	24.50
Camera Chief.....	9.95			
Chicken Sam (Seeburg).....	75.00 95.00	95.00 109.50	95.00 109.50	95.00 109.50
Dale Gun (Exhibit).....	84.50 85.00(3)	69.50 84.50	49.50 69.50	45.00 49.95
Defender (Bally).....		85.00(2)	79.50 84.50	69.50 79.50
Deluxe Athletic Scale (Mercury).....	69.00 69.50	44.50 69.50	69.50	69.50
Dial Striker .....				35.00
Drivemobile (Mutoscope) ..	95.00			95.00
Electric Target Skill (ABT) ..	29.50			
Field Goal (Scientific) ..				40.00
Fishing Well (Mutoscope)...	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	75.00	75.00	75.00	75.00
Flying Saucers (Mutoscope)...	125.00	125.00	125.00	125.00
Goatee (Chicago Coin).....	95.00 99.50	95.00 99.50	95.00 99.50	99.50 125.00
Gun Patrol (Exhibit).....	125.00	125.00	125.00	249.50
Heavy Hitter (Bally).....	65.00 69.50	65.00	65.00	65.00 85.00
Hits and Runs (Genco).....	129.50 149.50	129.50 149.50	129.50 149.50	149.50
Hockey (Chicago Coin).....	69.50 75.00	69.50 75.00	69.50 75.00	69.50 75.00
Hollycrane (Comol).....				275.00
Jack Rabbit (Amusement Corp.).....	109.50	109.50	109.50	109.50
Kiss-o-Meter (Exhibit).....				65.00
Lite League (Amusement Corp.)	95.00	85.00 95.00	85.00 95.00	75.00 95.00(2)
Magic Pen .....	100.00	100.00	100.00	100.00
Merchantman (Exhibit).....				99.50
Midget Ski Ball (Chi. Coin).....	229.50	229.50		
Mule .....				50.00
Panoram With Peak.....	250.00			
Panorams (Mills).....	225.00	195.00 225.00	195.00 225.00	225.00 250.00
Periscope .....	100.00	100.00	100.00	100.00
Phil Toboggan Ski Ball.....	350.00	350.00	350.00	350.00
Photomatic (Mutoscope).....	350.00(early) 695.00(late)	350.00(early) 695.00(2)(late)	350.00(early) 695.00(2)(late)	350.00(early) 495.00 695.00(2)(late) 75.00 79.50
Pistol Pete (Chicago Coin)...	100.00(2) 149.50	100.00 149.50	79.50 100.00	100.00 149.50
Pitch 'Em & Bat 'Em (Scientific).....	75.00	175.00	175.00	165.00 175.00 195.00
Play Football (Chester Pollard).....				65.00
Poker & Joker .....	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	99.50	99.50	99.50	99.50
Punching Bag (Mills).....				50.00
Quizzer .....				75.00
Rapid Fire (Bally).....	150.00	150.00	150.00	150.00
Recordio (Wilcox-Gay).....		65.00	65.00	65.00
Rocket Busters .....				175.00
Rotary Claw Mdr (Exhibit).....	75.00	75.00	75.00	75.00
Seven High (Edelman).....	49.50	49.50	49.50	49.50
Shipman Art Show .....	245.00 292.50	325.00 349.50	265.00 315.00	255.00 275.00
Shoot the Bear (Seeburg).....	330.00 349.50	350.00	325.00(2)	315.00 325.00
Shoot the Duck (Seeburg) ..	100.00	100.00	100.00	100.00
Shoot Your Way to Tokio ..	150.00	150.00	150.00	150.00
Silver Bullet (Exhibit).....				175.00
Silver Gloves (Mutoscope)...	205.00 225.00	165.00 225.00	225.00	195.00
Six Shooter (Exhibit).....	150.00	150.00	150.00	150.00
Skee Ball (Wurlitzer).....	69.50	24.50 69.50	69.50	69.50
Skill Test (Groetchen).....	95.00 125.00	95.00 125.00	95.00 125.00	75.00 125.00
Sky Fighter .....	89.50 92.50	89.50 99.50(2)	95.00 125.00(2)	89.50(2) 95.00
Star Series (Williams).....	125.00 139.50	125.00(2) 139.50	139.50	125.00 139.50
Super Bomber (Evans).....	95.00	95.00	95.00	95.00
Swinging Monk .....				115.00
Team Hockey (United).....	115.00	115.00	125.00	125.00
Telequiz .....	99.50 115.00(2)	99.50 115.00	99.50 115.00	119.50
Ten Strike (Evans).....	119.50	119.50	119.50	119.50
Ten Strike (Evans).....	65.00 75.00	65.00 75.00	65.00 75.00	75.00 99.50
Test Your Strength (Mills)...	99.50	99.50	99.50	99.50
3-Way Gripper (Gottlieb).....	22.50	22.50	22.50	22.50
Tommy Gun (Evans).....				50.00
Undersea Raider (Bally).....	80.00 95.00	95.00	95.00	75.00 85.00
Voice-o-Graph (Mutoscope)...	525.00	525.00	525.00	525.00
Voice Recorder (Mutoscope)...				195.00
Western Baseball .....	85.00	85.00	85.00	85.00 95.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

## Jury Awards Ops

Continued from page 109

to sign a franchise to use the name Launderette, had to follow certain specifications in the make-up of the store, had to pay \$2 a month royalties on each machine, and had to buy various other equipment.

The op installing machines in apartment-house basements had to buy Telecoin's coin meters and sometimes such things as soap, scales, signs and other printed material. The jury deliberated 16 hours over two days. The same case had been tried previously and resulted in a hung jury. Before that, Telecoin had entered a counterclaim for \$250,000 against the 19 plaintiffs in this case (two of them were not awarded damages), charging them with conspiracy. But that action was dismissed by Charles Dewey, a visiting judge, last spring.

### To Seek Damages

Tom Murphy, former New York City police commissioner, was the presiding justice in the case just concluded. Immediately after the jury's decision was announced, Arnold Malkan, attorney for the plaintiffs, entered an intervening motion that certain of his other clients and other individuals who operated Launderettes at the time of the alleged violations be permitted to sue for damages without the necessity of again determining violation of the anti-trust laws. Justice Murphy will hear the arguments on that motion in about 10 days.

Two plaintiffs in the present case who were not awarded damages had not made deals directly with Telecoin but bought out others who had.

A similar action by the same 19 plaintiffs against Bendix is now pending.

The government also entered an anti-trust action against Telecoin and Bendix in 1946, on which a consent decree was entered in 1948.

The coin meters which ops had been forced to buy cost \$27, and were manufactured by American Time Corporation, an affiliate of Telecoin. The ops alleged that these meters were inferior, to which Telecoin answered they were the best available under postwar conditions. It came out, however, that ABT Company had offered Telecoin superior meters. Their offer was rejected at first, but after the government's consent decree, Telecoin did buy from ABT.

## Genco Premier

Continued from page 109

ing based on skill shots. This is the first such game produced which can handle as many as eight players at once.

Housed in an 8 by 2 foot, deluxe, modern cabinet, the eight-player game operates on dime play. Game's nine pins are numbered from 20 to 100 points and player gets five shots in each of three frames for a total of 15 shots. Object of the multi-player game is to score as many points in each frame as possible. The maximum for each frame is 380 points, therefore a perfect score for the game is 1,150 points.

Pins on the newest Genco product are set up in a single line in the scoring area, which has black lighting and is easy to see even in dimly lighted locations. Patron shoots at highest numbered pin (100 points) first, and then the others, according to their numerical point value. Five of the pins have a 20-point value. The other four score 40, 60, 80 and 100 points, respectively. With well-aimed shots it is possible to make two scoring hits on a single shot. Because of the speedy puck return set-up on the eight-player shuffle table, playing time is exceptionally fast.

## Colored Cartons For Wrigley Co. Tab Gum Flavors

CLEVELAND, Nov. 17. — The William Wrigley Jr. Company is now shipping its tab gum to vending machine accounts in colored cartons designed to aid stock room clerks and route salesmen to quickly determine inventory of Wrigley gum.

Wrigley spokesmen said that the firm will later use the colored cartons for its 5-cent package shipments to operators. Inauguration of the colored cartons for the packages will begin as quickly as the cartons are delivered by the printers, but Wrigley spokesmen said this delivery may be delayed for some weeks.

Juice Fruit tab gum is being shipped in orange cartons; Spearmint in buff, and Doublemint in green.

## Movie Model Of Cup Unit Seen at Meet

CLEVELAND, Nov. 17. — A dressed-up version of the Soda-Shoppe, to meet the display needs of theater locations, was introduced at the NAMA show by Automatic Products. New model features a front panel covered with flexible glass inlay in red and silver and is topped by a molded plastic canopy holding a revolving color organ.

The theater model is being offered at \$70 above normal list. Sam Kresberg, executive vice-president, said the colorful panel also will be offered to owners of the standard unit in exchange for the old door and \$70. Automatic also showed its Smokeshop and Refresh-o-Mat at the NAMA exposition.

## Add to Line of 3-Flavor Kits

CLEVELAND, Nov. 17. — Kits to convert single-drink Lyon and Westinghouse cup machines to three-flavor operation are now being prepared by Coldrinx, Inc., and will be ready for delivery to the trade in about 60 days. The New York firm, a first-time exhibitor at the NAMA exposition, showed its standard line of kits for three-flavor conversion of Mills, Snead and Drink-o-Mat units.

All kits, said Buddy Rosenthal, president, are pre-assembled and come with full instructions for installation.

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JACK RABBIT .....	75
DALE GUN, late .....	85
QUIZZER w/Film .....	89
SKYFIGHTER .....	95
GOALEE .....	95
BOWL-A-RAY .....	95
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TEAM HOCKEY .....	115
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SHUF. ALLEY Flyaway 39	<b>UNIVERSAL</b>
SHUF. ALLEY .....	HI SCORE BOWLER .....
	SUPER TWIN BOWLER .....
	TWIN BOWLER .....
<b>KEENEY</b>	<b>Genco</b>
LEAGUE BOWLER .....	SHUFFLE TARGET .....
DOUBLE BOWLER .....	BOWLING LEAGUE .....
LUCKY STRIKES .....	GLIDER .....
ABC BOWLER .....	
<b>BALLY</b>	<b>WILLIAMS</b>
HOOK BOWLER .....	5-PLAYER BOWLER .....
SHUFFLE CHAMP .....	DOUBLE HEADER, late .....
SPEED BOWLER .....	DELUXE BOWLER .....
SHUFFLE BOWLER .....	TWIN SHUFFLE .....
	GOTTIEB BOWLING .....
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Wurlitzer 1015 .....	Red Shoes .....
Late Model Dale Gun .....	Harvest Time .....
Chicago Coin Goatee .....	Sharpshooter .....
United ABC .....	Old Faithful .....
Universal 5 Star .....	King Arthur .....
Bally High Roll .....	College Game .....
	3 Faethers .....
	Knockout .....
	3 Musketeers .....
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# Name Roberts Cole Products Sales Manager

CHICAGO, Nov. 17. — Henry T. Roberts, who has been associated with the coin machine industry in executive posts for more than 15 years, this week was appointed general sales manager of Cole Products, manufacturer of the Colespa soft drink venders. Appointment was announced by Al Cole, president of the manufacturing firm, at the National Automatic Merchandising Association convention in Cleveland. Roberts attended the convention. In the past decade Roberts has served with the J. P. Seeburg Company, was vice-president and director of sales of United States Vending Corporation, headed his own firm which planned to manufacture a coin changer, and, for the past year, has headquartered in California. Dick Cole, Cole Products vice-president, said Roberts will move back to Chicago and will make his headquarters in the executive offices of Cole Products, located in the Loop here.

# Tested Appliance Improves Filters

CLEVELAND, Nov. 17.—Tested Appliance Company, Chicago, displayed its line of cup vender filters with two cartridge improvements at the NAMA convention. A sanitary wrapper on replacement filters protects the element from all possible soilage prior to and during actual installation. New ribbed-cartridge construction strengthens the unit and enables much higher water pressure without danger of collapse. Replacement cartridge price remains \$7.50 for the size used in cup machines.

# Hultz Shows Coin Conversion Mechs

CLEVELAND, Nov. 17.—Improved models of coin assemblies for converting cigarette machines to straight quarter and 30-cent operation were introduced at the NAMA convention by Hultz Vendors, Inc. The Springfield, Ill., firm showed models suitable for use with Rowe, National, DuGrenier and U-Need-A-Pak venders. Price range is \$17.50 to \$20, depending on type.

# Bow Canadian Perfume Unit

CLEVELAND, Nov. 17. — Six-to-eight-week delivery was being quoted by Perfumatic of Canada, Ltd., Ontario, on its perfume vender introduced during the NAMA convention. Unit, priced at \$125, dispenses four different scents, can be set for nickel or dime operation, or a combination of the two. Lawrence S. Hoffman, president-general manager, said 1,000 dispensings can be made from one 4-ounce container, or 250 sprays per ounce. Available in pink rose or gold finish, the unit features triple-plate chrome trim and 18 gauge steel cabinet. Unit weighs 20 pounds, measures 18 by 12 by 6 inches, opens from wall mounting on enclosed hinge. First installation of 100 machines in Ontario, according to Hoffman, are placed on a 25 per cent commission basis. Tentative plans are to appoint a number of Canadian and U. S. distributors.

# Abbey Purchases Fremont Company

CLEVELAND, Nov. 17.—Abbey Manufacturing Company, St. Louis, bulk vender firm, announced the purchase of The Fremont Company, Los Angeles, this week. Jack LaRue, Abbey general sales manager, said his firm will start immediate production of the Fremont combination nut-hand napkin vender. The all-chrome unit dispenses napkins from separate columns, one on each side of the nut compartment.

# RHYTHM AND BLUES NOTES

Continued from page 40

who also currently resides in Paris. The diskery recently acquired **The Ravens** and **Wini Brown**. Otis and Little Esther, incidentally, both are booked by Universal Attractions. The team will make their first Mercury sides in December in California. Each signed a five-year contract. **Lou Kresetz**, manager of **The Clovers** (Atlantic Records), this week signed **Charlie White**, lead singer of **The Dominoes** (Federal Records), to a personal management contract. White will join the Clovers and will also be signed to a recording contract as a single by Atlantic... Atlantic Records this week signed the **Gospel Harmonizers**, a spiritual group from Portsmouth, Va... **Shaw Artists Corporation** this week signed comic singer **Anita Echoles** to a term pact... **Johnny Hodges** will bring his Mercury "Castle Rockers" into the Riviera nitery, St. Louis, on December 24, to play for the week thru Christmas and New Year's Eve. **Derby Records** topper **Larry Newton** this week came back to Chicago where he recorded thrush **Betty McLaurin** and the **Freddie Mitchell** ork. While in the Windy City, Newton signed **Jesse Perry**, a blues singer, to a term recording contract. On his return, Newton completed an agreement for a five-year term whereby **Eddie Wilcox** will become musical director for the Derby label. Newton also followed thru on the tenor sax ballad trend with a pair of seasonal items, "White Christmas" and "Lonely Christmas," both done with tenorist **Jimmy Holmes** and the **Cedric Wallace** ork. **Seymour's**, a noted jazz record shop in Chicago, has come up with something of a first. The shop has compiled and published the first known jazz LP catalog. The 76-page catalog includes all LP's which are either strictly jazz, contemporary or historical, or related to the jazz medium... The **Orioles** are set for the week of December 10 at Gleason's, Cleveland. Same week, **The Clovers** will play at the Show Boat, Philadelphia... **Oscar Peterson** and his trio have been set for the **Tiffany Club**, Los Angeles, for the period from January 18 thru February 9. **Lionel Hampton** played to almost 8,000 persons Sunday (11) at his Shrine Auditorium farewell dance... **Shelton Brooks**, whose son is playing intermissions at the Oasis, will appear in the vaude package, "Merry Go-Round," bowing Wednesday (21) at the Belmont Theater.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3	Issue of Oct. 27
ABC Bowler (Keeney).....	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50
ABC (United).....	265.00 290.00	350.00 365.00	295.00 350.00	290.00 375.00
Baseball (Genco).....		99.50	99.50	99.50
Baseball (Nationwide).....			365.00	34.50
Big League Bowler (Keeney).....	295.00		295.00	295.00
Big League Bowler, 4 Player (Keeney).....	310.00	310.00	310.00	310.00
Bowl-o-Matic (Universal).....	425.00	425.00	425.00	425.00
Bowlette (Gottlieb).....	24.50 55.00	24.50 29.50	24.50(2) 55.00	24.50 39.00
	69.50	39.50 55.00	69.50	55.00 69.50
		69.50		
Bowling Alley (Chicago Coin)	49.50 55.00	49.50 55.00	49.50 55.00	49.50 55.00
	79.50	79.50	79.50	79.50
Bowling Classic (Chicago Coin)	135.00 140.00	125.00 135.00	105.00 125.00	135.00 139.50
	150.00	139.50 150.00	135.00 139.50	145.00(2)
			145.00 150.00	150.00
Bowling League (Genco)....	24.50 35.00	24.50 35.00	24.50 35.00	24.50 35.00
Deluxe Bowler (Williams)...	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
				65.00
Deluxe Twin Rebound (Universal).....				185.00
Double Bowler (Keeney)....	135.00	135.00(2)	125.00 135.00	135.00(2)
		175.00	175.00	
Double Header (Williams)...	110.00 125.00	75.00 99.50	125.00(3)	125.00(3)
	129.50	125.00(2)	129.00	129.50 139.50
		129.50		
Double Shuffle Alley (United)	79.50	79.50	79.50	75.00 79.50
Double Shuffle Alley Express Rebound (United)...	229.50	179.50 229.50	179.50 229.50	229.50
Five Player Shuffle Alley (United).....	305.00 345.00	295.00 315.00	295.00 315.00	345.00(2)
Four Player Shuffle Alley Rebound (United).....	285.00			285.00
Four Player Shuffle Alley (United).....	295.00	240.00 285.00	240.00 285.00	285.00
		295.00	295.00 305.00	
Glider (Genco).....	30.00(2) 39.50	30.00(2) 39.50	30.00(2) 39.50	30.00(2) 39.50
Hi Score Bowler (Universal)	175.00	175.00	175.00	175.00(2)
Hook Bowler (Bally).....	265.00(2)	265.00	265.00	275.00(3)
	275.00(2)	275.00(2)	275.00(3)	
		285.00	295.00	
League Bowler (Keeney)....	265.00	265.00(2)	265.00(2)	265.00(2)
			280.00	275.00
League Bowler, 4 Player (Keeney).....	235.00 275.00			
League Bowler (4-Player Rebound) (Keeney).....		244.50 265.00	275.00(2)	275.00 280.00
		275.00(2)		
Lucky Strike (Keeney).....	75.00	75.00	75.00	75.00
Pin Boy (Keeney).....	24.50	24.50	24.50	24.50 45.00
Shuffle Alley (United).....	24.50 25.00	19.50 24.50	24.50 29.00	24.50 29.00
	25.00w/p	29.00	32.50	39.50(2)
	29.00	39.00w/p	39.50w/p	45.00w/p
	39.00w/p	39.50(2)	39.50(2)	59.00w/p
	39.50	29.00 39.00w/p	59.50w/p	
Shuffle Alley Express 2 Player (United).....	195.00 199.50	199.50	199.50	199.50
Shuffle Alley Express (United)	35.00 49.50	49.50 69.00	49.50 69.00	49.50 50.00
	69.00 74.50	69.50 74.50	69.50 74.50	69.00 69.50
	75.00 129.50	129.50	129.50	74.50 129.50
Shuffle Baseball (Ch. Coin)	89.50	59.50 89.50	59.50 89.50	89.50
Shuffle Bowl (Exhibit)....	24.50 44.50	24.50 29.50	24.50 44.50	24.50 44.50
Shuffle Bowler (Bally)....	45.00	44.50 45.00	45.00	45.00 49.50
	49.50w/p	49.50w/p		
Shuffle Cade (United).....	185.00	235.00	235.00	
Shuffle Champs (Bally)....	65.00 89.00	65.00 89.00	65.00 80.00	85.00 89.00
		89.50	89.00	
Shuffle Horseshoes (Chicago Coin).....			250.00	
Shuffle Lane (Rock-Ola)....		39.50	39.50	39.50
Shuffle Lane (United).....	24.50	24.50	24.50	24.50
Shuffle Pin (California)....		25.00		
Shuffle Slugger (United)....	125.00 129.50	125.00 129.50	125.00 129.50	125.00 129.50
	135.00	135.00	135.00	135.00
Shuffle Target (Genco)....	225.00 255.00	225.00 255.00	255.00	
Single Shuffle Alley Rebound (United).....	135.00 149.00	149.00 149.50	149.00 199.50	149.00 199.50
	149.50			
Skee Alley (United).....	75.00 189.50	95.00 189.50	95.00 189.50	100.00 189.50
Speed Bowler (Bally).....	35.00 49.50(2)	45.00 49.50(2)	45.00 49.50(2)	45.00 49.50
	54.50 59.00	54.50 59.00	59.00 79.50	54.50 59.00
	79.50	59.50 79.50		79.50
Strike (Exhibit).....		99.50	99.50	99.50 125.00
Super Shuffle Alley (United).....	49.50	49.50	39.50 49.50	45.00 49.50
Super Twin Bowler (Universal)	115.00	125.00	105.00 125.00	125.00
	135.00(2)	135.00(2)	135.00(3)	135.00(2)
	145.00	139.50 145.00	145.00	145.00
Ten Pins (Keeney).....	24.50	24.50	24.50	24.50
Trophy Bowl (Chicago Coin)	140.00 145.00	145.00 149.50	145.00(2)	145.00(2)
	160.00	160.00	149.50 160.00	149.50 160.00
Twin Bowler (Universal)....	49.50 65.00	49.50 65.00(2)	49.50(2)	49.50 65.00
		89.50	65.00(2)	89.50
		129.50w/p	89.50	129.50w/p
Twin Shuffle Alley Rebound (United).....	210.00 215.00	215.00(2)	215.00(2)	215.00(2)
	234.50	234.50	234.50	234.50
Twin Shuffle (Williams)....	24.50 25.00	24.50 25.00	24.50 25.00	24.50 25.00
Twin Shuffle-Cade (United)	275.00	275.00	275.00	275.00(2)

# WORLD WIDE For Equipment You Can DEPEND Upon

**BEST BUYS at WORLD WIDE**

**WILLIAMS SPARK PLUGS**  
Fun and action! 3 Selections for 1 coin! Hilarious racing action. Change selection in mid-race.

**WILLIAMS NEW ARCADE**  
5 Ball F.P. Novelty Game. Thumper Bumpers—High Scoring—Kicker Hole—Flippers and Extra Scoring Feature.

**ATTENTION! JUST RELEASED! KEENEY'S 4-WAY BOWLER CONVERSION**  
For all Shuffle Bowlers. Sensational new conversion makes NEW PROFIT for you. Has puck return escalator and exciting scoring feature.

The Best OPERATORS Appreciate Receiving the Finest Reconditioned Games

**RECONDITIONED SHUFFLE GAMES**

United FIVE PLAYER ..... \$315  
Keeney BIG LEAGUE BOWLER ..... 290  
Keeney LEAGUE BOWLER ..... 265  
United DOUBLE SHUFFLE EXPRESS REBOUND ..... 115  
United EXPRESS ..... 68  
Bally SPEED BOWLER ..... 75  
Keeney DOUBLE BOWLER ..... 135  
Williams DOUBLE HEADER ..... 95

**EXHIBIT'S NEW JET GUN**  
Machine Gun action. High Score feature! Airplane targets! Time adjustment, 30 to 60 shots. Exciting play appeal!

**SPECIAL Reconditioned New Type 5 BALLS**  
Bally BRITE LITE United A.S.C. United 3-4-5  
Write, wire, phone for price.

**Completely Reconditioned PIN GAMES**  
Free Play With Flippers  
Any quantity \$50 and up

**AMUSEMENT EQUIPMENT**

Seeburg SHOOT THE BEAR \$325  
Exhibit SILVER BULLETS 145  
Chi Coin PISTOL ..... 125  
QUIZZER ..... 95  
Exhibit DALE GUN ..... 65

**WILLIAMS MUSIC MITE**  
45 RPM 10 selection phone. 5¢ or 10¢ play. Has 40 play accumulator. Brand new, original cartons. The buy of a lifetime.  
Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.



Chicago 4-2300  
2330 N. Western Ave.

**"Central Ohio Coin Quality Buys"**

United—LEADER United—COUNTY FAIR United—ZINGO Keeney—LITE-A-LINE Bally—BRIGHT SPOT	KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARDS	SHUFFLE ALLEYS NEW Keeney—6 PLAYER Chi. Coin—6 PLAYER United—6 PLAYER Genco—SHUFFLE TARGET
New WINNERS FUTURITY TURF KINGS	Now Delivering GOTTLIEB'S ROSE BOWL	ONE BALLS WINNERS PHOTO FINISH CITATIONS CHAMPIONS GOLD CUPS
KEENEY ELECTRIC CIGARETTE VENDORS with Changer	TURF KINGS LIKE NEW \$295.00 EA.	

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254  
**CENTRAL OHIO COIN MACHINE EXCHANGE**  
525 S. HIGH—COLUMBUS 15, OHIO

**Auto-Photo Names Ed Hanna Distrib**  
CLEVELAND, Nov. 17.—Auto-Photo Company, Los Angeles, announced the appointment of E. A. Hanna Sales Company, Utica, N. Y., as Eastern States, New York and New Jersey distributor for its photo machine during the NAMA convention. The \$2,540 Auto-Photo, available for immediate delivery, was shown by firm's J. B. Herren and

**Nesco Income Up**  
CHICAGO, Nov. 17. — Nesco, Inc., reported net income of \$484,978 for the nine months ended September 31, 1951, equal to \$1.01 per common share. This compares with \$201,959 or 44 cents per share for the like period last year. Sales of \$20,855,760 compared with \$13,616,809 for 1950. the new distributor, Edward A. Hanna.



# Vendo Shows 5c Gum Unit; Sets '52 Production

CLEVELAND, Nov. 17.—A new three-selection, 120 nickel pack gum vender was introduced at the NAMA show by the Vendo Company. Price was not announced, pending pilot operation of an initial 100 units. Production models are not scheduled until the second quarter of 1952, according to Hal Quinn, advertising promotion manager.

Gum dispensing mechanism is housed in Vendo's standard nickel coin changer cabinet, 15½ inches high, 11½ inches wide. Three plastic levers, each in an identifying pack color, carry Wrigley's Doublemint, Spearmint and Juicy Fruit labels. A downward stroke delivers pack.

Vendo's coin changer is continued with a minor improvement—addition of an "empty" sign which moves into position behind a window when there are only four nickels left in the change tubes. Changer price is \$79.95 to the operator on two-week delivery.

Vendo's Dairy Vend ice cream machine, at \$365.40, was also shown.

A new automatic delivery bottle vender, 144 capacity, is planned for introduction during the first quarter next year. Firm's Model 83 bottle machine, also displayed, will be kept in production.

# Route Theories Clash at Meet

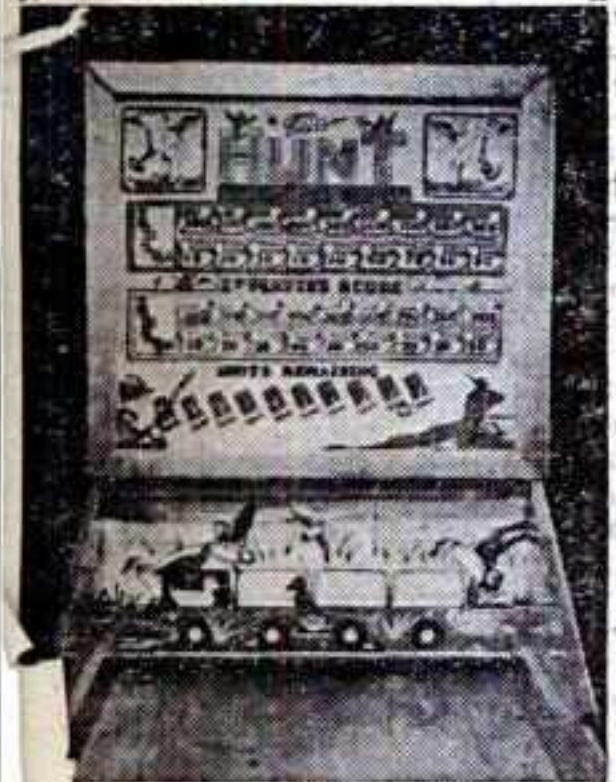
CLEVELAND, Nov. 17. — Diversification works well for some operators, but others are convinced straight-line vending offers greater benefits. Both points of view had ardent partisans at a NAMA session here Wednesday (14).

Proponents of diversification stressed that such operation builds volume, while spreading overhead costs over a broader basis. Too, the operator realizes a certain security from competition thru meeting all the vending needs of his location.

Opponents saw greater rewards in specialized routes. Operators can then sink all their expansion resources into equipment and commodity selling they know thoroly, it was said. In some cases, such as ice cream, it was pointed out, rolling stock and storage facilities are suited only for low-temperature products.

G. R. Schreiber, editor of Vend magazine, told the meeting that the industry trend points to greater extension of the diversification principle. Where specialists make the break into machine variety, he said, they often find it practicable to set up parallel organizations serving the same set of locations.

# THE HUNT



**BRAND NEW CONVERSION KIT**  
FOR CHICAGO COIN BOWLING ALLEY

Includes New Upper and Lower frames, plus-in motorized, animated ball featuring ducks in motion. Can be installed right on location in 15 minutes!

ONLY \$74.50 1/3 Dep. With Order, Balance C.O.D.

Order Now! Limited Supply.

**ACME MACHINE CO.**  
WEBSTER, MASS. Tel.: Webster 1083

GIVE TO THE RUNYON CANCER FUND

# Popcorn Meet Schedules Vending Exhibs, Topics

CHICAGO, Nov. 17.—Seventh Annual and Third International Popcorn Convention and Exhibition, scheduled December 4-6 at the Congress Hotel here will stress that popcorn sales were up in 1951 and that the industry still hasn't scratched the surface of its potential market.

Vending will be feature of the 1951 meet, sponsored by National Association of Popcorn Manufacturers, both in the business sessions and on the exhibit floor.

Mr. and Mrs. William H. Beaudot, A.B.C. Popcorn Company, Chicago, general co-chairmen, said that the opening session December 4 from 10 a.m. to noon, will be devoted to a panel discussion, "Correct Popping Techniques Mean Extra Profit." Participants will include Charles J. Cretors, C. Cretors & Company; S. T. Jacobson, Krispy Kist Korn Machine Company, Chicago; moderator, Charles E. Manley, Manley Inc., Kansas City, Mo.; H. Eifert, Dunbar & Company, Chicago, and William Moran, Star Manufacturing Company, St. Louis. Each speaker will discuss a particular phase of correct popping techniques and relate it to extra profits.

A second panel will feature Dr. Oliver E. Nelson Jr., of Purdue University, La Fayette, Ind., and Dr. John C. Eidredge, of Iowa State College, Ames, in a discussion of "What the Hybrid Popcorn Breeding Program Means to the Popcorn Industry."

**Testimonial**  
Opening luncheon will feature a charter member testimonial to 20 men whose vision and foresight in 1945 directed the formation of National Association of Popcorn Manufacturers. Among those to be honored are: Silver Adams, Adams Popcorn & Nut Supply Co., Lansing, Mich.; Howard Davis, Better Taste Popcorn Co., Anderson, Ind.; Carl W. DeWeese, Dewey Foods Products, Chicago; John J. Driscoll, Driscoll Food Products Co., Cincinnati; W. W. Fox, Curtiss Candy Co., Chicago; V. P. George, Kuehmann Foods, Inc., Toledo; J. L. Grieger Sr., Famous Foods, Detroit; W. T. Hawkins, Confections, Inc., Chicago; Clyde Hesmer, Evansville, Ind.; B. A. Klein, Mrs. Klein's, Chicago; Oliver Koeneman, Old Vienna Products Co., St. Louis; H. L. Kutzner, Old Dutch Foods, Minneapolis; Bernard Limond, Tasty Krisp Products Co., Detroit; Henry Meltzer, Popcorn Service, New York; Fred J. Meyer, Red Dot Foods, Madison, Wis.; Fred E. Poole, Dwight Hamlin Co., Pittsburgh; Gus Schreiber, Associated Foods, Chicago; C. H. Seyfert, Seyfert Foods, Fort Wayne, Ind.; Sam Shankman, Overland Candy Co., Chicago, and Robert Yohai, King Kone Corp., New York.

Charter testimonial certificates will be presented by Leonard M. Japp, Special Food Co., Chicago, president of NAPM.

**Exhib Sked**  
During the first day the exhibition hall will be open from 3 p.m. to 8:30 p.m., according to S. T. Jacobson, Krispy Kist Korn Machine Company, exhibition chairman. There will be 48 booth displays covering new machinery, equipment and supplies. Popping technique demonstrations, the latest developments in popcorn containers, seasonings and cheese flavorings; moisture testing equipment and demonstrations; vending and packaging equipment; display racks; popcorn processing firms and soft drinks by parent franchise firms will be included. First-day activities will be climaxed by an all-convention Get-together Party in the Gold Room, Hotel Congress. Party theme will be barn dance and an audience participation program emceed by H. W. (Bud) Burris, Halters Pretzels, Canton, O., social chairman.

**Panels**  
On the second day of the convention, delegates will attend a morning panel session on the subject, "Packaging, Merchandising and Selling Popcorn." Representatives of the major segments of the popcorn industry will describe their sales promotions. Participants include, Theater: Van Myers, Wometco Theaters, Miami; Vending: William H. Beaudot, A.B.C. Popcorn Company; Commercial Manufacturer: Oliver Koeneman, Old Vienna Products, St. Louis; Processor: J. A. McCarty, J. A. McCarty Seed Co., Evansville, Ind.; Retailer: W. C. Peters, Peters Popcorn Shop, Greeley, Colo.

A special round-table session for jobbers of popcorn supplies has been scheduled for the afternoon of December 5. Discussants, located geographically across the U. S. are: West: Joe Jardine, Poppers' Supply Co., Salt Lake City; Midwest: John Katsalis, Mellos Peanut Co., Chicago; East: Lawrence Goldmeier, Poppers' Supply of Philadelphia; South: Fred F. French, Charleston Food Products, Charleston, W. Va.

Exhibit hours on the second and third days will be from 12 noon to 5 p.m.

In the early evening of December 5 convention delegates will be hosted by industry supply firms at their annual cocktail party preceding a dinner dance. In addition to dancing, the social committee plans a Monte Carlo Party where stage money will be accepted for games of chance. Suppliers will man the booths and offer prizes for winners at the various booths.

**Final Day**  
On the final day of the three-day meeting, the morning session will feature a panel discussion led by J. Carl Dawson, industrial sanitation engineer and NAPM consultant, on "What is Food Plant Sanitation." Several food plant sanitarians have been invited to participate. Also planned for the program is a discussion of the new NAPM Plant Sanitation Operations Manual. William Peche, So Good Potato Chip Company, St. Louis, NAPM director and chairman of the association Sanitary Committee will preside at the session.

The Pepsi-Cola Company of New York will be official hosts at their four-booth refreshment center in exhibition hall. Other exhibitors include: A.B.C. Popcorn Co., Chicago; Arkel Safety Bag Co., Chicago; Bagcraft Corp., of America, Chicago; Burrows Equipment Co., Evanston, Ill.; Capital City Products Co., Columbus, O.; Cargill Inc., Minneapolis; Chase Bag Co., Chicago; C. Cretors & Co., Chicago; Durkee Famous Foods, Chicago; Fulton Bag & Cotton Mills, Atlanta; Gold Medal Products Co., Cincinnati; Gordon Cartons of Michigan, Rockford, Mich.; Humko Co., Memphis; Paul L. Karstrom Co., Chicago; Krispy Kist Korn Machine Co., Chicago; Manley Inc., Kansas City, Mo.; Monticello Manufacturing Corp., Elwood, Ind.; McCarty Seed Co., Evansville, Ind.; Orange Crush, Chicago; Pepsi-Cola Co., New York; Phenix Pabst-Ett Co., Chicago; Premier Popcorn Co., Watseka, Ill.; Rex Paper Specialty Bag Corp., Brooklyn; Seedburo Equipment Co., Chicago; C. F. Simonin's Sons, Philadelphia; Star Manufacturing Co., St. Louis; Wesson Oil & Snowdrift Sales Co., Chicago; Sam Abrams Co., Chicago; Diamond Crystal-Colonial Salt, St. Claire, Mich.; F & F Laboratories, Chicago; Kontney Candy Co., Green Bay, Wis.; Superdisplay, Inc., Milwaukee, and American Butter Institute.

# Muto Sets New Photo Machine

CLEVELAND, Nov. 17.—A new coin-operated photo machine has been developed by the International Mutoscope Corporation and will be placed in production early next year.

The New York firm also has two new vending machines past the design stage, but will probably be forced to delay production until the present materials emergency has eased.

Photomat, the new Mutoscope machine, represents an extension of the principle incorporated for years in the company's Photomatic, according to Herb Klein, sales manager. He said, however, it will be a multi-picture unit, rather than one dispensing a single framed photograph.

Venders engineered by Mutoscope, but which probably will be forced to sit out the defense squeeze, include a coffee machine and a multi-item vender capable of delivering several different types of merchandise at a flexible price range, Klein said.

Except for a limited run of magazine venders being made for Reader's Digest, most of the company's facilities are now being devoted to government contracts, it was said.

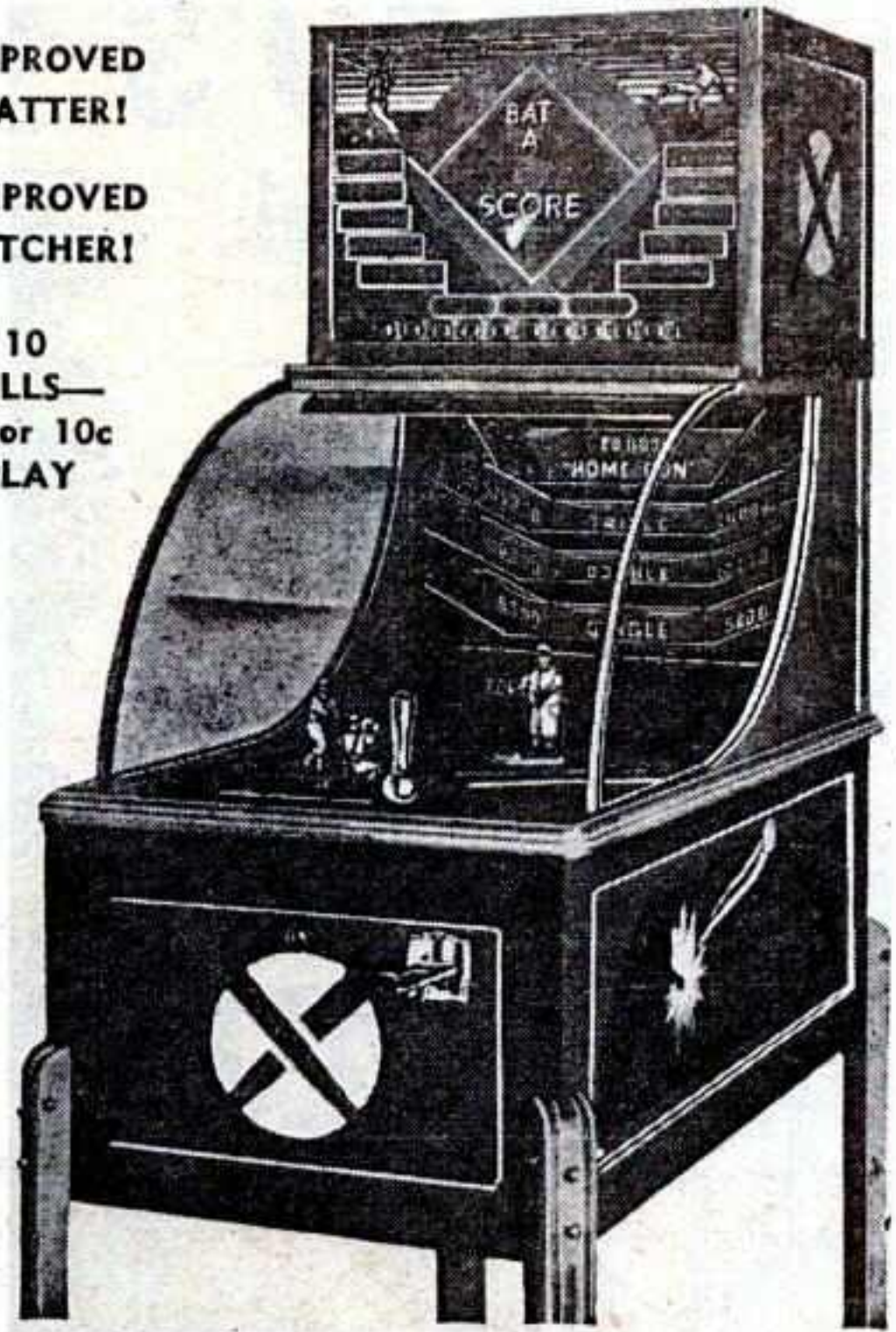
★ SEE THESE STAR ATTRACTIONS at the NAAPPB CONVENTION!

# ★ EVANS' BAT-A-SCORE

IMPROVED BATTER!

IMPROVED PITCHER!

10 BALLS—5c or 10c PLAY



ANIMATED-MANIKIN ALL SKILL BASEBALL—AN AMUSEMENT GAME PERMITTED ANYWHERE!

Here's Action Proven by Players for Appeal—Proven by Operators for Profits! Pitcher picks up the ball, winds up and pitches ball THROUGH THE AIR to the batter. Batter swings for a foul, single, double, triple or home run, depending on skill of the player! If batter misses, ball lands in catcher's mitt! IT'S HIGH SCORING BASEBALL UNDER LIGHTS WITH BRILLIANTLY COLORED SCOREBOARD & BEAUTIFULLY DECORATED DIAMOND & GRANDSTAND!

# ★ DELUXE TEN STRIKE ★

Duplicates Actual Bowling! 10 Frames—300 Score

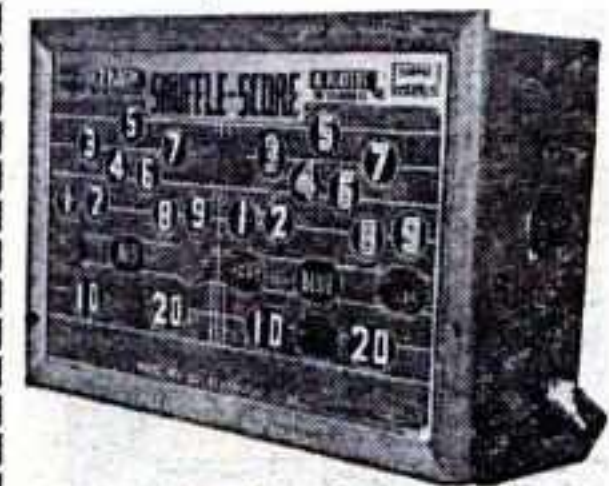
IMMEDIATE DELIVERY FROM YOUR DISTRIBUTOR OR ORDER DIRECT

# H. C. EVANS & CO.

1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS SEE EVANS' CONSTELLATION AD ON PAGE 117

# ELEC. SCOREBOARDS

WALL MODEL \$74.50 5c or 10c play ...



22' used American Shufflebd., 22' used Chicoin Shufflebd., each has overhead scoring unit, incl. crating. Each \$219.50

- Pucks, set of 8 ..... \$ 9.50
- Two-Faced Pucks, ea. .... 1.25
- Floor. Lights, set of 4 ..... 12.00
- Fast Wax, doz. .... 4.00
- Univ. 5-Star ..... 375.00
- Keeney Lite-a-Line ..... 325.00
- KWIK Shoe Shine Mach., black and brown ..... 79.50
- Chicoin Goals ..... 74.50
- E.Z. Bowl, 9"-11' ..... 179.50
- Bally Speed Bowler ..... 54.50
- Bally Shuf. Bowler, F.P. .... 49.50

1/2 deposit—balance C.O.D. All prices F.O.B. Chicago.

# MID STATE COMPANY

2369 Milwaukee Ave. Chicago 47, Ill. Tel.: Dickens 2-3444

for better buys buy McGinnis



YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

- Merry Widow ..... \$29.50
- Cover Girl ..... 24.50
- Catalina ..... 39.50
- Floating Power .. 49.50
- Hawaii ..... 19.50
- Manhattan ..... 22.50
- Mercury ..... 72.50
- Monterrey ..... 22.50
- One-Two-Three .. 49.50
- St. Louis ..... 59.50
- Camel Caravan ... \$ 85.00
- Summertime ..... 30.00
- Tahiti ..... 99.50
- Thrill ..... 27.50
- Trinidad ..... 24.50
- Virginia ..... 39.50
- Punchy ..... 165.00
- Hits & Runs ..... 149.50
- Bally Samba ..... 50.00
- Bally Ballerina ... 27.50
- B'y Speed Bowlers 65.00

We Shall Be Pleased To Demonstrate This New Equipment

Keeney's 4-Way Bowler Keeney's Lite-a-Line Keeney's Electric Cigarette Vender County Fair, Leader, Bright Spot, Rose Bowl.

# ROY MCGINNIS CORP.

2011 MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1800

# Watch for GENCO'S

Sensational

# 8

# PLAYER SHUFFLE GAME!



## FEATURE OF THE WEEK

Wurlitzer 1015 .....	\$179.50
Wurlitzer 850 .....	45.00
Bally Baseball .....	79.50
Bally Broadway .....	185.00
Muto, Photomatic .....	550.00
Bally Hot Rods .....	89.50

**COVEN DISTRIBUTING CO.**  
3181 Elston, Chicago 18, Ill.  
Independence 3-2210

### YOUR RELIABLE DISTRIBUTOR

#### LATEST GAMES

Bally Bright Spot  
3 1/2 and 10 1/2 Play  
United Zings  
United County Fair  
6 Player Shuf. Alley  
Williams Spark Plug  
Write us for our latest price list!

#### NOW DELIVERING!

Genco's 8-Player  
Shuffle Alleys!

#### CLOSE-OUTS

South Pacific  
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Citations  
Winners  
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Above machines plus many others at lowest prices, some new, some reconditioned, but all definitely at a price you can afford—Write Today!

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## Supplies in Brief

### Bottle Shipments

WASHINGTON, Nov. 17.—Returnable beverage bottle gross shipments in September slipped to 321,224, compared to the 582,435 in August shipments, but were higher than the September, 1950, shipments of 295,446. Total September shipments of all types of glass containers totaled 9,633,000, gross, a drop of 11 per cent from a record August shipment of 10,822,000, and a drop of 9 per cent from the 10,617,000 shipped in September, 1950, Department of Commerce reported.

### More Crops

WASHINGTON, Nov. 17.—Latest crop forecasts by Department of Agriculture indicate higher 1951 crop supplies of tobacco, walnuts, almonds, filberts, and pecans as compared to the 1950 season, but a drop in supplies of peanuts, sugar beets and sugar cane.

Production of all tobacco types this season was estimated at 2,272 million pounds, 12 per cent higher than last year's crop of 2,032 million pounds. Flu-cured crops estimate was upped this year to 1,419 million pounds. This is a 13 per cent rise, above the 1,257 million pounds produced in 1950. With the growing season unfavorable in parts of the burley area, this tobacco will only see about 581 million pounds, the Department predicted, compared to the 498 million pounds last season. Fire-cured production this year was estimated at 61.9 million pounds, 8 per cent larger than the 57.5 million pounds last year.

#### Fewer Peanuts

Peanut production this year is off 19 per cent from last year

## Pepsi Veepee Points to New Vending Areas

CLEVELAND, Nov. 17.—A full-scale attempt to break supermarkets for venter placement could open an entire new field to operators, H. W. Chesley Jr., vice-president of the Pepsi-Cola Company, predicted Tuesday (13). He told operators attending a session of the NAMA convention that chain stores are showing new interest in vending and may soon comprise one of the major areas of expansion for the industry.

Another rapidly growing field is the youth market and operators were advised to survey closely locations where teenagers gather. Fourteen per cent of the population, consuming one-third of all soft drinks, are now between the ages of 10 and 19. In 10 years, said Chesley, the percentage of kids to Americans in other age brackets is expected to rise to 20 per cent.

He urged, too, that the placement pressure on industrial stops be continued, both as a source for sold revenue and a "protection" against later curbs in equipment and supplies resulting from the defense effort.

Chesley stated that Pepsi is currently running field tests on new cup vending equipment said to be cheaper to buy and easier to maintain than standard machines of higher capacity. The venders, requiring no external power or water connections, are suited for profitable operation in secondary locations, he said.

reaching only 1,638 million pounds this season compared to the 2,019 million in 1950. Prospective pecan output is 147,905,000 pounds, 18 per cent above the 1950 crop of 125,622,000. Almonds in California will probably total 42,700 tons, a 13 per cent rise above 1950's crop. Production of English Walnuts in California and Oregon was put at 75,800 tons, 11,500 tons above last year. Filbert output is expected to climb 11 per cent above 1950, reaching 7,390 tons this year.

If present estimates of production of sugar cane and sugar beets materialize, some 2,108,000 tons, raw value, or \$1,970,000 tons refined equivalent, will be produced this year compared to the 2,573,000 tons, raw value last year. This year's crop will probably consist of 497,000 tons of sugar cane and 1,611,000 tons of sugar beets, raw value.

### Tobacco Sales

WASHINGTON, Nov. 17.—Tobacco wholesalers saw their September sales drop to \$207 million, a fall of 10 per cent, or \$29 million below August sales, but only off a slight 1 per cent from September a year ago, Department of Commerce reported. Stock on hand by wholesalers totaled \$137 million at the end of September, a 2 per cent or \$5 million decrease from August 31 stocks, but an increase of 9 per cent or \$12 million above inventories at the end of September, 1950.

## Clean Ejectors Cut Coin Jams

CLEVELAND, Nov. 17.—Dirt is the operator's biggest problem in keeping coin mechanisms functioning properly, Clarence Zuker, National Rejectors, Inc., pointed out during a NAMA session Thursday (15).

To overcome costly and frequent servicings, he said a two-point program should be followed to minimize slug rejector jamming: (1) Use preventative maintenance (set up a rejector cleaning plan), and (2) change rejector mechanisms periodically. To accomplish latter, spare units should be kept on hand, used to replace units in field equipment at intervals of from one week to once a month, depending upon sales volume. Such a procedure, he claimed, has been proved to cut service calls due to rejector jamming up to 75 per cent.

To clean rejectors returned to the shop, Zuker said only two common materials are required, boiling water and a mild soap. He said hot water immersion is the only safe method of removing such materials as dried sirup, common everyday siftings of dust, which may combine to keep the unit from functioning properly. Rust is no problem, as rejector parts are mainly brass and die cast materials; a wipe-dry with a cloth or an air-hosing will remove moisture from the steel springs.

## New Dispensing System Feature Of Harmon Unit

CLEVELAND, Nov. 17.—Harmon Enterprises, Inc., unveiling its eight-selection hot drink machine, Venz, at the NAMA show this week featured demonstrations of the unit's seven revolving concentrate containers. Latter make two revolutions during an operating cycle, depositing one-half of the concentrate portion during each forward and back revolution.

The 750 cup capacity machine at \$995, carries coffee, tea, chocolate and broth concentrates in a horizontal row of seven stainless steel flasks, all mounted on a single shaft with individual dispensing valves. Eighth flavor is provided by offering a tea and sugar selection.

The flasks tip their ingredients into a common mixing chamber where hot water (and cream and sugar if desired) is added to provide the finished drink. A selection of tea and coffee, with cream, sugar or broth, provide six combinations of the eight offered, while hot chocolate and broth round out the eight selection choice.

A second set of ingredient containers and valves are included in the venter price; permit exchanging of full for empty containers on location.

The venter, which weighs 300 pounds, stands 72 inches high, 24 1/2 inches wide and 25 inches deep. Vender base stands 16 inches off the floor on two metal "u" legs, each with two adjustable set screws for correct leveling.

## Arctic Shows Coffee Unit

CLEVELAND, Nov. 17.—A new coffee venter, developed by J. R. Lentz, of Midland, Tex., was displayed by Arctic Vendor Sales Company during the NAMA show. Gordon Haase, Arctic president, said his firm has acquired manufacturing and sales rights to the machine and plans to build a pilot run of 100 units for location testing.

The hand-made model displayed here this week had a capacity of 500 cups, offers five selections of any hot beverage, including soups and hot chocolate. A feature of the venter is its method of delivery. Dry ingredients for the hot beverage to be served are packed into the cups before the cups are loaded in the dispensing columns. Once the customer deposits his coin and makes his selection, the cup drops and is filled with hot water from a two-gallon water tank. A wooden spoon is provided for further mixing the ingredients.

Each of the venter's five columns holds 100 cups packed with the operator's choice of ingredients. Delivery is entirely manual with spring action control of the dispensing valve and shut-off.

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CITATIONS  
SPECIAL ENTRY  
GOLD CUPS  
JOCKEY SPECIALS  
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### SHUFFLE GAMES

BALLY—	UNITED—	KEENEY—
Speed Bowler ..... \$49.50	Twin Rebound ..... \$219.50	League Bowler, 8" \$225.00
Bowler, F.P. .... 49.50	Twin Express ..... 169.50	League Bowler, 9 1/2" 245.00
Baseball ..... 99.50	Shuf. Alley Express 45.00	Bowling Champ ... 185.00
	Shuffle Alley F.P. ... 29.50	4-Way Bowler ..... 249.50
	Four Player ..... 275.00	
	Shuffle Alley ..... 29.50	

ROCK-OLA—	W's D'ble Header \$109.50
Shuffle Lane ..... \$30.00	Genco Glider ..... 30.00
Shuffle Jungle ..... 59.50	Genco Shuf. Target 199.50
Shuffle World Series, '50 ..... 59.50	Univ. Twin Bowler ..... 49.50
	Universal Super Twin Bowler ..... 109.50

SHUFFLEBOARD SUPPLIES	CIGARETTE MACHINES
Shuffle Game Wax, Case (12) ..... 9 3/30	NATIONAL 930 } \$95.00
Fast Wax, Case (12) ..... 4.50	950 }
Pucks (Set of 8) 12.00	DuGrenier Challenger ..... \$85.00
Score Sheets, 10 Pads ..... 7.50	Rock-Ola Shuffleboards .... 109.50
Fluorescent Lights, pair ... \$17.50	
Used Wall-Type Scoreboard ... 79.50	
Adjusters ..... 18.50	
Mega Wall Type UMR ..... 59.50	

**PURVEYOR Shuffleboard Co.**  
4322 N. WESTERN AVE. Phone: Juniper 8-1814 CHICAGO 18, ILL.

# Coinmen You Know

**Pittsburgh**  
Walter Frank, manager, Bev-o-Matic Company, believes that efficient organization is the key to success. Bill Sopira, partner,

## Alert Ops to Threat of New Ciggie Taxes

CLEVELAND, Nov. 17.—Taxes and restrictive legislation can spell out slow death for the business of operating cigarette machines, operators were warned Wednesday (14).

New State and municipal taxes on cigarettes can be expected unless operators, thru their associations, join with other tobacco handlers in effective opposition, they were told by Frederic E. Sturmer, of the R. J. Reynolds Company. If the present trend continues, he predicted the average per-pack State levy, now 3 cents, may rise to 5 cents before long. Authorities are looking more and more to cigarettes as a source of city revenue, he warned.

One method of lessening the vulnerability of cigarette machines to special taxes might be to reduce the spread between venter and over-the-counter prices, suggested Nick Novasick, of West Allis, Wis. To accomplish this, operators might be well advised to study ways of making routes more efficient, loading equipment less frequently and passing on the savings in overhead to consumers. He said that manufacturers can help by building greater capacity into new venders.

A case history of how grass roots opinion was mobilized to defeat restrictive legislation that would, to all practical purposes, have put cigarette operators out of business in California, was presented by Will Golden, Los Angeles. He was joined by Fred Brandtstrader, of the NAMA staff, in urging operators to take immediate action wherever the threat of discriminatory legislation appears imminent.

## Seek Higher Lock Prices; Gov't Work Up

CLEVELAND, Nov. 17.—Lock manufacturers exhibiting at the National Automatic Merchandising Association convention indicated (1) prices may rise within the first quarter next year by 10 per cent if OPS grants the industry permission for the increase (a request for which has been made by all leading lock firms); (2) deliveries are being made within a minimum 60-day to six month period, and (3) that while government contracts are taking an increasing ratio of individual firm's output, civilian production will continue at highest possible capacity.

Eagle Lock Company, Chicago, reported current production was on a 45 per cent government and 55 per cent civilian basis. Rising government work may reverse the ratio early in 1952. Six-month delivery in some cases, depending upon type of lock and quantity ordered.

J. J. McFarland, sales engineer of Illinois Lock Company, Chicago, stated deliveries were being made on a 60-90 day basis. He announced a new Tempo Duo lock, featuring a new design tapered tumbler which minimized danger of lock damage should the wrong key be forced in the unit. Illinois Lock reports its Aircraft Division is now working on a defense contract.

Chicago Lock Company, Chicago, also indicated rising activity in government work, but stated civilian output was not being reduced too drastically.

## BRAND NEW ROCK-OLA UNIVERSAL SCORING UNITS

Overhead Type for Shuffle Boards. Score Baseball—Horse Collar—Frames. Limited Supply—\$134.50 Each.  
1/2 Deposit, Balance C.O.D., F.O.B. Chicago.  
Also a Few Reconditioned Used Models. Write  
**R. TANNER, 5559 N. Mango Avenue, Chicago, Ill.**

Service-Rental Coin Machine Company, believes proper maintenance is the key to keeping overhead at the lowest minimum.

John Vierheller, chief mechanic for Andrew Yoch, is a frequent deer and rabbit hunter across the river and up the valley from the fish hatchery at Tionesta, Pa.

Mrs. Don Trent, who drives into Pittsburgh often from Vandergrift, Pa., to pick up parts for her husband who actively covers his route in the absence of his brother, reports that Charles, who moved to Tucson, Ariz., for a rest, now is around looking for a business there.

John McKool, of Central Vending at Windber, Pa., reports good business. His drive-in theater has closed for the winter. . . . George Glausser, music operator in the Mount Washington district, reported a busy Halloween in joke merchandise at his downtown Arcade.

Sal LaScola, head of the record distributorship for Decca, says one way to pick a hit tune is to drop around high school about the time classes are dismissed for the day and learn what specific tunes the students hum or whistle as they leave for home.

Adrian Lerch, mechanic for John Zanot at Rimersburg, says hunters will be up in his area giving the boxes a play. . . . Al Klodel's son, Carl, home for a week-end from Bethesda, Maryland Naval Hospital where he is in training. . . . Jim McCreery from Youngstown, O., was in town. . . . Howard Cole, of Cole & Bumbriar, Cleveland merchandise brokers, in with leather goods, lamps and fountain pens.

### Cincinnati

Automatic Phonograph Owners' Association held its regular monthly meeting Wednesday night (14) at the Hotel Sheraton-Gibson. It was record night. In attendance were Charles Kanter, Phil Ostand, Fred Engel, Sam Chester, Bill Harris, Sam Gerros, James Drivakis, John Toney, Abe Villinsky, William Strout, Leonard Kanter; Melvin Kahn, of MGM Records; Vern Hawks, Decca Record Company; Maurie Rose, Columbia; Sam Klayman, Supreme Distributing Company; Ike Klayman, A&I Dis-

## Cite Factors In Insurance Cost Control

CLEVELAND, Nov. 17.—Self-insurance coverage for the operator's most common, but minor, losses thru vandalism will prove less expensive than a regular policy in the long run, Edward Mack Jr., Mack & Parker, Chicago, declared at the NAMA business meeting Thursday (15). He said regular rates for such losses will amount to a larger dollar outlay annually than the operator would pay, on the average, for actual repair of minor damage himself, as it occurred.

Two necessary coverages thru insurance companies are a comprehensive general liability and a fire policy, latter written for the operator's warehouse or stockrooms.

Theft insurance, according to Mack, is another type not usually required by the operator who has widely scattered, single-machine installations. But where he has multiple-vender spots, such coverage is desirable. Cost of such coverage can be held to a lower level if the operator has his underwriter make it a point to inform the insuring firm that only such locations are to be covered; or that if such partial coverage is not a policy of the insurance firm, minimum rates should be charged because single vender locations do not present the high dollar loss possible in multiple vender installations where several or all machines may be lost.

tributing Company; John Hofer, Ohio Appliance Company; Jim Wilson and Howard Kessel, King Record Company, and Peter Goyak, Capitol Record Company.

Shaffer Music Company's application for membership in the association was accepted at the meeting. . . . Lou Levine has disposed of his phonograph route to Robert Music Company, owned by Robert Bernstein.

Chester, in a talk to members and record distributors, praised association officers for their good work over the past year and thanked the record distributors for their co-operation. Association members were asked to send in their reservations for the Christmas Party as soon as possible. Party will be held December 11 at the Hotel Sheraton-Gibson.

### Detroit

William C. Chambers, manager of the Decca Records branch here, has moved headquarters to a centrally-located office on West LaFayette Street. . . . Roy W. Clason, executive secretary of the Michigan Automatic Phonograph Owners' Association, headed for Northern Michigan Wednesday to go deer-hunting.

Joseph Brilliant, who has been busy introducing the new Rock-Ola, left for Cleveland to relax a bit by taking in the NAMA show. . . . Maurice J. Feldman of Central Coin Machine Exchange is having a heavy run on 12-foot shuffleboards, which he reports showing a marked upturn in local popularity.

Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, attended the National Tavern Owners' Convention in Philadelphia this past week. He doubles as public relations officer of the Table Top Licensees. . . .

(Continued on page 126)

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Also Arcade Equipment, Shuffle Alleys and Juke Boxes.

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Williams SPARK PLUGS  
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**BRAND NEW CLOSEOUTS**

Bally Tuff King . . . \$445.00	Univ. Shuffle Tourn . . . \$249.50
A-B-C . . . 154.50	Chi Horse Shoes . . . 239.50
Knockout . . . 154.50	United Skee Alley . . . 219.50
5-Star . . . 295	
Lite-a-Line . . . 295	

**5-BALLS**

United Leader	Gott. Globe Trotter
United Zingo	Univ. 5 Star
Wms. Spark Plugs	Bally Bright Spot
	Gott. Rose Bowl

**BINGO TYPE**

Bright Lights . . . \$375	Golden Gloves \$ 94.50
A-B-C . . . 350	Double Shuffle . . . 94.50
5-Star . . . 295	Sharpshooter . . . 89.50
Lite-a-Line . . . 295	Quartermack . . . 89.50
	Aquacade . . . 89.50
	Playtime . . . 84.50

**DALLAS . . . 79.50**

Bowling Champ	79.50
St. Louis	79.50
Major's 49	79.50
Big Top	79.50
Selectacard	79.50
Buffons & Bows	79.50
Telecard	79.50
Just 21	79.50
El Paso	74.50
Phoenix	69.50
Round Up	69.50
Show Boat	69.50
Carnival	69.50

**TUCSON . . . 69.50**

Black Gold	69.50
Harvest Moon	69.50
Buccaneer	69.50
King Cole	69.50
Swanee	59.50
Rancho	54.50
Sally	54.50
Magic	54.50
Blue Skies	54.50
Banjo	49.50
Stormy	49.50
Catalina	49.50
Triple Action	49.50
Cinderella	49.50
Caroline	49.50
Spin Ball	49.50
Moon Glow	49.50

**HUMPTY D. . . 49.50**

Trinidad	49.50
Shanghai	49.50
Sunny	49.50
Robin Hood	49.50
Star Dust	49.50
Trade Winds	49.50
Wisconsin	49.50
Contact	44.50

**NEW**

Auto. Voice-o-Graph, 35¢	8525.00
Post-War	369.50
Evans Bar-a-Score, New	369.50
Chicoin Basketball Champ	275.00
Shoot the Bear	249.50
22' Shuffleboard & Scoreboard	250.00
Chi. Midget	229.50
Skee Pistol	149.50
Wm. Star Series	139.50
Merc. 13-Way Ath. Scale, New	129.50
Telequiz & Film	139.50
Wms. All Stars	109.50
Jack Rabbit	109.50
Chicken Sam	109.50
Rebuilt	109.50

**GOALEE . . . 99.50**

Scientific	99.50
Pokerino	99.50
Ten Strike	99.50
Exh. Shuffle	99.50
Bowl	79.50
Quarterback	89.50
Exhibit Dale	84.50
Gun	84.50
Flash Hockey	75.00
Bally Line-a-Basket & Strd.	69.50
NEW	69.50
Mercury 12-Way Ath. Scale	69.50
Heavy Hitter	69.50
Chi. Hockey	69.50
Poker and Joker	49.50
Chi. Coin Bango	49.50
Shipman Art Show	49.50

**GENCO GLIDER 39.50**

Total or Advance Roll	39.50
KICKER & CATCHER	31.50
New	31.50
CHALLENGER	24.50
Acme Shocker	34.50
Gott. 3-Way	34.50
Gripper	22.50
Grot. Skill Test	69.50
Exh. Six Shooter Write	44.50

**SHUFFLE GAMES**

**NEW**

UNITED DELUXE 4-PLAYER SHUFFLE ALLEY  
CHICOIN 6-PLAYER BOWLING ALLEY  
Formica Top & High Score of the Wk. Feature  
GENCO 8-PLAYER SHUFFLE TABLE

United 5-Player	\$345.00
United Twin Shuffleboard	275.00
Un. Double SA Express Rebound, 9 1/2'	229.50
United Shuffle Slugger	129.50
United Skee Alley	189.50
Un. 2-Player SA Express	199.50
United Single SA Rebound	149.50
United Shuffle Alley Express, 6'	129.50
Un. Double Shuffle Alley	79.50

**UNITED SHUFFLE ALLEY EXPRESS . . . 74.50**

United Super Shuf. Alley	49.50
United Shuffle Alley	39.50
W/Disp. Pin Conv.	59.50

**UNIV. BOWL-O-MATIC, 18 FT. . . 425.00**

Univ. Super Twin Bowler	145.00
Chicoin Bowling Alley	79.50
Chicoin Bowling Classic	150.00
Chicoin Trophy Bowl	140.00

**UNITED TWIN REBOUND . . . 234.50**

Bally Hook Bowler	275.00
Bally Shuffle Bowler, 9 1/2'	44.50
Bally Speed Bowler, 9 1/2'	79.50
Gottlieb Bowlerite, 63"	69.50
Keeney ABC Bowler	69.50
Keeney Big League Bowler, 4 Player	310.00
Keeney League Bowler, 4 Player	275.00
Wms. Double Header	129.50
Genco Shuffle Target, 10'	225.00

**VENDERS**

**SMOKESHOP 612**

CUSTOM . . . \$229.50	
Acorn Vender, 16 or 54"	14.50
Marion Scale, New	89.50
Atlas 5c Bantam	14.50
Frontz Scale	115.00
Silver King	13.95
S.K. Hot Nut	29.95
N.W. 49, 16 or 54"	17.35
72-bar	72-bar
U-Select-It	49.50
De Luxe, 1-54"	24.50
N. W. Tab Gum	25.95
33 Ball Gum	7.50
15 Col. Unedapak, 25¢	79.50

**1-BALLS**

Turf King . . . \$345.00
Winner . . . 275.00
Champion . . . 175.00
Photo Finish . . . 139.50

**CITATION . . . 134.50**

Gold Cup . . . 84.50
Jockey Special . . . 64.50
Special Entry . . . 84.50
Victory Special . . . 49.50
Futurity, New . . . write

**CIGARETTE VENDERS**

Factory Reb., 25¢, 2 King Size cols.

Unedapak, Mod. 500, 7 Col. . . . . \$130.00
Rowe Royal, 8 Col. . . . . 125.00
National 930, 9 Col. . . . . 120.00

**FORMICA REPLACEMENT TOPS**

For Chicoin Games . . . \$29.50
For United 2, 4, 5 & 6 Players . . . \$34.50

Keeney Bowling Champ, 2-player conv. for shuffleboard, \$199.50

**MUSIC**

Evans Constellation	1100. \$395.00
Wurlitzer 1015	250.00
Wurt. 1017	
Hideaway . . .	259.00
Wms. Music	
Mite, New . . .	Write

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- Late 5 Balls
- 2 and 4 Player Shuffle

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# Coinmen You Know

Continued from page 125

Hazel Ferguson, who functions as a girl "Friday" to John C. Westerdale, director of league play for the shuffleboard group, has returned to her desk following a three-month vacation at Camp Pendleton, Calif.

Leonard Haigh, who operates the Haigh Shuffleboard Sales and Service, specializing in refinishing of boards for local operators moved to St. Clair Shores, where he also operates a bar. . . Mrs. Gertrude Pitsos, who has registered title to the Pitsos Vending Company, is planning an expansion of her cigarette machine route. Mrs. Pitsos has operated here for about 14 years.

## Hartford, Conn.

Marvin Ginsberg, salesman at Seaboard Distributors, Inc., has been promoted to sales manager, Ralph Colucci, president, announced. Ginsburg will operate under supervision of Leonard Berens, who continues as general manager, according to Colucci.

Some 45 coinmen attended a recent get-together of the Connecticut State Coin Association at Pavano's Restaurant, New Britain, with Abe Fish, CSCA president, presiding. One of the guests was Abe Rechtschafer, of Reliable Coin, Hartford. Paul Rechtschafer, also of Reliable, has reportedly purchased a new home and is planning to marry soon. . . Mary Fish, mother of the CSCA president, is planning another vacation in Arizona this winter. She probably will leave Hartford January 1.

Spring may be a long way off, but Lou Chack, general manager of General Amusement Game noted for his eye for neat-looking clothes, is sporting a winter suit that's getting more than the normal share of commendations from those dropping by General Amusement's plant.

Sam Roskin, of Roskin Distributors, was in New York to present a check for \$125,000 representing the Hartford contribution, to William Rosenwald, national chairman of the United Jewish Appeal. Roskin has been serving as chairman of the 1951 Hartford Jewish Federation Campaign.

## Los Angeles

O. N. Blum, who made his first visit to this area some months ago, has returned from Texas and has decided to enter the coin machine field. He is now selecting his equipment. . . Abe Chapman in town from Mexico. . . Larry Granfield, of County Sales Company, San Diego, in Cleveland to attend the NAMA convention.

L. J. Homberg, of Santa Ana, in the city with Mrs. Homberg. He is expanding his operation in that area. . . Jack Spencer and partner, Bill Wells, of Big Bear, looking around coin row for equipment to be used during the winter at that resort. . . Walter Schinkal in the city from San Diego.

S. L. Griffin of Valley Coin Machine Company, Pomona, made his usual Monday visit to the Pico jobbers. . . E. S. Wilkes, of Paul Laymon Company, was absent from his office Wednesday (14), with the Wilkeses marking their 14th wedding anniversary. . . Mrs. Grace Wilkins, mother of Jimmy Wilkins, of Paul Laymon Company, is visiting the Coast from her home in Galesburg, Ill.

M. W. Griffin, who was associated with the M. S. Wolf Company, in town from San Diego, where he has his own music route. . . Lou Leonard, father of Jack Leonard of the parts department of the Badger Sales Company, arrived on the Coast Saturday (10) to spend several weeks. He ended his season on Royal American Shows and came to the Coast from Birmingham. The Leonards visited Palm Springs.

## Chicago

Genco officials report continued favorable reaction to firm's new eight-player shuffle game. As a result many of the distributors already are sending in repeat orders on the game. . . CMI headquarters states that many of the companies sending in for information on the 1952 Interna-

tional Coin Machine Exhibit stressed the need for the conclave.

Horses remain the big item at Exhibit Supply Company but in this case the firm is referring to the mechanical variety such as Big Bronco and Pony Express which have not only attracted the seasoned operators but a lot of newcomers as well. Firm is putting finishing touches on its display plans for the NAAPP trade show. In this respect it will be aiming at the award for the best exhibit on the convention floor for the third consecutive year.

At World Wide Distributors, Len Micon reports that he, Al Stern, Monty West and Sam Rosenblatt have been getting good results from Keeney's 4-Way Bowler as well as the new game, 6-Way Bowler. The four-player unit is a conversion for all shuffle bowlers. Micon adds Williams' Spark Plugs is another new game winning a steady operator following.

Reports coming in from distributor showings on D. Gottlieb's new five ball game, Globe Trotter, indicate demand for the new baby will be heavy, Alvin Gottlieb states. Firm had a steady run of out-of-town visitors despite unfavorable weather.

With the holidays approaching, production lines at United Manufacturing were humming this week to bring the front office up to date on the pile of orders from distribs for Six-Player DeLuxe Shuffle, Alley and County Fair. Billy DeSelm, general manager, with an assist from Ray Riehl, and Johnny Casola, were doing day and night duty to keep the shipments moving out as quickly as possible. Field reports on both games are still excellent, operators reported.

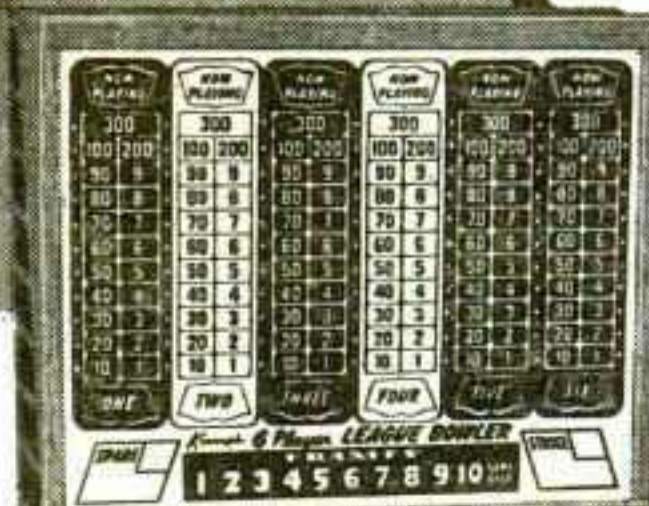
Herb Perkins, head of Purveyor Shuffleboard, reports that play on the big boards is way ahead of last year, with an appreciable amount of new locations helping the over-all picture this season. Perkins also reports his True-View color television screen is being sold nationally. Units are produced at the enlarged Purveyor headquarters here. They were introduced to the trade at the Midwest Coin Machine Convention in Omaha last month.

**New!**  
DE LUXE!

# KEENEY'S 6 Way BOWLER

6 COINS-10c PLAY-60c PER GAME!

Destined for a Long Run of Rich Operating Profits!



- ★ Up to 6 PLAYERS EACH GAME!
- ★ LITE-UP PINS by the Originator, J. H. KEENEY & CO.
- ★ Modern Streamlined Wings Protect LITE-UP Pins
- ★ Super DeLuxe Cabinet finished in maroon, light speckled green and rich ivory colors.
- ★ SIDE-GUARDS same appearance as a conventional bowling alley.

### Brand New! Keeney's SILENT PLAYFIELD!

This important silent play feature is made possible by the use of reinforced Masonite under conventional plywood playing area. Eliminates rumble sound of gliding puck. Greatest operating innovation in bowling games.

### New! FASTER PUCK RETURN!

- 20 - 30 SCORING
- SCORES ALL SPLIT SHOTS - STRIKES - SPARES

FULLY AUTOMATIC!

Install KEENEY'S  
6-WAY BOWLER  
today!

SIZES:  
9 1/2 FT. LONG  
2 FT. WIDE  
8 FT. LONG  
2 FT. WIDE

Order FROM YOUR  
KEENEY  
DISTRIBUTOR

J. H. Keeney & CO. INC.  
2400 W. FIFTH STREET, CHICAGO 32, ILLINOIS

Get in line now with  
6 WAY BOWLER  
for tomorrow's profits!

# Williams ARCADE

Sensationally  
DIFFERENT FEATURES!  
SPECIAL BONUS  
ACCUMULATOR!

- LIGHTS-OUT ROLLOVERS
- SPECIAL BONUS HOLE
- NEW SKILL-ACTION PLAYFIELD
- THUMPER BUMPERS
- FLIPPERS
- HIGH SCORE

SEE IT—PLAY IT—BUY IT  
AT YOUR DISTRIBUTOR  
NOW!



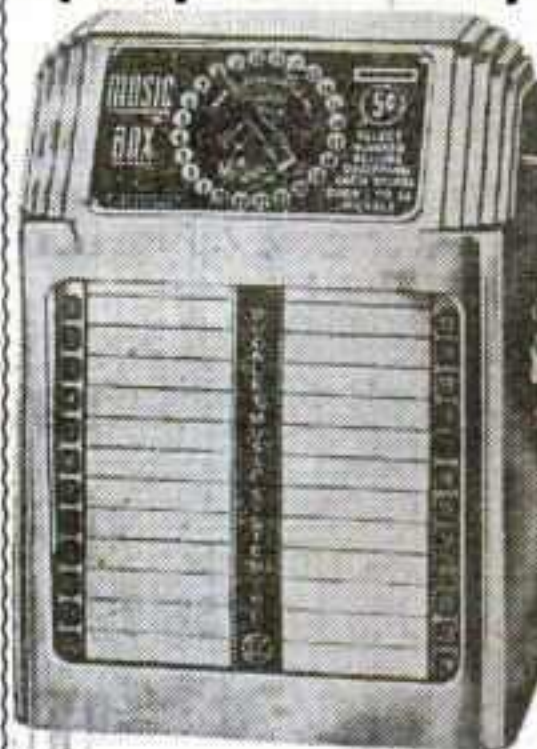
CREATORS OF DEPENDABLE  
PLAY APPEAL!

4242 W. Fillmore St.  
Chicago 24, Ill.



## BETTER BUYS BUCKLEY WALL and BAR BOXES

Specify 5c or 10c Play



\$24.50

BUCKLEY MFG. CO.

4223 W. Lake Street, Chicago 24, Illinois

### CORRECTION NOTICE!

In the WORLD WIDE DISTRIBUTORS' ad in the Oct. 17th issue of The Billboard, copy should have read:

ATTENTION . . . Just Released!  
**KEENEY 4 PLAYER  
BOWLER CONVERSION**  
For all Shuffle Boards, Puck  
Return Escalator.  
Exciting Scoring Features.



**IT'S A  
WORLD  
BEATER!**

**NEW ACTION . . .  
NEW INTEREST . . .  
NEW LONG-RANGE  
EARNING POWER!**

**GOTTLIB  
GLOBE TROTTER**

Roll Over Channels at top of playfield light airplane engines and corresponding "Pop" Bumpers to set up scoring action! Player "flies" plane around the world by hitting lighted "Pop" Bumpers. Plane travels through 15 cities; Replay Awards based on how far player makes plane go. Lighting all 4 plane engines scores Replay; hitting numbers 1 to 9 advances Bonus and lights Kick-Out Hole for Replays.

**THERE'S  
"4-MOTOR  
POWER"  
IN-PLAY  
LIKE THIS—**

**BRAND NEW: DOUBLE  
ACTION BONUS AWARD  
SWITCH GATES plus MYSTERY  
REPLAY AWARD ROLL  
OVER and 4 FLIPPERS—4  
"POP" BUMPERS.**

**and  
FEATURES  
LIKE THESE!**

**ORDER FROM YOUR  
DISTRIBUTOR  
TODAY!**

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality"

**PLAN NOW  
TO ATTEND**

**FEB. 4-5-6  
Hotel Sherman  
Chicago**

**International  
COIN MACHINE  
EXHIBITION**

**Sponsored By  
COIN MACHINE INSTITUTE  
134 N. LaSalle St. Chicago, Ill.**

**REAL BUYS  
at the  
RIGHT PRICE!**



**ATTENTION,  
ALL  
FOREIGN  
BUYERS**

You can be sure of top quality equipment and prompt and efficient service when you order from us. We have a complete selection. Send us your requirements.

**JOE ASH**

**WE ARE EXCLUSIVE  
WURLITZER DISTRIBUTORS  
IN SOUTH JERSEY,  
S. E. PENNA. &  
DELAWARE.**

1/3 Dep., Bal. C.O.D., F.O.B. Phila

**ACTIVE  
AMUSEMENT MACHINES CO.**

666 N. Broad Street, Philadelphia 30, Pa  
Phone: Fremont 7-4495

"You can always depend on Active—  
ALL WAYS"

**BRIGHT LIGHTS**

Unabused, beautifully refinished  
**\$275.00**  
**NEW ORLEANS NOVELTY CO.**  
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New Orleans 15, Louisiana  
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**6 POINT  
DAVIS  
GUARANTEE**

**BUY RELIABILITY  
BUY  
PHONOGRAPHS**

with the "FAMOUS DAVIS" 6 Point Guarantee

- ➔ MECHANISM OVERHAULED
- ➔ WORN PARTS REPLACED
- ➔ AMPLIFIER RECONDITIONED
- ➔ SPEAKER INSPECTED
- ➔ TONEHEAD RENEWED
- ➔ CABINET REFINISHED PROFESSIONALLY

1100	.....	\$369
1080	.....	199
1015	.....	199
AMI		
Model "D"	.....	Write
AIREON		
500 Coronet with Tonar	.....	\$159
ROCK-OLA		
1426	.....	\$159
1428	.....	319
1950 50 Selection	.....	650

SEEBURG	
148ML	.....\$349
148M	.....319
147M	.....229
146M	.....179
H148M Hideaway	.....229
H246M Hideaway	.....199
H146M Hideaway	.....179

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—or With Davis 6 Point Guarantee for \$35 Additional Per Machine.

SEEBURG		WURLITZER		ROCK-OLA	
1941 R.C. Special	.....\$79	750	.....\$109	1422	.....\$ 99
Envoy	.....69	780	.....79	Playmaster	.....69
Colonel	.....59	800	.....79	Commander	.....39
Major	.....49	850	.....59	MILLS	
Hightone	.....59	500	.....49	Empress	.....\$39
Classic	.....49	600K	.....49	AIREON	
Regal	.....49	600R	.....49	Deluxe '46	.....\$49
Gem	.....49	Victor	.....39	PACKARD	
				Manhattan 76	.....\$149

**WALL BOX SPECIALS**

Seeburg DS20-1Z, 5c, 3 Wire	.....\$ 5.95
Seeburg WS-2Z, 5c, Wireless	.....5.95
Seeburg W1-L56, 5c, Wireless, Refinished	.....17.50
Seeburg 3W2-L56, 1c, Wire, Refinished	.....18.95
Seeburg W4-L56, Wireless, Refinished	.....42.50
Seeburg 3W5-L56, 5c, 10c, 25c, 3 wire, Refinished	.....47.50
Wurlitzer 4820, 5c, 10c, 25c	.....59.00
Rock-Ola 1532, 5c	.....9.00

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.  
WE SPECIALIZE IN EXPORT TRADE

**DAVIS DISTRIBUTING CORP.**  
Seeburg Factory Distributors

738 ERIE BLVD. EAST  
SYRACUSE, N.Y.—PHONE 5-5194

Branches in Buffalo, Rochester, Albany

**WANT**

Several Electric Snow Cone Machines made by Multiple Products Corp. Also Rays Tracks. Write price and full particulars to

**HARRY ALKON**

18 Beaver St. New York 4, N. Y.

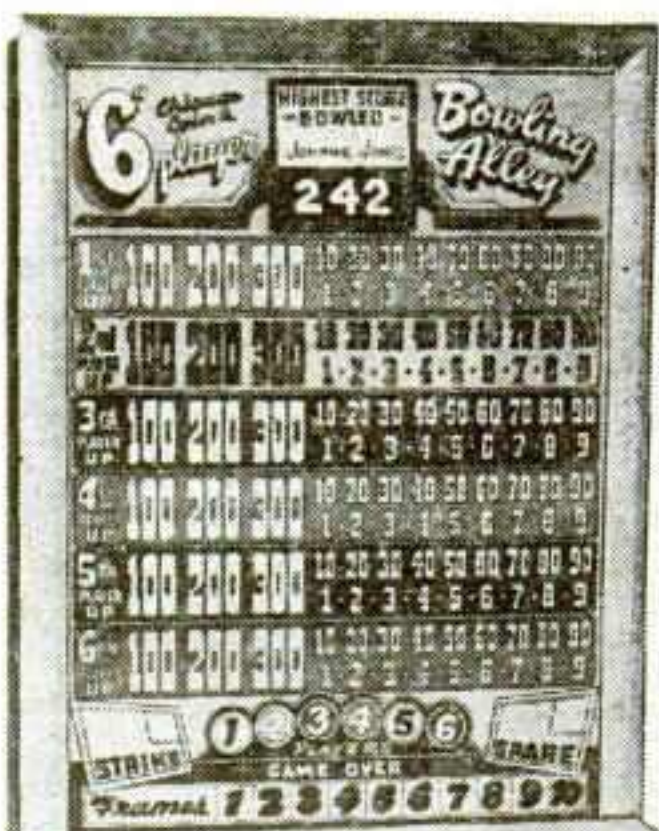
**BRAND NEW!**

Spark Plugs Write	Bowlette	\$135.00
Globe	Arcade	269.50
Trotter	Six	.....
Watch My	Shooter	339.50
Line	.....	165.00

WRITE FOR PRICES ON  
**GENCO 8-PLAYER ALLEY**  
**Lehigh Specialty Co.**  
826 N. Broad St., Philadelphia 30, Pa.

# TWO NEW Chicago Coin

# 6 PLAYER BOWLING ALLEY MODELS



NO. 1 *New!* JUMBO "STAND-UP" PINS  
 NO. 2 *New!* JUMBO "FLY-AWAY" PINS  
 BOTH WITH  
*New!* 7 TO 10 PIN SPLIT PICK-UP

- Plus -

■ High Score of the Week **ON BACK RACK**  
 (NAME OF HIGH SCORE PLAYER WRITTEN ON FROSTED GLASS)  
 ■ Formica Playfield  
 FASTEST PLAYFIELD POSSIBLE!  
 LONG WEARING AND COLORFUL

- REBOUND 20-30 SCORING
- ROLLOVER CONTACTS ON PLAYFIELD
- HINGED PLAYFIELD FOR EASIER SERVICING

LOCATION PLACES KEY IN LOCK TO RAISE OR RESET HIGH SCORE

**CHICAGO COIN** MACHINE COMPANY

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

**FOR BETTER BUYS . . . BETTER BUY NOW**

MUSIC	
ROCK-OLA	500 ..... \$ 69.50
48 Super	700 ..... 79.50
39 Standard	750 ..... 85.00
39 DeLux	1015 ..... 225.00
1422-46	1100 ..... 265.00
1426-47	185.00
WURLITZER	SEEBURG
600 ..... \$ 69.50	All Prewars ..... \$ 65.00
	146-1946 ..... 195.00
	147-1947 ..... 225.00
	PACKARD
	Manhattan ..... \$150.00

**WANT TO BUY**  
 Exhibit's Pony Express  
 Exhibit's Big Bronco  
 Bally's Coney Island

**ARCADE EQUIPMENT**

Air Raider	\$125.00	Super World's Series	\$325.00
Shoot Your Way to Tokyo	100.00	Panoram with Peek	250.00
Chi Coin Hockey	75.00	Wms. Quarterback	100.00
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Dale Gun	85.00	Chi. Coin Pistol	100.00
Silros Brush Up	75.00	Phil Toboggan Ski-Ball	350.00
Silver Bullets	150.00	Seven Hi-Pool Table	75.00
Western Baseball	85.00	Batting Practice	75.00
Texas Leaguer	40.00	Chicken Sam	95.00
Pitchem-Batem	175.00	Ace Bomber	95.00
Muf. Fishing Well	125.00	Boomerang	45.00

COUNTER GAMES—New	Cigarette Machines, Used		
S.K. Duck Hunters	\$24.50	8 Col. Monarch	\$85.00
A.B.T. Model F	42.50	10 Col. Rowe Royal	85.00
Hit-a-Homer	22.50	Rowe President	85.00
Kicker & Catcher	34.50	15 Col. Uneda	85.00
Advance Shockers	24.50	930 National	85.00
Shipman's Peek Shows	59.50	National, 9A, no base	75.00
		Keeney Electric, new	269.50

Terms: 1/2 deposit with all orders, balance C.O.D.  
**AMI** Distributors for Northern Ohio  
 NOW DELIVERING MODEL D



**Cleveland Coin MACHINE EXCHANGE, INC.**  
 2021-2025 Prospect Ave., Cleveland 15, Ohio  
 All Phones: Tower 1-6715

AS LOW AS \$10.00

For the Finest Reconditioned  
**SHUFFLE ALLEYS**

Write for ROCK BOTTOM PRICE LIST on All Makes, Models and Sizes.

**DAVID ROSEN**

Exclusive AMI Dist. Ea. Pa.  
 855 N. BROAD STREET PHILADELPHIA, 23, PA.  
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**LOOK!**

Genco Shuffle Target, like new	\$189.50
United Five Player Rebound	324.50
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Keeney Two Player Rebound	145.00
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Keeney Ten Pins	25.00
Formica Playfields for Un. Alleys	24.50
Shoe Shine, with polish applicator	35.00
United Flyback pin conversion	25.00
Bermuda, steel ball roll down game	15.00

**OLSHEIN DIST. CO.**  
 1100 Broadway Albany 4, N. Y.

**WANTED**

Arcade Equipment, Bowl-O-Matic, Skee Ball, etc. Perfect condition.

**A. GRASMEDER**  
 SHIP BOTTOM, N. I.

Exclusive **AMI**

Distributors in Kentucky, Indiana, Southern Ohio

'The House that Confidence Built'

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

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SEEBURG  
 146  
 147  
 148  
 HIDEAWAYS

A. M. I.  
 MODEL "A"  
 MODEL "B"  
 MODEL "C"  
 HIDEAWAYS

BRIGHT SPOT  
 GLOBE TROTTER  
 6 PLAYERS  
 8 PLAYERS  
 SPARK PLUGS

Mills Constellation ..... \$175.00 | Packard Manhattan ..... \$125.00  
 Wurlitzer 1015 ..... 200.00 | AMI Model "C," NEW ..... 635.00

We Are Music Specialists . . . BUY WITH CONFIDENCE!

**ATLAS MUSIC COMPANY**

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HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND



# HOLD

# IT!

In a few short weeks one of the Coin Machine Industry's oldest, largest and most respected manufacturers will release

**A NEW, LOW PRICE, 4 for 25¢**

## AUTOMATIC PHOTOGRAPHY MACHINE

*featuring a phenomenal new  
engineering development known as*

**"CONTINUOUS PERFORMANCE"**

This new money-maker is built to meet every location operating requirement. It's streamlined . . . compact . . . has a cabinet that's as new as tomorrow . . . and many other features to be revealed in a few weeks. **YOU OWE IT TO YOURSELF TO WAIT FOR THIS SENSATIONAL ANNOUNCEMENT. Watch for it.**

# Bally BRIGHT SPOT

**6 CARD-5 BALL  
REPLAY GAME with  
POPULAR "SPOTTEM" FEATURE**

BRIGHT SPOT combines the 6-card, 6-coin play-appeal of BRIGHT LIGHTS with the popular "spottem" feature... 3-in-line, 4-in-line, 5-in-line scoring, plus the powerful attraction of "spotted" numbers. At mystery intervals the center number of one of the 6 cards lights when first ball is shot, "spotting" that number only on card in which number is lit. The tantalizing appearance of "spotted" number on a card not played emphasizes the advantage of playing several cards and stimulates multiple-coin play.

**NEW WIDE-OPEN BACK-BOX**  
The serviceman's dream!  
Opens front and back.  
Every unit is within easy reach.

**NATIONAL SLUG REJECTOR**  
Identical to coin-mechanism on famous Bally jumbo pinball games.

# Bally FUTURITY

**ALL THE  
PROFIT-PROVED  
PLAY-APPEAL  
OF TURF-KING  
PLUS NEW  
FUTURE-PLAY  
ATTRACTION**

**SHUFFLE-LINE  
SHUFFLE-BOWLING ACTION  
PLUS "IN-LINE" SCORING**

**Bally MANUFACTURING COMPANY**  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**WHEN LONDON SELLS IT!  
YOU CAN DEPEND ON IT!**

**TRY A "LONDON-CONDITIONED" GAME TODAY!**

**SHUFFLE GAMES**

Shuffle Express ..... \$49.50  
Chicago Coin Bowling Alley ..... EACH  
Universal Twin Bowler .....  
Deluxe Bowler .....  
Speed Bowler .....

**NEW GAME SPECIALS**

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Stop 'n' Go .....

**USED**

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**Take Your Choice \$24.50 EACH**

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Screw Ball ..... 39.50  
Trade Winds ..... 39.50  
Spin Ball ..... 29.50  
Crazy Ball ..... 29.50  
Catalina ..... 29.50  
Stormy ..... 29.50  
Dew-Wa-Ditty ..... 39.50

**FIVE-BALLS**

Monterrey ..... \$39.50  
Summertime ..... 39.50  
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TERMS: 1/3 Deposit, Balance C.O.D.  
Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

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**TRIMOUNT'S Now Delivering  
2 Sensational NEW 5 Balls**

Gottlieb's  
**"GLOBE TROTTER"**

Williams  
**"ARCADE"**

PRODUCTION IS LIMITED—PLACE ORDERS AT ONCE  
EXCLUSIVE GOTTLIEB, WILLIAMS & SEEBURG DISTRIBUTORS

**Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!**

**TRIMOUNT**  
40 WALTHAM STREET  
BOSTON 18, MASS.  
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Bally Turf Kings ..... \$275.00  
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Wurlitzer 1080 ..... 175.00  
Wurlitzer 1100 ..... 325.00  
Wurlitzer 1250 ..... 499.50  
Wurlitzer 1017 Hideaway ..... 199.50  
Wurlitzer Wallbox 3031 ..... 15.00  
Seeburg 147-S ..... 199.50  
Seeburg 147-M ..... 225.00  
Seeburg 148-M Blonde ..... 299.50  
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A.M.I. Model C ..... Write  
All Games reconditioned and ready for location.

One-half deposit with order, bal. C.O.D.  
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**OUR BIG SALE OF THE YEAR  
USED PHONOGRAPH  
SEEBURG**

Model 148M ..... \$395.00  
Model H148 R.C. Special (Steel Cabinet) ..... 350.00  
Model 147M ..... 300.00  
Model 147S ..... 275.00  
Model 146M ..... 225.00  
Model 146S ..... 195.00  
Model H144 R.C. Special ..... 200.00  
Model Classic ..... 49.50  
Model Regal ..... 45.00  
Victory Model ..... 25.00  
Model 8800 and 9800 Hi Tones and Lo Tones ..... 25.00  
No extra charge for crating. We are Authorized Seeburg Distributors in Missouri. Equipment is checked by expert mechanics before shipment is effective.

**W. B. DISTRIBUTORS, INC.**  
1012 Market Street St. Louis, Mo.

**FOR SALE**

Seeburg Nickelodeon—Piano, mandolin, xylophone combination. Standard piano keyboard can be played manually. Cabinet quartered oak, like new. 110 volt automatic dime play (converted), 10 tunes on roll, 2 rolls with machine. Perfect running condition. Just plug in. \$850.00.  
Write GORDON WALKER  
R. D. 1, Frankfort, N. Y.

**WANTED TO BUY  
MUTOSCOPE  
VOICE-O-GRAPH  
METAL CABINET.  
State Condition and Lowest Price.  
Playland Amusement  
239 W. 125th St. New York 27, N. Y.  
MONument 2-7755**

**FOR SALE**

Coin Machine Route—Record and Appliance Store. Will sell all or just route. All late Seeburgs, AMI's, Bear Guns, Pinballs, Shuffle Games. Write  
**BOX D-100**  
c/o Billboard, Cincinnati 22, O.

**BADGER'S Bargains**  
Often a few dollars less—Seldom a penny more

**NEW EQUIPMENT ON OUR FLOOR**

Williams Jolopy  
Bally Bright Spot  
Bally Coney Island

**IMMEDIATE DELIVERIES**

Bally Futurity  
ChiCoin 6 Player Alley

Williams Sparkplug  
Keeney 4-Way Bowler  
Keeney 6-Way League

**SHUFFLEBOARD SUPPLIES**

Automatic Score-board  
Shuffle Wax  
Pucks  
Score Sheets  
Premiums  
Send for Premium Catalog & Prices.

**WANTED TO BUY**

Seeburg 100 Selectomatic  
Seeburg 100 Wall Boxes  
Bally Bright Lights  
Lyons Drink Machines  
Mills Coffee Bars  
Arcade Equipment  
Late 5 Balls  
Send List and Best Price.

**VENDORS**

Keeney Cigarette Vendor  
Northwestern Vendor  
Northwestern Tab Gum  
Rock-Ola Scales  
Mills Coffee Bar  
Write for Prices

**LARGE STOCK OF USED RECONDITIONED EQUIPMENT.  
ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE, MUSIC  
WRITE, WIRE OR PHONE FOR PRICES.**

**FOREIGN BUYERS** WE ARE THE LARGEST EXPORTERS ON THE WEST COAST. ALL TYPES OF COIN MACHINES. SEND FOR CATALOG.

**BADGER SALES CO., INC.**  
2251 WEST 110th BLVD.  
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**BADGER NOVELTY CO.**  
2546 N. 30TH ST.  
MILWAUKEE, WIS.  
Phone: HILLtop 5-3030

**NEW ENGLAND'S LARGEST STOCK**

**50 TURF KINGS** LIKE NEW **Call or Write**

★ Keeney LITE-A-LINE ★ Universal 5 STAR  
\$365.00 \$195.00

United Single Rebound .. \$135 | Keeney League Bowler ... \$235  
Shufflecade ..... 185 | Keeney Double Bowler ... 135  
Universal Super ..... 135

**WANTED: BALLY CONEY ISLANDS**

**REDD** DISTRIBUTING CO. Inc.  
298 LINCOLN ST.  
ALLSTON, Boston 34, Mass.

**NEW SHUFFLE HORSESHOES  
SPECIAL CLOSEOUT \$205.00**

Seeburg 100 Phonographs—Write.  
Genco 8 Player Shuffle Table—Black Light Illum.—8 Ft. Formica Top.  
Keeney New 4 & 6 Player Shuffleboard Conversions.

**RECONDITIONED—PERFECT!**

United Twin Rebound \$210.00 | Univ. Super Twin ..... \$115.00  
United 5 Player ..... 305.00 | Keeney Bowl. Champ. 125.00  
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Williams Double Header 110.00 | Speed Bowlers ..... 49.50

Write for List of Closeouts and Reconditioned Equipment.

Clayton Hemeroff **MONARCH COIN MACHINE, Inc.** Charley Pieri  
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8

**JUMBO PIN CONVERSIONS (8 1/2" PINS) \$29.50**



UNITED'S

# LEADER



**FAST ACTION**  
**3 CARD**  
**REPLAY GAME** ONE COIN PER CARD  
*plus*  
**BALL PURCHASE FEATURE**

PLAYER MAY PURCHASE  
 6TH, 7TH, 8TH BALL  
 FOR EXTRA COINS AS  
 INDICATED ON SCORE CARD

AVAILABLE IN  
 5¢ OR 10¢ PLAY

**SEE  
 YOUR  
 DISTRIBUTOR**

APPROX. SIZE  
2 FT. BY 4 FT.

WRITE  
 FOR YOUR FREE  
 UNITED PARTS  
 CATALOG



**UNITED MANUFACTURING COMPANY**  
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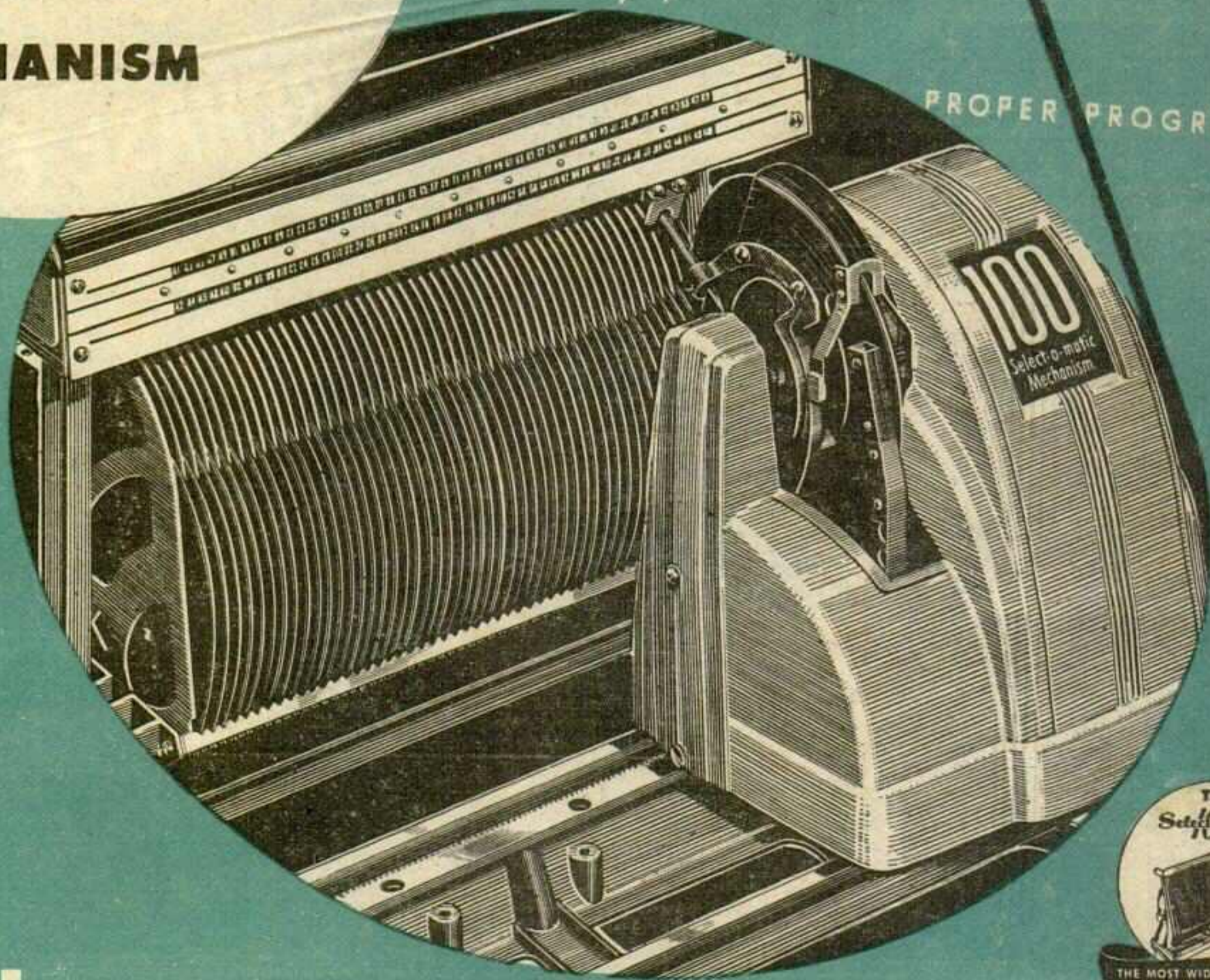


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